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# *Top 11 Ways* to Build a Championship Program



Proven, practical tips on taking your athletic program to the next level and keeping it there

For over three decades at BFS we've seen an amazing number of successful athletic programs, and among them we've noted underlying themes. Some of these ideas can be implemented immediately, and others may take a few seasons to fully establish. But if you've been reading all the high school success stories we've featured in *BFS* magazine for more than three decades, you'll see that a losing program often can be turned around in a single season – even to the point of taking a cellar dweller team to a state championship.

It's been said that "talent prevails," but success in team sports is often not a result of having superstars but of having an overall high level of strong athletes with winning attitudes. And to accomplish that, you may need to create a paradigm shift in your thinking.

On September 18, 1985, David Letterman introduced the "Late Night Top Ten List" on his NBC talk show, and the theme has been frequently used in many "how to" articles. Now we've come up with our own list of ideas to create a successful athletic program, but we've expanded it to a list of 11 ideas that real-life coaches have used to create successful programs.

### **1. Create Worthy, Unified Goals.**

Learning how to set worthy, unified goals is one of the key aspects of our Be an 11 seminars. Among the goals needed for success on the athletic field are academic goals, such as achieving a 3.0 grade point average, and community goals, such as projects you can do to make your program better. The goals should include specific and measurable steps for achieving each goal, and there needs to be daily accountability for the athletes and coaches to ensure the goals will be attained.

In 1998 we ran a story about Liberty Center High School in Liberty Center, Ohio. In 1993 the Liberty Center Tigers lost their state championship game, but after the game 20 Liberty High eighth graders charged out of their seats and said to their future coaches, "Don't feel bad, coaches. We'll be back!" In 1998 those seniors made it to the state championships, facing an opponent with a 13-0 record, and came away with a 49-8 victory. It was truly a team effort, with six players scoring touchdowns.

### **2. Start a Booster Club.**

A booster club is the basic support group in the high school environment, and it will help supplement your sport budget with fundraising programs. Booster clubs enable you to do new things and make the experience for the athletes better. Because of the great work they do, it's important that the individuals who belong to your group are recognized and appreciated by the athletes and coaches.

### **3. Establish Standards for Your Program.**

You have to have an accountability system to develop a positive attitude and strong work ethic among your athletes. Start with a weight-room orientation, and have kids sign an acknowledgment form such as the one contained in the BFS Safety Package. You should also establish a dress code, ban portable music devices and keep track of attendance.

In 2007 Coach Heather Sonne ran a girls weight training class at Hunter High School in Salt Lake City, Utah. Because there were fewer than 20 students enrolled at the time, the class was at risk of being cancelled – and in fact the summer program was



Thanks to positive attitude directed toward success, the girls weight training class at Hunter High School grew from less than 20 participants to 92 in two years!

cancelled due to lack of attendance. Sonne encouraged all the female athletes at the school to join the class and work hard; 22 girls showed up the following year for the summer program, and 92 girls participated in the summer program in 2009. Their hard work paid off: Going into the 2010 sports year Sonne had 12 girls power clean 135 pounds and nine girls vertical jump 23 inches!

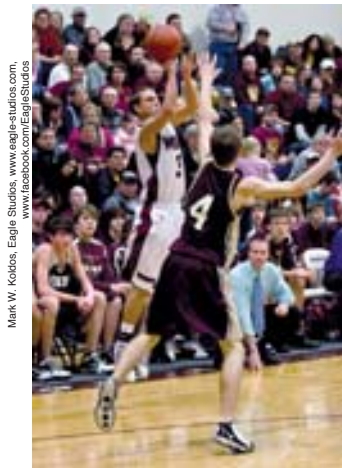
#### 4. Encourage Athletes to Compete in Multiple Sports.

Athletes who compete in more than one sport continue to develop year-round – competition is a huge plus. Colleges like to recruit the best athletes from schools, and there are benefits to helping athletes be “competition tough” by playing in frequent competitions in front of an audience.

Every year BFS sponsors a BFS High School Athlete of the Year award, one for male athletes and one for female athletes. One of the requirements is that the nominees must compete in multiple sports; we made this rule because we want our student-athlete role models to support the entire athletic program, not just one sport.

#### 5. Unify Your Strength and Conditioning Program.

Coaches should have a unified program so that everyone in the school is working toward achieving success in all areas. All athletic programs should use the same terminology and should be unified in all the following areas of athletic fitness: rest and nutrition, year-round training,



The recipients of the 2010 BFS High School Athlete of Year awards are Amy Elizabeth Media and Austin Ryf. Both of these athletes excelled in multiple sports.

Mark W. Kados, Eagle Studios, www.eagle-studios.com, www.facebook.com/EagleStudios

record keeping, sprint training, agility training, endurance training, flexibility training, plyometric training, strength training, skill training and mental training. Unified training can be incorporated as part of the PE curriculum.

## 6. Strive to Have Be an 11 Athletes.

Encourage athletes to make great choices on and off the field with a Be an 11 program. Athletes should be respectful in the classroom and make their community better with service projects. Athletes need direction, and when they get it, they will help build the program and leave the program better than they found it!

Photo: Navy SID



Bobby Doyle represents the best of BFS. The son of BFS clinician Bob Doyle, Bobby could clean 300 pounds in high school and went on to become a starter for the Midshipmen.

## 3D WEIGHT ROOM LAYOUT



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## 7. Maintain a Unified Weightroom Layout and Standards.

The weightroom should be laid out in a safe and efficient way to maximize space and make the room efficient. Start by setting weightroom rules and standards, such as “no sandals” and “three spotters for high-risk lifts” such as squats and bench presses. Every piece of equipment has an assigned place and should be returned to the assigned place when not in use. You should also have teaching aids such as posters up on the walls.

We live in a litigious society, and to help prevent accidents and potential lawsuits, it’s important to follow the highest standards of safety. In addition to offering a BFS Safety Package that contains educational materials that will help keep your athletic program out of the courts, every issue of *BFS* magazine presents our “Dark Side of Sports” column that discusses issues relating to safety, liability and professional standards.

## 8. Encourage Athletes to Break Personal Records

Young athletes respond best to seeing results on a continual basis. Start by having athletes strive to break at least eight personal records each week, all year long, in field tests (dot drill, vertical jump, 40-yard dash and core lifts: power clean, parallel squat, bench press). Coaches can encourage record-breaking with “top 10” boards and by keeping athletes abreast of their Personal Power Rankings. You should also encourage the development of team goals, such as, “We want to break 10,000 personal records by next season,” so at the end of each week they will add up the number of broken records for each athlete and add that to the total number of records broken.

A great way to motivate athletes to break personal records is to purchase a copy of the BFS *Beat the Computer* software program. By simply inputting an athlete's current personal records, the computer will set up challenging workouts based upon breaking those records. The program also provides an easy way for athletes and coaches to keep track of their progress, and produces personal progress reports and team rankings.

**9. Develop a Unified Feeder Program**

Get a head start by developing a feeder program with the middle school programs that follows the same basic standards and principles set by the high school team. With a football team, for example, the athletes will have two more years to get accustomed to the same type of offense and defense. You can also use a readiness program to teach athletes how to lift and behave in the weightroom.

**10. Establish Pride in Your Program**

“Be true to your school” is the message of a classic Beach Boys song, and it’s important to establish a sense

of pride in your athletes for the athletic program. First, keep the school and the facilities clean, have the art department do a school logo on the wall in the weightroom, and put up motivational sayings in the weightroom, locker room and classrooms. Make the weightroom a place of pride and excitement.



Getting young athletes involved the BFS Readiness Program will give them an edge in athletic fitness.

**11. Support Other Programs in the School**

During your season take time to go and watch another team from your school compete, and encourage your athletes to do the same. During your off-season go once a month as a team to support another program that is

in-season, and once or twice a year go as a team to a school play or other non-sport activity and support the students in your school.

The 11 steps above will help build a championship program and will give your athletes a great experience as they progress through school. And when you win that state championship, be sure to tell BFS about it so we can share your story with others through our seminars and publications. **BFS**



After defeating the Naval Academy in 2010, the Air Force cadets stormed the playing field to show their support.

## BFS: THE FIRST STEP TOWARD ATHLETIC SUCCESS

The mission of Bigger Faster Stronger, Inc., is to encourage positive changes in the lives of young people through character education and sports fitness seminars. To support coaches and physical educators in their work with young people, we offer certification programs and continuing education materials that teach how to increase the safety and effectiveness of their sports and physical education programs through the concept of unification. To support excellence in youth athletics and physical education, BFS offers the highest-quality exercise equipment at the best prices. Our experienced staff also assists – from concept to completion – with all aspects of developing the best possible strength and conditioning facilities and programs. How are we doing? Just ask some of our fans:

"There are all kinds of different ways to work out, but BFS is a proven product. It's been around since the '70s, they've grown and changed, and we don't have to reinvent the wheel. Bringing in BFS was a commonsense solution."

**Pat O'Brien, Head Football Coach, Sickles High School, Tampa, Florida**

"BFS bonded the team, so that not only did it strengthen them physically, it strengthened the unity of the team. And team unity is obviously important in a team sport such as soccer. The bottom line is that my 2005 team was stronger, faster and way more in shape than other teams – I will have my teams do BFS until I retire from coaching."

**Ben Ritsema, Head Soccer Coach, Reeths-Puffer High School, 2004 and 2005 Conference Champions, Muskegon, Michigan**

"We have seen tremendous gains in strength and speed ever since we started using BFS. We trained year-round, and we still lifted three times a week during the season, even during the week of the state championships."

**Josh Floyd, Athletic Director and Head Football Coach, Shiloh Christian High School, 2006 State Champions, Springdale, Arkansas**

"Lifting and conditioning for nearly 12 weeks in the summer helped our team make great strides in speed and strength."

**Matt Gilmer, Class of 2007, Holy Family High School, 2005 State Champions, Football Broomfield, Colorado**

"We wanted to build on our success, so we brought out BFS clinician Tom Sullivan to give a Be An 11."

**Mark Peach, Head Football Coach, Anderson County High School, Lawrenceburg, Kentucky**

"I was lucky enough to see Coach Shepard in Nebraska when I was coaching in Dodge, Nebraska, back in 1985; and BFS Coach Jim Brown from Poplar Bluff came and helped me when I was at Blytheville. I think the BFS program is organized in such a way that it is instructive and constructive for the high school situation. If you want to add bells and whistles, that's when you go to the colleges and pick up parts of their program. But I think that as far as a high school program goes, BFS is tremendous. In fact, if you look at my program and you look at my program, there are a lot of commonalities – we even do the Dot system that was developed by BFS."

**Coach Chris Carlisle, Head Strength Coach, University of Southern California, Los Angeles, California**

"To this day, at 30 years old, I still follow the BFS system exactly, and it still works! I've never had a football injury – heck, I've never even missed a practice. I give 100 percent credit to the BFS program and my willingness to follow it, so I just wanted to give a huge 'thank you' to you and your team at BFS. I'm a living testament that it does change lives and it does work at every level!"

**Angus Reid, British Columbia Lions Football Team, 2006 Grey Cup Champions**

## REAL SUCCESS IN THE REAL WORLD

**VISIT THE BFS ONLINE ARCHIVES AND DISCOVER SIX SCHOOLS THAT HAVE TAKEN THEIR PROGRAMS TO THE NEXT LEVEL BY FOLLOWING THE BFS PRINCIPLES!**

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Search for any of these schools by name and download a free pdf article. Then subscribe to BFS Magazine and never miss another inspirational story or record breaking technique article.

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Having its school burn down was not enough to stop this football team from winning a state championship

By BFS

Published: May/June 2009

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# ACHIEVE YOUR GOALS!

**"The new BFS Total Program Clinic is a life-changing experience!"**



## TOTAL PROGRAM CLINIC

### Unify Your Sports and Athletic Programs to Win!

A great start! A BFS Clinic is a great way to introduce your school to the advantages of unification. If you are already a BFS school, this clinic will introduce new athletes to the BFS Total Program and will reinforce the importance of following the program to experienced athletes.

### The Ultimate BFS Experience: Two Day Total Program Clinic with a **Be An 11 Seminar!**

**2 Day Clinic \$2300** (up to 50 athletes). Additional athletes \$25 each. **Be an 11 Seminar:** \$20 per athlete

In a two-day clinic, a BFS instructor can come to your school and show you how to unify your athletic program to ensure athletes will progress, year-round. With more hands-on instruction and additional time for our clinicians to answer your questions this is a more complete, personalized experience

Coach Rick Bojak got me to believe completely in BFS. He spent three days with us, and did both a Be An 11 workshop and a BFS Two- Day lifting clinic. This helped motivate us into our off season."

Kevin Belcher, Head Football Coach Central HS  
Phoenix, Arizona

#### Additional Options:

**2 Day Clinic**  
**\$2300**

Up to 50 athletes. Add'l athletes add \$25 each

**1 Day Clinic**  
**\$1900**

Up to 50 athletes. Add'l athletes add \$10 each

**Be an 11 w/ 1-Day**  
**ONE DAY \$1900** Up To 50 Athletes  
Additional Athletes \$10 Each  
**BE AN 11 Seminar \$20 per Student**

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*Regional Certification*

**\$299** Per Coach - Practical & Theory Course, 1 Day, Hands on Practicum and Online Exam

*In-Service Certification*

**\$299** Per Coach - Practical & Theory Course, 1 Day, Hands on Practicum and Online Exam  
\$800 Reservation Fee-10 Coach Minimum

**Be an 11 Seminar**  
**\$1700**

Up to 50 athletes. Add'l athletes add \$20 each

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**Great Results!**

## **SUCCESS AND THE TOTAL PROGRAM**

Although athletics in high school means different things to different people most will agree that athletics can be a huge part of a young persons development. From making the varsity team to participating in PE classes, students can get the most out of athletics if they have a clear understanding of what is being taught and why. Even better, is if there is a consistent methodology that allows the students and athletes to move easily from sport to sport, season to season. The BFS Total Program is a complete system that can unify the disparate goals of athletic and PE programs.

### **THE PROGRAM**

The BFS Total Program is a strength and conditioning program that helps athletes reach their full potential. Along the way the the Total Program teaches so much more. Building confidence and leadership through the process of setting and achieving goals, and consistently breaking personal records. The Total Program can be a step up, in high school and in life.

It is not a fad or a short cut, the Total Program is a time tested regimen that requires discipline and hard work. These are the qualities that make it a great system for team building by offering opportunities, every day, for students to help and encourage each other to go a little harder.

While it is not an easy path it is a simple one. For over 30 years coaches and administrators have found the Total Program to be highly efficient and remarkably effective, particularly within the confines of student's busy schedules. By utilizing the Total Program across all sports and in PE classes both coaches and athletes have a framework that keeps the athlete improving and provides each coach with measurable

results. We call this Unification and when an entire athletic department and PE curriculum are on the same page the results are amazing. BFS has it's roots in the football arena but we encourage all coaches, mens and womens, and administrators to attend a Total Program Clinic.

### **SAFETY**

BFS has over 32 years of experience working with coaches and athletes in the weight room and understands that safety is priority one with your athletes. At a Total Program Clinic our clinicians spend as much time on proper weight room behavior and spotting as on proper lifting technique. This has the double benefit of helping keep the athletes injury free and building camaraderie between the lifters and spotters. By emphasizing the proper safety protocols *and* the perfect lifting technique we are building not only strength but responsibility and leadership.

### **SUCCESS**

When you bring in the BFS Total Program you are bringing in a proven roadmap to success. Success can be defined in many different ways but we know that success on the field is a very concrete definition. BFS is committed to building winning programs and we have the track record to back this up. The majority of schools that host a Total Program Clinic improve their win loss record immediately! More state championships have been won using the BFS Total Program than any other strength and conditioning program in the country.

Call **800-628-9737** to learn about hosting a Total Program Clinic at your school. Visit **[biggerfasterstronger.com/clinics](http://biggerfasterstronger.com/clinics)** to read more about the Total Program!

**The BFS Total Program Delivers Strength, Speed and Character!**

### **Southeast High School, Yoder Wyoming**

An update on Football and Men's and Womens Basketball teams at Southeast High School. During the past 4 years these 3 teams have enjoyed a huge amount of success. The girls basketball team won the State Title in 2008 and was runner-up in 2009. the Mens basketball team was runner-up in 2008, State Champions in 2009 and runner-up in 2010. The Football team has won the State Championship 4 years in a row, 2006, 2007, 2008, and 2009.

One of the most impressive stats for the football team is they have won state titles in 2 different classifications.

The Southeast football team has been in the State Championship game 8 of the last 11 years , winning 7 titles in that stretch. We are either one of the largest 1A teams or one of the smallest 2A teams. We try to instill in our athletes that we can compete at any level. We feel BFS has been a big contributor to our success and will help us stay on top

**Mark Bullington,**  
Head Football Coach  
Yoder, Wyoming

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