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# CEO Strength Coach



## Synopsis

Nationally recognized Strength and Conditioning Coach Ron McKeefery teaches you exactly how to become your own CEO Strength Coach. Coach McKeefery has served at both the Professional and Collegiate level. He is published in numerous industry publications and is a highly sought after speaker. This book not only tells Ron's story; it teaches you how to avoid the mistakes he has made and leads you through the trials he faced prior to being honored as a Master Strength and Conditioning Coach and named Under Armour Collegiate Strength and Conditioning Coach of the Year. You will learn to become a TECHNICIAN in your field, why most coaches remain only technicians, how to become an effective MANAGER, and what it takes to be an ENTREPRENEUR in Strength and Conditioning. A detailed, step-by-step process is provided to ensure you don't miss anything as you learn how to pursue a successful career. You will draw from his experiences in order to learn what it takes to not only be the best Strength and Conditioning Coach that you can possibly be; but you will also learn how to manage your time better, find room for a family life inside of a career that takes up more time than most, and how to ultimately be happy in all of the successes you achieve as a coach, no matter how big or small they may seem.

## Book Information

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## Customer Reviews

Coach McKeefery is not only a great professional, but an absolutely world-class person. Through leading by example and direct contributions, he is truly one of the most influential coaches in strength and conditioning today. While he is a master of the training process, where he truly shines is in his understanding of the human condition. His ability to engage athletes, create trust and

empower them to own their training journey is truly second to none. He not only brings this art to coaching, but also in his approach to coach development. Ask any intern, GA or assistant that has worked with Coach McKeefery, and they will tell you that coach knows how to challenge and empower you to be your best. I believe that there is no better title than "CEO Strength Coach" for this book. Coach McKeefery addresses topics that are often times overlooked, yet paramount to the success of any business owner, personal trainer or strength coach trying to build a sustainable system designed to upgrade their client/athletes lives. Through Coach's "Journey" you will learn about the path that has given the human performance field one of the most important strength coaches of our time. Through his personal narrative you will likely find similarities with your own path, which makes the following sections that much more powerful, as he has overcome issues that you have likely faced in your own career. In section two, appropriately called "The Technician," you we learn how to build the foundation of your program. One of the most important lessons any new - or experienced - strength coach can learn is the concept of using a "principle based not philosophy based" approach to coaching.

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