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# CEO Strength Coach (English Edition)



*Par Ron McKeefery*  
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## Description :

Prsentation de l'diteurNationally 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 Rons 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 dont 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.

**Présentation de l'auteur** 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.

**Biographie de l'auteur** A Nationally recognized leader in the area of sports development. The Professional Football Strength and Conditioning Society awarded him the Under Armour 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 SC at Eastern Michigan University. Prior to Eastern Michigan he was an Assistant SC Coach for the Cincinnati Bengals, Director of SC 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 Jawaun 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.