



Elite

ATHLETIC DEVELOPMENT SEMINAR

Joe Kenn and Mike Robertson

Friday, March 28th and
Saturday, March 29th, 2014

Embassy Suites Downtown
Indianapolis, Indiana

Sponsored by



PLAE

PERFORMANCE SPORTS FLOORING

A Unique, "Behind-the-Scenes" Look at REAL Performance Enhancement Training....

Are you tired of attending seminars or reading articles by "coaches" who don't really coach?

Are you serious about taking your coaching and programming skills to the next level?

Would you like to work with two guys that are training elite athletes *every single day*?

If so, you need to attend the Elite Athletic Development seminar!



Joe Kenn and Mike Robertson not only talk the talk, they walk the walk.

In this seminar, you'll be introduced to Kenn and Robertson's unique and comprehensive approaches to athletic development.

This seminar will run the full spectrum, from program to coaching and everything in-between.

While there are tons of great resources out there on entry-level programming or coaching, there isn't much out there at the next level.

Here is just a small sampling of what will be covered at the seminar:

- Why the R7/R8 approach is critical to cover all your bases in programming.
- How to develop programs that address multiple physical qualities (i.e. speed, power, strength, conditioning, etc.).
- Where most programs fail miserably - and what you can do to avoid it!
- A "behind-the-scenes" look at real programs, designed by real coaches. No theory and conjecture here - just the good, bad and ugly behind real programs.
- A step-by-step process on how to build complex programs. Chasing one physical capacity is easy - but how do you address multiple factors without killing your athletes?
- How to organize daily and weekly training sessions for maximum success.
- The evolution of Joe Kenn's Tier System, and how he's using it today to build elite athletes.
- Coach Kenn's six critical factors for coaching success.

If you're a coach who truly cares about his or her athletes, and you want to take your own skill set to the next level, this is a can't miss event.

About the Presenters

**Joe Kenn, MA, CSCS*D RSCC*E MSCC SCCC
YFS1 PN1**

A 25 year coaching veteran on the High School, College, and Professional level, Joe Kenn is the most decorated strength and conditioning coach in the history of the National Strength and Conditioning Association (NSCA). Kenn most recently was awarded the inaugural Professional Strength and Conditioning Coach of the Year award from the NSCA. Kenn also won the College Strength and Conditioning Coach of the Year award in 2002 making him the only coach to have won both awards.



Mike Robertson, MS, CSCS, USAW

Mike Robertson is the President of Robertson Training Systems and the co-owner of Indianapolis Fitness and Sports Training (I-FAST) in Indianapolis, Indiana. Mike has made a name for himself as one of the premier performance coaches in the world, helping clients and athletes from all walks of life achieve their physique and sports performance goals.

Currently, Mike has focused his coaching on elite and professional athletes. In the past year, Mike has coached professional athletes from virtually every major professional sport, and is becoming a sought-after consultant and resource for numerous teams and programs.



REGISTER NOW

Seminar Itinerary

Friday

9:00-10:30 – The R7 Approach to Training (Mike Robertson)

10:30-10:45 – Morning Break

10:45 – 12:30 – Tier System Foundations (Joe Kenn)

12:30 – 1:30 – Lunch

1:30 – 3:30 – Advanced Program Design (Mike Robertson)

3:30-3:45 – Afternoon Break

3:45 – 5:00 – Friday Q&A

Saturday

9:00-10:30 – Tier System 5.0 (Joe Kenn)

10:30-10:45 – Morning Break

10:45 – 12:30 – Elite Athlete Case Studies (Mike Robertson)

12:30 – 1:30 – Lunch

1:30 – 3:30 – Coaching 101 (Joe Kenn)

3:30-3:45 – Afternoon Break

3:45 – 5:00 – Saturday Q&A

Overview of Sessions

The R7 Approach to Training (Mike Robertson)

A critical component to training athletes is “buy-in.” Quite simply, if an athlete doesn’t understand why they are doing something, chances are they will not be doing it!

The R7 approach was created to not only improve the program design process across multiple coaches, but to help athletes better understand the “why” behind their training.

With a more efficient and streamlined approach to training, you, your staff and your athletes will get more out of every training session.

Tier System Foundations (Joe Kenn)

The Structure and Organization of the Daily and Weekly Plan are critical elements in the development of an Athletic Based Strength Training Program. The creation of an exercise pool, movement categories, exercise rotation, and total sets/volume to name a few can become an obstacle to many when looking for ways to create a general physical preparation program for your athletes.

In this session, Coach Kenn will break down the foundational aspects of his highly successful 3 day a week total body template. Coach will go over the traditional model which is the foundation of all of his programming.

Advanced Program Design (Mike Robertson)

If your goal is to great consistently great training programs, you need a system for designing your programs.

While many can create a solid program every now and then, using a systematic approach can help you. Furthermore, when writing a program for elite athlete who needs to develop multiple physical qualities, it’s important to have a streamlined approach to program writing.

In this session, Mike will take you step-by-step through the process, to make sure you’re writing the best possible program for every athlete you train.

Tier System 5.0 (Joe Kenn)

“Embrace the Process” In the ever evolving world of strength training it is important to stay true to your core beliefs. With that said it is also important to continue to develop and create the best possible program to enhance the physical and mental capabilities in your athletes.

In this session, Coach Kenn will show you how he has integrated 4+1 R’s of Coach Robertson’s R& approach to training to an athlete based strength template.

Elite Athlete Case Studies (Mike Robertson)

There’s no better way to learn how to write great training programs than to review and discuss them first hand. While many coaches love to talk programming philosophy, it’s not surprising that when it comes to showing actual training programs, they often don’t have any!

In this session, Mike will give you a “behind-the-scenes” look at exactly what goes into writing training programs for elite athletes. Whether it’s a short off-season or an extended period of time, there’s no substitute for looking at real work from a real coach.

Coaching 101 (Joe Kenn)

“So you want to be a Strength Coach?” Coaching is the ultimate art form. It truly brings out the best of one’s character, integrity, and passion. Too many times individuals choose to be coaches or want to be coaches because of what they see on the TV every weekend.

In this session Coach Kenn will show you, you just don’t get to “run out of the tunnel” on Saturday nights. Coach Kenn will discuss six important bullet points that he feels are important in your drive to be a successful coach.

Seminar Venue, Dates and Registration

Elite Athletic Development Seminar

Friday, March 28th and
Saturday, March 29th, 2014

Embassy Suites Downtown
110 West Washington Street
Indianapolis, Indiana 46204
317.236.1800

We are working to lock in discounted room rates - attendees will be e-mailed immediately once this has been taken care of.

In an effort to keep this a smaller and more intimate seminar, we are allowing a MAXIMUM of 50 attendees. Once this threshold is hit, we will be closing the doors - no questions asked!

Early, early bird - \$299 (through February 13th)

Early bird - \$349 (if available, through March 14th)

At the Door - \$399 (if available)

Continuing Education Units

We are applying for CEU's through both the NSCA and CSCCA. Again, as soon as we have been accepted we will post the exact value here.



If your goal is to become the best physical preparation coach you possibly can, then this seminar is a must attend.

This course will sell out, and it's up to you to make the decision now to take action.

Register today for the Elite Athletic Development seminar. We look forward to seeing you soon!

All the best

Coach Joe Kenn and Mike Robertson