

# Competitive Advantage

Taking your team to the next level —  
and the next generation

Brent George | G4 Athlete



- What am I bringing to the table?
- What will I take away?
- How will I be changed and apply what I've heard?



- What does it take to be the best?
- What's stopping you?



# Agenda

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## Background

# Our system is broken

The result: nearly 2 million of our kids sit on the sideline each year due to injury, breakdown or neglect



## Evaluation

Coaching models have been traditional  
'One size fits all'



## Evaluation

### The old paradigm

- Asking more with less
- Reactive
- Not enough time
- Not enough resources
- Theory laden approaches



## Evaluation

No system can raise above it's  
leaderships' constraints and mindset...

It starts with you Coach!



## Evaluation

### The need

- Unify our approach
- Utilize current sport science data
- Maximize our resources



## Opportunity

Educate the entire support  
network of the athlete

...because our kids matter



## Opportunity

### Our goal

It is our primary objective to develop a successful program, inspire our athletes and create a safe environment



## Opportunity

### Our 4 absolutes

- The Mental Game
- The Nutritional Game
- The Functional Fitness Game
- The Biomechanical Game



## Take Aways

# The mental game

- Physical tasks are driven by the mental state of the athlete
- Often overlooked
- Evaluation tools: Flippen Profile



## Take Aways

# Fail forward

- Choose optimism
- Positive self talk = concentration/centering
- Be prepared, commit = Confidence
- Find ideal stress levels = The Zone
- Supportive Coaching!



## Take Aways

# The nutrition game

“Nutrition can make a good athlete great,  
or a great athlete good”



## Take Aways

### Our 10 steps to live by

1. Eat breakfast! (break the fast!)
2. Eat smaller portions more often (5-6)
3. Eat 1g/1lb of low fat protein daily (less legs)
4. Eat the rainbow (5-6 servings/day)
5. Avoid simple sugars and processed foods: if it's a science experiment
6. Eat smart fats: Omega 3/6 (fish, nuts, seeds, avocado, olives) MUFA's!
7. Take a multivitamin daily
8. Choose foods high in fiber content (25-32g/day)
9. STAY HYDRATED!!! (1% deficit = impaired cognition)
10. 40% low glycemic carbs, 30% lean protein, 30% MUFA's



## Take Aways

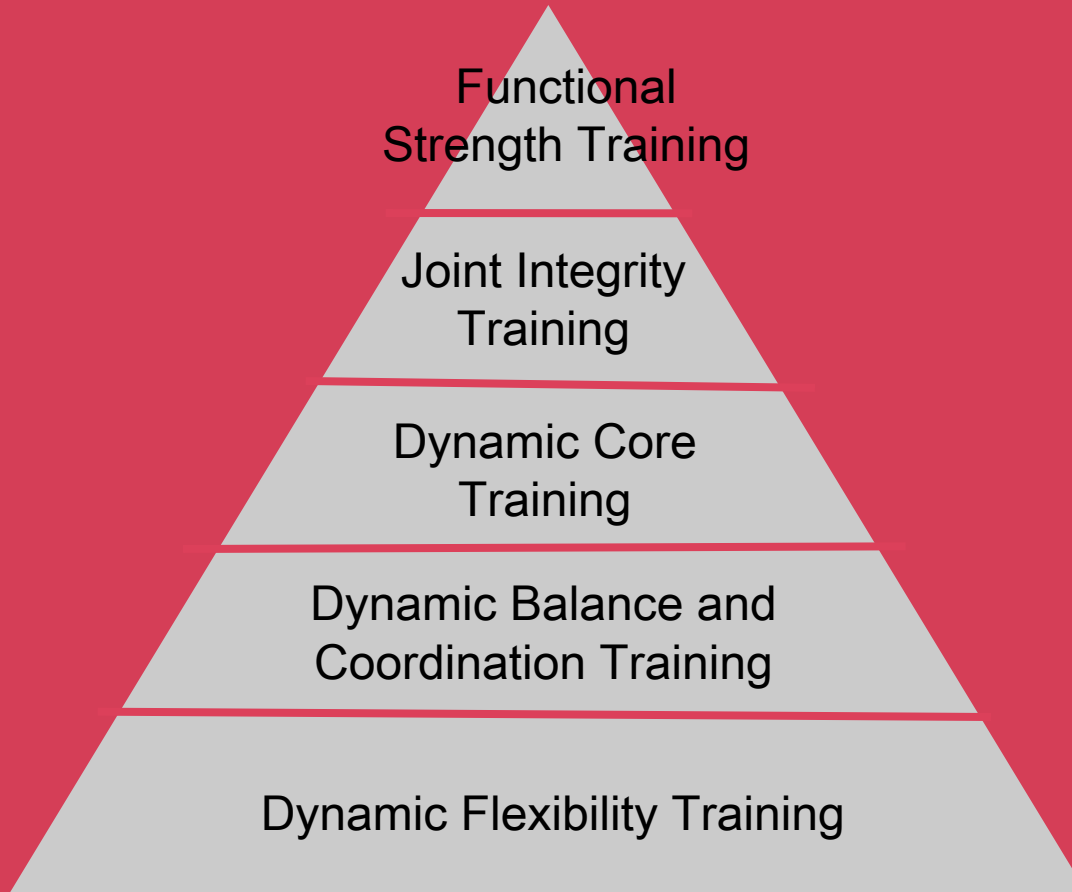
# The functional fitness game

“You’re only as fast as your breaks”

“You’re as strong as your weakest link”



## Take Aways



\*rest, build, maintain



## Take Aways

### The dynamic warm up!

- Studies show that static stretching prior to activity reduces eccentric strength (up to one hour), peak force and peak vertical velocity
- Therefore, static stretching may actually increase injury potential and decrease performance



## Take Aways

# The biomechanical game

- “The laws of physics applied to human locomotion”
- “Efficient movement = Optimal output”
- “Inefficient movement = Injury”



## Take Aways

# Causes for biomechanical inefficiencies

- Strength imbalance or deficit
- Structural misalignment, poor posture
- Proprioceptive/Balance deficit
- Poor core strength
- Gait asymmetry

**\*\* BE ON THE LOOKOUT!**



## About us

# We are G4 Athlete — light years

- Sports innovators, educators and coaches
- Blazing a new approach in sports science and athletic development
- Uniting kids, parents and coaches around a bold, holistic sports science platform (the 4 absolutes) – on the road and in our new state of the art facility
- Inspiring and enabling our young people achieve more at sport...  
...and life

## Why it all really matters

- We love our kids. We want the very best for them and their futures



## Summary

# It's for our kids...and it's not just about athletics

- Let's get the competitive advantage. Let's unite...
  - United approach
  - United together
  - United for success
  - United behind the next generation...  
...blazing a new, inspired, better way for our kids and our kid's kids
- Questions —
- Brent George [brent@g4athlete.com](mailto:brent@g4athlete.com)



# Want to know more?

Name

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Title

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School

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Email

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Phone

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Area of interest

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