



The Science and The Art

Hello to all and I hope you have been able to navigate this chaotic time with good health and safety. I know it has been quite some time since we last reached out, but much like you we have been working hard to keeping our head and the business... above water. God has been good to us as we have been able to stay open and busy. In fact, this past summer was another great one as we had a fantastic turn out for our Summer Performance Camp. So many of our athletes saw great improvements in their strength, power and speed. Most all of our athletes have returned to their teams or schools and are finding their way in these most uncertain times. I know we spend a significant amount of time talking about the science of what we do as physical therapists and sports performance specialist, but I wanted to take a minute to talk about the art of what we do. In these times of unrest and uncertainty, it seems like we overlook the simplest things and I, for one, do not want to be one of those folks. It is easy for us to focus on the “HOW, but the important part, and for us the MOST important part, is the “WHY”. The “HOW” is the science part of what we do. How are we going to make you stronger? How are we designing the program for strength and speed during a competitive season? How are we monitoring client load and demand and managing it appropriately during the competitive season? That’s the science part. The “nuts and bolts” of building upon the strengths of an athlete and improving upon the weaknesses.

The “WHY” is the more difficult part of the picture when working with athletes. Why are we focusing on strength first? Why are we planning a recovery session during the week? Why are we combining “push exercises” with “pull exercises”? The “WHY” is the glue that holds all of it together. It is the keystone that holds up the arch to success. If you don’t understand the “WHY” then the “HOW” does not really matter. Sometimes the “WHY” is something deeper.

Your “WHY” and the clients “WHY” should be the same. It doesn’t have to mean they necessarily agree with “HOW” you are going to get there, but the reason has to be the same. If your, as PT or performance coach, “WHY” is to gain some type of notoriety or fame or to show off, then I suggest you are not in the right business. That probably means you missed your athlete’s “WHY” they reached out to you in the first place.

Asking the right questions and listening to your athlete’s answers and understanding their reason for coming to you is THE ART. Their “WHY” is more important than your “WHY” in almost every case because without them, you are just another gym/clinic with fancy equipment and dust gathering in the corners. Make their “WHY” yours and you will have a client for life.

Want to learn more about “WHY” we think we are different and “HOW” we may be able to help you reach your goals? Contact us at info@elitelevelpt.com

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