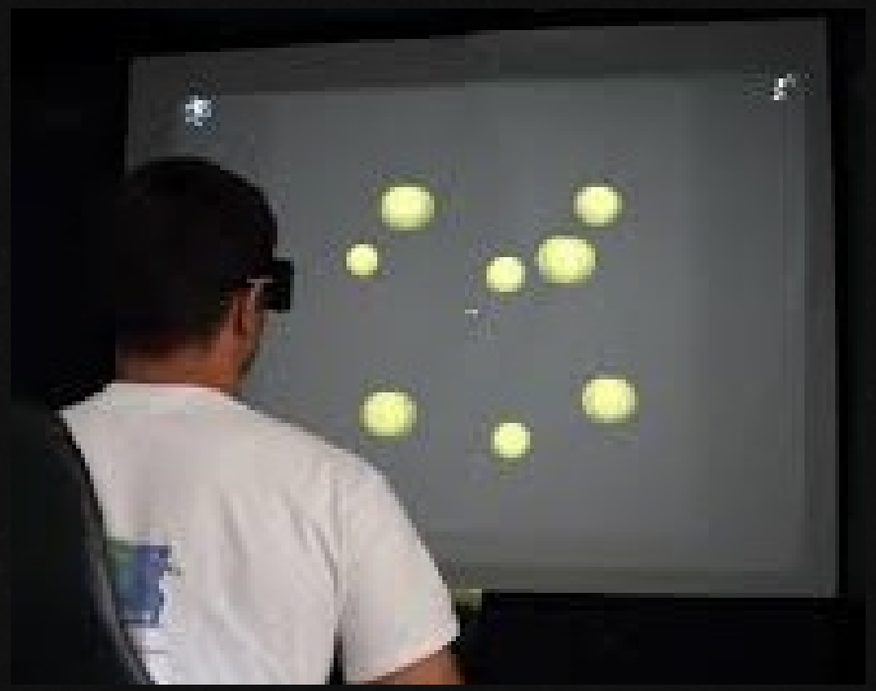
THE PERFORMANCE CODE

BUILD BIG ARMS NOW!
How 4 Hardgainers Made It Happen PG. 220
MUSCLE & FITNESS
BUBBA THE LOVE SPONGE
How He Lost 220 Pounds
10TH ANNUAL
NUTRITION BLOWOUT
THE 111 BEST BODYBUILDING FOODS
14 MUSCLE-BUILDING MEALS
3 SUPPLEMENTS TO MAXIMIZE SIZE
6 TOP PROTEIN PICKS
KIM & GUNTER
KICKSTART MUSCLE GAINS!
12-WEEK PROGRAM + GUARANTEED TO WORK
WIDE DELTS
In 4 Easy Moves
PART 2 OF OUR BEGINNER TO ADVANCED WORKOUT

Availability
Injury Body Areas
Injury Occurrences



NBA teams investing millions in new state-of-the-art practice facilities

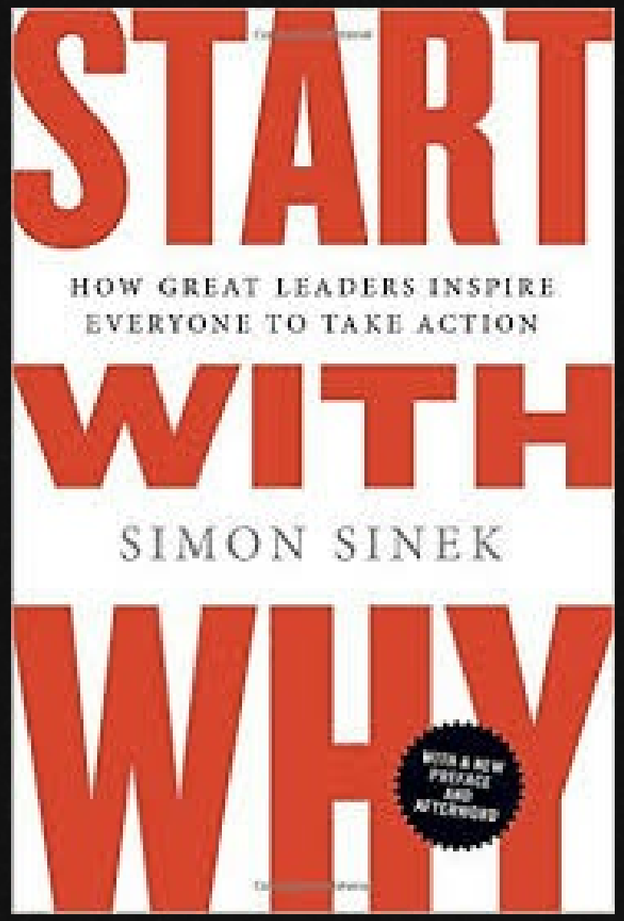
Wearable Technology: The $70 billion picture

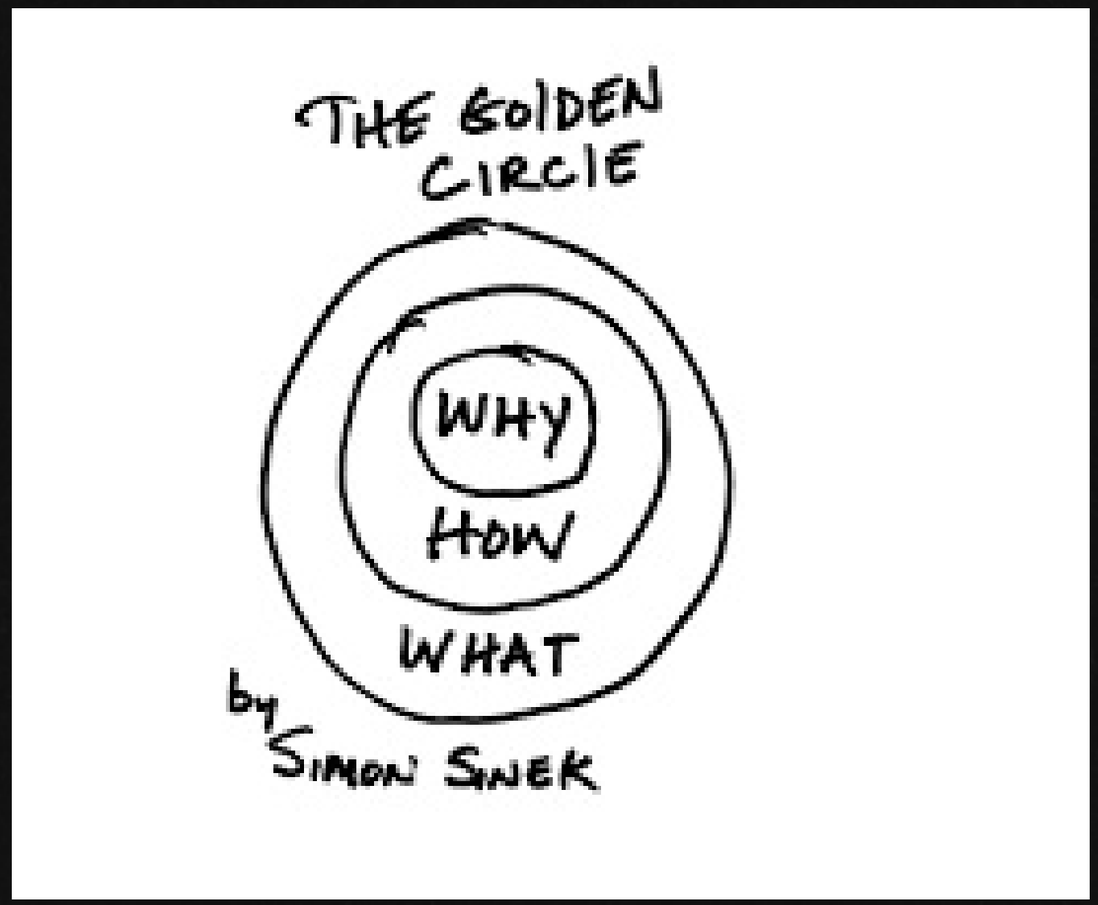
A Story Of Why Teams Need To Embrace Sports Science

Analytics in Sports:

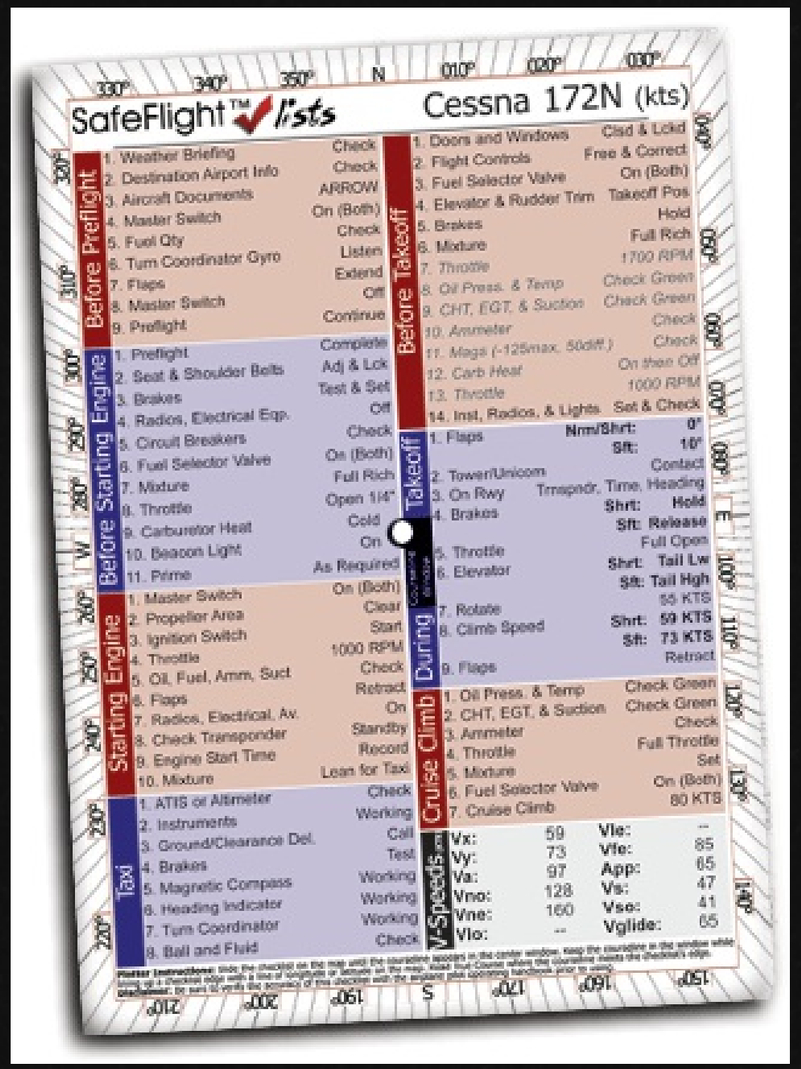
The New Science of Winning

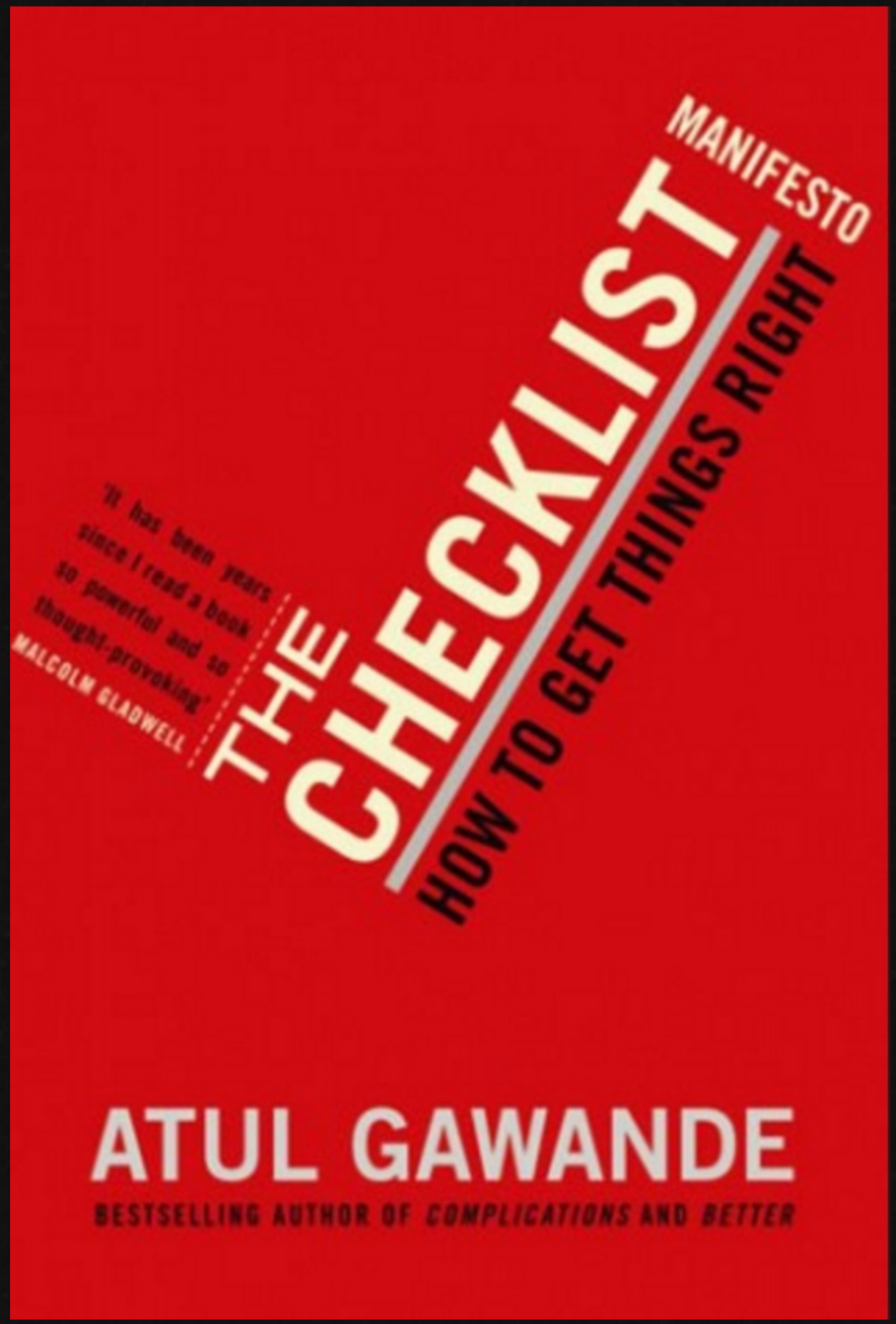
HACKING ATHLETIC PERFORMANCE


START
HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION
WITH
SIMON SINEK
WHY


THE GOLDEN CIRCLE
WHY
HOW
WHAT
by SIMON SINEK

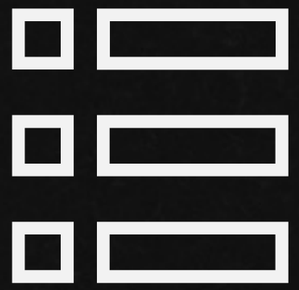
HOW?


SafeFlight™ lists
Cessna 172N (kts)
Before Preflight
1. Weather Briefing — Check
2. Destination Airport Info — Check
3. Aircraft Documents — ARROW
4. Master Switch — On (Both)
5. Fuel Qty — Check
6. Turn Coordinator Gyro — Listen
7. Flaps — Extend
8. Master Switch — Off
9. Preflight — Continue
Before Engine
1. Preflight — Complete
2. Seat & Shoulder Belts — Adj & Lck
3. Brakes — Test & Set
4. Radios, Electrical Eqp. — Off
5. Circuit Breakers — Check
6. Fuel Selector Valve — On (Both)
7. Mixture — Full Rich
8. Throttle — Open 1/4"
9. Carburetor Heat — Cold
10. Beacon Light — On
11. Prime — As Required
Starting Engine
1. Master Switch — On (Both)
2. Propeller Area — Clear
3. Ignition Switch — Start
4. Throttle — 1000 RPM
5. Oil, Fuel, Amm, Suct — Check
6. Flaps — Retract
7. Radios, Electrical, Av. — On
8. Check Transponder — Standby
9. Engine Start Time — Record
10. Mixture — Lean for Taxi
Taxi
1. ATIS or Altimeter — Check
2. Instruments — Working
3. Ground/Clearance Del. — Call
4. Brakes — Test
5. Magnetic Compass — Working
6. Heading Indicator — Working
7. Turn Coordinator — Working
8. Ball and Fluid — Check
Before Takeoff
1. Doors and Windows — Clsd & Lckd
2. Flight Controls — Free & Correct
3. Fuel Selector Valve — On (Both)
4. Elevator & Rudder Trim — Takeoff Pos
5. Brakes — Hold
6. Mixture — Full Rich
7. Throttle — 1700 RPM
8. Oil Press. & Temp — Check Green
9. CHT, EGT, & Suction — Check Green
10. Ammeter — Check
11. Mags (-125max, 50diff.) — Check
12. Carb Heat — On then Off
13. Throttle — 1000 RPM
14. Inst, Radios, & Lights — Set & Check
Takeoff
1. Flaps — Nrm/Shrt: 0° / Sft: 10°
2. Tower/Unicom — Contact
3. On Rwy — Trnspndr, Time, Heading
4. Brakes — Shrt: Hold / Sft: Release
5. Throttle — Full Open
6. Elevator — Shrt: Tail Lw / Sft: Tail Hgh
7. Rotate — 55 KTS
8. Climb Speed — Shrt: 59 KTS / Sft: 73 KTS
9. Flaps — Retract
During
Cruise Climb
1. Oil Press. & Temp — Check Green
2. CHT, EGT, & Suction — Check Green
3. Ammeter — Check
4. Throttle — Full Throttle
5. Mixture — Set
6. Fuel Selector Valve — On (Both)
7. Cruise Climb — 80 KTS
V-Speeds
Vx: 59 Vle: --
Vy: 73 Vfe: 85
Va: 97 App: 65
Vno: 128 Vs: 47
Vne: 160 Vso: 41
Vlo: -- Vglide: 65


MANIFESTO
THE CHECKLIST
HOW TO GET THINGS RIGHT
"It has been years since I read a book so powerful and so thought-provoking"
MALCOLM GLADWELL
ATUL GAWANDE
BESTSELLING AUTHOR OF COMPLICATIONS AND BETTER

CULTURE

The heart of the matter.



OPERATING SYSTEM

Organizing people, standardizing processes.

DATA SCIENCE

Managing metrics that matter.

EXECUTION

The art of the science.

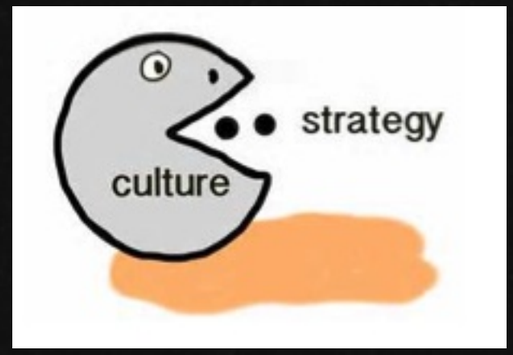
CULTURE

The heart of the matter.

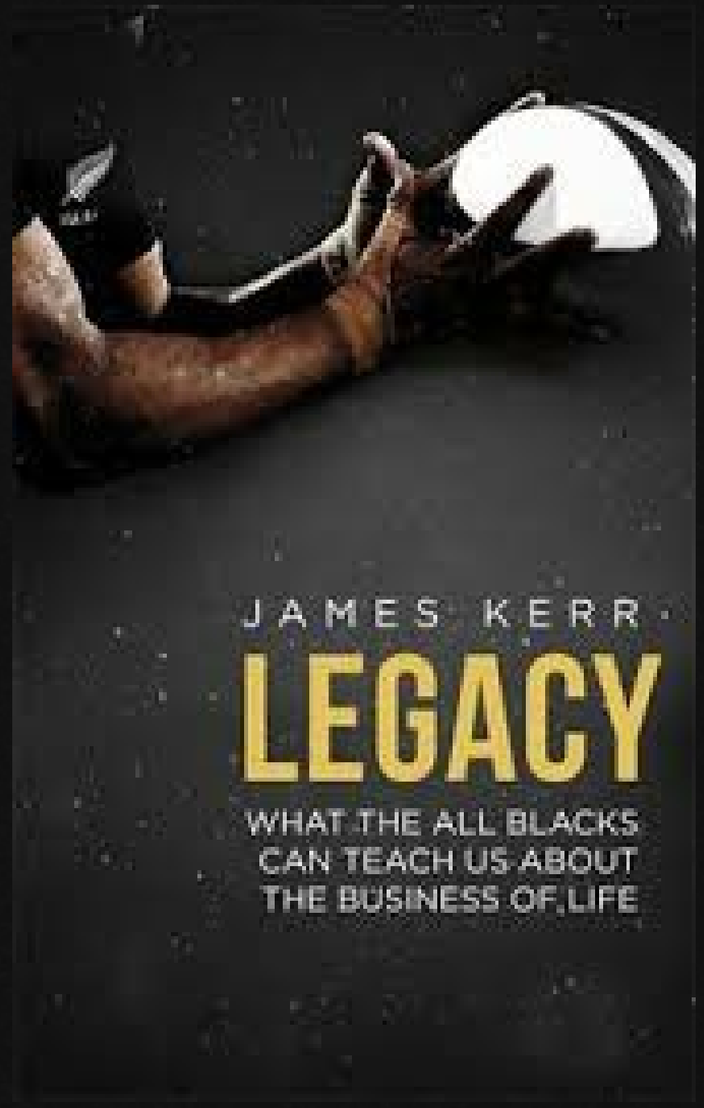
PERFORMANCE
CODE.

Merriam-Webster

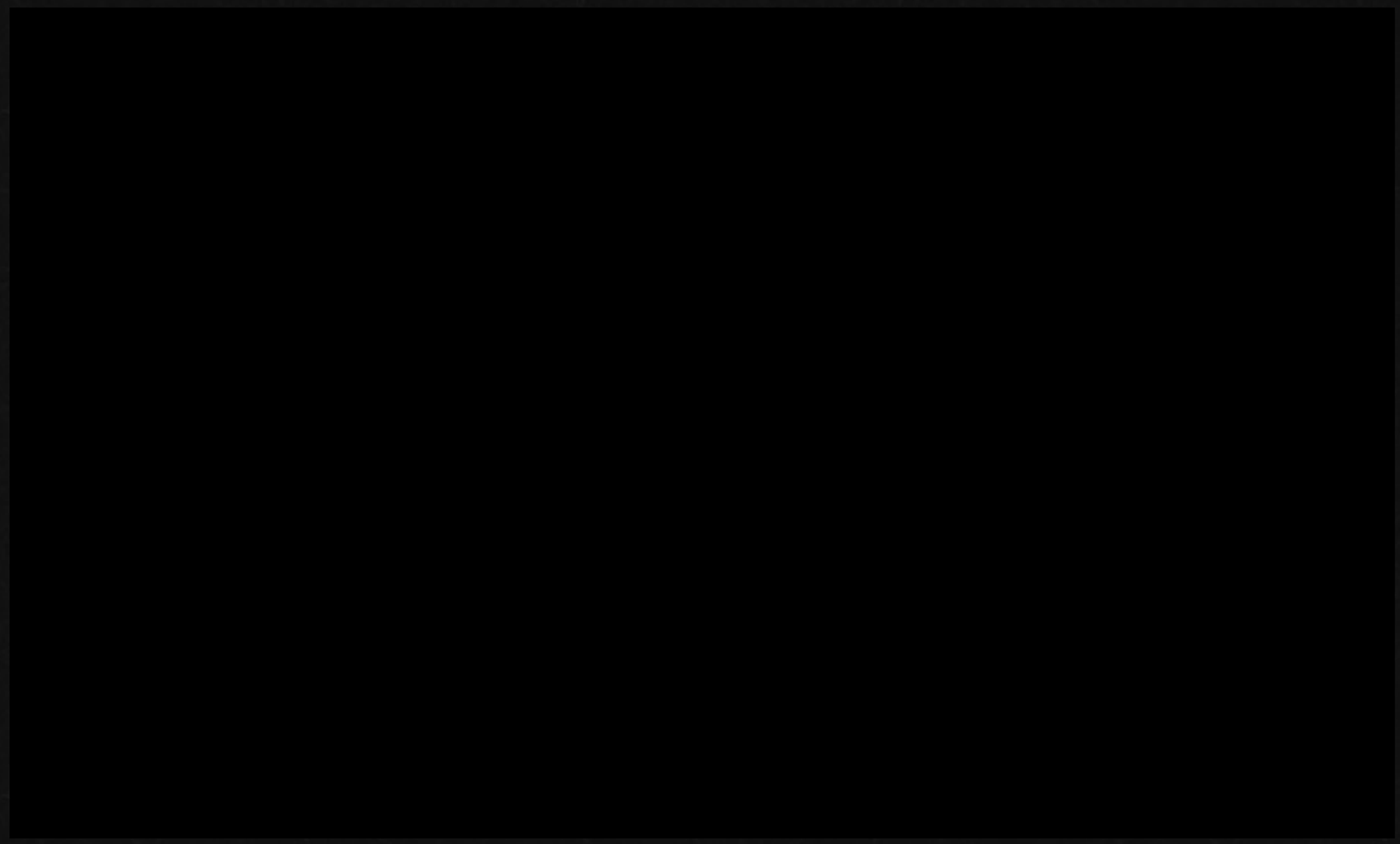
- GOALS
- VALUES
- ATTITUDES
- PRACTICES
- TRADITIONS



ALL BLACKS®


JAMES KERR
LEGACY
WHAT THE ALL BLACKS
CAN TEACH US ABOUT
THE BUSINESS OF LIFE

TRADITION



ALL BLACKS®

CORE VALUES

WE BUILD ATHLETES & PREPARE CHAMPIONS- FOR SPORT & LIFE

WE DO IT AS A TEAM

ATTITUDES

CARDINALCODE

Every Cardinal athlete is held accountable to the Cardinal Code:

1. **GET** YOUR **MIND RIGHT!**
2. **ATTACK!**
3. FINISH **STRONG!**

PRACTICES/TRADITIONS

ATHLETES

"FINISHERS"

"FUN FRIDAYS"

'CARDINAL CHALLENGES'

RED/BLACK WEEKS

FACILITY PRIDE

COACHES

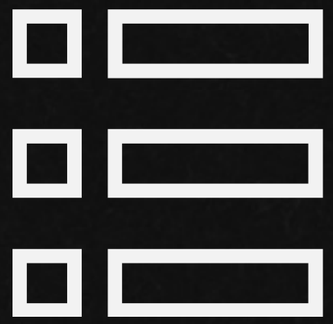
5-BULLET MONDAY

COORDINATED GEAR

STAFF ROUNDTABLE

STAFF WORKOUT

ANNUAL HOCKEY GAME



OPERATING SYSTEM

Standardizing processes. Organizing people.

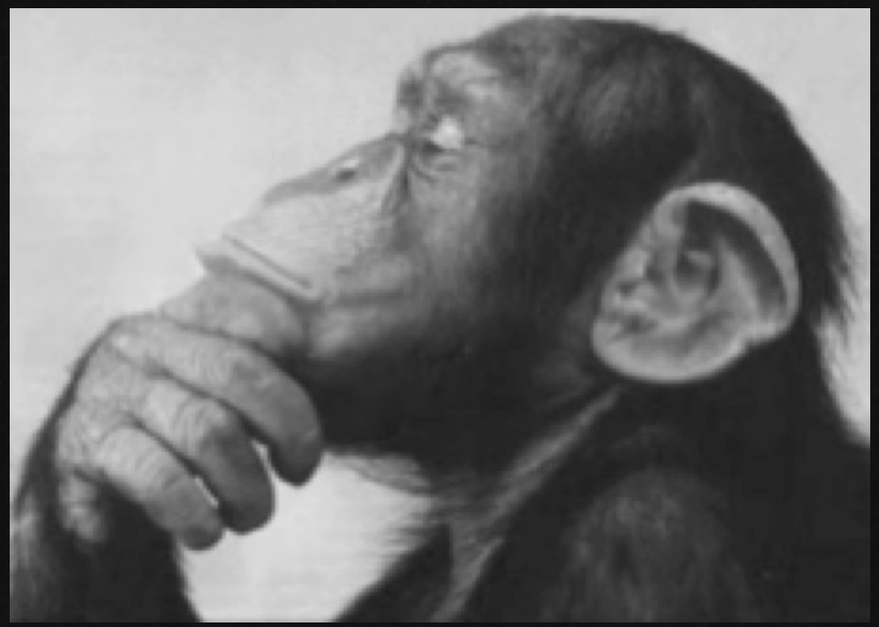
PERFORMANCE
CODE.

- MISSION
- TARGET OUTCOMES
- PHILOSOPHY
- METHODOLOGY
- PERSONNEL
- ENVIRONMENT
- EQUIPMENT/TECHNOLOGY

TARGET OUTCOMES

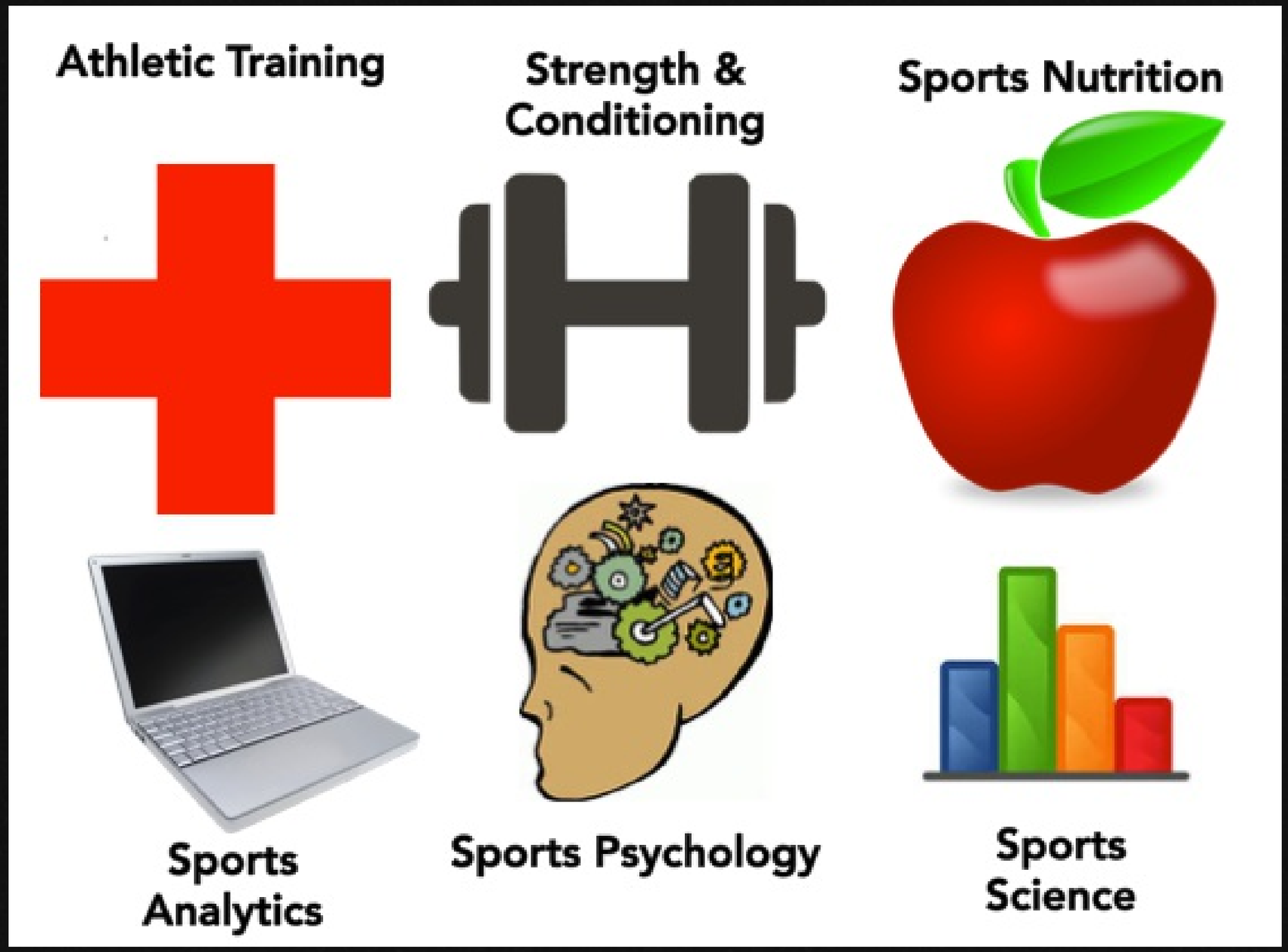
- MINIMIZE INJURY RISK
- MAXIMIZE ATHLETE DEVELOPMENT
- OPTIMIZE TEAM SUCCESS

PHILOSOPHY

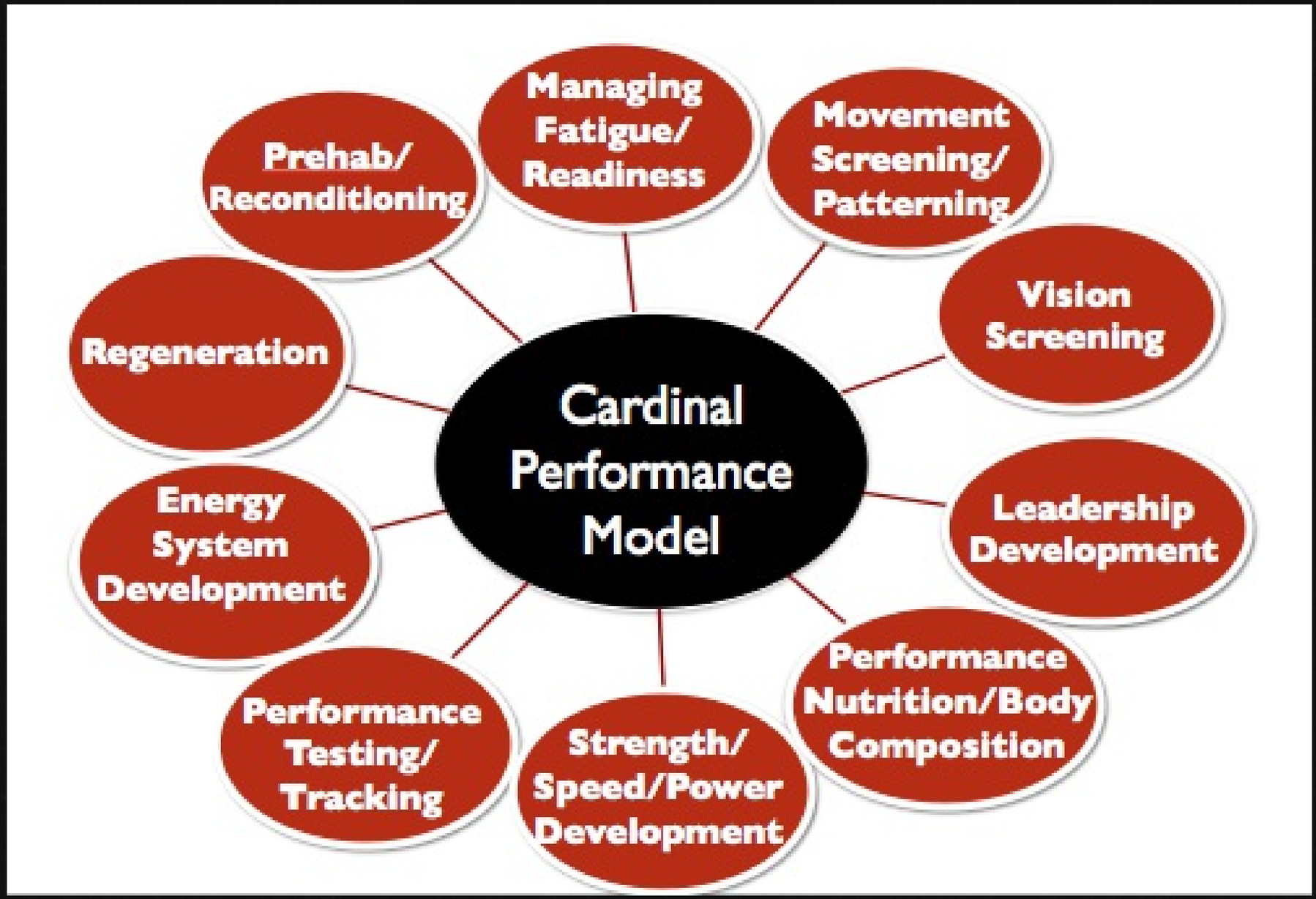


- HOLISTIC
- ATHLETE-CENTERED
- EVIDENCE & ASSESSMENT-BASED
- COACH & TECHNOLOGY-DRIVEN
- PERFORMANCE FOCUSED
- SEAMLESSLY DELIVERED

PHILOSOPHY


Athletic Training
Strength & Conditioning
Sports Nutrition
Sports Analytics
Sports Psychology
Sports Science

PHILOSOPHY


Managing Fatigue/ Readiness
Prehab/ Reconditioning
Movement Screening/ Patterning
Regeneration
Vision Screening
Cardinal Performance Model
Energy System Development
Leadership Development
Performance Testing/ Tracking
Strength/ Speed/Power Development
Performance Nutrition/Body Composition

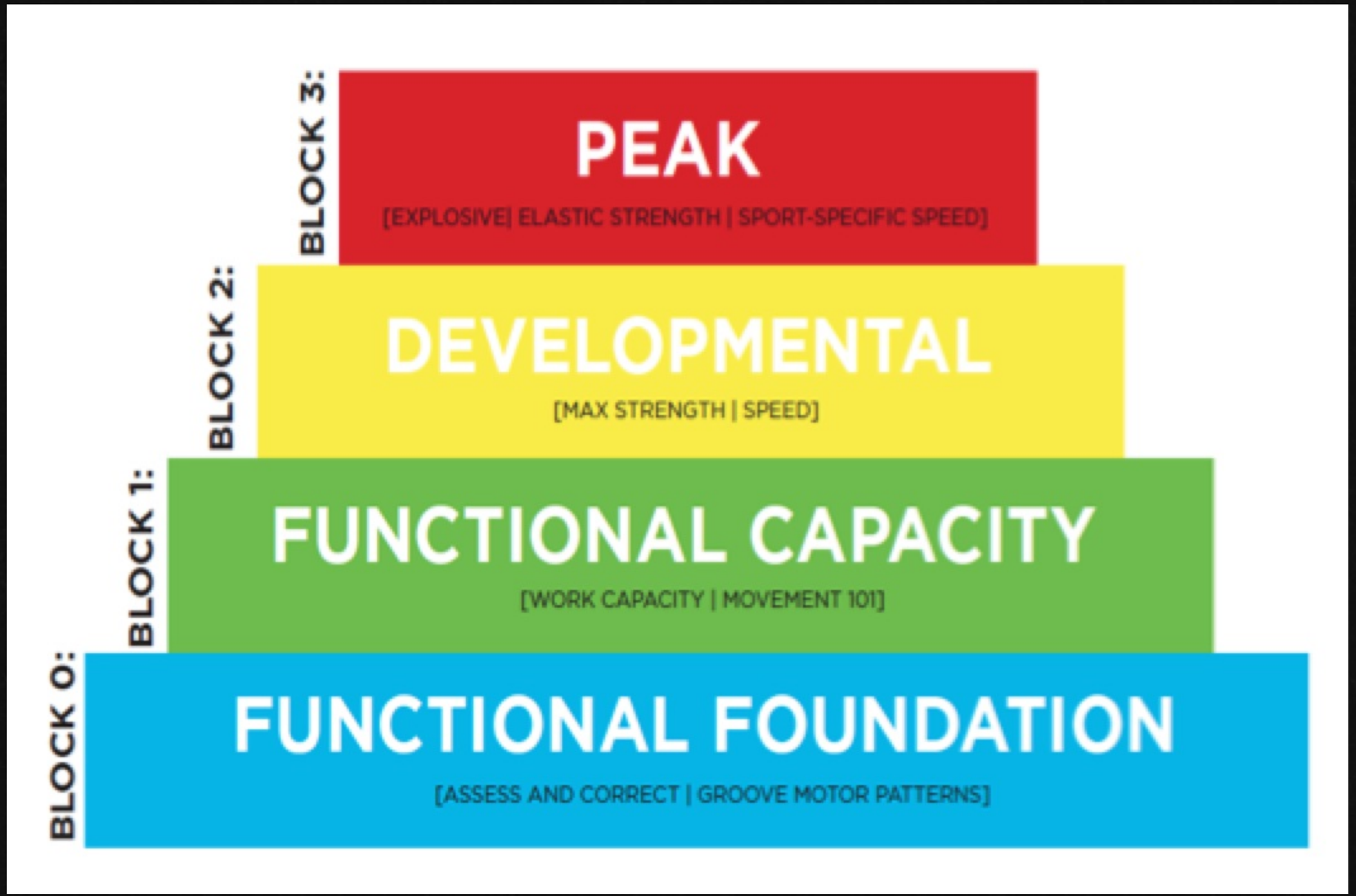
METHODOLOGY- PRINCIPLES

- FIRST, DO NO HARM
- OPTIMAL COLLABORATION
- ASSESSMENT-DRIVEN INDIVIDUALIZATION
- MASTERY OF FUNDAMENTALS
- MINIMUM EFFECTIVE DOSE
- REVERSE SPECIFICITY
- HOLISTIC READINESS MONITORING
- STRATEGIC REGENERATION
- ACCOUNTABILITY

METHODOLOGY- PROCESS

- NEEDS ANALYSIS
- ELITE PLAYER PROFILING
- HIGH-PERFORMANCE ASSESSMENT
- MACRO PLANNING
- EXERCISE/MOVEMENT MENUS
- MESO PLANNING
- MICRO PLANNING

METHODOLOGY- PROCESS



METHODOLOGY- PROCESS

- PRIMITIVE PATTERNS
- "BIG 4" MOVEMENT PATTERNS
- BOTTOM-UP/ 4X4 MATRIX PROGRESSION

BLOCK 0

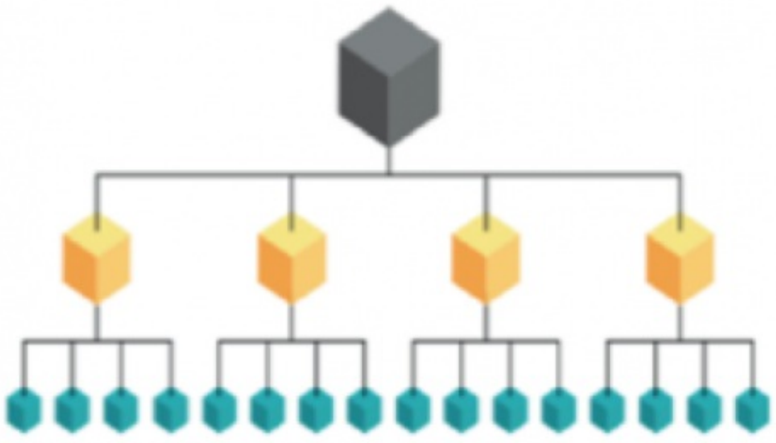
FUNCTIONAL FOUNDATION

[ASSESS AND CORRECT | GROOVE MOTOR PATTERNS]

METHODOLOGY- PROCESS

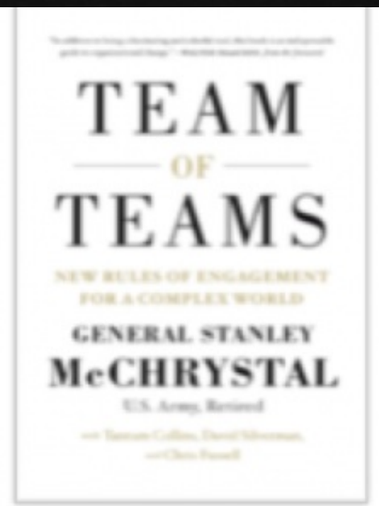
BLOCK 0 – TEACHING PROGRESSION	
MOVEMENT PATTERN CHECKLIST	
☐	SUPINE (90/90): Athlete can breathe diaphragmatically (holding slight posterior tilt/activating hamstrings).
☐	SUPINE (90/90): Athlete can maintain neutral posture while flexing shoulders and extending legs, independently (one at a time).
☐	SUPINE: Athlete can maintain neutral posture while extending contralateral arm/leg.
☐	SUPINE: Athlete can maintain neutral posture while extending ipsilateral arm/leg.
☐	SUPINE (90/90): Athlete can maintain neutral posture while creating overhead pressure (pushing in to wall) & extending legs independently.
☐	QUADRIPED: Athlete can breathe diaphragmatically while holding slight posterior tilt (activating hamstrings).
☐	QUADRIPED: Athlete can maintain neutral posture while flexing shoulders & extending legs independently (one at a time)
☐	QUADRIPED: Athlete can maintain neutral posture while flexing/extending contralateral shoulder and leg simultaneously
☐	QUADRIPED: Athlete can maintain neutral posture while rocking back in to deep hip flexion/plantar flexion
☐	QUADRIPED: Athlete can walk back until heels are flat and effectively “get in to” the bottom position of a deep squat
☐	QUADRIPED: Athlete can maintain neutral posture while floating knees and stepping back (one foot at a time) to a pushup position

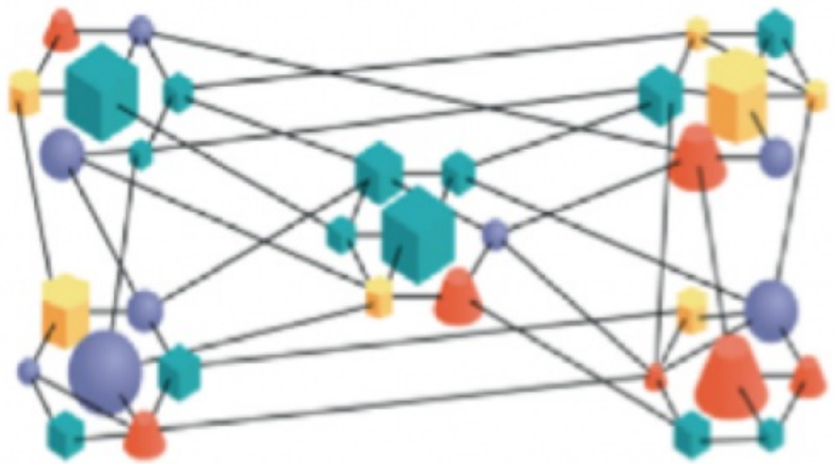
PERSONNEL-STRUCTURE



COMMAND

In this traditional top-down structure, the connections that matter are the ones between workers and their managers.





TEAM OF TEAMS

The relationships among teams should resemble the closeness among individuals on those teams.

PERSONNEL- STRATEGY

Kai

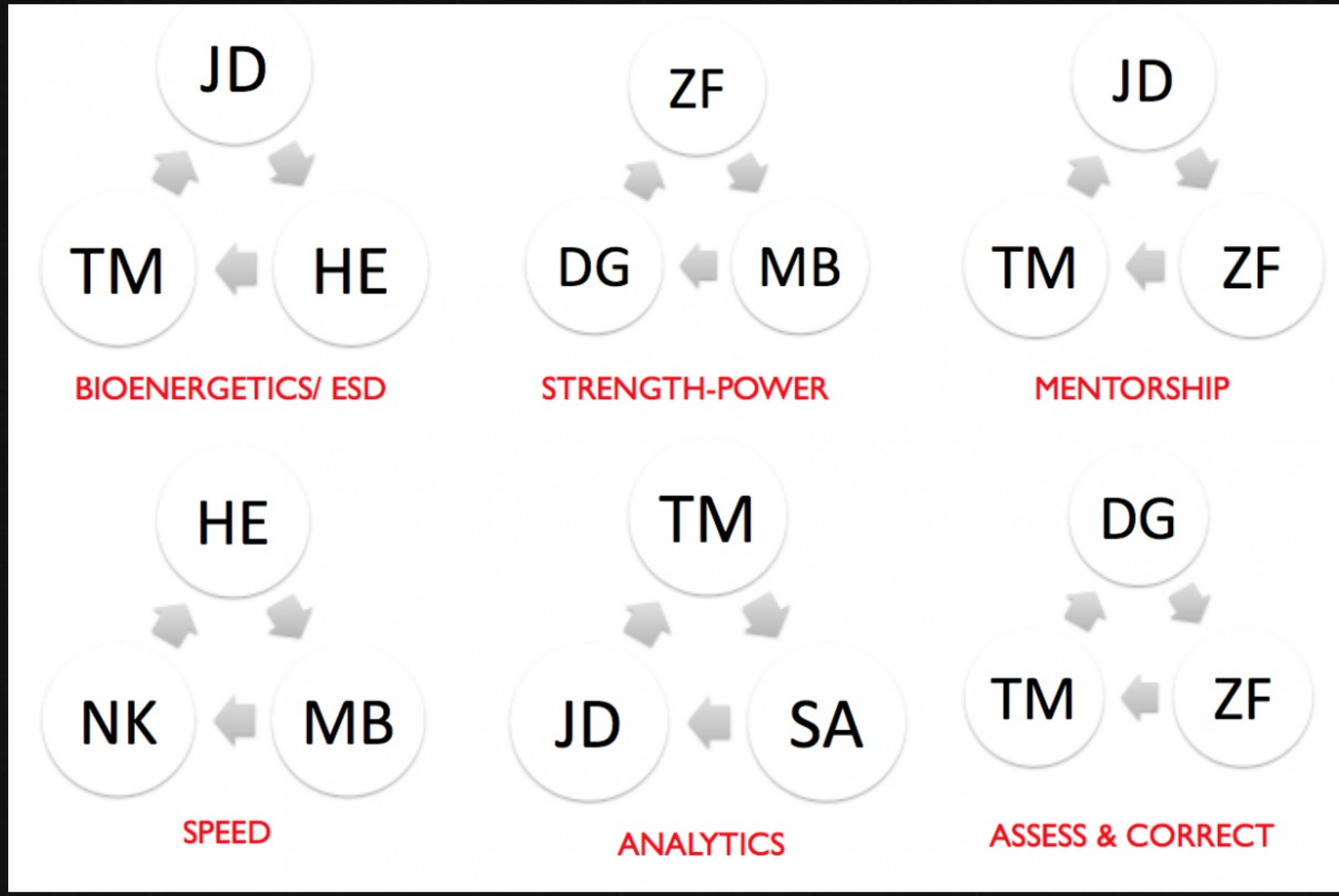
Zen

Change

Good

PERSONNEL- FUNCTION

TEAM OF TEAMS



ENVIRONMENT

ENVIRONMENT

EQUIPMENT/TECHNOLOGY

KINDUCT
TECHNOLOGIES

POLAR
LISTEN TO YOUR BODY

G/A

DATA SCIENCE

Managing metrics that matter.

PERFORMANCE
CODE.

METRICS THAT MATTER

- RISK MANAGEMENT
- PERFORMANCE MANAGEMENT
- READINESS MANAGEMENT

- PREVIOUS INJURY**
- MOVEMENT QUALITY
- NEUROMUSCULAR CONTROL
- BODY COMPOSITION
- AEROBIC CAPACITY

move2perform

Field-expedient screening and injury risk algorithm categories as predictors of noncontact lower extremity injury

M. E. Lehr[1], P. J. Plisky[2], R. J. Butler[3], M. L. Fink[1], K. B. Kiesel[4], F. B. Underwood[4]

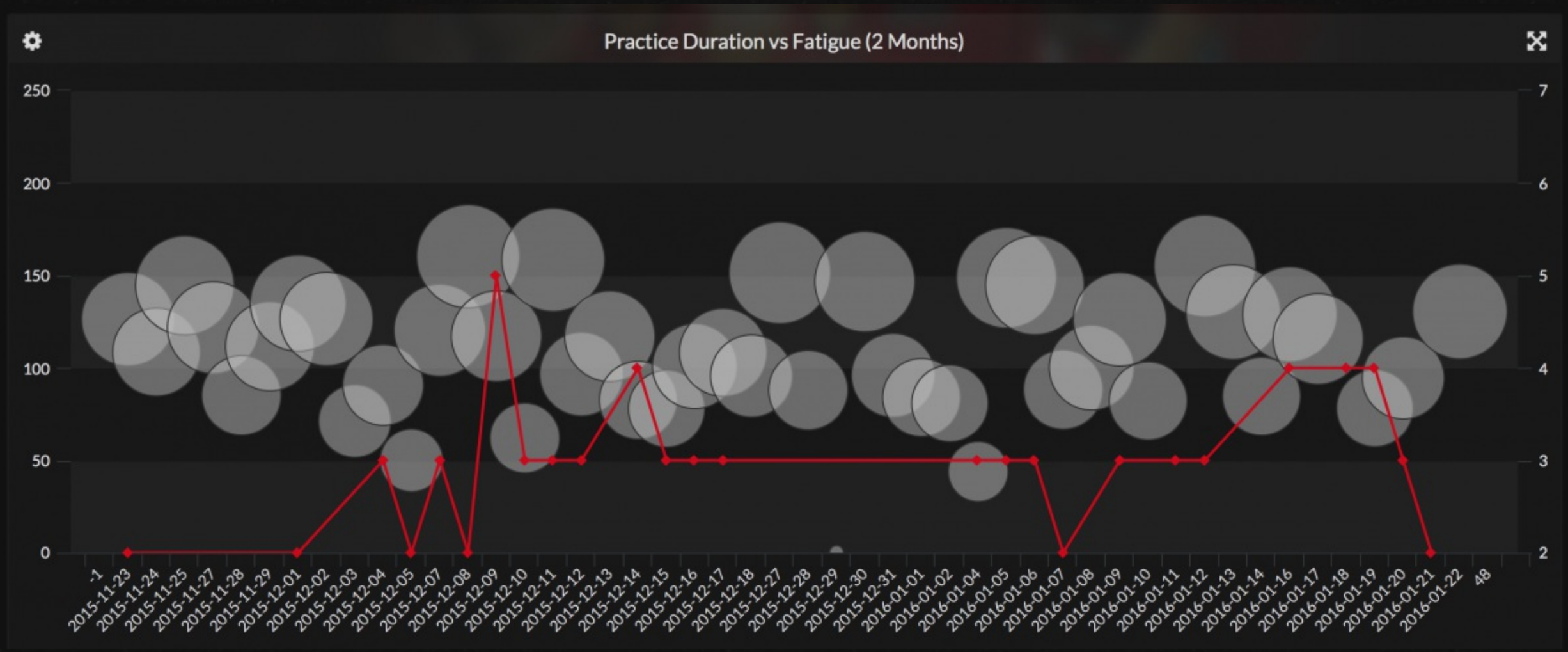
LOW RISK

HIGH RISK

RISK MANAGEMENT- PERFORMANCE SCREENING

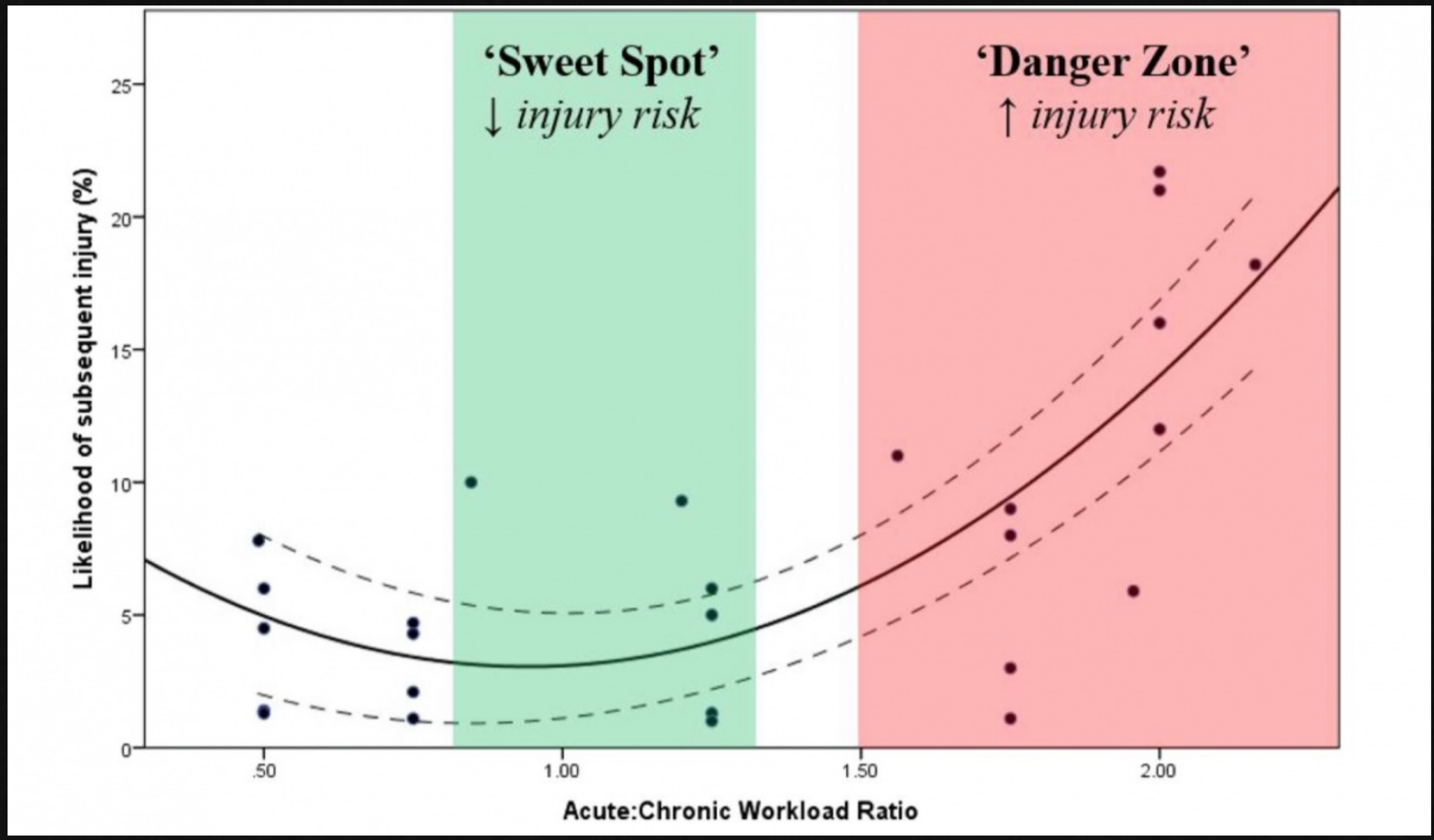
FUNCTIONAL	BIOMECHANICAL	LIFESTYLE
FMS™ www.functionalmovement.com SFMA Selective Functional Movement Assessment	GONIOMETRY	BODY COMPOSITION
Y Balance Test®	POSTURE	DIET ANALYSIS
DROP JUMP ANALYSIS	BREATHING PATTERN	BLOOD ANALYSIS

RISK MANAGEMENT- PERFORMANCE TRACKING



The acute:chronic workload ratio predicts injury: high chronic workload may decrease injury risk in elite rugby league players

Billy T Hulin,[1,2] Tim J Gabbett,[3,4] Daniel W Lawson,[2] Peter Caputi,[5] John A Sampson[1]



PERFORMANCE MANAGEMENT

ATHLETE	Body Composition	Movement Quality	Upper Body Strength	Lower Body Strength	Lower Body Power	Reactive Power	Aerobic Capacity
	% Body Fat	*FMS*	*>80%BW*	*>150%BW*	*Vert. Jump*	*DJ/VJ*	*VO2max (from BEEP)*
A	-	√	-	-	-	-	-
B	√	√	√	√	-	-	√
C	√	√	√	√	√	√	√
D	√	√	-	-	√	√	-
E	√	-	-	-	-	-	-
F	√	√	-	-	√	√	√
G	-	√	√	√	√	√	-
H	√	√	-	√	-	-	-
I	√	-	-	-	-	-	-
J	√	√	√	√	-	-	√
K	√	√	√	√	√	√	√

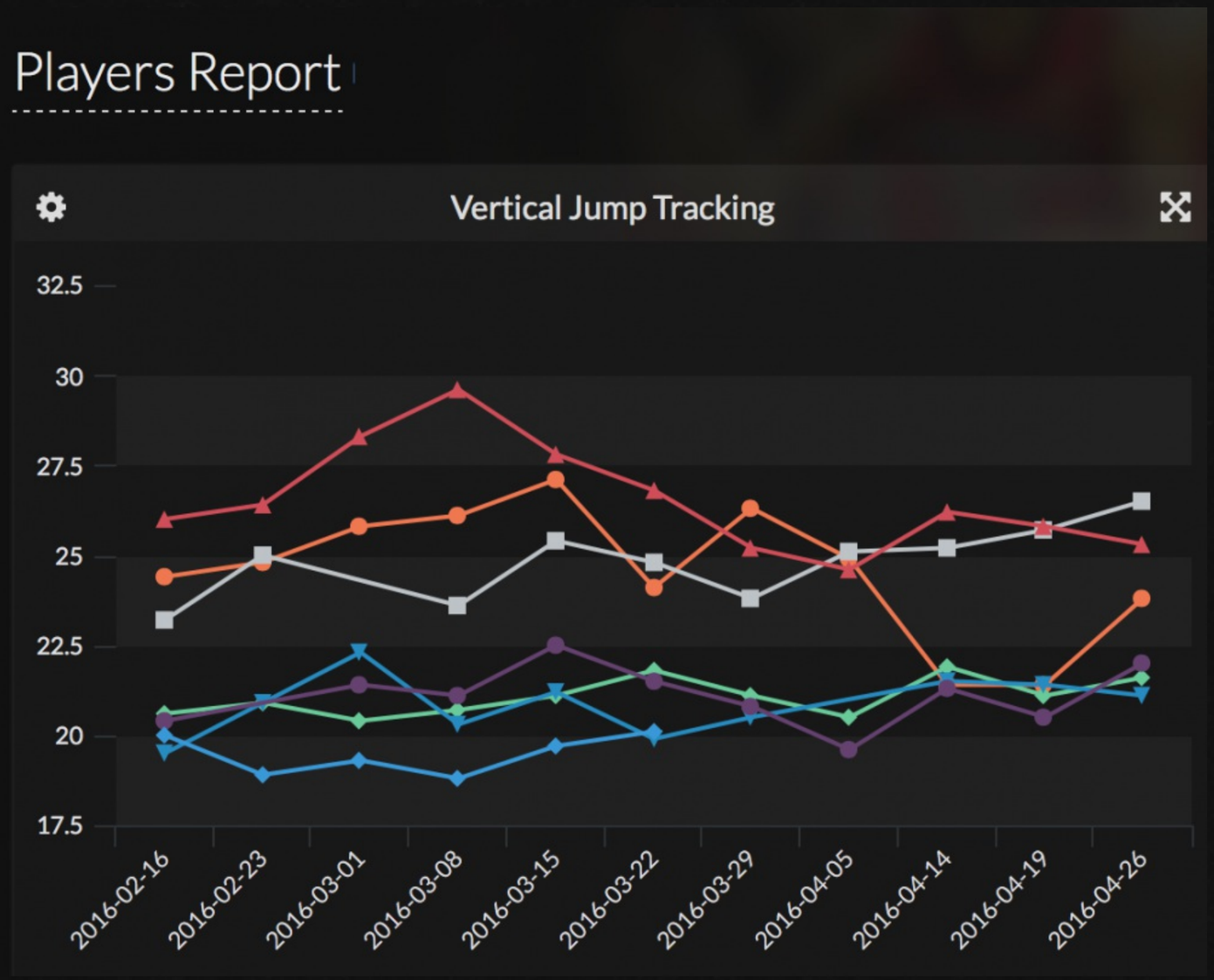
*MINIMUM STANDARDS (RELATIVE) AND POSITIONAL TARGETS FOR EACH TEST

READINESS MANAGEMENT- SHORT-TERM

WELLNESS SURVEY

Date: 2016-05-08

Fatigue:	3	Always Tired — Very Fresh
Sleep Quality:	3	Can't Sleep — Very Rested
Muscle Soreness:	3	Very Sore — Feeling Great
Stress Levels:	3	Very Stressed — Very Relaxed
Mood State:	3	Annoyed/Irritable — Positive/Excited To Train
Hours of Sleep:	8.0	Low — High
Total Wellness Score:	15	



READINESS MANAGEMENT- SHORT-TERM

ATHLETE	HIGH IMA's	"HIGH" JUMP COUNT
A	116	19
B	113	9
C	59	0
D	44	2

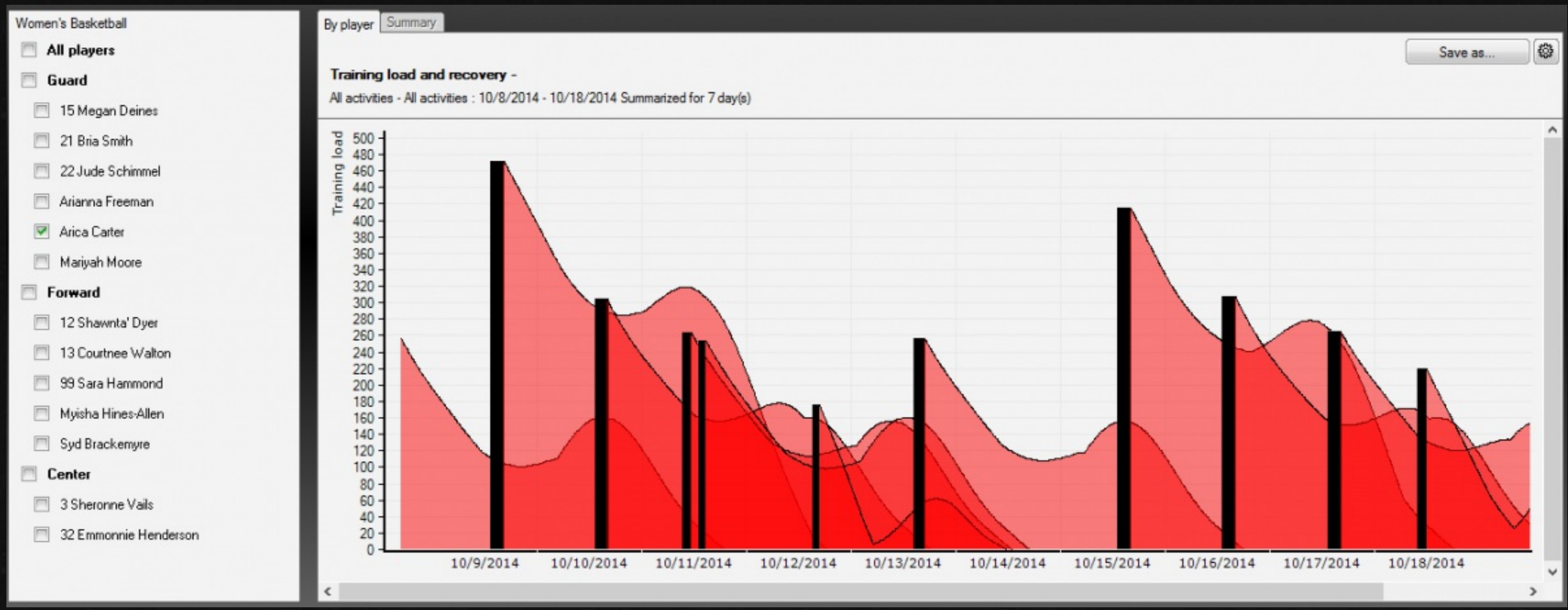
catapult.

ATHLETE	% TIME >90% HR MAX	# MINS >90% HR MAX
A	24.6	23
B	20	22
C	0.9	1
D	2.2	2

POLAR.

READINESS MANAGEMENT- SHORT-TERM

PROJECTED RECOVERY FROM METABOLIC WORK

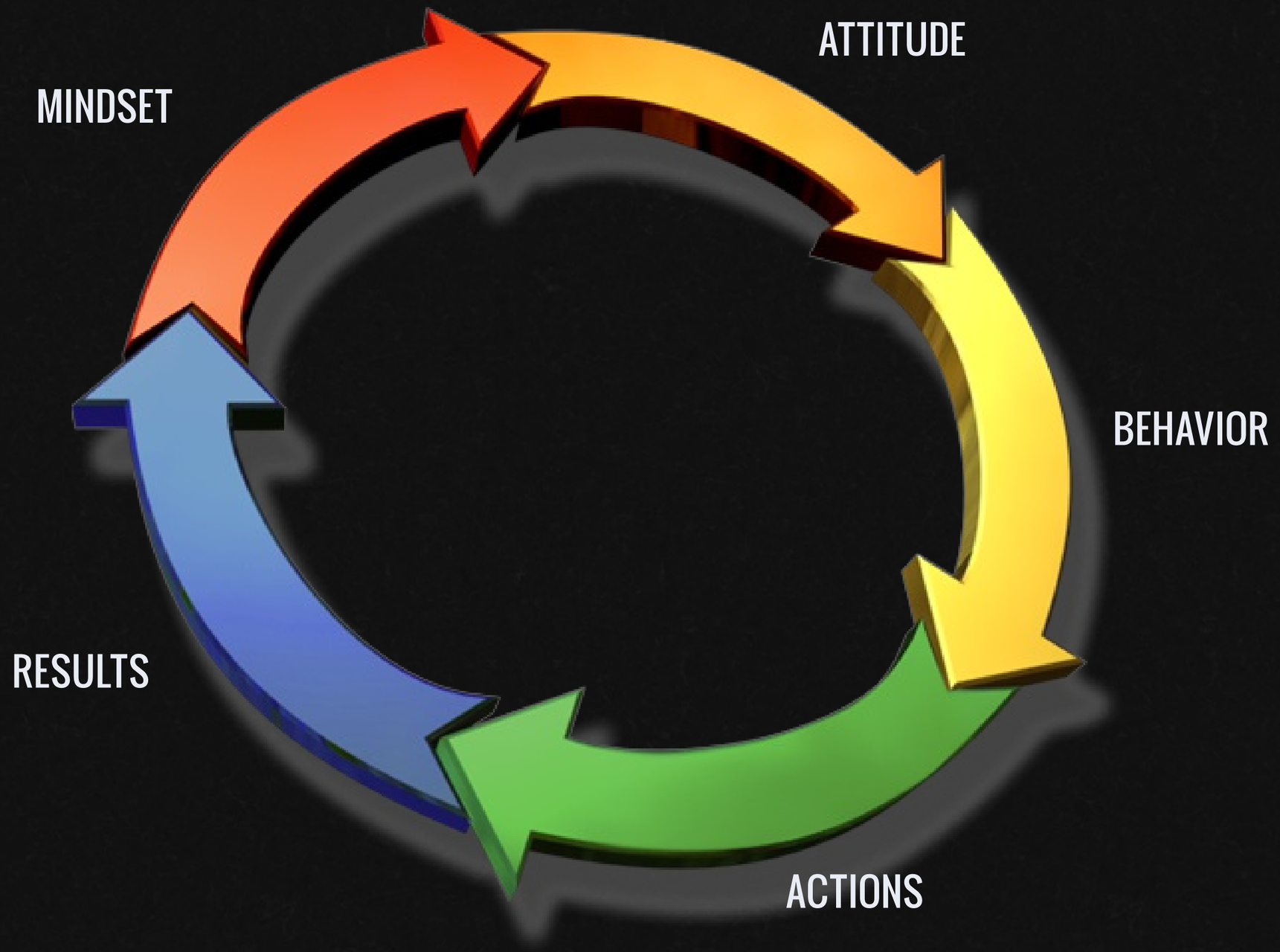


EXECUTION

The art of the science.

PERFORMANCE
CODE.

THE ART OF COACHING



- EDUCATE
- MOTIVATE
- INSPIRE
- EMPOWER

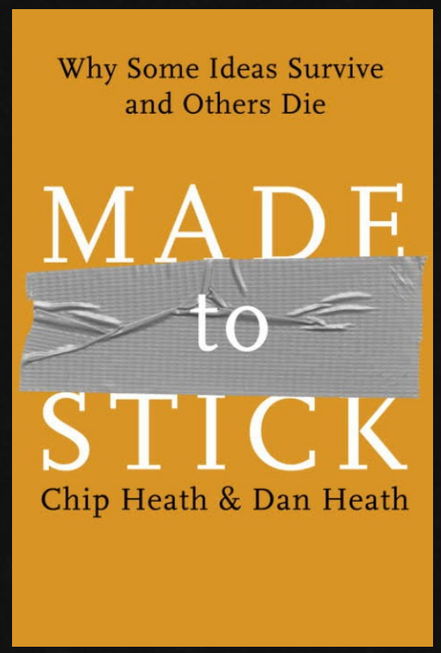
TED

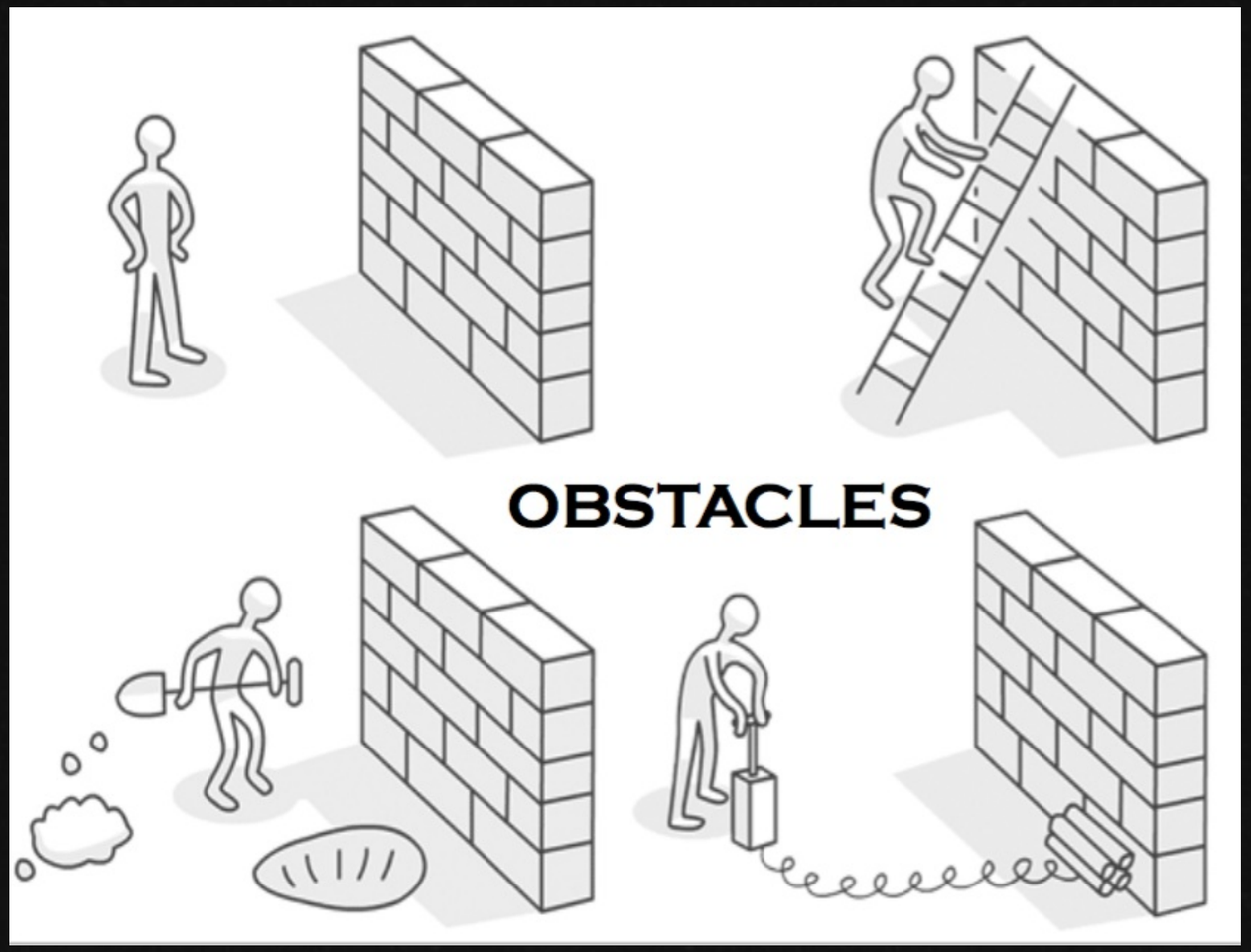
Julian Treasure

How to speak so that people want to listen

MOSAICS
MILLENIALS
SCREENAGERS
DIGITAL GENERATION
SUNSHINE GENERATION
GENERATION IY

According to the National Center for Biotechnology Information, at the U.S. National Library of Medicine, the average attention span of a human being has dropped from **12 seconds** in 2000 to **8 seconds** in 2013. This is one second less than the attention span of a goldfish. May 19, 2014





OKC
CHALLENGE
LOUISVILLE SOFTBALL
NOV. 20-21, 24-25

OMAHA
CHALLENGE

Teena Murray
teena@gocards.com