

Nothing Motivates Like Success

BY RICK ANDERSON, BFS SENIOR VICE PRESIDENT

Practical tips on how coaches can inspire greatness in all their athletes

The most important principle that all coaches need to know about inspiring their athletes to achieve physical superiority and athletic success is that the greatest motivational tool is, simply, *making progress*. Athletes must see objective progress to keep them working hard to achieve their goals. The key word here is *objective*.

Athletes need more than pep talks to be sure they're improving; they need the certainty of cold, hard facts.

An athlete's bench press needs to keep going up, and their 40 time needs to keep going down. They need to continually see that the training they're doing in the weightroom, and the work they're doing with plyometrics, agilities and sprinting, are paying off in

improved performance. This, I believe, is the ultimate motivator for young athletes.

T-shirts, signifying a milestone in a specific lift or field test, are a classic tool for motivating athletes. If you want to have your football team focus on improving their results in the power clean, have T-shirts made up for those who hit 200, 225 and 250 in that lift – with each shirt printed in different colors so teammates can easily distinguish the lift. Perhaps the 200-pound shirt could be in bronze, the 225 in silver, and the 250 in gold! Hey, these colors work for the Olympics!

Team Records for Max Results

Every year for the past 15 years



Nothing motivates like a Be an 11 Seminar. Shown here is BFS Vice President John Rowbotham's seminar at Thomas S. Wootton High School in Rockville, MD.



For the past 15 years BFS Senior Vice President Rick Anderson and BFS clinician Mark Beckham have conducted a “competitor’s clinic” at Oxnard High School in Oxnard, CA.

BFS Clinician Mark Beckham and I have hosted a “competitor’s clinic” at Oxnard High School in Oxnard, California. The focus of the clinic is not just to have athletes break personal records but also to break team records – and have a lot of fun in the process.

A team record is vital to athletic success because it keeps athletes thinking about how to encourage their teammates to improve. Just by totaling up all the individual players’ lifts or times and dividing by the number of athletes, you have a team average. Or as I call it, a *team record*. It works for any lift or field test. You can have a team vertical jump, a team 40-yard dash and a team bench press – you name it.

Emphasizing team records is great for the younger athletes on a



team because it takes the emphasis off comparing their raw numbers with the older athletes. Everyone is contributing to the team records, so a ninth grader with a bench of 150 is just as important as a senior benching 300. And you can break down team records even more by establishing team records for each class, so that the current freshman class can strive to beat the team records of the previous year or beat an all-time class record.

It’s important for a coach to post personal records and team records where the athletes will see them. The weightroom is the most logical location to post their records, as this is where the hard work takes place. Also, it’s important for the coach to continually



T-shirts with lifting milestones or motivational slogans, such as those worn here by athletes from Bingham High School in South Jordan, UT, are effective for inspiring athletes.

study these records so he or she knows where their teams were, where they stand now, and where they need to go. A coach can learn a lot about how his or her future teams will do based upon how they compare to current and past

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East Side High School
Individual Ironman, Power, and Overall Rankings
Bigger Faster Stronger

Athlete Information
Deans, Carver
 ID Number: 2 Height: 6 Ft 1 In
 Grade/Period: 9 1 Weight: 160 Lbs
 Weekly Workout Schedule: FB-O Sport: FOOTBALL CB WR

Note: For all Lifts and Speed & Agility Events, higher Point Values are better.

Ironman Ranking

Core Lift	1 Rep Max	Point Value	Ironman Ranking	Rank within Grade	Rank within School
Squat	225 lbs	2	Good	4th	4th
Bench	165 lbs	2	Good	3rd	3rd
Dead Lift	200 lbs	1	Beginning	6th	6th
Clean	125 lbs	1	Beginning	4th	4th
Point Total:		6			
Overall Ironman Ranking:		Beginning			

Power Ranking

Event	Most Recent Score	Point Value	Power Ranking	Rank within Grade	Rank within School
20 Yard Dash	2.89 sec	12	Great	3rd	3rd
40 yard Dash	4.90 sec	10	Great	3rd	3rd
Dot Drill	72 sec	7	Beginning	7th	7th
Vertical Jump	18"	5	Good	5th	5th
Long Jump	4' 7"	0	Beginning	9th	9th
Sit & Reach	2"			9th	9th
Point Total:		34	Beginning		
Overall Power Ranking:		5,440			

Remember it is not where you start, it is where you finish.
 Be totally committed to breaking your personal records each day, and you will learn the true path to success, happiness, and achieving your goals.

Recommendation # 1
 Flexibility is key to improving speed. Stretch with intensity every day with the BFS 1-2-3-4 Flexibility program.

Recommendation # 2
 The key to explosive power is the Parallel Squat, Power Squat, and Plyometrics. You need to really emphasize this part of your total program.

Recommendation # 3
 You need to do the BFS Dot Drill every day. Get Quick!

Visit BFS on the Web at www.biggerfasterstronger.com

www.bfsonline.com

Top 10

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East Side High School
Top 10 scores among Current Athletes in the

Parallel Squat			
1st	John Titus	5/24/2004	9th 315 lbs
2nd	Jason Merrill	7/12/2004	9th 255 lbs
3rd	Andy Selcho	7/11/2004	9th 245 lbs
4th	Carver Deans	7/11/2004	9th 225 lbs
5th	Amy Coulam	7/12/2004	9th 205 lbs
6th	Kelly Vinyl	7/12/2004	9th 160 lbs
7th	Jason Castleton	7/12/2004	9th 155 lbs
8th	Carolyn Robertson	7/12/2004	9th 145 lbs
9th	Celina Tamayo	7/12/2004	9th 135 lbs
10th	Sara Clarke	7/12/2004	9th 125 lbs

BFS
Beat the Computer

The BFS Beat the Computer software program enables coaches to create *power ranking reports* that show how each athlete compares to national standards, along with "Top 10" team reports for specific lifts and field tests.

teams. For example, if the team record for the power clean last year was 200 pounds, and in the off-season next year's team did 215 pounds, that coach can look forward to working with a more explosive team.

BFS Motivational Products

Tools that BFS offers that can help coaches and athletes keep track of their progress are top-10 rankings that can be printed from data entered into our Beat the Computer program, an individualized "power ranking" that shows how an athlete, male or female, compares to national standards; posters that list the BFS standards, and laminated record boards. And I'm really excited about our latest product in this area, our *Top 10 Motivational Boards*.

These large, 8 feet by 3 1/2 feet boards are made of hard Komatex board and can be customized with your school name, colors and mascot! You select the ten categories you want to measure, and then easily keep track and update results with dry erase name tags

that are Velcro-backed for easy moving. We decided this was an ideal product for high school coaches who don't have the resources to make their own boards – especially ones of this quality!

One of the original BFS philosophies that we continue to stress at our clinics is this: "If you cannot measure

a thing, you cannot manage it – and if you cannot manage it, you will not accomplish it." In this case, progress *can* be measured – and used to great advantage: Be sure to have your athletes focus on breaking team records as well as personal records and you'll double the motivational impact. BFS



A super way to get athletes to break personal records is to develop motivational record boards, such as the one shown here that covers an entire weightroom wall at Juan Diego Catholic High School in Draper, UT.

CHART YOUR PATH TO SUCCESS

TOP 10 MOTIVATIONAL BOARDS AND DEPTH CHARTS

BFS BIGGER FASTER STRONGER

TOP 10 RANKINGS

PARALLEL SQUAT	BENCH PRESS	POWER CLEAN	HEXBAR DEADLIFT	40 YARD DASH	20 YARD DASH	DOT DRILL	VERTICAL JUMP

LARGE 8' X 3.5' BOARDS • HIGH CONTRAST BFS COLORS • TEN PRINCIPLE BFS CATEGORIES
MOVEABLE NAME TAGS
STOCK BOARDS USUALLY SHIP IN 48 HOURS

BFS TOP 10 BOARDS
\$1099
INTRODUCTORY PRICE
STOCK ITEM

LINEMEN POWHATAN FOOTBALL

BENCH PRESS	SQUAT	CLEAN	40 YD DASH	BENCH	40 YD DASH	40 YD DASH	40 YD DASH

8' X 3.5' BOARDS • ADD YOUR SCHOOL OR TEAM NAME
CHOOSE YOUR 10 CATEGORIES • MOVEABLE NAME TAGS
FULLY CUSTOMIZABLE COLORS
CUSTOM BOARDS USUALLY SHIP IN 2 TO 4 WEEKS

CUSTOM BOARDS STARTING AT \$1249
INTRODUCTORY PRICE

WESTERN FOOTBALL

OFFENSE

WE	WT	C	IG	OG	ST	TE	Z

DEFENSE

QB	RB	FB	CB	DB	LB	SLB	FS	C	P

4' X 3.5' BOARDS • ADD YOUR SCHOOL OR TEAM NAME
CUSTOMIZE BY POSITION, BY SPORT • MOVEABLE NAME TAGS • FULLY CUSTOMIZABLE COLORS
CUSTOM BOARDS USUALLY SHIP IN 2 TO 4 WEEKS

DEPTH CHARTS CUSTOM ONLY \$699
INTRODUCTORY PRICE

Head Coach Don Montgomery

DRY-ERASE NAME TAGS ARE VELCRO BACKED FOR EASY REARRANGING AND UPDATING AS YOUR ATHLETES IMPROVE!

A MUST HAVE TOOL FOR ANY SPORTS TEAM

BIGGER FASTER STRONGER

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DEDICATED TO HELPING ATHLETES SUCCEED SINCE 1976

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