

Presented By:



All Rights Reserved – Reproducing any part of this document is prohibited without consent from its author.

Part 2 - 10 Qualities of a Successful Strength Coach

By: Rob Oviatt, Football Strength & Conditioning at University of Montana

Rob.oviatt@mso.umt.edu

1. **You must love this profession like no other.** It is not for everyone, and will quickly define your work ethic. If you are in it for notoriety or money, get out. If you chase being the very best you can be, money and opportunity will find you. Word gets around this profession.
2. **Coach within your personality,** and be a student of personalities and behaviors. Coaching is about managing people. You have to motivate and communicate. Take a sincere personal interest in your athletes and staff. If they don't think you care about them as people, they won't trust you. Without trust, your knowledge is useless.
3. **Continually educate yourself,** and always be open to new ideas. The science and methodology of training is constantly evolving. Most ideas in coaching are borrowed, seen, heard, or read about.
4. **It's not about you.** Your athletes and staff come first. Spread the credit when things go well. Point the finger at yourself when they don't. The team concept applies to everyone. If you demand it from your players, you must demand it from yourself.
5. **Don't get totally consumed by this profession,** you'll lose perspective. It can happen without even realizing it. Keep your priorities in order, and don't define yourself by wins and losses. Judge yourself on knowing you are doing your very best to help your athletes and those around you. Be strong on the bad days, stay humble on the good days.
6. **Give attention to every athlete,** regardless of physical ability.
7. **Integrity and Accountability is everything.** Be Consistent, Fair, and Honest in dealing with everyone. No Deals. No Favorites. A rule is a rule. A rule that is not enforced is not a rule. This applies to testing as well. Athletes must know they are legitimately improving. They will not respect any coach or program if they are allowed to cheat. An environment like this hurts everyone. Hold yourself accountable, before demanding it from others. This is a results business. No excuses. Ever.
8. **Sell your training philosophy** to your sport coaches, athletes, and staff. There are many different ways to train athletes. Keep your ego and politics out of it. Focus on your job, and do what you know works. Self-scout your program regularly, using injury data, on field performance, testing results, etc. No training program is perfect.
9. **Loyalty at every turn.** Everyone in coaching owes something to somebody. Personal disagreements are held behind closed doors, face to face. If you aren't willing to fight for, and support people, don't expect others to do it for you. There is no such thing as partial loyalty. You are loyal, or you are not.
10. **Organization, Punctuality, and Time Management are critical.** Have a plan for everything. If it doesn't prevent injuries, or improve performance, get it out of your program. Work smart.