

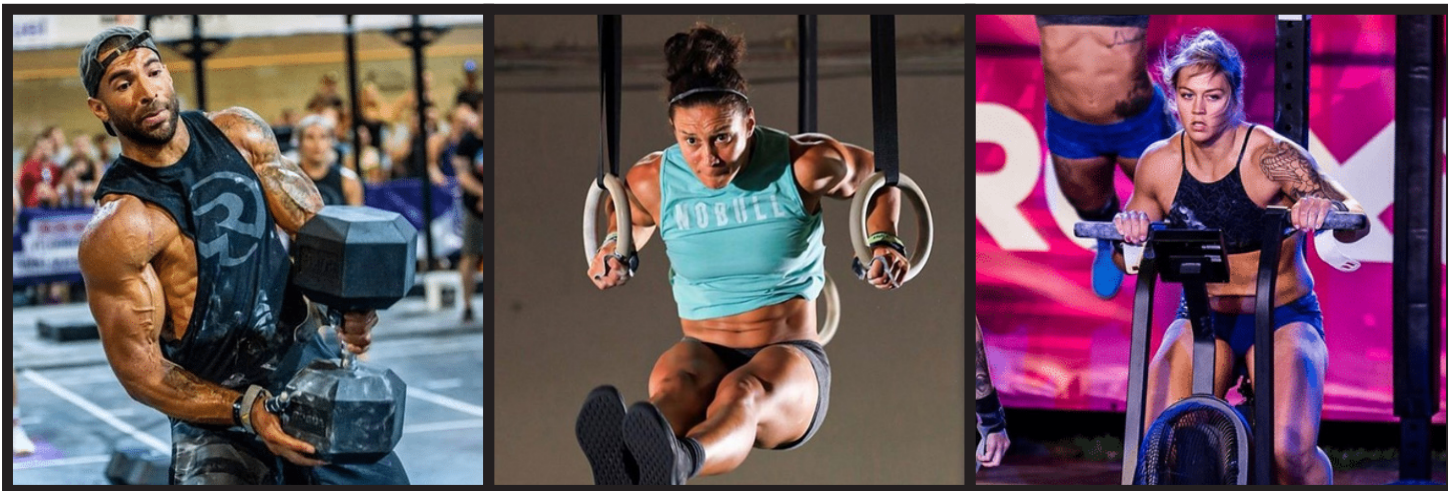
7 MISTAKES ATHLETES MAKE WHEN CHOOSING A COACH

BY JASON LEYDON



CONQUER

PURPOSE. COMMITMENT. VICTORY.



WHAT TO LOOK FOR IN A GOOD COACH

Getting good training information isn't the problem anymore. The problem is that each individual athlete needs different things at different times depending on their goals.

You could read studies for years and still not reach your athletic potential because information never got anyone to their goals. Instead, it is the **PROPER APPLICATION** of information that makes the difference.

Your coach is how all of that training information gets filtered to **EXACTLY** what you need.



CONQUER

PURPOSE . COMMITMENT . VICTORY .



NOW THE PROBLEM SHOULD BE OBVIOUS:

HOW DO YOU FIND A COACH WHO CAN EFFECTIVELY FILTER ALL OF THAT TRAINING INFORMATION?

HOW DO YOU FIND A GOOD COACH?

After all, feeling tired after a workout isn't enough. **You want progress.**

You can go to any corner of the internet and be bombarded with both training information and coaches who want you to pay them to write a program. How do you know if this person truly has your best interest in mind, and is doing what's right for you, not just to make a dollar?



CONQUER
PURPOSE. COMMITMENT. VICTORY.



HOW POOR COACHING SHOWS UP

Poor coaching has poor results that come along with it:

- ▲ Feeling like your coach is not listening to your wants, needs, goals.
- ▲ Feel like you are doing a program built for someone else.
- ▲ Constantly feeling tired and run down.
- ▲ Poor communication with your coach.
- ▲ Feel like you are spending hours in the gym and have a lack of progress and more pain or discomfort.
- ▲ Feel like you are not spending enough time in the gym or that you need a bit more.

Obviously, you don't have time to try new coaches for several months or a year to see if you end up with that list of poor results.



CONQUER

PURPOSE . COMMITMENT . VICTORY .



Instead, you need to know what to look for in a good coach. All good coaches have their own methods and insights, but look to see that the following 7 areas are covered.

COMMUNICATION

This is number one. The best coach/athlete relationships are the ones where communication comes before all else. When the coach understands the communication the athlete needs, then the athlete will have more buy-in to what they are doing. There are many ways for coaches to communicate well, but the athlete should feel heard and understood.

This is like a marriage, and the coach needs to be able to have the right language where the athlete can understand, grasp and apply the information. As well as the coach needs to be able to hear the athlete in their goals and frustrations. The better the two can communicate, the more effective the program will be.



CONQUER

PURPOSE . COMMITMENT . VICTORY .



PROPER ASSESSMENTS

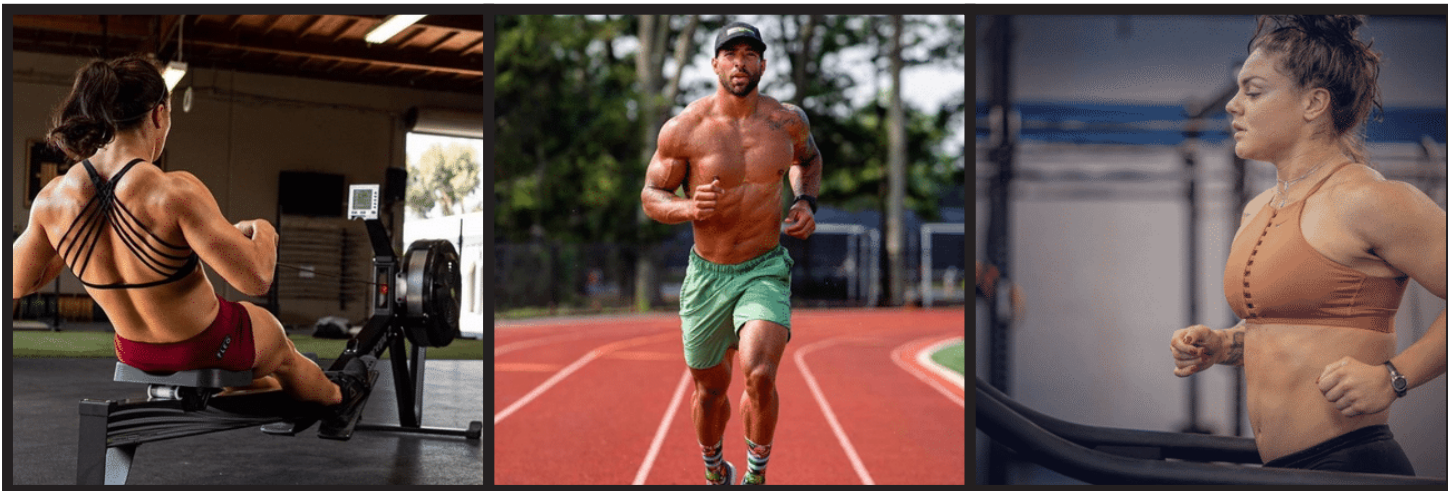
You want to make sure that the coach takes the time to understand how you move, any structural imbalances you may have, and any stabilization issues that need attention. Assessments can vary from coach to coach, and there is no one right way to do this. However, there is a right principle.

The coach should be looking at how well you move, how strong your structure is, how well you stabilize, and if there are any muscular imbalances. From there, the coach can assess your strength, power, and capacity in regard to the demands of your sport or goals.



CONQUER

PURPOSE . COMMITMENT . VICTORY .



PROPER TESTING

It is necessary for your coach to test you. This will create a baseline and allow the coach to properly take you from point A to point B. Otherwise, they are just throwing stuff at the wall and hoping it sticks.

Along the same lines as the assessments, there is no one right way to test. However, the principle around testing is that it tells the coach where the athlete is. From these findings, the coach can build and create a sound program to get the athlete from A to B. Testing will help the coach see the baseline numbers around the athlete's strength, power, speed, strength/power endurance, speed, and endurance. Without testing, the coach is truly guessing.



CONQUER

PURPOSE . COMMITMENT . VICTORY .



ATTENTION TO THE PILLARS

In our world there are a few things that are completely necessary, and if attention is not brought to them in the beginning then you are creating a ceiling for yourself. This is attention to nutrition, hydration, recovery, mindset, and breathing. If your coach is not talking about these pillars, then they have already put you behind the eight ball. Your coach should be asking you questions to understand your eating patterns and awareness of calories around performance. They should be working to comprehend your hydration methods, your sleep patterns, how well you recover and what techniques you use (if any), what you do to create some sort of balance, as well as how you develop your strong mindset.



CONQUER

PURPOSE . COMMITMENT . VICTORY .



ATTENTION TO LOAD AND VOLUME BASED AROUND YOUR FITNESS LEVELS

Training is a magical blend around applying a stimulus, creating fatigue and allowing adaptation to occur. If your coach is not aware of this and is constantly adding volume and intensity without paying attention to you and what you need then you will become hurt or over trained.

There are many ways to do this, however, the programming should not leave you feeling beat down, overly fatigued, or hurt. You should, on the other hand, feel challenged, pushed, and asked to leave your comfort zone. All these things will work to create a stimulus to your system in order to drive adaptation. Too much, and you will feel overtrained and a lack of progress. Too little and you will feel like nothing is happening. Your coach should administer volume to challenge you on some days, feel great the others, and only sometimes be sore.



CONQUER

PURPOSE . COMMITMENT . VICTORY .



UNDERSTANDING OF FATIGUE MANAGEMENT

With training, especially when multiple modalities come into play, the coach needs to understand the role of fatigue and how the brain and body respond to what is occurring. If they do not pay attention to this, then you will become hurt.

Signs that the coach is looking into fatigue management will revolve around them asking questions around how you're feeling. They will ask about your recovery perception, if you are achieving the right stimulus around the workout, your ability to hit the weights prescribed, and data you might have via devices such as a whoop or Garmin. The coach doesn't need to do all of this, but adherence to any of it will put them, and you, on the right track.



CONQUER

PURPOSE . COMMITMENT . VICTORY .



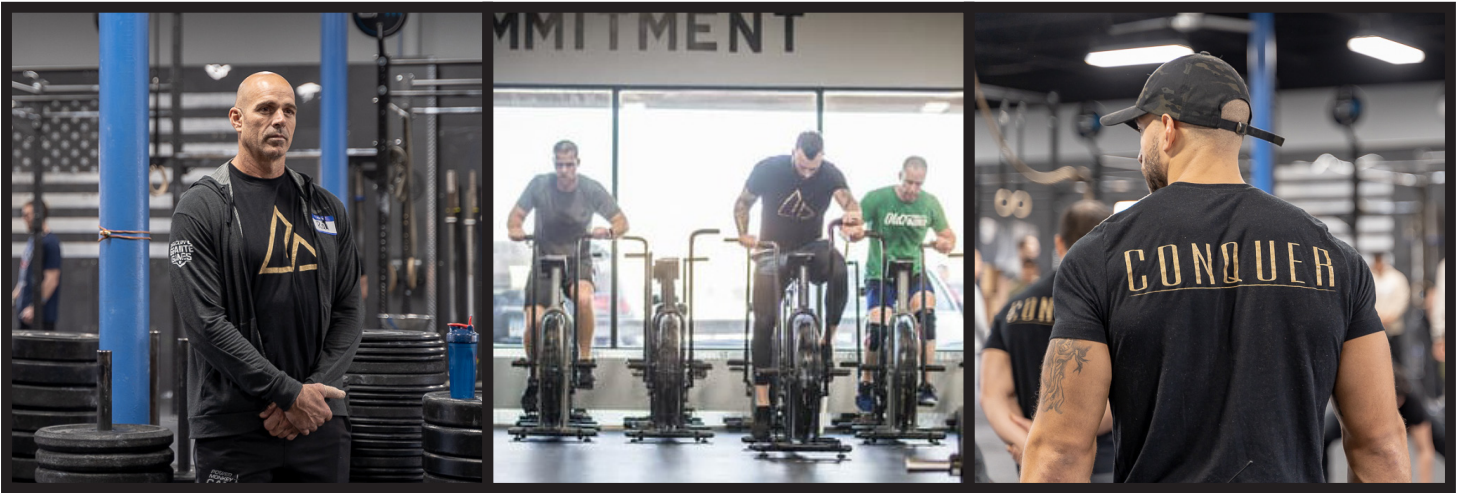
CHECK UPS

In this day and age, where everything is online, there are so many ways that your coach can stay on top of you and hold you accountable. Make sure they are checking in at least 3-4 times a week, reviewing video, supplying feedback, and keeping you up to speed on what's going on.



CONQUER

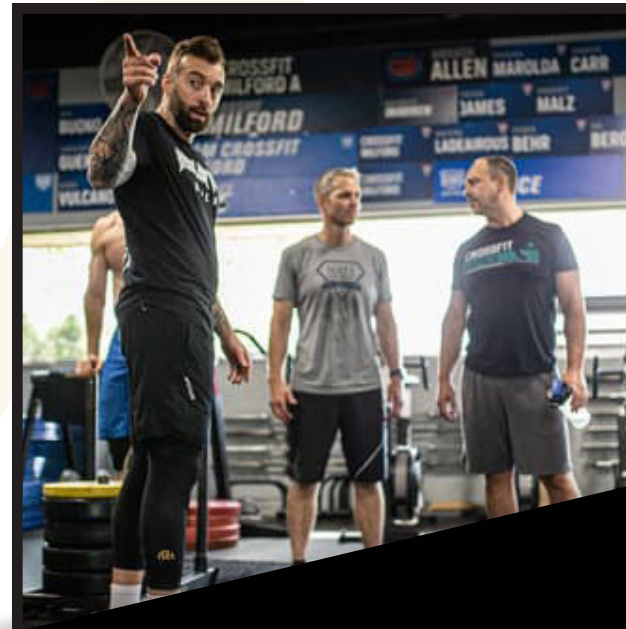
PURPOSE . COMMITMENT . VICTORY .



There are many other aspects that take coaches from good to great, but these seven are the basics of what you need to look for in your coach. If your coach is not taking care of the above, you will not reach your goals!

When you find the right coach your training will accelerate. When you find the right coach, your progress will continue. When you find the **right** coach, you will feel valued and heard.

The right coach understands you and you understand the coach. It is a relationship where your goals supersede everything else. This is the difference between staying on the right path towards your goals, or getting lost along the way!



CONQUER

PURPOSE . COMMITMENT . VICTORY .