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Ian King ... if you don't instantly recognize this name, I'd encourage you to take today, tomorrow and possibly the rest of the week off of work and simply read anything and everything you can find on this individual. Why do I say this? Simple - he has been one of the leading minds in the physical preparation of athletes for the past 25+ years; training individuals in every summer and winter Olympic games since 1988, as well as every Commonwealth games since 1984[1]. The list of adjectives one could use in describing him is quite lengthy... physical preparation coach, innovator, educator, challenger of ideas, writer, etc. However, the one that I feel is most important; by far trumping all other qualities is this: INTEGRITY.

My first exposure to Ian's work was ~5-6 years ago, when I read his article, "Wave Loading Manifesto." [2]. I found this training to be effective both personally as well as in the athletes I was working with. Sense then, I kept a very vigilant eye on anything he wrote. More than likely you've used many of the training principles that HE introduced to the profession as well. (I stress the word HE as many others have tried to take credit for them).

Without any further wait, it is a great pleasure to introduce to you, the readers of CasePerformance, one of the top minds in the physical performance industry, Mr. Ian King

Personal/Coaching Background ...

Ian, your accomplishments as both a coach and an educator speak for themselves. Curious, when did this passion first start for you? Were you heavily involved with sports while growing up?

- A. Before jumping in to the answer, I just want to say thanks for the invitation to chat. As you may know, I do very few interviews, and it is because of your connection to Phil Stevens and the StrengthGuild.com that I have agreed to this one.

As for whether people know who I am, marketing is not my forte nor is it my focus. Just the fact that I am selective as to who I associate with and whose web site my name ends up on is an instant marketing killer, and goes against all 'internet marketing guides'. I would rather say less in marketing, and then I can more effectively measure my impact on the world through my actions.

There is the added complication of exaggerations and lies in marketing claims. I can't and won't compete in that arena, so that's another reason (that reared up during the last decade) that I don't get involved in marketing in the way most do. After all, I could tell

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you I'm multi-lingual, have a photographic memory, got my black-belt at the age of 3, am 7 foot tall, blonde long hair, good-looking, bench 400kg – but it just ain't so. Where I grew up there were two major pastimes, Play sport, and explore the mountains for war relics. I reckon we played some kind of sport on an average of four times a day. When there is no TV, no computers, no computer games, no TV games etc etc – that's what you do!

I have fond memories of playing in a curtain raiser to the finals in soccer when the South Pacific Games was held in my home town, Port Moresby.

And being very confused when someone tried to teach us all Australia Rules football, as we were a big soccer country.

And going on big scary trip to North Queensland representing my home country in rugby league. The big question for us was – did those North Queensland boys were boots? Because didn't have any! Fortunately they didn't!

At what point did you say to yourself “I'm going to be a physical preparation coach” and decide to pursue this profession full time?

A. Never. I didn't have that plan. I went to uni to for the opportunity to get answers to training that I felt I didn't have. So my motive for picking the course I did were fairly self-centered. You have to remember also, in 1979 when I made that decision, there was no such thing as a physical preparation coach. There was no such thing as a personal trainer. The NSCA of America (who at that very time was the National Strength Coaches Association – I learnt this when I got pre-1982 and post-1982 journals and said – what's going on here? Then I taught this historic shift). In fact, when I enrolled in that course the only career outcome I was aware of was Physical Education teaching. And that didn't appeal to me. During the early stages of my uni course I learnt of the other exciting options – conducting laboratory fitness tests! And becoming a 'corporate fitness' consultant. That's pretty much in. In fact, most who graduated from my course didn't go into a related career. Most changed careers. I had a domestic house cleaning service provider once who remembered because she was in my course!

It was only as my course progressed I began to gain momentum in a way no-one, not even myself really understood. As an undergraduate, I wrote the first strength training module for other students from all courses to do as a recreation program. I provided strength room orientations to undergraduate physiotherapists. I wrote strength programs for occupations as diverse as sheep shearers. I helped athletes around me, most high level including Commonwealth and Olympic Games representatives with their training.

Why? Because they all saw how I approached my training, both in action and in planning, and wanted some of it.

As a coach, what has been your most rewarding experience(s)?

- A. Tough question. I have had many highlights. At a time I may have more highly valued the wins, and the opportunity to shape history in sport. Don't get me wrong – these are important. These are our professional judge, our feedback. But over time I learnt the discrepancy between the public perception of athletes and their real character. Now that's not bad per se, but I don't want to add to this misinterpretation. Being able to put a leather object through the air better than someone else doesn't make you a person who will make a long term contribution to society.

I have learnt to value different things. One of them is the natural environments I have been into. Solitude on a snowy mountain top with skiers. The beauty of a running on mountain trail in summer. Paddling on still waters with a kayaker. The warmth of the winter sun on the pier on a lake conducting a stretching class. I could go on.

The cultural experiences. Being in the Academy of Sport facilities in a South American country where between the beautiful Elieko bars and plates, you need to watch your step because of the holes in the floor. Being in the mountains of New Guinea where you students are running late because of the three hour walk to the class. Being in an Asian residential sport institution where the effluent runs in open drains. Learning to master the footprints in an open hole 'bathroom' facility in a Mexican town. Using equipment that the average westerner off-the-street would reject in an Asian strength training facility for elite athletes. I could go on.

The truly great people I have met. Those who have confidence in their ability to be the best in the world, yet the humility to understand their place in the bigger scheme. Those with the qualities and desire to stay in touch for decades after I have helped them be the best they could be. Those who really do possess the morality, values and integrity that most of society assume all athletes have. Those coaches who seek to be the best they can, help and serve the athlete the most they can, rather than seek to create a perception of how great they are. I could go on.

And my kids. The opportunity to pass on what I have learnt to my kids, to give them the opportunity to fulfill their athletic potential if that is what they want. And just coming home to my family at the end of every day or every trip.

Which individuals have had the greatest impact on your training philosophy?

- A. Gee, you like tough questions! I'll give it a go, but have to say up front – if I have forgotten you, and you will know who you are, I apologize.

My great-grandfather, John James King, and his ancestors, who lead with their reputation of being the strong men of the district, with their farm related lifting feats.

My first sports coach, my father, who was the soccer coach and conducted formal long distance/cross county training. My first strength coach, a deaf, non-speaking indigenous man who probably didn't get much if any formal schooling – took me under his wing was about 7 years of age (I write about this in my *Get Buffed!*TM book). My first rugby league, cricket and all the other sports coaches in primary school. Even the swim coach who used to throw me in the pool and stand on my fingers if I tried to escape from the pool

All my high school coaches and PE teachers, in all sports. Especially my two First XV rugby union coaches. I followed one into the same institution of higher learning. The other whom I had the privilege of providing services to his rugby team before he passed prematurely with cancer. Great men. To my high school head master, who loved his visits to America for his post-graduate studies, and brought back the love of strength training. He was the first of many I have met in my time who lived and breathed the bench press!

All my university lecturers, in an era where only weirdo's did strength training, and no-one studied it. They tolerated me well. And one even guided me to the NSCA, giving me my first copy of the journal in about 1981-82.

To my weightlifting/powerlifting coaches and training partners. To the athletes who trained with us – from all T&F disciplines and many other sports. To my martial arts teachers. To my coaches in all other sports I participated in.

To the athletes who allowed me to guide them, in doing so became my teachers. To the coaches who dropped their guard enough to allow me into their teams, I know I rewarded your decisions -keep in mind this was in an era before the acceptance of 'strength & conditioning'. To the coaches and athletes who took their time to teach me the fundamental skills of their sport.

To all the Americans in the early days of the NSCA who welcomed me and treated me so well - Ken Kontor, and Boyd Epley in particular. To all the US coaches who opened their

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doors to me including Rob Boyd and his then coaches at Nebraska, Al Miller then at the Denver Cowboys, Al Vermeil then at the Chicago Bulls, Mike Woick then at the Dallas Cowboys, Russell Ball then at the Phillies, Mike Clarke and Rob Rogers then at UCLA – I am sure I have missed many. Each and every one of you sat down with me and shared I will always appreciate and value that.

To Lyn Jones and Harry Wardle of then of the Australian Institute of Sport in the late 1980s. To Bruce Walsh, one of the truly great strength coaches in the era before strength training was recognized in Australia. To Charles Poliquin with whom I worked closely with between 1989 and 1992. To the late Charlie Francis and his wife Angela Coon, who were so welcoming to our family when we were in their home town. To Istvan Balyi, the Hungarian based in Canada, who I collaborated with for over a decade during the 1990s.

To lifters, coaches, authors and scientists such as Bill Starr, Fred Hatfield, Dragomir Circosolan, Mike Stone, John Garhammer, Yuri Verkoshanski. The list goes on.

I know you said which individuals had the greatest impact on my training philosophy – but they all did.

Fortunately, I did most of my learning in the era before marketing to achieve the public perception of greatness as measured by hits on your web sites became more important than gaining experience, achieving success, and then sharing your lessons. Now I feel most learn from those with the best marketing skills, the poorest motives, and lacking in experience let alone a track record of success. The focus appears to be: Market to gain an audience, find stuff to teach, teach it, sell it, find more stuff to sell and teach. It was not always this way....

And these were just in physical preparation. Outside, the list is longer.

(I know I will have missed a few or more – hope you can forgive me!)

The Coaching Industry/Educating the Coach...

Are there any differences that you've seen between how athletes are physically prepared for sport in your native country of Australia vs. that here in the United States? How about exercise in general here in the USA vs. Australia?

- A. There used to be more of a difference in the ‘average’ preparation of athletes in our respective countries. That has been reduced due to the power of the internet. As much as many cultures generally dislike Americans, there is as much desire to imitate them and have what they have, although if the decline in living standards and the US dollar continues, this may diminish.

First I will address the prior differences.

Firstly, Americans have a strength bias, whilst the Australians have an endurance bias. I am clearer in my theories of the cultural influence on Australian sport. We are a remote country, who has through our short (200+yr white Australian) history, been called on to militarily support far away countries. Generally speaking we have not been as mechanized as the US, and our population (currently about 22mill) has been relatively small compared to Australia, so we have less infrastructure, less commercial choices. So we as a nation have had to endure a lot. To be tough and stoic. This I believe has kept the value of endurance training high.

The US is an older nation (in white American terms 400+years), with a much bigger population (currently approx 250mill depending on whose counting), is highly mechanized and automated. Perhaps in the first 200 years of your white American history you didn't have this strength bias. Obviously I will leave this to your sport historians. However I believe a major influence on your strength bias in the last 100 years is the size of your commerce – it is a big machine, and if it can find a machine that can be sold, this will happen. And to sell it, your commerce machine will fund the appropriate research, engage the appropriate strength and conditioning coaches, book the athletes to endorse it, and it happens.

Now, the US marketing spin is infused into our culture (and every culture around the world) so fast due to the internet. It's called leverage, and leverage works both ways – it amplifies the good, it amplifies the bad, if I can use those simplistic terms.

Generally Australia is a more active nation, but again, we as a culture are closing the gap with the US, as we buy more of your computer games and electronic tools like Bill Gate's offerings. Our obesity and diabetic rate will be comparable to yours soon, and then this will allow any manipulation of the people, who are too immobile and sick to resist. Watch the movie Wall-E to see where this is going.

As to exercises, not sure if you're going into this, but the explosion of 69 ways to do a single leg squat that has occurred in US marketing gurus' offerings has extended the

plague to Australia. Ask the average PT why they are doing any of these exercises. If they are honest they will say one of the following:

- I don't know.
- Because guru x recommended it.
- Because....[break into a parroting of the BS rationale they have been sold.]

It will not be:

“I have personally used and evaluated this protocol with myself and a large sample of clients over a few years and have concluded that.....”

That is not the way thinking is taught to be done anymore.

As mentioned in the introduction, you pioneered many training philosophies, exercises, etc. However, many individuals have failed to give you proper credit. I want this to stop. Thus, could you please share with the readers some of these training philosophies, exercises?

Note to READERS: I encourage all of you to trace back these techniques that Ian introduced to the industry. By learning how they were originally meant to be taught/implemented, I'm confident you will improve your training and/or that of your athletes.

A. Gee, it would be a long list. I value your youthful optimism and enthusiasm. I see this as more of a longer slower process, requiring the masses who have been hoodwinked time to absorb this, and to vote with their wallets. This situation is entrenched and supported by powerful forces – including but not limited to manufactures, distributors, publishers, and all those who perceive their livelihoods are at jeopardy if the status quo changes. This doesn't mean wave the white flag. What's happening in Egypt is an indication that time in power, amount of power etc, does not always prevail against people people.

This situation or 'new rule' in fitness industry publishing has further reaching issues. I ask – if they are willing to lie about the origin of the material, what else are they willing to lie about. Now Bill Clinton didn't rush to say 'Yes, I put my manhood into Monica's mouth.'. Nor did Bernie Maddoff turn himself in. OJ didn't cop to hurting his wife etc. This situation is another test of the people – how much lying are you willing to tolerate. If you cop this one, then we can try the next level.

For example, in the case of one of the more prolific publishers of my concepts in the decade that ensued, I have yet to find one credit or reference to my name. In the case of

another highly prolific publisher of my concepts, in the decade ensuing 1999, sporadic reference and credit was given in a few cases - however in the majority of cases, it was not. And in this case, much of the copying was conducted verbatim or paraphrased. No permission was given to reproduce the material, and no wording regarding 'permission to reproduce' was displayed.

Only those well read and established in the industry by at the latest the mid-1990s seemed to pick up on this. This meant very few. Therefore the copiers appeared to have got away with this without public backlash, due to the relatively low level of expansive reading in the US-led fitness and sports industry. This copying extended beyond books and DVDS – many have been in seminars (especially program design seminars) where a significant proportion of the entire content was taken from my publishing.

I appreciate that those who only got exposed to my work post say 2001, may well have been led to believe the originality of material lies elsewhere. That is unfortunate but the way it is, and a tough ask for these people to accept that have been led down the garden path.

The cycle of new information is typically resistance, attack and then acceptance. If I had been surprised by the viciousness of the resistance and attacks that I received when I realized the conclusions of my first 20 years training athlete in the late 1990s, that still didn't prepare me for 'the way' in which my conceptual releases were 'embraced'.

In short, I watched a series of events and behaviours over the ensuing decade that in my opinion was aimed to cut the link between the origin of the material and the material. I suggest this occurred for a number of reasons:

- It severed the link between the information provider and they way they conducted themselves unethically in their attacks on in their initial response to the release of my concepts.
- It provided them with an opportunity of personal (ego) gain as the bringer of this 'new way'.
- It provided them with the opportunity of commercial gain (money, profits) as this opened up a whole new industry for them to exploit.

How would it look if people knew how they responded to this 'threat' initially? Or the fact they were not doing the concepts I released at the time of the original conceptual

release. It may completely undermine the perception so valuable now to their guru status and cash flow, as the 'go-to' people of these new ways.

To what extent will they go to cover up these facts? I suggest a long way. For example, I have read an article by one where he takes a pre-1999 program and modifies it with my post-1999 concepts, skillfully inferring (yet not actually saying it) - that this is how the program looked. Most will believe this charade. I have seen repetitive attempts to show industry involvement as early in their lives as they can, with one example working out (but not exactly stated as such – leaving wiggle room) that they must have started their professional coaching career as a young teenager- simply, in my opinion, for the sake of putting out the perception of industry involvement prior to 1999.

Now I fully understand that what I have said will potentially make me as unpopular now as I was in the late 1990s when I rocked the US industry with my list of concepts – I have presented another threat – pulling the veil on what has transpired. However, just as I did in the late 1990s, I shared openly and honestly, and learnt a lot about people as a result.

I believe the lack of integrity in the US-led fitness/sport industry (especially in relation to publishing and its driver, equipment manufacturing and distribution) is due for its day of reckoning. Maybe what I share will bring this on. Perhaps it will simply add to the picture and mean more in the future. I have done what I believe is right, and leave the forces of the universe to follow through as it sees fit.

I will be publishing a book shortly listing some of my original innovations, supported by copyright and date of publishing. I suspect that many of you will have seen all or most of this in other sources and never knew the origin. Interesting isn't it.

Just in case you think this me being all about me – if you think there is a border on when deceit and lies stop and start – think again. I just say – ask yourself – what else are they lying to you about?

The one thing I greatly respect about you is that you are always challenging ideas, looking to improve both your knowledge as well as that of others around you. What are the greatest myths you see perpetuated by the typical physical preparation coach?

- A. Yes, I have fallen on my sword and been burnt on the stake a lot of times in the last 30 years. Not because I want to be right, but if I feel the dogma isn't serving the athlete or the people, why go on with it?

Here's a few examples. Note many have passed into the history books, in that they have been fought and won, some are still being fought. They all help show the pattern of my work to dispel myths and misguided dogma:

- **SQUATS AND JUMP DRILLS ARE BAD:** In the late 1980s I became known in my state as they idiot who risked athletes lives by having them squat and do some jumping drills. Fortunately I had a good man entrenched in the orthopaedic circles in my state and he gave me a chance to share some thoughts on this topic with his colleagues.
- **SPEED TRAINING FOR SPORT SHOULD BE DONE LIKE SPEED TRAINING FOR THE 100M RACE:** Around about 1990 I drew the ire of the speed training coaches in my state for daring to suggest that speed training for team sports, playing on a 100 meter pitch, should not be done in the speed endurance manner it was being done in. I nearly got sacked over that in one sport. Fortunately the coach gave me a chance to prove myself and we went on to success and the speed coach quit instead.
- **THE AEROBIC BASE IS A PROVEN FACT:** i became unpopular in the start of the 1990s by publicly stating that there is no science to the aerobic base. That got me very quickly kicked off the editorial board at the state Australian Sports Medicine branch. Needless to say, my colleagues in the editorial board were avid fans of the aerobic base.
- **NO TECHNIQUE NEEDED IN STRENGTH TRAINING OR TESTING – JUST LIFT:** In the lead up to the 1991 World Rugby Cup I failed to count the reps in the chin up and sit ups conducted by one of the senior southern-state based players. I had this weird notion that there is a repetition model including full range, a foreign concept to this group of players. That got very ugly. Needless to say, I missed the next road trip....
- **STRENGTH TRAINING HAS NO PLACE IN SWIMMING:** The top level swim coaches in my state weren't happy with me leading into the 1992 Olympic Games, as I had one of the marquee swimmers on a strength program that attracted a lot of media attention. After all, I was told, strength training has no place in swimming. But on the other hand, they were concerned about the performance advantage those big Chinese swimmer had.....go figure....
- **PHYSIOS AND DOCTORS SHOULD CONTROL SPORT SUPPORT TEAMS:** I then pissed off the Brisbane physiotherapy and sports medical doctors by creating a support team for one of our highest profile national league teams – I sacked the existing service providers and I selected the sports panel. They said 'Ian, we are going to black ban you!' It took days to stop shaking from the fear....

- **INJURIES ARE INEVITABLE:** I continued my love-hate relationship with physical therapists when they found out my mission – to prevent all injuries, essentially putting them out of work. I was considered physiotherapy enemy number one in my home town!
- **ALL PROFESSIONALS SHOULD STAY EXCLUSIVELY WITHIN THEIR DOMAIN – AND THAT DOMAIN BOUNDARY WILL BE DETERMINED BY PEOPLE OUTSIDE OF EACH DOMAIN:** In the mid-90s when working with the national baseball squad I wrote reports of the coach where I in obvious error mentioned the word psychology (in relation to psychological traits I had seen in an athlete). The physiotherapist, who like most physios in Australia up to that time, like to believe he controlled the physical training and preferred softly spoken weak-spined physical preparation coaches who he could stick his hands up their you-know-what and pull the strings – complained to the head coach. I was just the physical coach. I had no formal training in psychology. I had to go. I didn't survive that one!
- **STRETCHING MAKES YOU WEAK AND SLOW SO YOU CAN'T DO STATIC STRETCHING BEFORE YOU TRAIN OR COMPETE:** I worked with a national league team for nearly a decade before taking a break for a few years of. I always used some form of static stretching before training and games. In the time I was away from the team, in the late 1990s, the 'pre-training static stretching makes you weak and slow' bullshit gained momentum. In my absence the team went from being consistently the top team in the international competition to being the 3rd worst. We implemented my old methods, and in one year returned to 5th place. Only those players who sought to cause disharmony harped on this new 'concept'. They weren't complaining about it when they were the best team in this category in the world, and their performances at this level resulted in their national selection, higher contracts, longer contracts etc.
- **ABS SHOULD BE DONE LAST IN THE WORKOUT:** This was a really strong dogma until I spoke out against it. Up until this, the late 1990s, everyone complied. Since then, I note some of those who published programs with the compliant 'abs last' claim that they 'always believed abs should have been done first'
- **CHIN UPS ARE ALL YOU NEED TO OFFSET BENCH PRESSES:** When I taught this in seminar in NYC in 1999, I should have left the country quickly. The sky rained anger and payback. You see, the programs of the most influential person in NYC didn't have much if any horizontal rowing. I really paid for undermining the belief of the followers in this guru. People were warned not to attend my seminars, seminar hosts were warned they would be arrested, that I had been arrested/was going to be arrested etc. Wow! I think that really stirred up a hornets nest!

- EVERYTHING YOU SAY IS BAD, IAN! Now in a 1999 seminar in Boston, I'm not really sure what pissed this person off. He gathered his followers in the first half of the day, held a conference in the middle of the meeting room so everyone could see, then stormed out with no further communication. In the next 24 hours, the seminar host/organizer received communication from this person saying how bad a presenter I was, how bad my content was, and if the host dared bring me back to the area, x, y and z was going to happen to them. Let me think – here is what the seminar taught:
 - A. Injury prevention is more important than performance enhancement.
 - B. Loading is over-rated, and a person should not be exposed to external loading until it has been confirmed that they are technically sound and capable using their own bodyweight.
 - C. Exercises can be categorized into planes of movement including:
 - D. Quad dominant
 - E. Hip dominant
 - F. Horizontal pressing movements – bench press & variations
 - G. Vertical pressing movement – shoulder presses & variations
 - H. Horizontal pulling movements - rowing & variations
 - I. Vertical pulling movements – chin ups & variations
 - J. Abdominal
 - K. The concept of a family tree of exercises, which you can use to create progressions, as well as further divide all movements into single, double and multi-joint, unilateral and bilateral movements
 - L. Speed of movement (tempo) can be communicated via a three digit timing system I created.
 - M. Most programs lack balance and cause more damage than good.
 - N. Generally speaking for every pulling movement there needs to be a pushing movement, for every quad dominant movement there needs to be a hip dominant movement.
 - O. Absence of horizontal pulling is one of the greatest upper-body training flaws, combined with the dominance of benching and other horizontal pushing movements in sequence, volume and loading.
 - P. Chin ups (vertical pulling) are not the opposite to bench press (horizontal pushing), and horizontal pulling is needed to balance this out.
 - Q. The same fate is suffered by the hip dominant muscles due to over-emphasis in program design of quad dominant movements.
 - R. Single joint exercises like the leg curl of the stiff legged deadlifts do not balance out multi-joint high load potential exercises like the squat.
 - S. Some unique single leg bodyweight and low load movements were taught, many my own creations.

- T. Volume in training typically used is excessive and this has been influenced by the use of anabolic steroids. For those who do not take these drugs, lower volume programs are needed.
- U. An excellent mixed strength adaptations method is the Hatfield method of sets of 6/12/20 reps in the same exercise.
- V. Recovery is as important as training. The training effect only occurs as a result of both the training stimulus and the recovery from the stimulus.
- W. The aerobic base is a myth and challenges the intermediate fibers to operate more slow twitch than fast twitch.
- X. Injuries such as hamstring strains are more often than not the result of impinged nerves that supply the hamstring, not a hamstring strain in the first instance.
- Y. The concept of paradigms

So I can't say exactly which part of that pissed this bloke off. I think its safe to say everything I said was different to what he would have been doing at that time. And ironically – in the ensuing decade – everything I taught that day in seminar, my original conclusions from the prior 20 years of coaching – were published by this person – and I have yet to find a mention of my name in any of it!

- **FUNCTIONAL TRAINING IS BEST:** I spent the 1990s fighting against specificity. The catch cry then was 'But that's not specific'. Or 'This is specific'. The challenge with specificity is that it assumed transfer. You can't do that. You can't guarantee transfer. And some stuff that does transfer to performance is not specific in nature.

The term functional is just a new way of saying specific. The same assumption exists – do this and it will be 'functionaal'. Apart from the term functional being undefined, you can't guarantee training outcomes! To add to that, function is an adjective, an outcome – it is not an exercise or training method. Its simply used to give credibility to anything you want to put the word 'functional' before!

- **FOAM ROLL FOR 5 MINUTES:** Those seeking to be seen to be the gatekeepers of information teach crap like this because they fear the wave of change may steamroll them. It's hard to be the top dog if the world is doing stuff you didn't lead them to. Its great some tissue alteration work is now being proclaimed (although I question if the manufacture and distribution of a commercial device was the trigger for the permission to encourage this) – but stop misleading people. You don't make adequate soft tissue changes to the body in 5 or even 20 minutes. Just like stretching – when it's in, it there as a token – not with adequate exposure to the stimulus to make a difference. If equipment distributors could figure out how to send disposable masseurs in the mail to you at a

reasonable price point, you would suddenly see a slew of articles on the 8 steps to a workout, with having the masseur massage you being the 8th.

- I'M MULTILINGUAL, HAVE A PHOTOGRAPHIC MEMORY, AND GOT MY BLACK BELT BEFORE I SHAVED, AND I'M KNOW IN THE INDUSTRY FOR MY ABILITY TO WRITE PROGRAM: Give me a break! You don't have to copy this bullshit to be successful. Sure it might take time, and (god forbid) you might even need to get experience – but you can make a real difference and share your genuine success – without resorting to the bullshit that appears to have become the gold standard of the period 2000-2010!

What about today's strength & conditioning climate excites you most?

- A. Firstly Sean, as I laid out in my 'So you want to become a physical preparation coach' book (1999), I don't use this term, and don't endorse it:

*Is 'strength and conditioning coach' the best **term**? There are challenges presented with this title by virtue of the word 'strength' appearing first and as separate word from conditioning. It can be argued that **it presents an image of strength being separate and more important**. I recall a meeting with a high-ranking government sports official in the early 1990's who asked me **"Does the association teach things other than strength?"***

***No. I don't believe 'strength and conditioning' is the 'best word'**. I suggest it is more of an historical accident. But it does seem to be entrenched, at least in America. The term has not received full endorsement in Australia. I believe there are a number of reasons for this, which I will expand on shortly.....*

My familiarity with the history of the NSCA is due in large part to me receiving journals pre- and post-1982, the year the name changed and the acronym stayed the same. (Should come as no surprise, but the above paragraph from my 1999 book and my discussion about the name change in the same book have been paraphrased in other publications without reference or credit to the source).

But I'm happy to use the term if it's helps up communicate. As the saying goes, when in Rome, do as the Romans do!

So what excites me about today's strength & conditioning climate. Very little.

The strength and conditioning association in America was founded by coaches, taken over by academics, and now is more of a personal trainers organization. I understand it.

There are more personal trainers than S&C coaches, so go with the profit opportunities. Personal trainers don't typically work with athletes, although it seems that if a personal trainer puts the word 'coach' before his name, they instantly receive the credibility of a coach. Now I am not knocking personal trainers or their clients. The world is made up of a lot of different people. But I am critical of personal trainers, who want to write articles about 'keys to athletic success'. Just because it's become so easy to be to be anything you want whilst hiding behind a keyboard, doesn't mean it serves the best and highest good of anyone.

I'm seeing too much self-serving behavior. I am concerned for the direction of the industry. Not only does this fail to excite me, I am repulsed by it.

Now if you were to ask me – what excites me about the athlete preparation climate today? I might say – I get excited every time I see an athlete learn or do something that helps them go to the next level in their sport, that truly serves them long term

No matter how much the 'McDonalds-how much profit can I make – how fast – how low skill levels can I employ – how can I template this' mentality dominates the current market place – I maintain that this serves only the interests of the service provider. It doesn't serve the end user. Would I want my kids to receive this as their only opportunity to fulfill their athletic potential? No! Would I want this as my only opportunity to fulfill my training potential? No! Would you be happy with this as your only opportunity to fulfill your potential?

I am also excited to find strength proponents and coaches like Phil and his colleagues at StrengthGuild.com – great to know the dominant behavior of the last decade has not killed off all those with intentions to serve and add value to others through training. You know, this used to be a dominant value of the US S&C fraternity in the 1980s and 1990s?

A little bit more specific now with respect to training athletes...

As an individual ages, their body and response to a training stimulus changes. How does the age, both from a chronological as well as training perspective, influence program design?

A lot. I can't do justice to that in a few paragraphs. That's volumes. But put simply the less training background you have, the more age affects you. The more CONTINUAL training background you have, the slower aging affects you. Either way, work capacity and recovery is down.

Is this a reason to not train? Not at all. Take on the goal to be in the best shape of your life irrespective of age!

When do you implement advanced lifting techniques, such as wave loading, etc, into an athletes training program? Are these techniques just as effective for someone with $\leq 1-2$ years of training experience as they would be for someone $\geq 3-6+$ years of training experience?

There are many more variables than time. There is factors such as are they in an early or late specialization sport? There is the quality of their coaching, their maturity, cultural and sub-cultural values and influences. This is the holistic approach I take and teach. You could get a great answer to this question from a text book, but it is not likely to be a holistic one.

Advanced techniques are rarely as effective for less experienced trainees.

Do I use them in some cases with people in their first 1-2 years of lifting? Yes. Are there cases where I don't? Yes.

If you are intimate with my post 2000 publishing's you may have come upon a concept I released that the optimal repetition bracket or number in strength training reduces as the training age increase. Theories like this are worthy of consideration.

Are there any differences that you take into account when training males vs. females?

Yes. Less than you may think however. Sport scientists and left brain educators like to give you the 'War and Peace' of physiological differences. I take a different approach. Even when women compete only against women, they still compete against men for the marketing/endorsement dollar. This needs to be remembered and considered.

Hey, I just caught myself talking in sports terms. Guess I just got found out – I am not a personal trainer! You didn't pose this question relating to sport, it was just my instincts.

Just like a tall and short basketball player. You can get the Karma Sutra of exercises and methods 'specific' (or now it should be 'functional') to both categories – but for me, the ball is the ball, the ground is where the ground is, the hoops stays in the one sport – get over it. But that wouldn't create many books for publishers, or niche markets for experts!

There is always a fine line between maximizing one's floor time and giving their body enough time to recover for a later workout. Have you found any non nutritive recovery techniques (cold water therapy, contrast water therapy, massage, etc) more useful than others with respect to accelerating the recovery process?

The ones you will find useful are the ones you do, find useful, and do with discipline. I could get more expansive on the trends that spike use of different modalities. Or the ones that get done less because of the power of trend.

Here's what I have found – the most effective ones are not always the most time-efficient ones. So that's not an easy sell in the US. So they don't get popularized. Additionally, the methods that don't include much equipment sales also don't get much airplay relative to the ones that equipment distributors can have their unofficial 'authors' spruik.

What I like to do first is learn what you do, why, how you find it – confirm that its your thoughts, and not the standard conditioned response to like what you get marketed – and then test your value system for willingness to change, and willingness to commit time.

You see I can have the athlete spend as much time in recovery methods as training, if not more. But it's a mute point until I learn how they think, why they think, and what they think – and shift this so it is an expression of their true experiences and intuition, rather than the echoes of conditioned thinking or regurgitation of a collection of other peoples thoughts.

On a final note...

As you've stated multiple times, the past 10 years or so has become the "Decade of the Bullshi*ter", willing to do anything to make a dollar[3]. With the current For those TRULY interested in improving their athletic development skills, which coaches/books/resources would you recommend they pay close attention to?

- A. Gee you ask a lot of questions Sean! I've been typing all day! I guess if it servies one person, its been worth it. Forutnately they took the drip out of my left elbow and have put it in my right forearm, and I'm only on low level analgesics not morphine or pethidene! Although I have written chapters in books under those circumstances...

Back to your question – if anyone wants to learn how to train athletes, they need to understand they will reject more books/authors/seminars etc, than accept, because no longer can you believe what is written.

I usually tell people to do their homework before choosing their source of learning, however I appreciate that with the thickness of the smoke and mirrors used, they would just about need a PI to get to the truth.

So here are some helpful tips:

Tip 1 - Marketing skills vs. coaching. If they suck at marketing, they are in the short list. If they are sharp at marketing, they should be off the list. If I was to list the top 10 coaches I have met in my time, none of them were much good at marketing. Some were downright awful. Most were interested. Now this criteria alone makes it tough – if you disregard marketing, how do you find the coach?

Tip 2 - You need to be willing to look hard to find coaches to learn from. They are not likely to be coming to your area to do a seminar. If they do seminars, they will do very few. They don't get that much out of working with you compared to working with athletes. To find them, you are going to need to follow a trail. Let me give you now. I had the fortune of meeting America's top 2 most successful S&C coach, if you judge that by how many championship rings. I travelled to meet both. One I would not have heard of, and still would not have heard of, had I not asked questions of coaches – who in your opinions are coaches work learning from. It wasn't easy to meet either coach. One of them was like getting in to Fort Knox. And you probably don't even know who I am talking about, because they don't do many seminars, and book writing – well I'm not sure if either have a book.

Tip 3 – You had better have done your homework. You had better have read everything they have written and know their career history. Because nothing pisses them off more than you asking questions that show you didn't even bother to read what little is out there.

Tip 4 – You want to know their achievements anyway so you can determine if that is what you want to achieve.

Tip 5- Ensure their values are aligned with theirs- It took me many years to learn this, as a coach educator. That many want the perception of what I have, not what I have. I have high level coaching skills, as determined by the track record. And I thought that was what everyone who choose to study from me wanted. I have had to accept – many want the perception of what I have – to be known, to be revered, to be considered a guru, to be able to charge top dollar – all that bullshit. When I learnt this, it made me sick. I have made it a lot

tougher now to enter my coaching program. I would rather have a few genuine people than a bunch of glory how-many-hits on my website-what do people think of me-how can I enhance my image people. The few coaches I work with really care about people. They are totally committed to being the best coach they can be. They love working with athletes. They don't care if you don't know who they are or if they are 'popular' or considered a 'guru'. They would all run circles around the self-proclaimed gurus of the Bullshitter Era but that's of no concern to them. They know their rewards will be correlated to the value they bring to the market, to the life's of the athletes they work with.

Tip 6 – Understand that you absorb more from your mentors than their professional knowledge. You will model their values and beliefs, and ultimately model their outcomes. In life, relationships, family, happiness etc. So be careful

Tip 7 - Develop the ability to say yes or no quickly. I can open a book and within seconds tell you if I want to invest my time in it. It may take you a while to develop this skill, and it may take you longer to conclude, but you need to get started. If you adopt the dominant belief that you should take a little from a lot of people – you will join the majority, who lack direction, lack any idea, are confused, and have no path.

Tip 8 – Stop being a jack of all schools, master of none. This will help with Tip 7. Don't be average. Average thinks diversification. If I get a bit of info from a lot of different people I will be ahead. No – master something. If you feel that has shortcomings then move on and master something else. Taking an idea or a book or a seminar from here and there serves only to keep you lost.

Tip 9 – Trust you own intuition. If only you realize that you have, now, today, innate abilities to ascertain the value to you of anything. If you retained that connection to your intuition and spirit guides, you would achieve Tips 7 and 8 very quickly. Seek to regain your trust in and full use of your intuition.

Tip 10 – Learn only from personal experience. Stop being a collection of other peoples thoughts. Decide to learn for yourself, without fear or favour, utilizing your objectiveness and intuition, based on your OWN personal experiences. They are the only ones that matter.

In conclusion, you note I didn't give you the answer. I sought to guide you to your own answer, to teach you how to fish, not give you the fish – the clearly published teaching philosophy for our company.

You all have the answers. You just don't know yet you have the answers, in part because you have been taught the way of the guru – only the guru has the answers! As you can see, this is

not a self-empowering mentality that has been conditioned into you – rather one that perpetuates the servant-master relationship our entire society and economy is currently based on.

Is there any last bits of advice/thoughts you'd like to share with the readers here at CasePerformance?

I think I may have said too much already!

I realize that thoroughly answering these questions takes a lot of time and effort on your part. Thus, on behalf of the readers here at CasePerformance, I want to once again thank you for taking time out of your busy day to join us. It was a true pleasure to have you hear with us today. For those looking to find out more about your work, where can they look?

You are welcome!

Click [HERE](#) to Donate to the Australian Flood Relief Program.

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