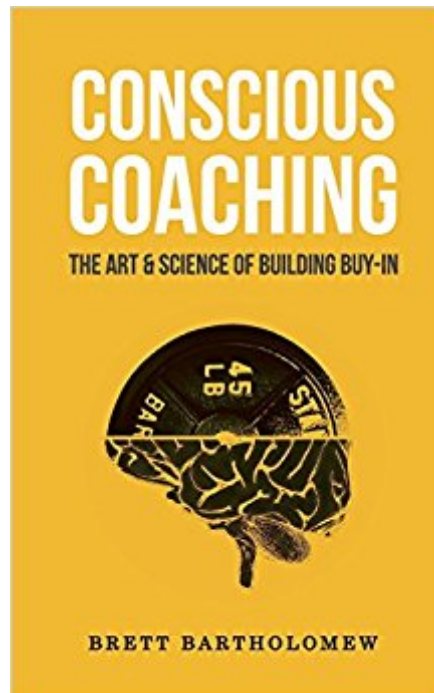




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# Conscious Coaching: The Art And Science Of Building Buy-In



## Synopsis

In the world of strength and conditioning, learning how to move others – not just physically, but also psychologically and emotionally – is paramount to getting the most out of them. People are the ultimate performance variable, and understanding how to effectively blend knowledge of proper training with the nuances of human behavior is integral to helping athletes achieve their ultimate goals. Unfortunately, while much attention has been given to the science of physical training, little attention has been given to the science of communication. *Conscious Coaching: The Art and Science of Building Buy-In* bridges this gap. Readers learn the foundational principles of improving relationships, enhancing engagement, and gaining the trust of athletes through targeted communication. And, every bit as important, readers also learn concrete strategies to apply these principles in day-to-day coaching situations they will inevitably encounter. The result is a game-changing book that sets the stage for coaches to create a culture of success not only within sport, but also beyond. *Conscious Coaching* is a movement and its time has come.

## Book Information

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## Customer Reviews

*Conscious Coaching* offers insight into a truly valuable leadership model in which compelling authority runs thin but influence and interpersonal skills are paramount. I've known Brett for over decade and his professionalism, expertise, and leadership make him the perfect person to write this book. – Rob Bollinger / Colonel / U.S. Army, Special Forces  
Brett has given me the best years of my football career. Athletes want a coach that not only makes them better physically, but also one that understands our world and communicates in a real way- Brett does that. For me it's about the combination of smart training and good communication, and what I love and

most of all is he is not just my coach, he is my friend. I'll be working with him until my career is over. — Patrick Chung / Two-time Super Bowl Champion / Safety - New England Patriots

Brett Bartholomew is one of the leaders of our profession today. He understands that the strength & conditioning industry is part art and part science. We live in a world today where we have many internet gurus that get the science, understand the physiology and biomechanics. However, the defining element of coaching lies in a coach's ability to interact with an athlete or group of athletes -- understand where they are at, and how to motivate and move a group of athletes forward. Brett's book will give you some insight into the art of how to do this. Creating the environment to teach, motivate, and inspire is a must in today's modern coaching world. Anyone that has seen Brett coach live, or otherwise, sees his passion and energy immediately. Young coaches starting their journey into this profession (or anyone who's been in for years) would do well to soak up the experiences and learn the applied side of coaching. I can't recommend Brett's book enough. It delves into essence of what separates the good coaches from the great coaches. — Dave Tenney / High Performance Director / Seattle Sounders FC

This book is the human performance equivalent to the Jim Collins classic "Good to Great." — Art Horne / Head Athletic Trainer of the Atlanta Hawks

In this highly diluted industry, rife with negativity, internet experts and gimmicky frauds, Brett is a beacon of positivity, professionalism and authenticity. Coach John Wooden stated, "A coach has not taught until the athlete has learned." Coach as a teacher is a role that Brett expertly fulfills, and I am proud to call him my friend. — Stu McMillan / Performance Director and Lead Sprint Coach ALTIS

Our profession gets caught up in the "numbers" of coaching. Numbers don't have personalities or lives. Conscious Coaching exposes us to how an elite level coach thinks and performs! Devour it! — Bob Alejo / Assistant Athletics Director/Director of Strength and Conditioning / North Carolina State University

Conscious Coaching is a must read for those just entering the strength and conditioning profession, or simply seeking to become a better coach. Brett takes you on a journey of his pinnacles and pitfalls while weaving in relevant and real-world lessons applicable to modern-day coaching. This book leverages insights on management, leadership, learning, and social behavior from a number of prominent books and research studies. With this information, Brett creates a wonderful narrative specific to improving the performance of others while also improving one's self. — Brandon Marcello, PhD / High-Performance Strategist

I wish this book was out when I was an up and coming coach - the information that it provides often takes years of experience to work out for yourself. Brett does a phenomenal job of taking the science of coaching and showing you how it underpins the so called

'art of coaching'. Every coach should understand these concepts. - Lachlan Wilmot / Senior Athletic Performance Specialist - Strength & Power

Brett Bartholomew is a strength and conditioning coach, consultant, and founder of the performance coaching and consulting company, Bartholomew Strength. His experience includes working with collegiate teams, professional teams, and individual clients. Taken together, Brett has coached a diverse range of athletes from across 23 sports at levels ranging from youths to Olympians.

He's supported Super Bowl and World Series Champions, along with several professional fighters, including those competing in the UFC. He has also worked with members of the United States Special Forces community. His coaching and speaking has spanned the globe, from China to Brazil and numerous other stops in between. As an entrepreneur, Brett has proudly served as a teammate and supporting partner in the strategic growth of two separate performance companies and is a highly sought-after consultant and mentor for many others across the United States and abroad. Additionally, his work and expertise has been featured in numerous local and national media outlets. Brett is a member of the National Strength and Conditioning Association (NSCA) where he holds both their CSCS\*D & RSCC\*D distinctions. He is a proud graduate of Kansas State University, where he obtained a Bachelor of Science degree in Kinesiology, and Southern Illinois University-Carbondale, where he obtained a Master of Science in Education in exercise science with an emphasis on motor behavior, cueing, and attentional focus in human performance.

This book tackles the realm of coaching/training athletes from all domains (pro, college, tactical etc..) and explains with clear examples from veteran coaches in the field who have seen it, worked with it, handled it and learned from it. Brett is keen on making sure the concepts and principles are not only explained through science and research but then translated for our field of strength and conditioning coaching. I enjoyed being able to gain a technical understanding of the how and why people think, react, behave the way they do....but then being able to see other real world examples from coaches who have also seen this in practice and manage the athletes as well, is priceless. Easy to read, fun to read, packed with tons of useful and relevant information and material to be learned and applied from a coach with loads of experience himself but also from that of many other seasoned coaches, researchers, and clinicians who have been in the labs, clinics and the gym trenches to see what works and what matters. This book expresses all that in a clear manner to start putting its lessons to use right away. The kind of book you will refer back to many times over a career!

Conscious Coaching is an excellent resource for all coaches, not just those in the strength and conditioning world. In our profession too many fail to see the forest from the trees. Having a well designed training plan is great. Attending conferences and clinics is great. No one can be faulted for delving into the science but as coaches we always remember the end goal. Our job is to help athletes become successful not only in sport but in life. Shed the dogma and bravado. Learn how to work WITH athletes. That is what Brett Bartholomew is advocating in this book. Communication and relationships are equal to if not more important than the textbook science. So much more can be achieved if the proper relationships are developed. Conscious Coaching gives insight into not just the what, but the why and the how. Be more than the old school, hard-nosed, blow the whistle, grind until fatigue coach. Buy, read, apply, and share Conscious Coaching. Better is always possible and Brett Bartholomew has created a resource that should be in every coaches library.

Are you a performance coach? Are you a teacher? Are you a human being period? If you answered yes to any of these, you need this book. Hands down one of the better reads I've had in recent years. Brett is a guy that gets it and this book reflects that. Everyone from professional athletes to the youngest children have one thing in common, they're people. Conscious Coaching is about diving into the person and helping them rather than specific outcomes. This book drills home the importance of listening to understand rather than listening to respond, all while being a sound leader. Read this book.

I've followed Brett's work for quite some time and most recently between his podcast interview on the Body of Knowledge Podcast and this book has pushed me to give a review which I rarely take the time to do. What Brett has compiled is what I see as the epitome of the convergence of reflection and experience. As a young coach and clinician myself I have strived for years to prove to people that experience doesn't matter, that what I do and what I know are more important. Brett understands the role knowledge and the details play but he explains how context and the coach-athlete relationship supersedes that at times and compliments it at others. His ability to derive lessons from other coaches, athletes, and his own self-reflection is something that I truly admire in a professional who has been in the field over time. His ability to be concise with the lessons and provide it to us in actionable ways is something that I admire even more. This book will not only serve as a great read for myself but will be required for future coaches and students at my facility. It is that good. Context is king and Brett brings that to light in a way that provides insight and

thought-provoking language. I would highly encourage anyone, even if outside the field of athletics/performance/movement etc. to utilize this as a way to look at relationships.

"Conscious Coaching" by Brett Bartholomew...Brett brings to life the all too often disregarded aspect of coaching: the coach-athlete(s) relationship, aka interpersonal communication. It's easy for coaches to get lost in the numbers and regimented life that often comes from their career path, but the one thing we must always remember and place in the forefront of our consciousness is the relationships we are either "building" or "breaking" with our athletes/clients. Here are a few quotes that really struck me (the underlying principles w/in them are pure gold): "I need to meet them where they are so we can work together to achieve their goals. Simply telling someone what to do hardly ever yields positive long-term results." -- "We may never see the finished product, but we are part of building something much greater and more significant than ourselves." -- "When your values are clear to you, making decisions becomes easier." -- Know your values, meet them where they are, build relationships first, then programs, and always remember you are working for something bigger than yourself.

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