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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

A Nationally recognized leader in the area of sports development. The Professional Football Strength and Conditioning Society awarded him the Under Armor Collegiate Strength and Conditioning Coach of the Year. Coach McKeefery is a sought after industry speaker. He has lectured for the National Strength and Conditioning Association (NSCA), Collegiate Strength and

Conditioning Association, and numerous major universities. In 2013 Coach McKeefery was honored as a Master Strength and Conditioning Coach by the Collegiate Strength and Conditioning Coaches Association (CSCCa). The Master Strength and Conditioning Coach certification is the highest honor that can be achieved as a strength and conditioning coach, representing professionalism, knowledge, experience, expertise and longevity in the field. Ron has been published in the National Strength and Conditioning journal, American Football Monthly, and Stack Magazine. Coach McKeefery has served as a strength and conditioning coach at both the Professional and Collegiate level. Working with such professional organizations as the: Cincinnati Bengals (NFL) Kansas City Royals (MLB), Tampa Bay Buccaneers (NFL), and the Berlin Thunder (NFL Europe). Currently he is the Director of S&C at Eastern Michigan University. Prior to Eastern Michigan he was an Assistant S&C Coach for the Cincinnati Bengals, Director of S&C for the University of Tennessee, and spent 10 seasons with the University of South Florida (Div I BCS level). In his time at USF the Bulls transitioned from Div I-AA to the BCS Big East Conference. He has had the privilege to work with over 80 players that have gone on to play in the National Football League. Composed of 30 NFL Draft Picks, including 1st Round Draft Pick and Pro Bowlers Mike Jenkins & Jason Pierre-Paul, along with Cordarrelle Patterson and Ja'quan James. He has had numerous All Americans, NFL free agents, and All Conference Selections. McKeefery earned a Master of Arts degree from the University of South Florida in Adult Education and Bachelor degrees from Ottawa University in Biology and Physical Education. While at Ottawa University he was a two sport athlete earning All Conference honors in Football and Track. He was also a two time Academic All American. Ron is a Certified Strength and Conditioning Specialist w/Distinction (CSCS*D) and Coach Practitioner under the NSCA as well as a Strength and Conditioning Coach Certified (SCCC) under the CSCCA.

"Ron McKeefery has one of the most unique perspectives of our field I have ever seen. I enjoy speaking to him on everything outside the X's and O's of our jobs, about the opportunities and possibilities we have available and how much more we can be doing as part of investing in the long term or back end for our families and prolonging our careers. His is a truly holistic approach, one that I share. In CEO strength coach, any coach regardless of where he or she is in their career can learn a tremendous amount about the true abilities we have as physical fitness professionals in all arenas of exercise. We are not pigeon holed by a specific job or role, we have the ability to expand our careers in ways our forefathers never would have imagined. Thanks to Coach Mac for putting paper to pen and giving us the vital information we need to be our own CEO." Words Win Joe Kenn

MA CSCS*D RSSC*E MSCC SCCC PN1 YFS Professional Strength and Conditioning Coach 2002
NSCA Collegiate S&C Coach of the Year 2014 NSCA Professional S&C Coach of the Year

THIS IS A MUST READ FOR ALL STRENGTH COACHES! I wish I had this book when I first got into this profession twenty years ago! CEO Strength Coach is DEFINITELY for you if you are looking to not only become a great strength and conditioning coach, but also how get the most out of life AND give back to a profession that continues to positively affect the lives of millions. If you are a younger coach pay special attention to chapter 8 'Principle Based Not Philosophy Based' and chapter 11 'Leading Up'. If you are in the private sector of coaching spend time on chapter 18 'Productivity' and chapter 20 'Make The Big Time Where You Are'. Coaches young and old will enjoy learning from his journey, insights, and timeless advice of what it takes to best the best....learning from one of the best. Thanks Ron for all you continue to do for others! Jeremy
Boone www.athletebydesign.com Host of the iTunes Featured Podcast 'Coach Your Best'

Coach McKeefrey is a giant in our field. He is always looking for ways to learn and improve not only himself but those around him. I have never found a coach so willing to give back to the field. His passion for the profession is contagious! I can not thank him enough for taking the time to write this book. This text will be a mandatory part of our Internship Program for years to come. If you are new to this field or a veteran coach of many years, this book is a MUST read!

As a young strength and conditioning coach I regard this book as a must-have resource. Coach McKeefery does an outstanding job of outlining a successful path in this industry. He does so going into depth on his career path, by sharing both his successes and his failures along the way. He shares these both because he clearly wants us to learn from his successful moves, and also learn from his mistakes so that we don't make the same ones. I think Coach McKeefery does a great job of being true to himself. He expands on the struggles of having a job in this industry such as managing his time at work with his time at home with his family. If you are a strength and conditioning coach I highly recommend this book. I work in the private sector and there is a ton of information that is useful for me so don't think that just because you don't work in collegiate strength and conditioning that you don't need this book. You DO need this book. Also, you need to check out his podcast if you haven't already - Iron Game Chalk Talk. Thanks coach for being so generous with your time and knowledge.

I read Coach McKeefery's book twice! Not something I, or most of us have the time to do but it is fascinating how if reinforced of what I read the first time and discovering the pearls I missed the first time. I could have reviewed it after the first read, as it left a very positive impression on me for including the entrepreneurship aspect of coaching, but I am glad I waited so that I had the opportunity to read it again and really peel back the onion of useful information in every chapter. The overall structure of the book is easy to follow, and the sections are divided to best help you follow why the book is called CEO Strength Coach. From the endorsements from some of Coach McKeefery's top-of-the-profession strength coaches to the personal vignettes Ron shares, this book truly helps you navigate the road to strength coach excellence.

Coach McKeefery has once again done an incredible job giving back to the field of strength and conditioning. Ron has organized his thoughts in a thorough and detailed manner in this book. Anyone in our industry should pick this up and have a read cover to cover. My suggestion is to break out a new pen and get your paper handy. You will be taking notes! Thanks coach for all you do for the field. You are a true professional! Robert Taylor, Jr., SCCC, CSCS*D, CCS, PES, CES, CSES, NSCA-CPT*D, NSPA-CPT Founder and Owner of SMARTER Team Training Host of the SMARTER Team Training Audio Interview Series on iTunes and iHeartRadio

I am Everette Conway a beginner strength conditioning coach and your book CEO Strength Conditioning Coach is by far the best information I have ever received in strength conditioning. I am starting to put together manuals, visiting schools, and resumes. The greatest information that I received from this book was, technician, manager, and being an entrepreneur and being versatile in the field of strength conditioning. Sharpening the Sword. You help pave the way for upcoming strength conditioning coaches like me who really look up to a veteran strength and conditioning coach. I am researching, studying different programs but at the end of the day I know it is all about the student and what kind of men or women they're gonna become to help society. Thank you for your dedication and giving back with your experiences in this field of strength and conditioning. Everette Conway MS

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