PHYSICAL EDUCATION

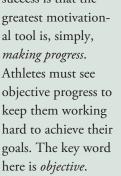
Nothing Motivates Like

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 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

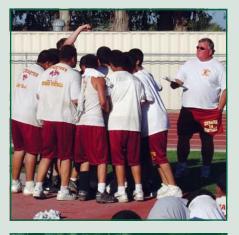
Nothing motivates like a Be an 11 Seminar. Shown here is BFS Vice President John Rowbotham's seminar at Thomas S. Wootton High School in Rockville, MD.

and to define the first of the



MAY/JUNE 2007

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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

PHYSICAL EDUCATION

	Individual Ironman, Power, and Overall Rankings Bigger Faster Stronger								
Athlete Information -		00							
Deans, Carver									
ID Number:	2		Height: 6 Ft 1 Ir						
Grade/Period:	9 1	Weight: 160 Lbs							
Weekly Workout Sche	edule: FB-O		Sport: FOOTBA	WR					
Note: For all Lifts and S	Speed & Agility Ev	ents, higher	Point Values are better						
Ironman Ranking -									
	1 Rep	Point			within				
Core Lift	Max	Value	Ironman Ranking	Grade	School				
Squat	225 lbs	2	Good	4th	4th				
Bench	165 lbs	2	Good	3rd	3rd				
Dead Lift Clean	200 lbs 125 lbs	1	Beginning	6th 4th	6th 4th				
Clean	125 IDS	1	Beginning	4th	4th				
	Point Total:	6							
	Overall Ironma	an Ranking:	Beginning						
Power Ranking									
	Most								
Event	Recent Score	Point	Power Ranking	Rank Grade	within Schoo				
20 Yard Dash	2.80 sec		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"	ő	Beginning	9th	9th				
Sit & Reach	2"		Defining	9th	9th				
on a reach	-								
0	Point Total:	34	Beginning						
Overall	Power Ranking:	5,440							
	Remember it is	not where yo	ou start, it is where you	finish.					
			personal records each						
WILLIE	am the true path t	o success, n	appiness, and achievin	g your goals.					
ecommendation # 1	ing speed. Stratch will	Intensity evens	day with the BFS 1-2-3-4 Fle	white personant					
acommendation # 2	ny spreve concernance	rinananj ererj		courty program.					
The key to explosive pow	er is the Parallel Souat	Power Squat. a	and Plyometrics.						
You need to really empha									
ecommendation # 3 You need to do the BFS D	at Dell annu dan. Cat	0.441							
The mean of 00 the brid to	w one every day. Get	Sector.							

October 17, 2005 2:01AM			East Side High School			-
6			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 Bobertson	7/12/2004	9th	145 lbs	
	9th	Celina Tamayo	7/12/2004	9th	135 lbs	
	10th	Sara Clarke	7/12/2004	9th	125 lbs	

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 ½ 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.



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.

