

Corporate Strength GARTNER

Jim Smith, CSCS

Let me tell you a story I often tell to anyone who will stand for 5 minutes and listen.

I once read a marketing study about McDonalds. The American establishment at its finest. Truly an iconic institution. The home of the sweet, sweet Big Mac and all of its brothers and sisters. (I can imagine the nutrition guru, Dr. John Berardi, would love to roll through a Mickey D's with a wrecking ball and sledgehammer.) But I digress. McDonalds spends millions of dollars every year researching demographics, scouting locations, traffic frequencies, surveys and doing deep dive studies in their attempts to pick the best location for a new store. Burger King looks for where McDonalds put their new store and just puts a store across the street! Freaking hilarious!

Now what does this story have to do with anything? Well, I believe we can learn from the *Corporate Machine*. Over the last century, Fortune 500 companies have created systems for managing their internal processes to the finest details. Their goals are to ensure the vitality of the company by the elimination of process and product defects, achieve the success criteria for their internal / external projects and proactively create new technology opportunities to ensure their continuing prosperity. But they do not do it without the assistance of others, more on this in a moment.

Why should we look to what corporations are doing when we are developing our athletes? Because there are many similarities between delivering on projects and delivering on the preparation of an athlete for the demands of their sport. If we accept

that their systematic, repeatable, standardized, audited/reviewed, results orientated processes are similar to the way we periodize our strength programs – then great insight can be gained by utilizing their corporate “tools” and then modifying them to our needs. These seemingly unrelated processes have been proven for decades for companies to help them meet their goals and deliver to their share holders – why not use them to deliver our promises to our athletes?

So now let’s start our knowledge journey into *corporate world* by starting with Gartner in hopes of learning how to structure and visually “display” sometimes complicated ideas.

Gartner

What is Gartner. More specifically – who is Gartner. Gartner is an IT research and consultant company that analyzes industry trends and provides market research for those who need information to proactively drive toward new markets, strategies or processes. **They are the benchmark!** Want to move your company to another country or outsource your workers? The first questions is “What does Gartner say about it?” They provide the standards and have a knowledge base that you can reference for all current and previous research they have done.

From their marketing brochure:

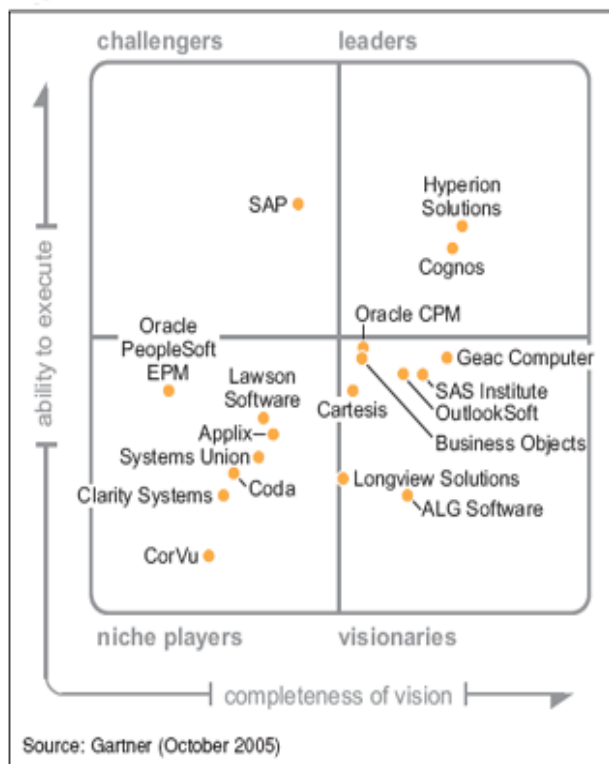
“At Gartner we work with our clients to research, analyze and interpret the information technology industry: vendors, technologies and business processes. We cut through the complexity and deliver the knowledge you need with exceptional speed and accuracy.” (1)

The Magic Quadrant

Gartner developed and patented the **Magic Quadrant**. The **Magic Quadrant** is a visual representation of the research they were contracted to perform – the final product. Below is a sample **Magic Quadrant** done for CPM Suites when they were deciding who (what Application/Technology) they would use to manage their Financial / Supply Chain needs.

MAGIC QUADRANT

Magic Quadrant for CPM Suites, 2005



Gartner.

Quick Magic Quadrant Key:

Leaders (1)

Leaders quadrant are performing well today, have a clear vision of market direction and are actively building competencies to sustain their leadership positions in the market.

Visionaries (1)

Visionaries quadrant have a clear vision of market direction and are focused on preparing for that, but they can improve in terms of optimizing service delivery

Challengers (1)

Challengers quadrant execute well today, but they have a less-defined view of market direction, so they may not be aggressive in preparing for the future.

Niche Players (1)

Niche Players quadrant focus on a particular segment of the client base, as defined by characteristics such as size, vertical focus or selective help desk service offerings. Their capability to outperform or be innovative may be affected by this narrow focus.

Ability to Execute (1)

Ability to execute was analyzed based on some of the following criteria:

- § Continuous improvement practices
- § Clarity of services, roles and responsibilities
- § Metrics and measurement programs

Completeness of Vision (1)

Completeness of vision was analyzed according to the following criteria:

- § Strategic planning
- § Management practices, processes and methodologies
- § Market innovation
- § Operational tools and expertise
- § Marketing and sales capabilities
- § Stable financials

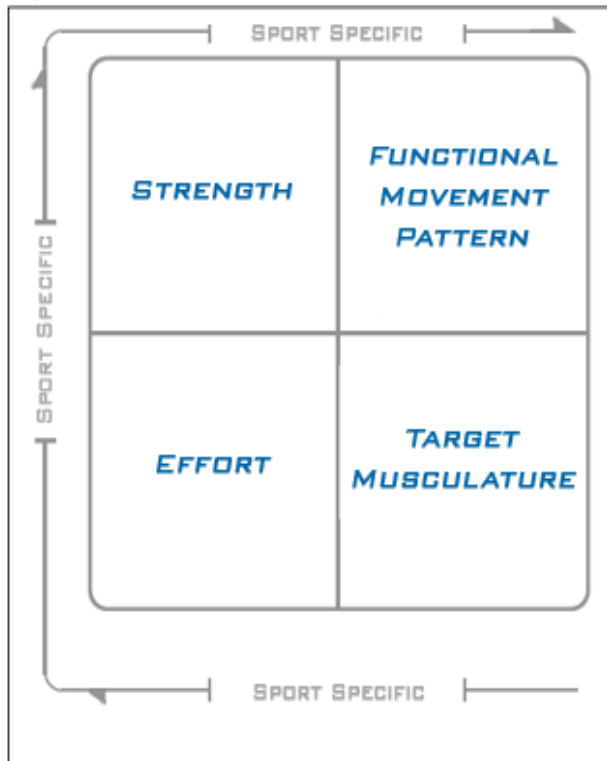
You get the idea. This gives you a little insight into the meetings I have to sit through everyday – pretty exciting right?

What I propose is this – while in the midst of another marathon meeting - an inspiration came to me. We can take the structure that Gartner developed and utilizes to illustrate their market research for companies – and use it to define, measure and validate the benefits of different individual / multiple (circuits) exercises as they pertain to our athletes' goals. This approach will allow us to build upon their successes and avoid their mistakes. This visual representation can be easily understood and repeated. No one likes to stare at endless columns and rows of data – break out the chart wizard!

The Strength Quadrant

STRENGTH QUADRANT

STRENGTH QUADRANT FOR ATHLETICS



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Quick Strength Quadrant Key:

As we move clockwise from the bottom right of the Strength Quadrant we can see that if we can define each component, we will be moving toward an exercise that is truly functional.

Target Musculature =>Effort=>Strength Development Goal=>Functional Movement Pattern=>**SPORT SPECIFIC**

Target Musculature

- Prime Movers
- Stabilizers / Synergists
- Antagonists

Effort

- Max Effort
- Dynamic Effort
- Sub-Maximal Effort
- Repetitive Effort
-

Key Note: An exercise can represent different strength efforts ME, DE, SE and RE. For example, a squat can be utilized during a ME or a DE session. The goal is to understand the differences and utilize the one that fits your needs. Remember, in sport, the effort changes many times throughout the play or movement.

Strength Developed:

- Maximal Strength
 - o Concentric Strength
 - o Eccentric Strength
 - o Static Strength
- Limit Strength
- Explosive Strength
 - o Starting Strength
 - o Acceleration Strength
- Relative Strength
- Reactive Strength
- Strength Endurance

Functional Movement Patterns: (2)

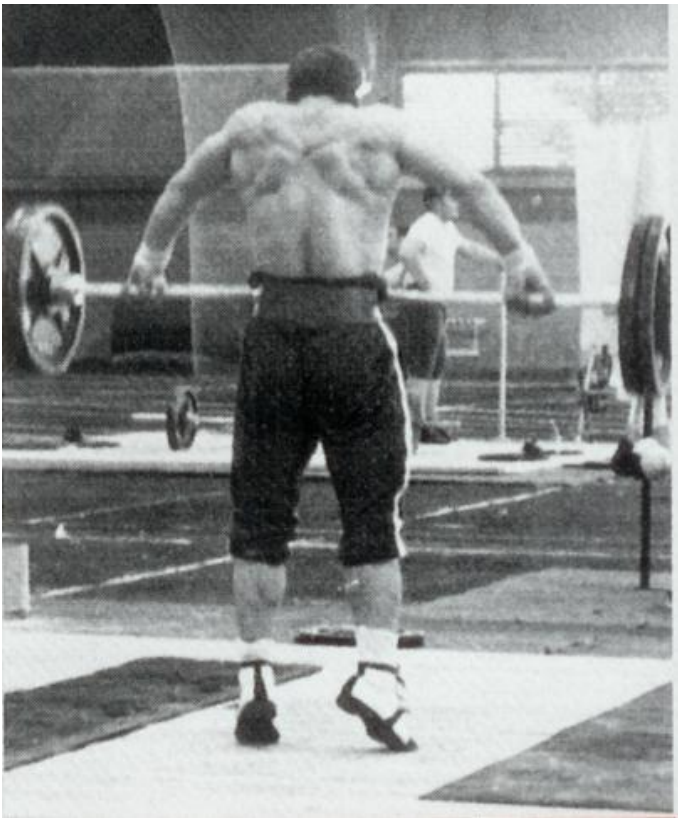
- Horizontal Pulling, Horizontal Pressing
- Vertical pulling, Vertical pressing
- Spine/Hip/Knee/Ankle Extension
- Spinal Flexion/Rotation/Abduction/Adduction
- Knee Flexion/Hip Extension
- Spinal/Hip Extension

Zatsiorsky states “...*the entire movement pattern, rather than the strength of single muscles or the movement of single joints, must be the primary training objective.*” (3)

Train Movements, not Muscle Groups.

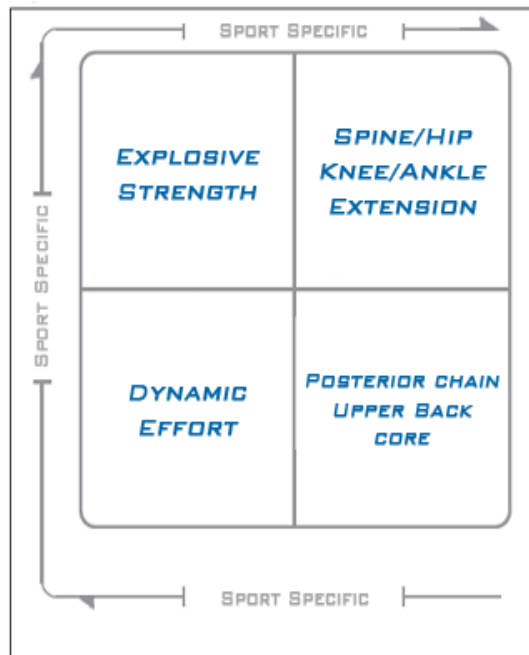
Now, let’s look at a couple of examples:

Power Shrugs – Training



STRENGTH QUADRANT

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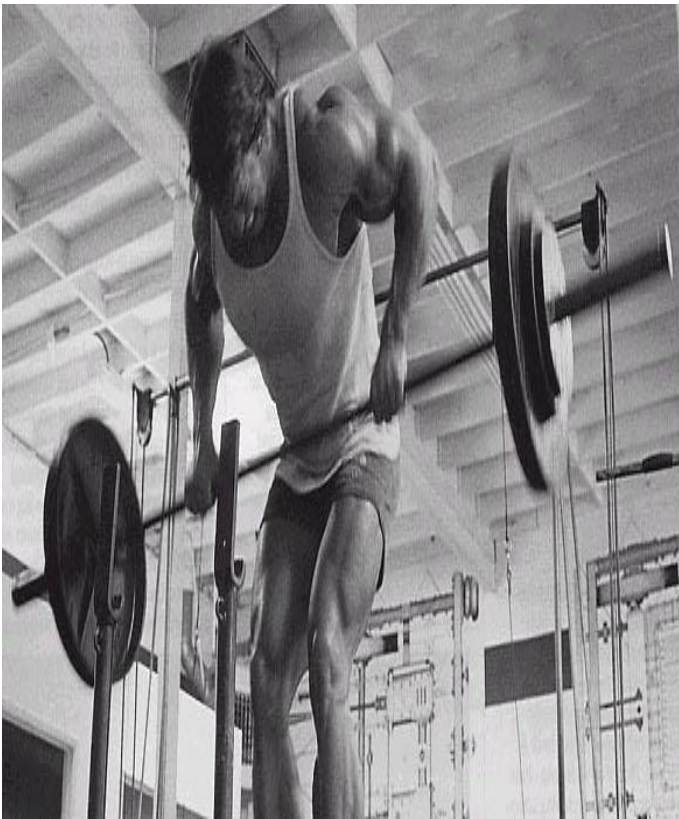
CORPORATE STRENGTH – GARTNER

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LEADERS IN GRIP STRENGTH

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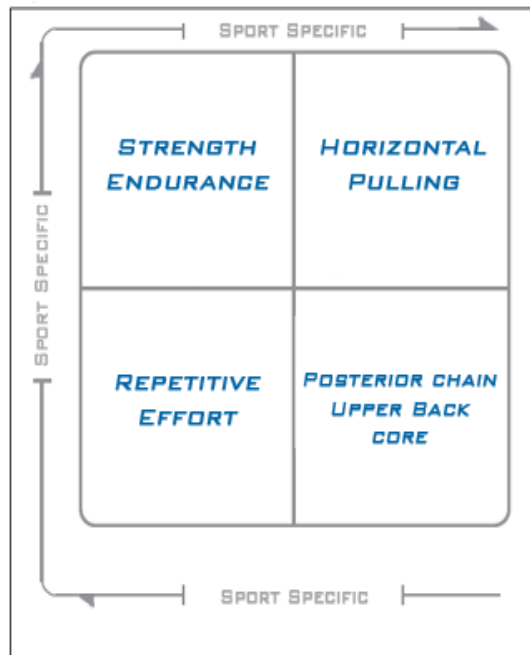
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Bent Over Rows - Training



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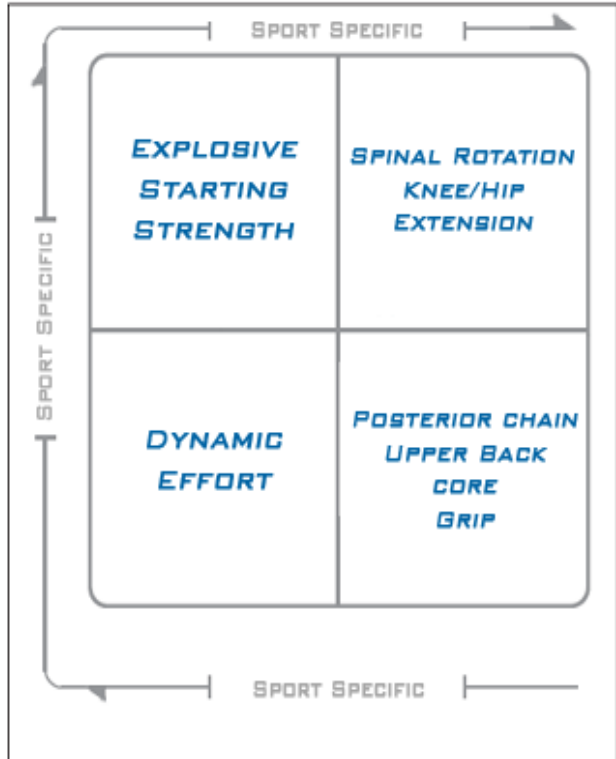
From our Needs Analysis – we can define the appropriate complex, multi-joint exercises that would be specific to the sport and which ones will give us the most potential carryover to actual performance - and therefore be essential in their strength programs.

Baseball Batting - Sport



STRENGTH QUADRANT

STRENGTH QUADRANT FOR ATHLETICS



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If we can visually define different exercises or movements required for a specific sport (because of the great number of variables) in a way that is easy to understand and express – we can become more accurate in our exercise prescription. Next time you are designing your programs, insert your exercises into the Strength Quadrant and make sure they are accomplishing what you think they are...

In the next 2 installments, we will discuss the structure of corporate projects and statistical analysis of defects in manufacturing and how this can help us identify and “eliminate defects” for our athletes.

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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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