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BUILDING A WEIGHT ROOM FACILITY
BUILDING A VISION, NOT A NIGHTMARE!
By: Coach Bill Jacobs

HAVE THESE "MIND SET" COMPONENTS BEFORE YOU START.

- I WILL RESEARCH
- I WILL VISIT OTHER FACILITIES
- I WILL EVALUATE
- I WILL CONSULT WITH OTHERS
- I WILL HAVE A MENTOR TO HELP WITH DECISIONS ONLY I CAN MAKE
- I WILL REMEMBER "YOU GET WHAT YOU PAY FOR"
- I WILL REMEMBER THE CONSEQUENCES OF MY DECISIONS

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PITFALL - STEP ONE - NO VISION

1. NO VISION OF THE FUTURE. Will your facility allow for growth?
2. NO VISION OF NEEDS. Talk to those who have gone before you.
3. NO VISION OF REAL COST. The 'Building' is only half the job.
4. NO VISION OF FUNDING. Look at the Now & Future for the Entire project.

PITFALL - STEP TWO – LOSING FOCUS

1. DISTORTED OBJECTIVES. (Those who lack vision, cost, funding, space, equipment, future etc.)
2. DISTORTED WHY'S. "JUST BECAUSE" does not work.
3. DISTORTED USER PROFILES. Is it a 'Football' Room?
4. DISTORTED IDEAS & NEEDS OF OTHERS. (Strength Coach, Strength Program, Maintenance, Budget, Rehab, Pre-hab, Nutrition etc.)



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CONTINUED

PITFALL - STEP THREE – LOSING THE DREAM / SETTLING HAPPENS

1. WHEN YOU DON'T GET OTHERS ENGAGED & CONNECTED TO THE PROJECT.
2. WHEN YOU MAKE IT ALL ABOUT YOU & YOUR PROGRAM. (It is a school project and school program)
3. WHEN ONLY THE SCHOOL & ONE/TWO DONORS ARE YOUR LIFELINE.
4. WHEN YOU DON'T SELL THE ATHLETIC PROGRAM & THE BRAND THAT IT'S A SCHOOL PROJECT.
5. WHEN ALL DON'T UNDERSTAND THE IMPACT ON RECRUITING AND THE ADDED VALUE TO THE ENTIRE SCHOOL. (Everyone is in the business of selling their brand, their programs, their opportunity, their purpose!)

PITFALL - NOT TRUSTING THE GENEROSITY OF OTHERS TO SUPPORT THE VISION!!

BUILD YOUR WEIGHT ROOM WITH VISION AND CREATE A FACILITY TO BE PROUD OF THAT WILL MEET THE ATHLETES NEEDS PLUS STAND THE TEST OF TIME.