

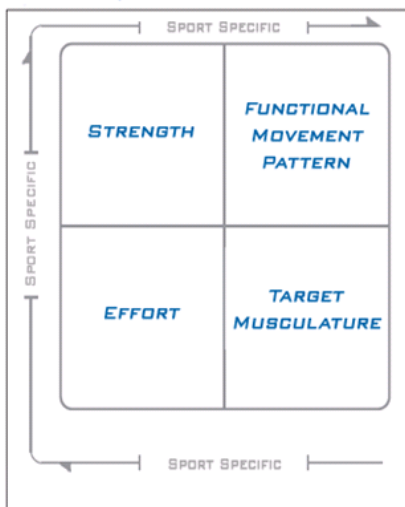
Corporate Strength Projects

Jim Smith, CSCS

So, let's look to what we've discussed up to this point:

STRENGTH QUADRANT

STRENGTH QUADRANT FOR ATHLETICS



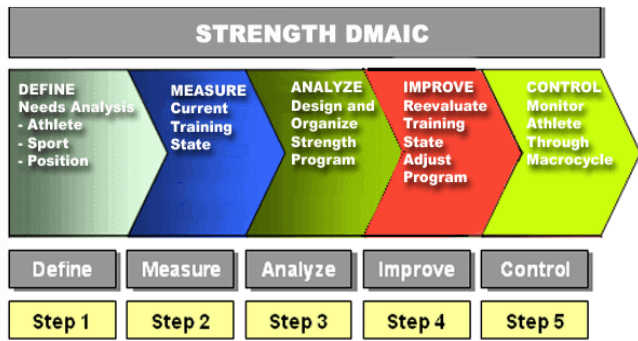
DIESEL

Article: Corporate Strength – Gartner

Topic: The Magic Quadrant

Adaptation: The Strength Quadrant

Definition: The visual examination of exercises or combination of exercises to determine how specific (or functional) they are to the athlete's program or sport.



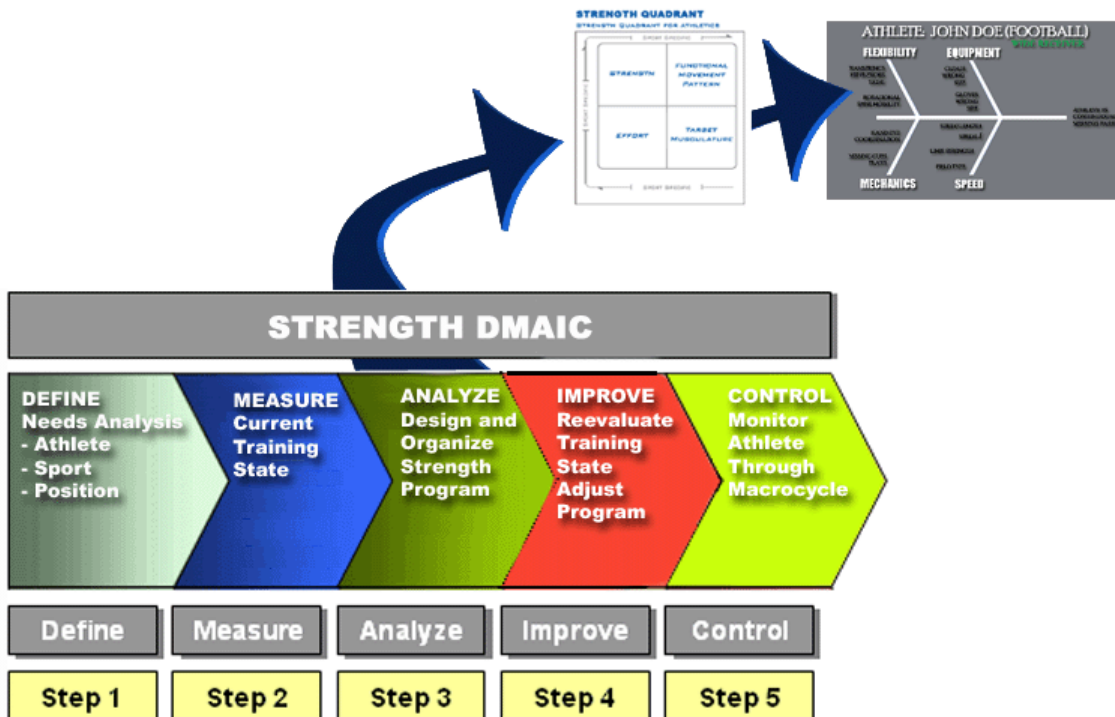
Article: Corporate Strength – Six Sigma
Topic: DMAIC and *Cause and Effect* Diagram

Adaptation: DMAIC and *Cause and Effect* Diagram

Definition: Using DMAIC (Define, Measure, Analyze, Improve and Control) to visually structure a strength program from start to finish and using a *Cause and Effect* diagram to determine “root cause analysis.”



How do all of these components fit together?



We will take a brief look at the structure of corporate projects and then elaborate on how we will adapt specific components to our discussion.

Corporate Project Charter (Basic)

A project charter is the first step in the Six Sigma methodology. It takes place in the Define step of DMAIC, and the charter can make or break a successful project. It can make it by specifying necessary resources and boundaries that will in turn ensure success; it can break it by reducing team focus, effectiveness and motivation.(1)

So basically the project charter is the first document created when undertaking a big project. Without it, you cannot establish the roles and responsibilities, the objectives, the success criteria, the risks, the scope, the impact and everything else!

Here is the layout of a basic corporate project charter.

Project Description

[This is a text statement that briefly describes the project. It helps someone who is not familiar with the details of the project to understand what is being done.]

Objective:

[This is a statement that captures, at a planning level, what new or enhanced capabilities the project sponsor expects the project to deliver. These requirements are functional or operational specifications set forth by the project sponsor and his/her designees.]

Opportunity Statement:

[This is a text statement that explains the business problem being addressed/resolved by the project.]

Business Value:

[This is a statement of the anticipated business value, which is expected from implementing the project deliverables.]

Scope:

[This is a text statement or diagram that depicts what parts of the organization that will be involved in or impacted by the project. It may also include a statement of functional breadth.]

Approach:

[This is a text statement or diagram that depicts how the project will be carried out.]

Deliverables:

[This is a list of the physical deliverables that the business is expecting as a result of this project.]

Success Criteria: (VERY IMPORTANT)

[This is a text statement or checklist defining project acceptance criteria that is used by the Project Leader to determine if the project was successfully delivered. The factors that are defined prior to the project that, once achieved, determine the success of the project.]

Risks:

[This can be a text statement or a matrix, that identifies key areas of risk, estimated probability of occurrence, and, if known, strategies to address the risks should they occur.]

Key Milestones:

[Defines the Action Items, Sub-Team Deliverables and their target dates vs. their actual completion dates.]

From the project charter, we can see many similarities to specifically developing the *Needs Analysis* for an athlete.

Similarities:

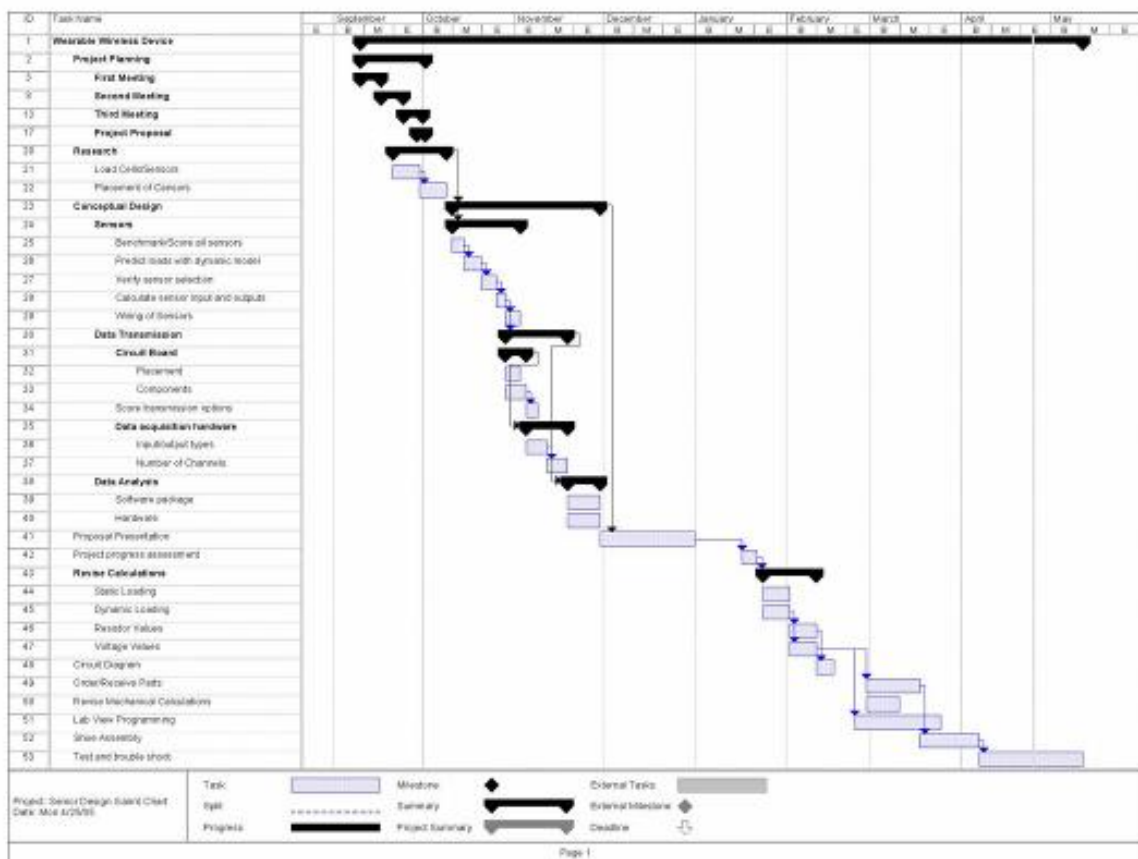
Similarly both **Project Charters** and a **Needs Analysis** are:

- Defined / Designed
 - o Architecture and Structure Established
- Measured / Evaluated
 - o Current Environment / State of Preparedness
- Analyzed / Constructed
 - o Responsibilities Assigned
 - o Timelines Defined
 - o Goals Defined
- Improved
 - o Testing (piloted)
 - o Reevaluated / Adjusted
 - o Tested Again
 - o Refined/Adjusted
 - o Repeated Throughout Life Cycle of Project / Macrocycle
- Deployed and Controlled
 - o Supported
 - o Audited
 - o Deliverables Measured – Success Criteria
 - o Improved
 - o Maintained Throughout Life Cycle of Project / Macrocycle

Gantt Chart

One way to layout the whole timeline of a project is by utilizing MS Project. MS Project has a built-in timeline called a **Gantt chart**. **Gantt charts** are useful tools for planning and scheduling projects. *A Gantt chart is a graphical representation of the duration of tasks against the progression of time.* (1) Visually displaying how each item is linked progressively to the next task and how they are dependent upon each other over the timeline (duration) of the project. The key data points are the action items, who's responsible for the action items and the due dates for these action items.

Here is how it looks:



You can see the links between deliverables, how each deliverable has a specific durations and how it all overlays a timeline. We can take this structure and lay out our own **Needs**

Analysis for our athletes over this same type of timeline. This will help us organize their development and provide accountability and assessment points throughout the competition year.

Needs Analysis

The **Needs Analysis** is an athletic assessment that “*closes the gap*” between where the athlete is and where they need to be, to meet and exceed the demands of their sport. The *needs* of the athlete should be monitored and adjusted as they move through their competitive year. As weaknesses become their strengths, their needs will change.

A good Needs Analysis should contain:

- Assessments for the Athlete, the Athlete’s Sport / Position and the Coach
(Strength or Skills)
- Macrocycle, Microcycles, Training blocks
- Timeline
- Assessments, Testing and Adjustments

Key Note: Peaking is not shown in this spreadsheet and, of course, is dependent upon the sport and its competitive season.

2006 Season

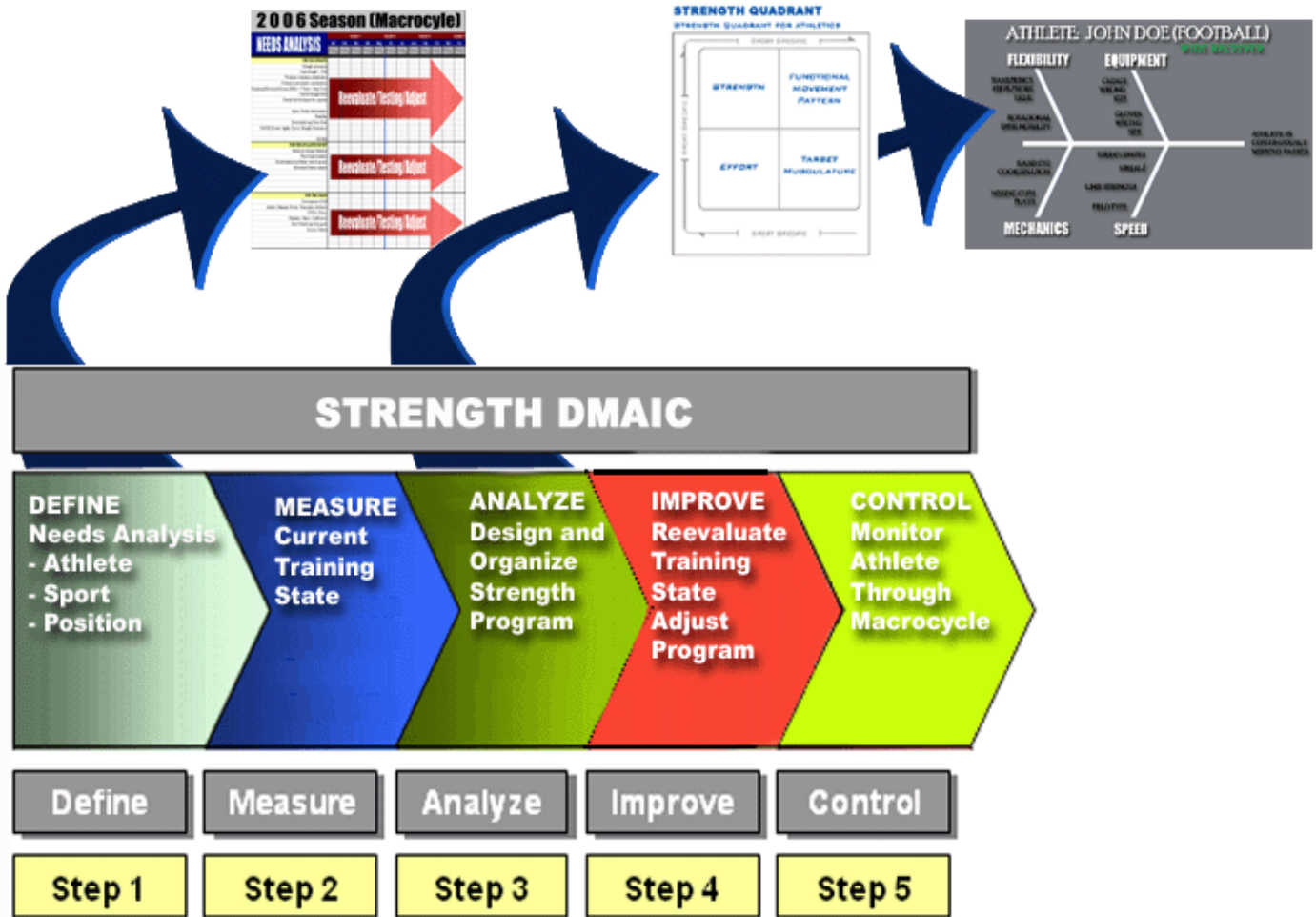
NEEDS ANALYSIS

	Microcycle 1			Microcycle 2			Microcycle 3			Microcycle 4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Training Block 1	Training Block 2	Training Block 3	Training Block 4	Training Block 5	Training Block 6	Training Block 7	Training Block 8	Training Block 9	Training Block 10	Training Block 11	Training Block 12
FOR THE ATHLETE												
Current Strength Levels	Reevaluate/Testing/Adjust											
Strength Assessment												
Limit strength – 1RM, 3RM, 5RM												
Current Aerobic/Anaerobic Capacity Assessment												
Linear Speed Assessment												
Mobility Assessment												
Agility Assessment (Random, Structured)												
Jumping, Landing, Running, Movement Mechanics												
Bodyfat Assessment												
Nutritional Assessment												
Resistance Training, Sport - Experience / Maturity Level												
Weakness Evaluation & Identification												
Postural Assessment Considerations												
Functional Movement Screen (FMS™)												
Unilateral Movement / Strength Comparisons												
Injury / Rehab Determination												
Flexibility / ROM												
Instability												
Chronic / Acute												
Short Term/Long Term Goals												
PASSE (Power, Agility, Speed, Strength, Endurance)												
FOR THE ATHLETE'S SPORT / POSITION												
Metabolic Analysis	Reevaluate/Testing/Adjust											
Physiological Analysis												
Biomechanical Analysis												
Movement Pattern Analysis												
FOR THE COACH												
Development of Self	Reevaluate/Testing/Adjust											
Articles, Manuals, Books, Transcripts, Abstracts												
DVD's, Videos												
Seminars, Clinics, Conferences												
Short Term/Long Term Goals												
Success Criteria for Athletes												
Lessons Learned												

TODAY

Click here to download this excel template from the Diesel Site
<http://www.dieselcrew.com/articles/needs-analysis-template.xls>

So pulling it all together we see all the pieces of the puzzle have fallen into place.



Is all this necessary? Yes and no. The tools I have outlined in this 3 article series are just guidelines to help you “layout” your ideas to address *the needs of your athletes*. These visual aids are what corporate America uses. Do you need to use them to address the specificity of the exercises you use, to layout your strength program, to determine root cause analysis of your athlete’s “defects” and write a comprehensive needs analysis? No, BUT all of these things need to be done!

Hope you enjoyed the articles and hope you can take some things from the articles and utilize them for your specific needs.

Jim Smith, CSCS, CFT, USAW (CLUB)

The Diesel Crew

“Achieving Beyond Potential”

www.DieselCrew.com

Jim “Smitty” Smith is a strength coach and cofounder of the Diesel Crew (www.DieselCrew.com) Developing athletes for the last 6 years with a variety of training methodologies. Jim is an active student of strength athletics and is always seeking new ways to innovate and provide a unique perspective. The Diesel Crew also regularly speak at clinics and seminars about the importance of Grip Strength in athletics.

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2. Cook, Gray, Functional Movement Screen™, [Functional Movement](#), 2006.
3. <http://www.vertex42.com/ExcelTemplates/timeline.html> - Some Excel Timeline Template Examples
4. Smith, Jim. [Corporate Strength – Gartner](#), www.DieselCrew.com, 2006.
5. Smith, Jim. [Corporate Strength – Six Sigma](#), www.DieselCrew.com, 2006.