



Photo by Shawn Cone

BFS Program

Stay the Course with BFS

The proven way to achieve unified success in any athletic program

When it comes to strength coaching programs in college football, the best way to describe most of them is by a children's game: follow the leader.

Whatever the best college teams do, other teams are sure to follow. Currently there is a big interest in what Florida State is doing; before that, it was Alabama, and before that, Auburn and Florida. It didn't matter if the championship game was won by three touchdowns or a field goal, strength coaches want to know what the winners have been doing so they can improve their own programs. Perhaps the answer turns out to be strongman training, or suspension training, or maybe doing special running drills in sand.

Not to take anything away from the coaches who developed these championship teams, but at the college level, there are many factors that contribute to success on the gridiron – or for that matter, any other sport. One obvious one is having superior facilities that attract the more talented athletes. Further, while strength coaches can make a big difference

Braden Smith, the 2014 BFS High School Male Athlete of the Year, is an example of what intelligent strength training and hard work can produce.

BFS Program



Core lifts such as the back squat are part of the BFS Total Program.

in the success of any sports program, sometimes the stars align over a team of gifted athletes who demonstrate that “talent prevails.”

At the high school level the playing field is more level, as schools are categorized according to the size of the student body. Another major difference is that most athletes at the high school level are multisport athletes – with the result that the strength and conditioning programs used at the college level (which are characterized by long off-seasons) are not practical in grades 9-12. Further, training methods that are appropriate at the high school level may not be appropriate at the middle school or even elementary school level. BFS understands these differences.



Photo by NBAE/Getty Images

Elena Delle Donne plays for the Chicago Sky, and was profiled in our Sep/Oct 2013 issue. She represents the type of role model we encourage young athletes to become in our Be an 11 character education seminars.

The BFS Total Program was developed nearly four decades ago by Dr. Greg Shepard, a sport and strength coach with a successful career at both the high school and collegiate level. The BFS Total Program is flexible and can be used by single-sport athletes, even at the college level. The program proved especially effective in the high school environment, and Coach Shepard even developed a variation for athletes at the middle and elementary school level

called the Readiness Program.

One key tenet of the BFS Total Program is that a successful athletic fitness program requires balance. Bench presses are performed in the strength section of the BFS program, but not so much that it takes away time from power cleans or other valuable lifts. BFS makes athletes stronger and more powerful in the weightroom, but it is not designed to train power-

BFS Program

lifters or Olympic lifters. Likewise, while the BFS program includes many training methods used by track and field athletes, such as plyometrics and repeat sprints, it is not a track and field workout. Again, the key is balance.

BFS also offers many educational resources that teach coaches how to implement the BFS Total Program, including clinics, certifications, print publications and an online learning center. Here are the basic components of the BFS Total Program:

BFS Rotational Set-Rep System

BFS In-Season Training

BFS Readiness Program

Six Absolutes of Perfect Technique

BFS Core Lifts

BFS Auxiliary Lifts

BFS Agility Training and the BFS Dot Drill

BFS 1-2-3-4 Flexibility Program

Be an Eleven

Finally, and this is one aspect of the BFS Total Program that sets it apart from all others, is the concept of unification. BFS believes that all sports programs offered at a school should adhere to the same basic



Austin Ryf was our 2010 BFS High School Male Athlete of the Year. Shown here when he began the BFS Total Program as a freshman, and as a senior, when he earned many postseason honors in multiple sports and excelled academically.

training philosophy. This approach reduces teaching time and personality conflicts, and improves athletic performance. Coach Shepard said it best:

“When coaches adopt the BFS system, all athletes perform the same basic program throughout the entire school year and during the summer. Confusion disappears, coaches enjoy a spirit of teamwork with

their colleagues, and athletes more easily achieve their goals.”

As a leader, you naturally want the best training program for your athletes. With nearly 40 years of proven success, BFS is that program.

“Be An 11 has
changed my life!
I WILL
BE AN 11!”
- Katie Heinlen

BE AN 11 Seminars

“The most inspiring night of my life!”
~Kyle Meyers, Rutherford B. Hayes High, OH



“Every school in the nation should schedule a Be An 11 Seminar today!
It is without a doubt the best thing that has happened to our school.”
- Coach T. Cox

“Reaffirmed the reason I entered coaching 25 years ago.”
- Coach Al McFarland

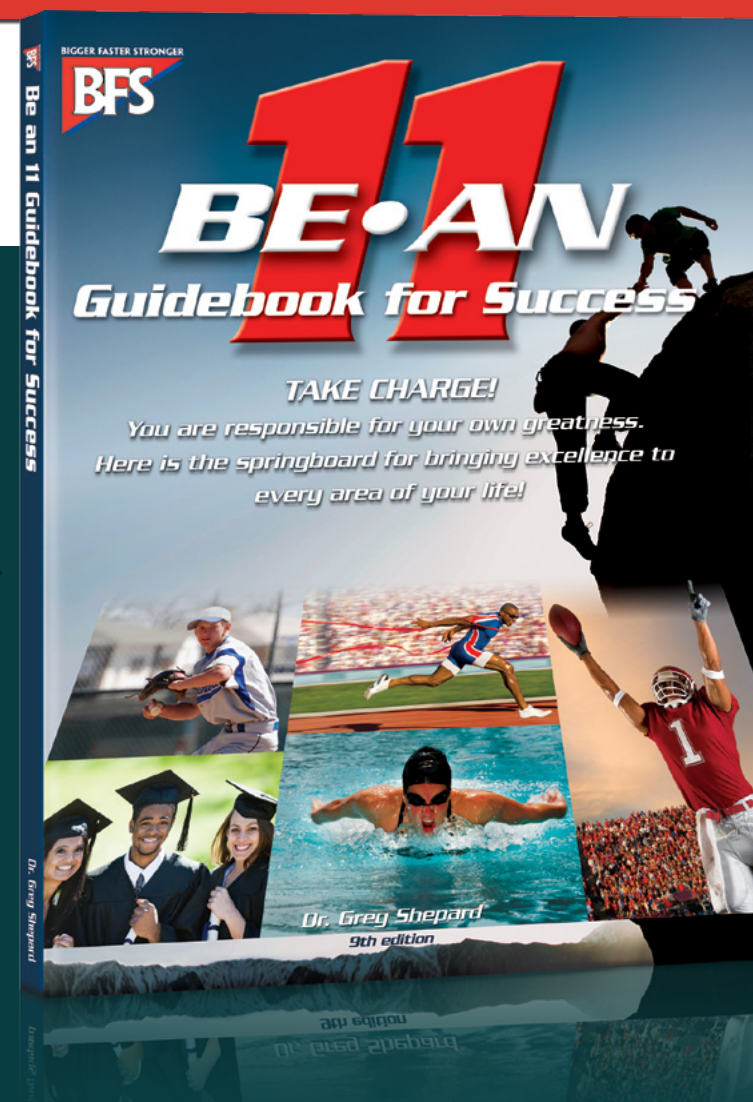
“This is exactly what our school - and community - needed.”
- Coach Fox

HERE'S HOW IT WORKS - BE AN 11 SEMINAR \$2,990 ITEM #800K

- ▶ A BFS Presenter will come to your school and will spend up to three hours inspiring, motivating and educating your athletes how to become true elevens!
- ▶ The cost is only \$2,990 for 50 athletes. Additional athletes only \$30 each. Includes the Be an 11 Guidebook!
- ▶ All travel fees included in price. No hidden fees!
- ▶ Book your dates now! First come - First Serve.

INTERESTED SCHOOLS CAN REQUEST A FREE BE AN 11 BOOK & SEMINAR LITERATURE

- ▶ Christian B11 Seminar is also available
CALL FOR DETAILS
- ▶ Package your Be An 11 Seminar with a Total Program Clinic or a BFS Weight Room Safety Certification (WRSC) and save while bringing the BFS program to your school. See the inside front cover of this magazine to learn about how to bundle and save on BFS camps and clinics!



Learn More
Online

