



During Be an 11 clinics, Coach Shepard has teams work to determine their goals and establish an action plan to achieve them.

What's Your Goal?

Timeless insight into a proven mindset and training philosophy for success

BY DR. GREG SHEPARD, BFS FOUNDER/CEO

(Editor's note: Although this article for coaches was written 18 years ago, the ideas are still relevant today. To get the most out of it, Coach Shepard asks that before you read it you take a minute to write down your objectives for having athletes involved in strength and conditioning programs.)

I know some coaches think BFS has taken the wrong path: They consider box squats dangerous, they are convinced it's best to use a standard periodization system, and they have a long list of don'ts – don't go for maxes so frequently, don't place so much emphasis on the power clean, don't do the deadlift, and so on. In other words: *Why doesn't BFS think like I do?* That question seemed

really off-kilter to me until I had a revelation. I'd like to share it with you in hopes you find it useful.

My revelation has to do with goals and objectives. If someone's goals and objectives are different from mine, then it stands to reason that their approach to strength and conditioning will be different too. For example, if their primary objective with their strength and conditioning program is injury prevention, their approach will not be the same as the BFS program. That doesn't mean BFS is not mindful of injury prevention. Quite the contrary. Teams using the BFS program usually experience a drastic reduction of injuries, especially in football. However, injury prevention is not our primary goal.

Accept the challenge.

Let's explore this vein of thought further. Strength coaches who have injury prevention as their primary goal may not do power cleans, go for maxes or do ballistic-type movements such as plyometrics. They would keep their reps at five or more and may even work primarily on machines. They may have their athletes do cleans from blocks or from the hang position. This is not wrong. This philosophy simply approaches a strength and conditioning program from a

approach probably will be different as well.

Athletes may even have goals and objectives that are different from those of their coaches. For example, we estimate that more than 50 percent of all high school athletes primarily bodybuild when they train with weights. Perhaps their primary objective is merely to look "buff." Many of these athletes read the popular bodybuilding magazines and may do mostly bench presses and arm curls. Again, their

But what if their objectives are actually to win football games and to reach their potential as a football player or as an athlete in another mainstream sport, which are primary objectives in the BFS program?

different angle due to different goals and objectives.

If someone's primary objective is to be extremely strong in the major lifts, their approach may be different from our BFS program. That doesn't mean we don't want our BFS athletes to be strong. Quite the contrary. BFS athletes in high school are as strong as or stronger than outstanding athletes at non-BFS schools. BFS clinician Jim Brown has

10 players on his high school football team who can power clean 300 pounds or more. How many high schools can make that claim?

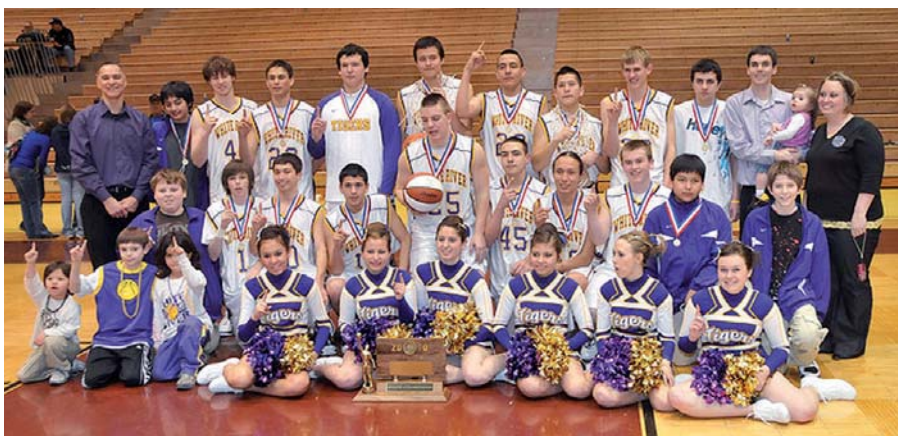
Strength coaches who are concerned primarily with strength may place great emphasis on the sport of powerlifting or Olympic lifting. The stances they teach may vary

from our BFS stances. Bar placement on the squat may vary from BFS. Use of knee wraps, straps, lifting suits and other accessories may differ from BFS. Again, this is not a criticism. It only means that if their goals are different, their

approach will be vastly different from the BFS approach. These athletes' methods are not wrong if bodybuilding is truly their primary objective. But what if their objectives are actually to win football games and to reach their potential as a football player or as an athlete in another mainstream sport, which are primary objectives in the BFS program? Tragically, because their methodology isn't in line with

their goals, these athletes may never reach those goals.

The purpose of asking you to outline your goals and objectives before reading this article is to stimulate critical thinking. Accept the challenge. Analyze and think through



Eldon Marshall High School's participation in a BFS clinic in 2004 helped their basketball team achieve their current success record of 161-35 with two state championships (shown is the team after their state championship win in 2010). At the time of this writing they are undefeated going into the playoffs.

your goals and objectives and compare them with those promoted by BFS. I promise you that whether or not you change your methodology, thinking critically about your goals will help you become a better coach. BFS

Accept the challenge.

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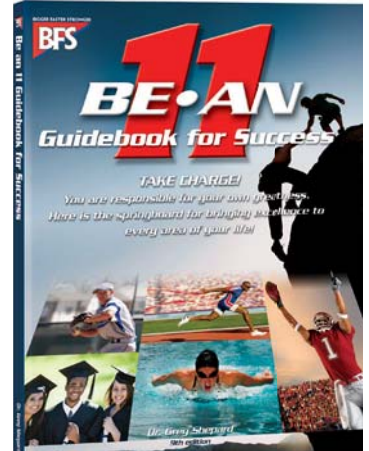
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