Or, “Just because you CAN, doesn’t mean you SHOULD.”
The goal is to keep the goal the goal.

<table>
<thead>
<tr>
<th>Goal Setting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goals are the fuel in the furnace of achievement.</td>
</tr>
<tr>
<td><strong>Brian Tracy, Eat that Frog</strong></td>
</tr>
<tr>
<td>In absence of clearly defined goals, we become strangely loyal to performing daily acts of trivia.</td>
</tr>
<tr>
<td><strong>Author Unknown</strong></td>
</tr>
<tr>
<td>The virtue lies in the struggle, not in the prize.</td>
</tr>
<tr>
<td><strong>Richard Monckton Milnes</strong></td>
</tr>
<tr>
<td>Who aims at excellence will be above mediocrity, who aims at mediocrity will be far short of it.</td>
</tr>
<tr>
<td><strong>Burmese Saying</strong></td>
</tr>
<tr>
<td>If you don't know where you are going, you'll end up someplace else.</td>
</tr>
<tr>
<td><strong>Yogi Berra</strong></td>
</tr>
</tbody>
</table>
The Path: Almost universally, someone has done it before you. Follow them!
How to find “The Path:”

Prisoner’s Dilemma

Generally “The Three”
Then...:

Little and Often over the long haul
Prisoner’s Dilemma
The Three Keys Question follows this:

What are the three...and only three...keys to winning?

Fighter Pilot: “Speed is life.” “Hit and Run.” “Straight lines, small hooks.”

Pareto’s Law

20% EFFORT

80% RESULTS
But, there is more...
The Strength Coach can support Elite Performance...

- Appropriate Heart Rate
- Appropriate Physical Tension/Relaxation
- Appropriate Arousal

![Diagram showing the relationship between physical tension, arousal level, and heart rate.](image)
Little and Often over the long haul
Repetition is the Mother of Implementation
The Overview
Systems

A set of parts combined into a whole.

Rule One: Improved with subtraction
(Aunt Pat leaves...)
Rule Two: Additional components must improve the overall organism.
(Kbells, TRX, Intentional Community)
Rule Three: A system survives the loss of the founder.
My “System”

Movement, appropriate and fundamental, is primary.
Strength is in a Yin/Yang relationship with the Goal.
Load is easy to increase, but make sure it is appropriate.
Little and Often over the Long Haul
“That’s NOT a System...that is a bunch of Principles!”

My system is based on constant vigilance on focusing on the GOAL!

Because...

The Goal is to keep the Goal the Goal!

A set of parts combined into a whole.

Rule One: Improved with subtraction

Rule Two: Additional components must improve the overall organism.

Rule Three: A system survives the loss of the founder.
The Overview
Equipment/Programming

Equipment
The “stuff” you use.
Bodyweight
Grass
Bells (any kind)
Rocks
Machines
Complex Tech
Anything!

Programming is the General Path of the next “little bit.” The “Rules:”
1. Do no harm.
2. The goal is to keep the goal the goal.
3. The Path: Almost universally, someone has done it before you. Follow them!
The Overview

- GOALS
- ASSESSMENTS

System:
- Equipment
- Programs

Coaching
The Key Coaching Principles

Cost to Benefit Ratio
The Law of Diminishing Returns
Correcting the Correctable
Clarity
Understanding the Emotional Energy Balance
(We will expand on this and add another later)
Assessing “Everything” All the Time: The Biggest Bang for the Buck!

Cost to Benefit Ratios

Pareto’s Law...the Two Test Tubes

A: 20% of your effort, your investments, your work, your (fill in the blank) gives you 80% of your Benefits. (O lifts, Royalties)

B: 80% in/80% back (that’s what we expect) (Powerlifts/Job/Fiber)

C: 20% in/20% back (These are the “Acre of Diamonds)

F: 80% in/20% back (Stop!!! Doing this!)
Law of Diminishing Returns

The HARDEST thing to learn in coaching.
Strong...enough!
Mobile...enough!
Enough is enough is enough is enough...

Tests!!! 1-2-3-4
Assessment; SLJ & FW
For Example: Two Tests!

<table>
<thead>
<tr>
<th>Farmers Walk for Distance (100 yards)</th>
<th>Standing Long Jump</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Use a Trap Bar)</td>
<td>At LEAST body height.</td>
</tr>
<tr>
<td>• Under 135: 135 pounds</td>
<td>For athletes: Your issue might be somewhere from six feet to eleven or twelve feet.</td>
</tr>
<tr>
<td>• 135-185: 185 pounds</td>
<td></td>
</tr>
<tr>
<td>• 185-205: 205 pounds</td>
<td></td>
</tr>
<tr>
<td>• Over 205: 225 pounds</td>
<td></td>
</tr>
</tbody>
</table>

Male or Female

Male or Female

I have done 100s of tests in my career...
Assess/Diminishing Returns:
The Cost to Benefit Ratio
Glasgow Rugby 16-20 Year Olds

**Academy Rugby Player Pathway**

- **Technically proficient?**
- **Strength Training**
- **Is player strong enough?**
- **Repeat Strength training**

**Strong Enough?**
Strength standards = 2 x bwt squat, 1.5 bench and 1.5 chin

**Repeatable?**
Repeatable defined as mean time <5% of best time in 6 x40m test (Rampini et al 2009)

**Explosive**
Backs Clean 1.4 x bodyweight
Forward Clean 1.2 x bodyweight
CMJ > SJ by 15%

**Speed 30m Standard**
- Back 3 < 3.88 for 30m
- Centre & scrum half < 3.9 for 30m
- Stand off < 3.93
- Prop < 4.3 for 30m
- Back row < 4.1 for 30m
- Second row & hooker < 4.2 for 30m

- **Fast and powerful enough?**
- **Explosive & speed emphasis**

- **Big enough**
- **Strength & Hypertrophy Focus**

- **Define limiting factor? Speed, Aerobic or RSA**

**Guide**
3 x squat per week
3 x bench, 3 x pull Concurrent Olympic technique

**Guide**
3 x speed, plyo and weightlifting Concurrent Strength

**Guidelines**
 Concurrent Strength and Hyp Programme- 4.5, and 6 day option.

**Guide**
 Concurrent Programme depending on limiting factors
The “Art” of Coaching

Understanding, 24/7/365, the Cost to Benefit Ratio

And...Being Goal Focused  
Because, Enough is Enough!!!
Hillis’s Insights...Week 1, 1 set, 2, 2, 3, 3, 4, 4
Change Exercise and Repeat
Chris and the Forty Day Program (Not Two Sets of Five...One!)

And, knowing that you can ONLY

Correct the Correctable!
So...Coaching includes:

Yes, Systemic/Systematic Education
Geometry as Coaching
Given: What you have
To Prove: the Goal...
Getting on the Path to the Goal, Getting closer to the Goal.

By, correcting the correctable!
The GEOMETRY of Success

**Given: What you have**
- Success and Succeeding
- Taking the time to choose a goal that fits:
  - Your DNA (Genetics)
  - Your family/social life
  - Your Personality
  - Your Geography
  - Your Worldview

*Might* be a better overall fit!

**To Prove:** the Goal...
- Getting on the Path to the Goal
- Getting closer to the Goal.

"Correct the Correctable"

(Notice: I did NOT say “Get the Goal”)

“Correct the Correctable”
The “Way You Look Tonight”

Givens!
Height
General Features
Eye color (maybe)
Genetics and Original Geography
Home life as a child
Attitudes about...
And...

To (Im)Prove!
Physique
Hair Decisions
Dress
Location
Career
Two biggest investments of life: You! and your Spouse(s)
Zen Skills versus “Practice” Skills

Baseball

John T. Reed “Zen”
Hitting a baseball
Throwing a baseball accurately
Catching a grounder

Falling in love
Returning a ball in tennis
Riding a bike
Running

Not Zen (His “(Im)Proves”)
Catching a ball in the outfield
Sliding
Bunting
Waiting for a good pitch to hit

Good Coaches focus on the Correctable.
You can’t out “Yankee” the Yankees!
The “Art” of Coaching

Understanding, 24/7/365, the Cost to Benefit Ratio

And...Being Goal Focused
Because, Enough is Enough!!!

And, knowing that you can ONLY
Correct the Correctable!
Clarity!!!

If you are coaching yourself, you need very little clarity.

Coach your spouse, if you want to discover clarity issues with your skill set.

Or, try 100 14 year olds at once.
Online or “Distance” Coaching

BikeJames.com
“The CLARITY” needed to train distance clients.

The Columbia College Online Environment
Finally, Understanding “Zero Sum”
The Emotional Energy Balance

Coach and Athlete Split
Enthusiasm/Energy/Time

“Ten Units”
Akido Practice (5/5, 9/1, 2/8)
shared between Coach and Athlete

What’s the best ratio?

An underutilized Master Skill!
The “Art” of Coaching

Understanding, 24/7/365,
the Cost to Benefit Ratio

And...Being Goal Focused
Because, Enough is Enough!!!

And, knowing that you can ONLY
Correct the Correctable!

(With Clarity and Appropriate Balance of the Emotional Elements of the Goal Set)
Resources

“Moneyball” by Michael Lewis (Sports/Economics... Cost to Benefit)

“Lead the Field” Earl Nightingale (Available on YouTube now...audio series)

“Masters of War: History's Greatest Strategic Thinkers”
Professor Andrew R. Wilson (The Great Courses)