Strength and Conditioning

Bringing Autonomy and Longevity To The Field

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Evolution of the Field

• One Coach
• One Coach and “some help”
• Staff of 3-6
• 5+ Just For Football
• Every Sport Has Own Strength Coach

• More opportunity now for impact and impression
Autonomy Aids In Longevity
(Does Not Guarantee It)

• Run Your Program Like A Business
• Have A Mission Statement
• Have An Operations Manual
• Have Goals For The Program – With Performance Reviews
• Make Sure You Have An Emergency Action Plan (EAP)
• Develop A Sport Performance Board/Committee
• Develop Core Values
• Have Staff Performance Reviews
Global Views and Concepts

• Where Do You Fit In The Athletic Department?
• What Is The Department Perception Of You? (Perception is reality)
• Do Not Pigeonhole Yourself In The Department
• Job Security? Why Do We See This As An Entitlement? Whose Job IS Secure In Athletics?
Perception vs Reality

• How Are You Perceived?
• What Does Your Dress Say About You? Does Your Dress Command Respect?
• How Do You Dress For Staff Meeting? Department Meeting? Presentation?
• How Do You Interact Daily With Those Around You? Administration, Student Athletes, Coaches, Support Staff, Medical Staff...
• How Are Strength Coaches Perceived Globally?
Random Thoughts

• Stability? Unless You Are Self Employed, Who Really Has Job Stability?
• Contract With The Coach Or The Department?
• Certification Does Not Guarantee Professionalism Nor Expertise
• Perception Comes From Action, Not A Governing Body That Mandates A Certification.
• Supervision By Admin Who Does Not Know S&C? Educate Them. Set Up Meetings/Workout Observations. If They Won’t Meet, Email Them Weekly
• Develop A Good Relationship With Sports Medicine.
• What Are You Putting On Social Media?
Random Thoughts

• A Well Coached Program Beats A Well Written Program
• Evaluation – Are They Improving? Are They Safe?
• Look Professional When you Speak/Present.

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