

ELLISON

PERFORMANCE

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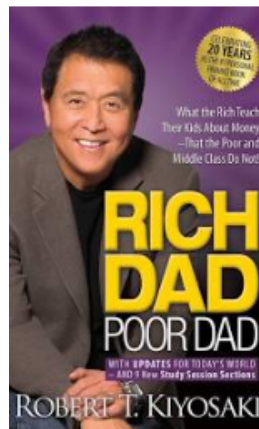
Current Reads & Listens

Newsletter Volume 03

Prologue:

In this edition of our newsletter, we will be diving into a different book and podcast that I have listened to and reviewed over the past month. We will detail some key points from each, as well as the value that they provide for the average listener.

BOOK:



1.) Rich Dad, Poor Dad

I had always heard about this book, but never took an interest in it until this past summer. A very simple, yet effective read about basic financial literacy and valuable lessons about using your money to make money. The author details his upbringing from the perspective of his dad and his friends' dad. His own dad was very educated, yet safe and passive with his money. He always stressed about money, and valued the educational system more

than learning how to make money. His dad lived paycheck to paycheck and always stressed about bills. He always hammered the idea that you must get a good job from a good education to be successful and happy in life. While this is true, the author stated how you must also use the money that you make to invest into your future life. Assets sitting in the bank provide no purpose in this day and age. The author stresses how you must learn about the quality and quantity of what to invest in, and it will pay dividends for your successful future. He also goes into detail of how people will watch videos all day and will stay in bed and watch netflix, but will not have the drive or motivation to take a few hours everyday to learn about investing, financial literacy, and asset management. On the flip side, the author's best friend's dad was a very successful entrepreneur who taught the author and his friend how to value, make, and appreciate money. He stated that the rich make their money work for them instead of working for their money. The book teaches very important lessons on investing, retaining assets, as well as the value of mastering a desired skill set.

Podcast:



1.) The Jochum Strength Podcast

This podcast has had a very large impact on myself as well as my community of coworkers at 4.40 Performance. Host and fellow performance specialist Austin Jochum dives down the rabbit hole of current issues, innovations, and controversy in the performance industry. Each episode contains new and different ideas, topics and guests. The strength and conditioning/sports performance sector is very oversaturated with traditional exercises, drills, and ideas. This podcast is a very refreshing take on how you can force adaptations in your athletes while continuing to test the boundaries of the industry. Austin is a huge proponent of “playing” in his sessions. Essentially tricking his athletes into producing the most effort and output with each rep, while also creating game-like read and react

situations. For example, one of his guests described how he would have dunk contests with the offensive linemen on the Elon University football team. The athletes didn't think much of it, but the coach was tricking each one into putting maximal output into the ground with each rep because they were all competing against each other. Other episodes also touch on topics like self rehabilitation, body control, elite coaching strategies, as well as new drills and innovations in the world of sports performance. My colleagues and I have all been extremely influenced by his episodes, and have used them to help plan and execute a large number of drills in our sessions. If you're looking to learn more about your own body, coaching, and new ways to test your boundaries, this podcast would be a great listen for you.