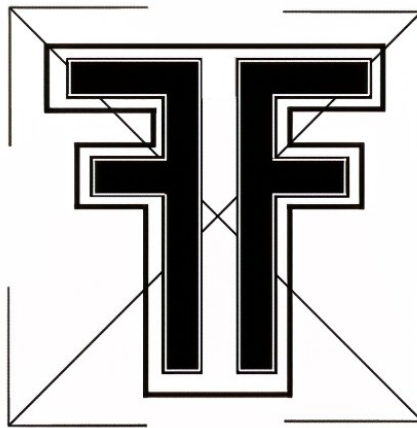


FORD FITNESS

PERFORMANCE AND NUTRITION

ATHLETE DEVELOPMENT PROGRAM OUTLINE

What to expect from your athlete's training



By

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MISSION:

The mission of the Ford Fitness Athlete program is to develop, enhance, and prepare athletes to achieve their maximal output and performance of their chosen athletic discipline through utilization of the conjugate method. Ford Fitness Athletes will be disciplined leaders and teammates both on the field and in their communities.

AREAS OF FOCUS:

- **DEVELOPMENT OF SPEED STRENGTH-** Speed Strength is defined as the ability to move a submaximal load with maximal force in the shortest amount of time. Speed Strength is violent, fast, explosive movement, and is trained in the same manner it is expressed. Through the utilization of bands incorporated into resistance training, we can create overspeed eccentric conditions allowing the athlete to increase their rate of force development. The incorporation of the band also changes the strength curve of any given exercise, making it maximally efficient in recruiting motor units. Whether you are sprinting, jumping, or creating rotational force through a swing or a throw, the discipline the athlete is trying to express is speed strength.
- **DEVELOPMENT OF STRENGTH SPEED-** Strength Speed is defined as the ability to move a near-maximal or maximal load as fast as possible. In contrast with speed strength, strength speed would be considered your “top end” strength. In order to develop speed strength, we need to continuously develop strength speed as well.
- **ACCELERATION/DECELERATION-** Acceleration and deceleration are the backbone of athletic ability. Ford Fitness athletes train and sharpen their ability to

accelerate and decelerate utilizing the dynamic effort method mainly through the use of box squats, bench press, deadlifts, plyometrics, and sled drags, as well as other dynamic accessory work.

- **PLYOMETRICS**- Plyometrics, or the rapid stretch and contraction of muscle tissue, are an excellent tool to sharpen an athlete. This is typically done through the action of jumping, bounding, or dropping. These rapid stretch and contractions mimic stressors from the field of play and the demand on the in-game athlete. Ford Fitness athletes will utilize at least two different forms of plyometrics each week to maintain and grow pliable and reactive tissue.
- **INJURY RESILIENCY**- The Ford Fitness Athlete Development program will place an extreme focus on injury resiliency and building a “bullet proof” athlete. Through building effective ranges of motion, tendon and ligament health, muscular density, and pliability, Ford Fitness athletes will be able to remain healthy and in games late in the season when it counts most. Specifically for contact athletes, special focus is paid to typical “trouble areas” like the knees, shoulders, and neck by building the supportive structures around those joints to protect them.
- **ATHLETE STRUCTURE DEVELOPMENT**- Ford Fitness athletes WILL LOOK LIKE ATHLETES. An untrained eye can walk into a room and pick out an NFL running back standing among “normal” people. Athletes have muscle. Athletes carry themselves with confidence. Athletes are a walking embodiment of their dedication to their craft. Ford Fitness athletes will be standouts amongst their peers, and the confidence and on field presence that brings them will be apparent in their game play.
- **CHARACTER**- Above all else, Ford Fitness athletes will understand, develop, and display character in all areas of their lives. No scout, coach, or teammate wants someone who is going to cut corners or look for an easy out when the work is hard. Poor moral behavior off the field translates to poor play on the field. Ford Fitness athletes will maintain a minimum of a “C” average in school, speak cordially and

respectfully to others, and follow the rules of their home. Any violation of these rules will result in the termination of athlete training.

A TWO PHASE APPROACH:

-IN-SEASON VS OFF-SEASON-

Ford Fitness Athletes will continually develop their skills year round. In-season athlete training is equally as important as off-season training. Although the focuses differ dramatically during these time periods, both are imperative to ensuring an athletes maximal performance output. In the off-season, we will approach training with a building mentality. During this time, we are creating the building blocks of what will later be sharpened into our final product; a championship level athlete. Development of structure and size (dictated by sport and positional requirements), form, technique, absolute strength (or strength speed), and spatial awareness take increased priority during this time.

As we approach the season, athletes will complete a short “bridge” block of training where focuses will shift and we will begin to prepare for the season. Upon the start of the season, higher importance will be placed on speed strength (being fast and explosive), mobility, fatigue management, injury prevention, and prehab/rehab. The purpose of in-season athlete training is to maintain the sharpest edge for the athlete. If you use a knife over and over again, eventually it will become dull, and therefore less desirable. In-season athlete training is centered on re-sharpening the athlete each week in order to exceed expectations in their next contest. Utilizing the building blocks we created in the off season, the athlete will be able to create more force, acceleration, deceleration, and be able to move more precisely through space. This new ability needs to be honed in order to translate to a contest, and the in-season protocol is designed to do specifically that.

OTHER FREQUENTLY ASKED QUESTIONS:

“WHEN WILL MY ATHLETE BE DOING SPORT SPECIFIC MOVEMENTS?”

The short answer is when they are at practice. No special emphasis will be placed on “sport specific movements” during training in the gym. This is not the time for that. Athletes practice their chosen sport and given position with their teams at practice, supervised by their coaches, who will ultimately control the scheme and tempo of the contests. The skills and abilities built through the Ford Fitness Athlete Development Program will compliment the athlete’s ability to execute their responsibilities during these contests without creating a contradiction of coaching theories or expectations. Your athlete’s team coach will make them a better Point Guard, Quarterback, Defenseman etc... The Ford Fitness Athlete Development Program will make them a better athlete.

“WON’T MY ATHLETE BECOME OVER-TRAINED IF THEY CONTINUE TO WORK OUT DURING THE SEASON?”

Absolutely not.

Through the use of periodization, load management, and in-season/off-season focus, Ford Fitness athletes will be more prepared and better equipped than they ever have been before.

“HOW CAN YOU MAKE MY SON OR DAUGHTER A BETTER “X” PLAYER IF YOU’VE NEVER PLAYED THE SPORT?”

The reason this is possible is because strength is my sport. Through the application of strength principals, and decades of tutelage from some of the best athletes and top performers of all kinds to ever live, Ford Fitness athletes get the benefit of all of that knowledge, experience, and guidance without having to wait 20 years to collect it.