

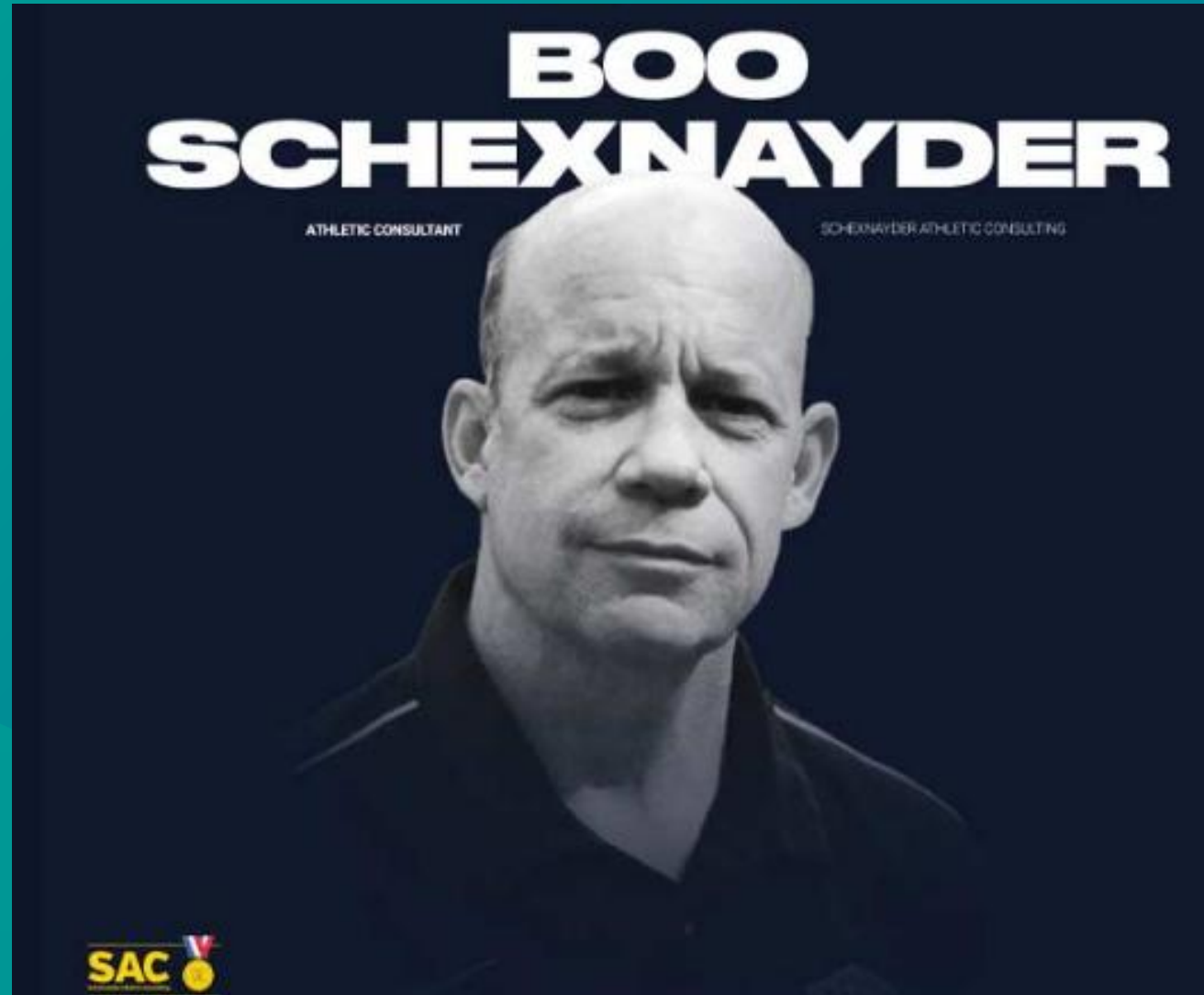
# Effective Performance Training and its place in Medical Fitness

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**Terrebonne**  
GENERAL HEALTH SYSTEM

# Strength and Conditioning:



# Medical Fitness: Doug Ribley



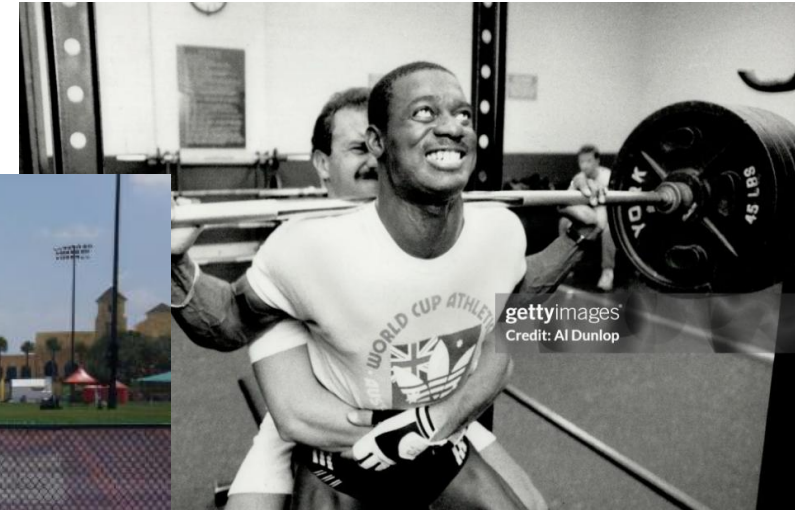
# Objectives

- Successful programming parameters for Sports Performance
- Navigating logistical and financial challenges
- Getting the most out of your staff and space
- Target populations
- Compatible training for continued growth
- Merging Sports Performance and Medical Fitness

# What is Performance Training??

Strength and conditioning- method of physical training that uses a variety of exercises and methods to improve an individual's physical performance. Such as:

- Speed
- Strength
- Power
- Agility
- Endurance
- Etc...



# Performance Training-Key Points

- Fair Financial Compensation
  - Value the profession, experience, and time
- Long Term Investment
  - Communicate expectations clearly to athletes and parents
- Share knowledge, separate yourself from the “Instagram Gurus”
  - “The 3-Fold Principle”
  - Build trust through knowledge and progress
- Highlight successes
- Develop quality then quantity





# Session Design Options

- Small Group
  - Ideal- value, quality
- Team
  - Space and staff requirements
- Personal Training
  - Situational
  - Destination locations,
  - Wealthy communities



# Target Athlete Populations

- Youth- Middle School- “High School Preparation”
  - High school athletes – difficult
  - Summer camps
- Team Training
  - Youth organizations
- College/ Professional Athletes
  - Location/ Holidays/ offseason



# How to Package?

## Common Performance Offerings

- Set Days/ Times: Tuesdays and Thursdays @ 3:00
  - Positives:
    - ❖ Allows for optimal client volumes
  - Negatives:
    - ❖ Not flexible with scheduling changes
    - ❖ Not flexible for optimal training days for athletes
- Seasonal Training: Offseason Training
  - Positives :
    - ❖ Ease in programming, scheduling, and coaching
  - Negatives:
    - ❖ Limited to only offseason athletes (They are always in season.....)
    - ❖ Not flexible with scheduling changes

# Our Approach

- Month to Month contracting
- Packages: 2, 3, 4, or 5 training days per week
- Designated training days through consultation
- Schedule adjustments through coaches' approval
  - Positives:
    - ❖ All athletes applicable
    - ❖ Flexible scheduling
    - ❖ Better for the development and health of the athlete
    - ❖ Optimal for delivering quality service to paying clients
  - Negatives:
    - ❖ Not always optimal for client volumes

# Programming For Sports Performance

## Challenges:

- Athletes from different sports- “sports specific”
- Athletes in different phases
- Constantly changing schedules
- Biological age vs. training age
- Time Constraints-School, Practice, Games, etc.

# Programming

## Overview- Annual Athlete Plan

- General Prep Phase (early offseason training)
  - Neural Preparation
  - General Fitness
- Specific Prep Phase (offseason training)
  - Strength Development Phase
  - Establish energy system efficiency
- Pre-Competition Prep Phase (sport practices begin)
  - Peak strength/ power
  - Restoration/ hormonal support
- Competition Phase (In-Season)
  - Strength/ power maintenance
  - Restoration/ hormonal support

# Our Program

- Neural Days-high nervous system demand
  - Speed: acceleration, max velocity, sled sprints, etc....
  - Plyometrics: bounding, depth jumps, in-place jumps, etc...
  - Olympic lifts: power clean , snatch
  - Static lifts: back squat, bench press, etc.
  - Ballistic lifts: ballistic squat jumps, ballistic bench press, rep jerks, etc.
- General Days- low in nervous system demand
  - Mobility: dynamic flexibility exercises, hurdle mobility
  - General strength: calisthenics
  - Endocrine fitness: circuit training
  - Anaerobic fitness: tempo running; circuit training
  - Postural function: FMS circuits

# Example Microcycle

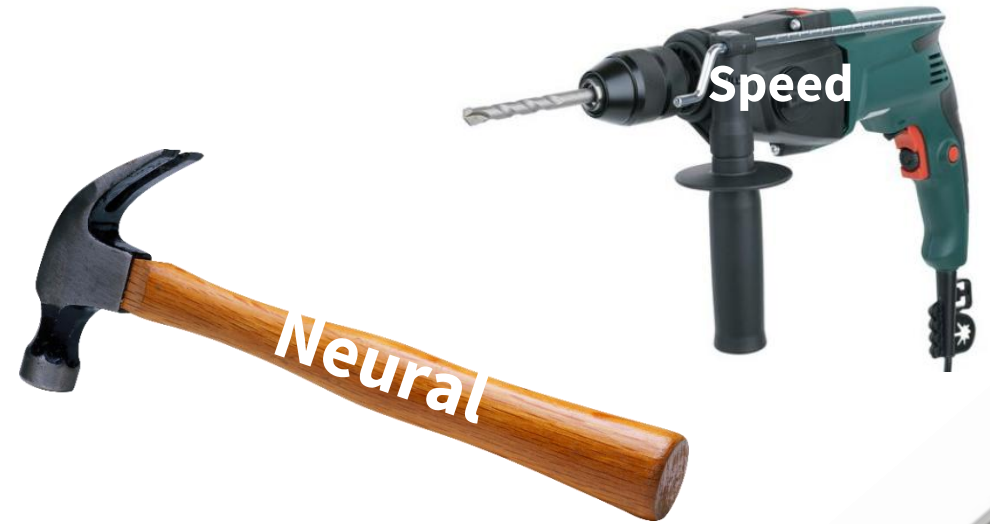
Monday (Neural)	Tuesday (General)	Wednesday (Neural)	Thursday (General)	Friday (Neural)
Neural Warmup Dynamic Flex A Speed Development A	General Warmup Dynamic Flex B Hurdle Series A	Neural Warmup Dynamic Flex C Speed Development B	General Warmup Dynamic Flex B Hurdle Series B	Neural Warmup Dynamic Flex A Speed Development C
Acceleration: • 4x10,20,30 Plyometrics: • Short Bound B Lift: A1-Hang Clean- 6x4 B1-Back Squat-5x5 C1-Bench Press-5x6 Dynamic Throws: • Series B x3e	Hurdle Mobility • 2x8h Body Weight A • 30/30 Stability A • 20/10	Resisted Sprints: • 10x30yd Plyometrics: • In-Place Jumps A 2x15/30 Lift: A1-Snatch- High Pulls B1-Split Squat-3x5 B2-Overhead Press-4x5 C1-Lateral Squat-3x6 C2-Pull-Overs-3x8	Low Walk Series • 2x10yd Medicine Ball B • 30/30 Dynamic Core A • 20/20	Dynamic Throws: • Series A 2x3E SFS: • 3x40/20/30 Plyometrics: • Horizontal Bound A Lift: • Power Clean- 6x2 • Step-Ups-4x6 • Bent Over Row-5x6



# Programming For Sports Performance

## Challenges:

- Athletes from different sports- “sports specific”
- Athletes in different phases
- Constantly changing schedules
- Biological age vs. training age
- Time constraints-school, practice, games, etc.



# Sport Specific Training??...Not Really



# Athletes in Different Phases? .....No Problem

General Prep	Specific Prep	Pre-Competition Prep (Practice Dependent)	Competition Phase (Schedule Dependent)
Neural Warmup Dynamic Flex A Speed Development A	Neural Warmup Dynamic Flex A Speed Development A	Neural Warmup Dynamic Flex A Speed Development A	Neural Warmup Dynamic Flex A Speed Development A
Acceleration: • 4x10,20,30 Plyometrics: • Short Bound A: 2e Lift: A1-Hang Clean Pull (BK)- 6x5 B1-Back Squat-4x8 C1-Bench Press-4x8	Acceleration: • 3x20,30,40 Plyometrics: • Bounding Series B 2x20yd. e Lift: A1-Hang Clean Pull (BK)- 6x4 B1-Back Squat-5x5 C1-Bench Press-5x6	Acceleration: TBD • 1 x 10,20,30 Plyometrics: TBD • Bounding Series B 2x20yd. e Lift: A1-Hang Clean Pull (BK)- 6x3 B1-Back Squat-5x2 C1-Bench Press-5x2	Acceleration: TBD • TBD x 20,30,40 Plyometrics: TBD • Bounding Series B 2x20yd. e Lift: A1-Hang Clean Pull (BK)- 6x3 B1-Ballistic Squats-5x6 C1-Ballistic Inc. Bench-5x10


# Change of Plans...

- Have a plan, but be flexible- “How are you feeling”
  - Two Coaches required
- Educate your athletes- investments become returns
  - Experienced athletes become coaches

## Dynamic Core Circuits

Boo Schex- Dynamic Core	PTC- Dynamic Core
V-Ups Back <del>Hypers</del> Side Ups (L/R) Leg Toss/Toe Touch/Hip Lift Crunches Side Lifts Back Hyper W/ Twist Crunches W/ Twist L-Overs Russian Cossack (L-R) Wrestler's Bridge Pelvic Tilt Isometric Pelvic Tilt Bicycle Pelvic Tilt Crunches	2-3 sets: Alternating V-Ups Alternating Back <del>Hypers</del> Side Plank Hip Lift (L-R) L-Over

### Work to Rest Options:

- 
1. 20/40
  2. 20/30
  3. 20/20
  4. 30/30
  5. 30/20
  6. 30/15


### Key Notes:

- Keep Power Outputs High
- For Restoration:
  - 1:1 ratio
  - No Scrambles
- General fitness/ Conditioning:
  - 2:1 or 1:1 ratio
  - Scrambles Optional

## Body Weight Circuits

Boo Schex- A (Outside Option)	PTC- A (Inside Option)
Pushups Prisoner Squats V-Ups Back <del>Hypers</del> Pushup with clap Rocket Jumps Dips Cossack Extensions L-Overs Wrestler's Bridge Swimming- Freestyle Burpees	Pushups Inverted Row Alternating Lunge Alternating V-Ups Alternating Back <del>Hypers</del> Rocket Jumps Dips Alternating Lateral Lunge Russian Twist Wrestler's Bridge Swimming- Butterfly Burpees
(Equipment: BB, Safety Scoops)	

### Work to Rest Options:

- 
1. 20/40
  2. 20/30
  3. 20/20
  4. 30/30
  5. 30/20
  6. 30/15


### Key Notes:

- Keep Power Outputs High
- For Restoration:
  - 1:1 ratio
  - No Scrambles
- General fitness/ Conditioning:
  - 2:1 or 1:1 ratio
  - Scrambles Optional

## Medicine Ball Circuits

Medicine Ball A	Medicine Ball B
Standing Overhead Forward V-Ups Good Mornings Kneeling Shoulder (L-R) Seated Hip (L-R) Reach and Hike Rotation Exchange (CW-CCW) Medial Knee Toss (L-R) Lateral Knee Toss (L-R) Toe Toss Prone Seated Roll	Standing Shoulder (L-R) Back Toss Kneeling Good Morning Kneeling Overhead Forward Standing Hip (L-R) Medial Kicks (L-R) Lateral Kicks (L-R) Hurdle Reach (L-R) Leg Ad-Abs Kneeling OH Back Exchange Knee Squeezers Prone Overhead Back

### Common Work to Rest Options:

- 
1. 20/40
  2. 20/30
  3. 20/20 - Restoration
  4. 30/30 - Restoration
  5. 30/20
  6. 30/15
  7. 40/20

### Key Notes:

- Large Ranges of Motion
- Sprint to get ball if missed
- For Restoration:
  - 1:1 or 1:1.2 ratio
  - Partner Catch and Toss
- General fitness/ Conditioning:
  - 2:1 or 1:1 or 1:1.2 or 1:1:1
  - Wall preferred over partner

# Financial and Logistical Challenges

- Space
  - “Space has a cost” -Doug Ribley
- Equipment costs
  - Fancy or effective
- Credentialed staffing for empty hours
  - How credentialed?



# Sports Performance- Not Sustainable Alone





# Compatible Populations

- Adults
  - Fit class
- First Responders
  - HERO
- Seniors
  - Well and Wise
- College Athletes
  - Location/ Holidays
- High Schools
  - Excelsior

# Fit Class

- Small group fitness class
- Coach led: well balanced programming
- Monthly program changes
- 4 sessions per week with makeup days on Wednesday and Saturdays
- Higher cost point
- App for programming and tracking



# High School Contracting

- Make an Investment
  - Full spectrum Sports Medicine
  - “What you give comes back 3-fold”
  - Lower weightroom incidents
- Start at the top
  - Great idea until the work comes
- Pilot pricing
  - Cushion to work through issues
- Financially attainable and sustainable
  - Program flexibility (on-site)
- Start small and expand
  - “Build it and they will come”



The graphic features a background image of a person's legs and feet performing a squat with a barbell in a gym setting. The text is overlaid in various colors and fonts, with blue and teal being the primary colors for the background elements.

**EXCELSIOR**  
High School  
Performance Training

**INDIVIDUAL TEAM PRICING**

**ONBOARDING** >>>>>>> **\$500 (ONE TIME FEE)**

**WEEKLY RATE**

<b>CONSULTING &amp; PROGRAMMING</b>	>>>>>>>	<b>\$50.00 /wk.</b>
<b>SUPERVISED SESSIONS</b>	>>>>>>>	<b>\$30.00 /HR.</b>
<b>WEEKLY COST</b>	>>>>>>>	<b>\$80.00</b>

**SUMMER PRICING**

**\$50 PER ATHLETE**

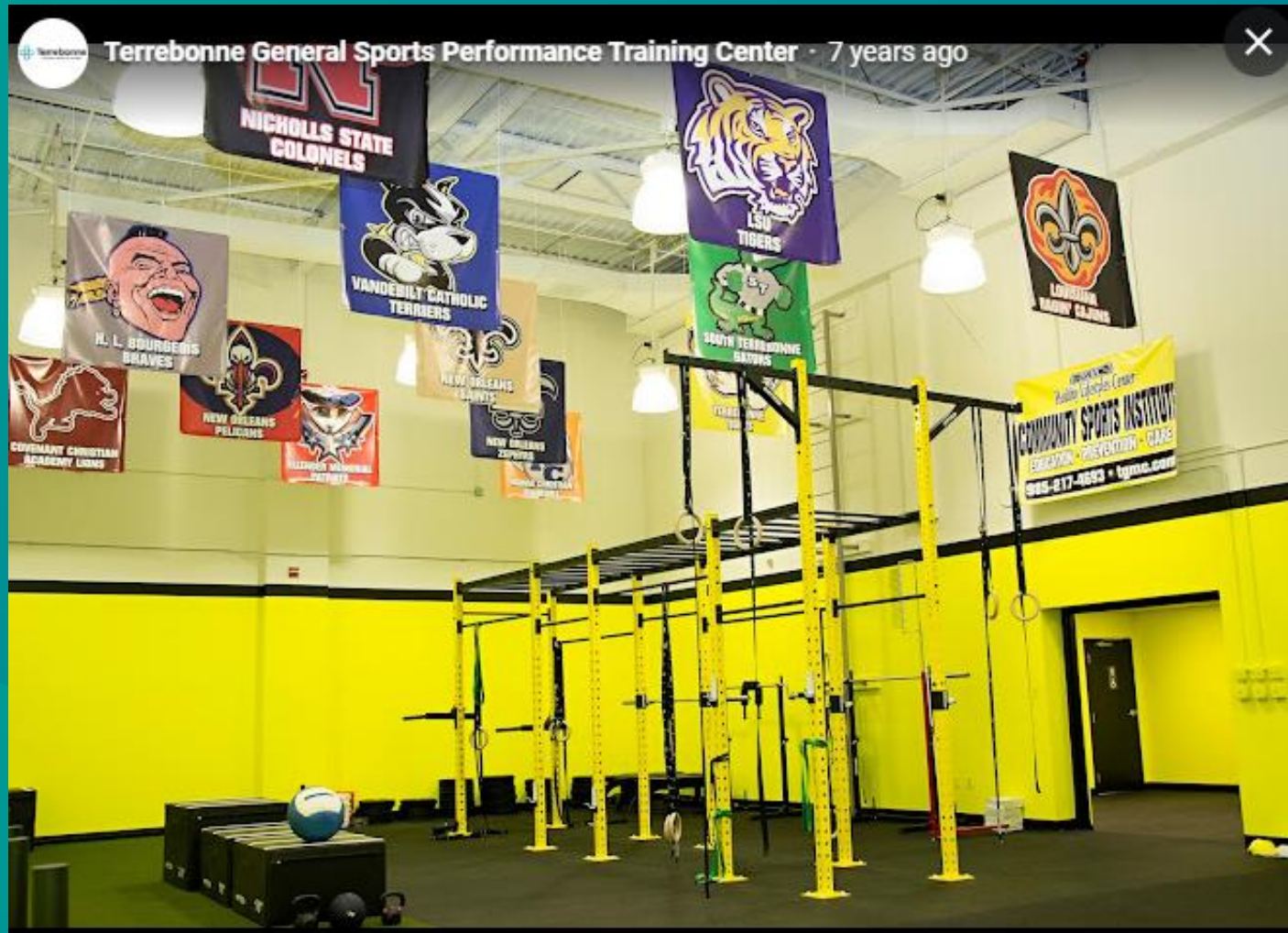
 **Terrebonne**  
GENERAL HEALTH SYSTEM  
Performance Training Center

# Performance Space Design Needs

- Strength training
  - The Power of 3's (balancing science and efficiency)
- Warmup area
  - Multiuse space (ideally 20-30yd.)
- Sprint training area
  - Ideally 80-120 yd. (max velocity)
- Agility training area
  - Is it needed? (30x30yd.)
- Plyometric area
  - Ideally 20-40 yards. (3/8-1/2 inch rubber)



# Where we Began



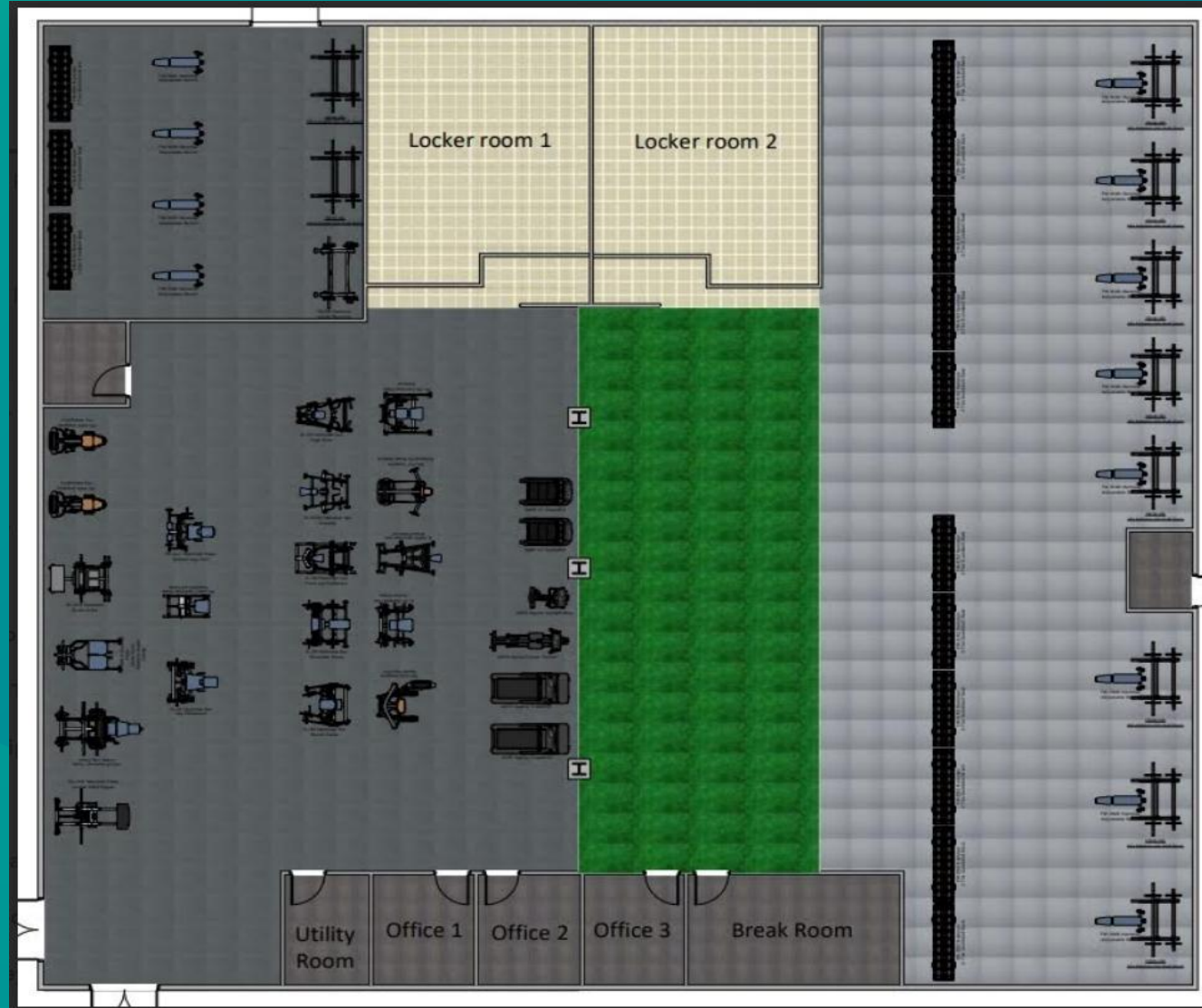


# The Adjustment





# The Upgrade



# Equipment Costs- Doesn't Need to be Fancy





# Staffing:

- Manager and Coach
  - Avoid overstaffing to remain profitable
- Certified Strength and Conditioning Specialist Oversight
  - Educate credentialed trainers
- Credentials don't tell the whole story
  - Passion and personality



# PTC-Schedule

Session Times:	Session Description
5-6am	Fit Class
6-7am	Fit Class
7-8am	Fit Class
8-9am	Fit Class
9-10am	HERO
10-11am	Well and Wise
12-1pm	Fit Class
2-3pm	Well and Wise
3-4:30pm	Advanced Athletes
3:30-5pm	Advanced Athletes
4:30-5:30pm	Youth Athletes
5:30-6:30pm	Fit Class
6:30-7:30pm	Fit Class

# Excelsior-Schdeuling

Session Times:	Session Description
7-8am	Football 1
8-9am	Football 2
9-10am	B.B.B + B.S.
10-11am	G.B.B. + G.S.
12-1pm	Cheerleading
1-2pm	Baseball
2-3pm	Volleyball + Softball
3-4pm	Foundations

# Staff Scheduling

TG-PTC Summer Session Times							
Type:	Session Time:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
F.C.	5-6am	Steven	Steven	Steven	Steven	Steven	
F.C.	6-7am	Steven	Steven	Steven	Steven	Steven	
F.C.	7-8am	Steven	Steven	Steven	Steven	Steven	Rotational (F.C.)
F.C.	8-9am	Steven	Steven	Steven	Steven	Steven	Rotational (F.C.)
F.F.	9-10am	Amelia	Amelia	Amelia	Amelia	Amelia	Rotational (F.C.)
ADV.	10:30am-12:00pm	Steven/Pat	Steven/Pat	Steven/Pat	Steven/Pat	Steven/Pat	
F.C.	12-1pm	Steven	Steven	Steven	Steven	Steven	
Powerlifting	1-2pm	Hayden	Hayden	Hayden	Hayden	Hayden	
Youth	2-3pm	Pat	Pat	Pat	Pat	Pat	
Adv.	3-4:30pm	Hayden	Hayden	Hayden	Hayden	Hayden	
Youth	4:30-5:30pm	Pat	Pat	Pat	Pat	Pat	
F.C.	5:30-6:30pm	Hayden	Hayden	Hayden	Hayden	Hayden	
F.C.	6:30-7:30pm	Hayden	Hayden	Hayden	Hayden		

VCH Summer Session Times						
Type:	Session Time:	Monday	Tuesday	Wednesday	Thursday	Friday
Football	7am-9am	Pat	Pat	Pat	Pat	
Boys Sc, Bsk,BSB	9am-10am	Pat	Pat	Pat	Pat	
Softball/ GBKB	10:30-11:30am	Amelia	Amelia	Amelia	Amelia	
G SCR, VOLLB	12pm-1:00pm	Amelia	Amelia	Amelia	Amelia	
Boys Sc, Bsk,BSB	1:00-2:00pm	Amelia	Amelia	Amelia	Amelia	
Cheer	2pm-3pm	Amelia	Amelia	Amelia	Amelia	
Foundations	3pm-4pm	Amelia	Amelia	Amelia	Amelia	

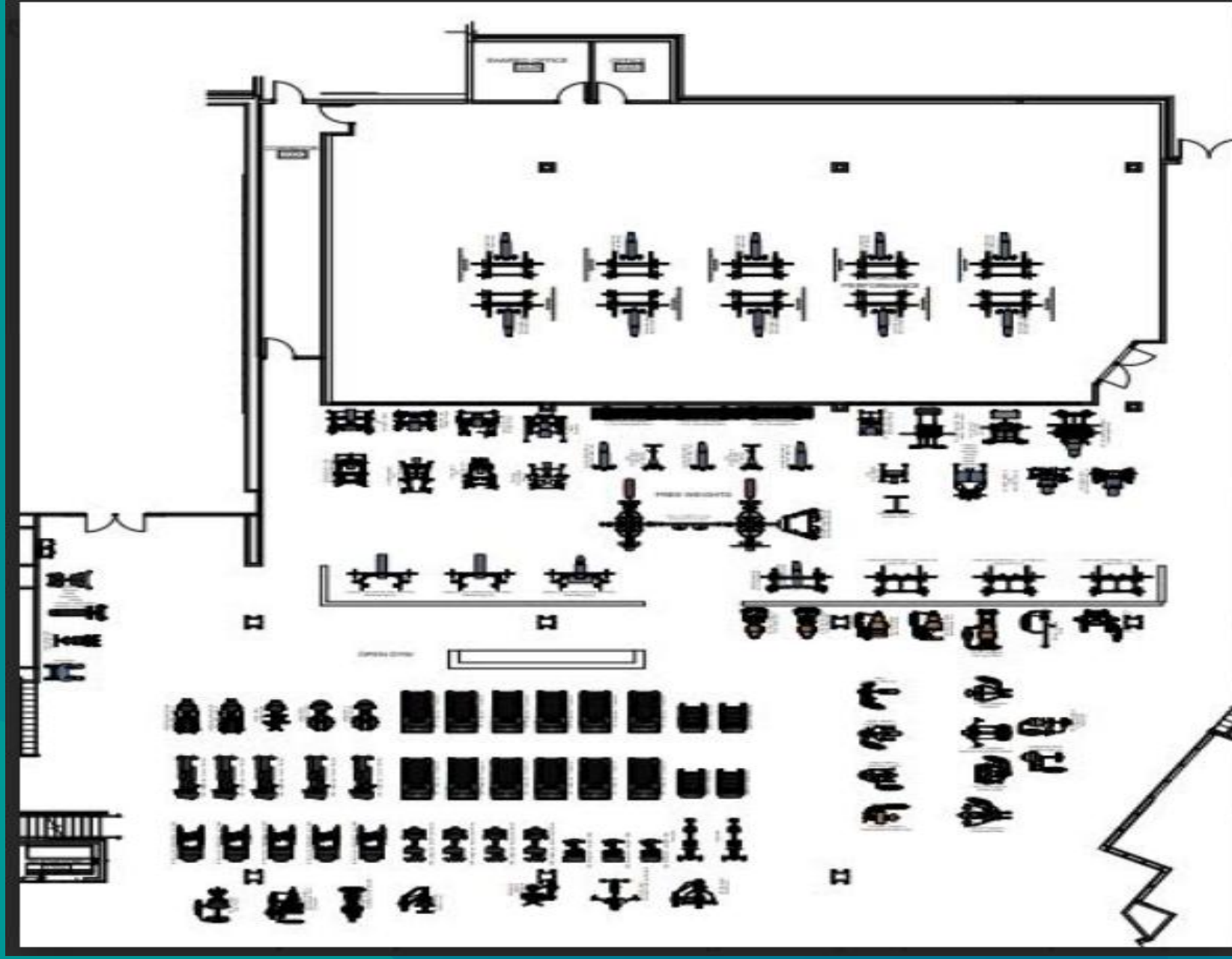
# How Does it Fit in the Medical Fitness Model





# How Does it Fit???

- Participant considerations
  - Must not diminish the membership experience
  - Facility design- be mindful of different population needs and comforts
- Performance training is a program
  - Must follow the rules of all other programs
  - Integration into the center is key
- Program Efficiency
  - Communication
  - Shared spaces
  - Shared staff (When appropriate)
  - Opportunities to enhance services: aquatics, gymnasium, equipment, group exercise etc...



# Know your limits

- Don't Overshoot
  - Start small and allow room for growth
  - Understand your market and what can be supported
  - “Leave recreation to the government”- Doug Ribley
- Mission or Margin
  - “The next CEO will want a margin” – Doug Ribley

# Questions?

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