

# What's Your Goal?

**FOR JUST A MINUTE, BEFORE YOU READ ANY ARTICLE IN OUR NEW JOURNAL, I INVITE YOU TO WRITE DOWN YOUR STRENGTH AND CONDITIONING GOALS. COACHES AND ATHLETES AT ALL LEVELS SHOULD DO THIS NOW. WHY EVEN DO ANYTHING AT ALL? WHAT DO YOU WANT TO ACCOMPLISH? COACHES, WHAT IS YOUR PURPOSE AND OBJECTIVE FOR HAVING YOUR ATHLETES STRENGTH AND CONDITION THEMSELVES? IT IS IMPORTANT YOU DO THIS IN A SERIOUS MANNER BEFORE YOU PROCEED FURTHER. TAKE SOME TIME AND DO IT IN DETAIL.**

## By Dr. Greg Shepard

It was like a revelation! I was astounded at the perspective this revelation gave me! It has always been perplexing to me why some people, for example, do one set of 8-12, train on machines or body build for football. In other words, why don't all people think like I do. Which is really pretty silly when you think about it. My revelation, for me at least, cleared up this negative thought process.

I know some coaches think that BFS is off on the wrong path: Box Squats are dangerous, don't use a standard periodization system, start kids too early, go for maxes, place too much emphasis on Cleans, don't place enough emphasis on Cleans, do the Dead Lift, don't use accepted scientific protocols, etc. In other words, why doesn't BFS think like I do. Which is really pretty silly when you think about it. Here is my revelation. I hope it proves to be insightful.

My revelation has to do with goals and objectives. If one's goals and objectives are different, then it stands to reason that one's approach to strength and conditioning will be different. For example, if one's primary objective is injury prevention with their strength and conditioning program, 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 report a drastic reduction of injuries, especially in football. However, injury prevention is not our primary goal.

Let's explore this vein of thought in further detail. Strength coaches with injury prevention as a primary goal may not do Power Cleans, go for maxes or do ballistic type movements. They would keep their reps at five or more and may work primarily on machines. It may mean Cleans are done from blocks or from the hang position. This is not wrong. This philosophy only approaches a strength and conditioning program from a different angle with different goals and objectives.

If one's primary objective is to be extremely strong in the major lifts, their approach may be different than our BFS program. That doesn't mean we don't want to be strong. Quite the contrary. BFS athletes in high school seem to be as strong or stronger than the strongest. Just take a look at Jim Brown's program outlined on page 41. Ten football players can Power Clean 300 or more. How many high schools can make that claim?

Strength Coaches who are primarily concerned with strength may place great emphasis on the sport of Power Lifting and/or Olympic Lifting. Stances 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 your goals are different, your approach will probably be different.

Athletes may even have a different goal and objective than their coach. For example, we estimate that over 50% 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 will do mostly Bench Presses and Arm Curls. They will read "Muscle Fitness" and dream of looking like a bodybuilder. Their approach will be vastly different than the BFS approach. These athletes are not wrong if bodybuilding is truly their objective. But, what if their objective was to really win football games and to reach their potential as a football player or as an athlete in another mainstream sport? The tragedy occurs when their goals and objectives are more compatible with the BFS Goals and Objectives as outlined on page 65 but they train to be a bodybuilder or with some other objective.

The purpose of asking you to outline your goals and objectives is to stimulate critical thinking. Accept the challenge. Analyze and think through the BFS Goals and Objectives. I promise you, that as you go through this thought process, even if you don't change your methodology, you will have benefited and become a better coach.....□