

STRENGTH ACADEMY

PROGRAM PROPOSAL

*POWER **2** PERFORM*



POWER 2 PERFORM

ATHLETIC DEVELOPMENT PHILOSOPHY

At **Strength Academy**, we believe every great athlete is built on three essential physical qualities. Our Power 2 Perform strength and conditioning system is designed to develop each of these abilities so athletes become faster, stronger, more explosive, and more resilient to injury.

POWERFUL ATHLETES ALL HAVE AN ENHANCED ABILITY TO:

**PRODUCE POWER
ABSORB POWER
TRANSFER POWER**

Together, these three qualities create athletes who perform at a higher level and stay healthier throughout their season.

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ATHLETIC DEVELOPMENT PHILOSOPHY

1 - ABSORB POWER

An athlete with an enhanced ability to absorb power can stop on a dime. They can slam on the brakes from top speed. They can take a hit, stumble, and land in awkward positions, yet still spring back. Their body can handle the rigors of competition and their ability to absorb power acts as a shield against injury. Essentially, how fast can an athlete REACT to an unexpected movement?

How We Train It

Power absorption is a combination of mobility and strength. Simply put, if you throw a flimsy, unstable chair off a house, it will break. If you throw a heavy, stiff chair off a house, it will also break. But the chair that's both sturdy and flexible? That chair is going to bounce back unharmed.

Slow Strength (Stability/Mobility) - Slow, controlled lifting develops strength throughout a full range of motion. This builds joint stability, improves mobility, teaches proper movement mechanics, and creates confidence in every athletic position.

Fast Strength (Reaction) – Explosive strength exercises teach athletes to react quickly to unexpected movements. The faster an athlete can stabilize after landing or cutting, the more resilient and agile they become.

Example:

Slow Bulgarian Split Squat to develop stability and strength of hip knee and ankle through a large range of motion.

Bulgarian Split Jump to increase resilience to different landing patterns and increase reactivity to change in direction.

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2 - TRANSFER POWER

An athlete with an enhanced ability to transfer power can swing harder, throw longer, run faster and kick farther. They can also resist being moved. They can stop an external force. They can take a hit, and the other person gets knocked down.

How We Train It

Power Transfer is the ability to generate stiffness throughout the body. The stiffness created by an athlete allows them to generate a lot of power and transfer that power to an object.

Plyometrics – Jumping, landing, and ground-reaction exercises teach athletes to rapidly create stiffness while absorbing and redirecting force. This leads to:

- Faster acceleration
- Better change of direction
- More explosive jumping
- Improved momentum transfer

Isometrics – Holding athletic positions under tension teaches athletes to create stiffness exactly where they need for their specific sport. Most athletic movements require high levels of ankle stability, especially pushing through the ball of the foot. Isometrics performed in sprint takeoff and change of direction positions allows the athlete to get the most transfer of their power production to the ground. This is the foundation of speed.

Example:

If I hit you as hard as I can with a pool noodle, it might hurt but we both will have a nice laugh. If I hit you as hard as I can with a baseball bat, then you are injured and I'm going to jail.

The difference is in the stiffness. The stiffness of the bat transfers the power of a players swing to the ball. The same is true of the stiffness created in the body. A strong sturdy leg kicks harder than a weak, loose one.

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ATHLETIC DEVELOPMENT PHILOSOPHY

3 - PRODUCE POWER

An athlete with an enhanced ability to produce power can accelerate and achieve top speed quickly. They can spin their hips to torque a bat around the ball. They can put their foot in the ground and launch the ball from home to 2nd. A side benefit of high power production is fatigue management. If one athlete must use 100% of their maximum power production to make a play, fatigue starts to accumulate. Multiple 100% bouts eventually lead to a loss of power and a slower player. An athlete that uses 80% of their power to achieve the same result can repeat their performance multiple times without loss in performance.

How We Train It

Power Production is a combination of ability to produce force (strength) and ability to exert that force with speed.

$\text{Strength} \times \text{Speed} = \text{Power}$

Therefore, it cannot be ignored that high levels of strength increase the potential for high power output. We train this in two ways:

Slow Strength: Traditional strength training improves force production and reinforces tension and stiffness of different body parts for differing outcomes. This stiffness directly helps with power transfer as well.

Power Training: Moderate weights done at max speed trains the Central Nervous System to recruit maximal muscle contraction over a short period of time. This type of training teaches the body to use a higher percentage of its total strength in reactive situations, which is what is necessary to be powerful on the athletic field.

SUMMARY

These three power qualities are the raw foundation necessary to maximize an athlete's potential. While a large portion of athletic ability is genetic, power training is how you get the most of your player's athletic potential. We believe that training specifically for the three power capacities, in addition to skill training provided by your sport-specific coaches, will provide the tools necessary for an athlete to become as successful as they desire in their given sport.

PROGRAM OVERVIEW

Strength Academy is proud to offer an **8-week Athletic Development Program** specifically designed to increase **STRENGTH**, **SPEED**, and **POWER** production for athletes ages 7–14.

Our mission is to maximize each athlete's potential by developing three essential athletic qualities, **POWER Production**, **POWER Transfer**, and **POWER Absorption**. These foundational abilities allow athletes to generate force, efficiently transfer that force into sport-specific movements, and safely control and redirect force during competition.

This program is designed to complement—not replace—their specific sport training. While coaches develop hitting, throwing, fielding, and game strategy, **Strength Academy** develops the athletic engine behind those skills. By increasing an athlete's ability to produce and utilize power, they can swing **harder**, throw **farther**, accelerate **faster**, and move more **explosively** in every phase of the game.

In sports, small advantages can make a big difference. A **quicker** first step, a more **powerful** jump, **stronger** acceleration, **better** body control, or the ability to produce and absorb force can change the outcome of a play.

By developing stronger, faster, and more explosive athletes, **Strength Academy** helps athletes build the physical tools they need to perform at a higher level in whatever sport they choose.



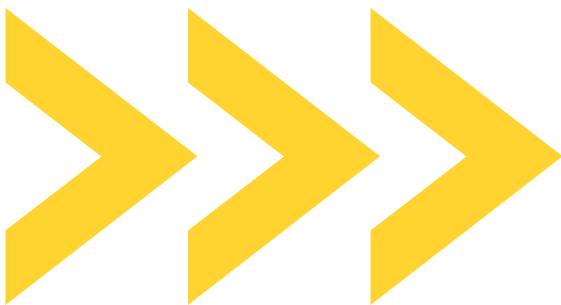
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PROGRAM OUTCOMES

Throughout the **8-week program**, athletes will develop the physical abilities and mindset necessary for long-term athletic success. By the end of the program, participants can expect improvements in:

- Sprint acceleration and top-end speed
- Agility and the ability to change direction efficiently
- Body control, balance, and range of motion
- Strength and force production
- Foundational nutrition knowledge to support athletic performance and recovery
- Confidence, discipline, and pride in their individual effort and commitment to their team

WEEKLY TRAINING STRUCTURE



- General Warmup & Sprint Dynamics
- Competitive Edge (Agility-based Gameplay)
- Power Up (Fast Strength)
- Fast Feet (Speed/Agility)
- Main Lifts (Slow Strength)
- Competitive Edge (Agility-based Gameplay)
- Cool Down / Education



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PROGRAM DETAILS

Program Duration:
8 weeks

Program Dates:
Availability Attached

Schedule:
Sundays

Session Length:
60 minutes

TRAINING SESSIONS

SESSION 1: TBD

SESSION 2: TBD

Athletes will be grouped by both age and athletic ability, when appropriate, to ensure a safe, challenging, and productive training environment for every participant.

INVESTMENT

\$30 PER ATHLETE
PER SESSION

\$240 FULL
8 WEEK COST



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TONE & CULTURE

This program is built around pursuing excellence through purposeful training and competition. We **expect** every athlete to treat teammates, coaches, and staff with respect while bringing a positive attitude and strong work ethic to every session.

Competition is a central part of our training because it's engaging, challenging, and fun.

We also introduce athletes to the concept of Infinite Game Theory—the idea that while every drill, game, or competition deserves maximum effort, no single win or loss defines an athlete.

Each outcome is an opportunity to **learn, adapt, and improve**. We encourage athletes to compete with intensity, reflect with humility, and quickly shift their focus to the next challenge.

Our goal is to help athletes develop not only greater physical performance, but also the **resilience, confidence, and mindset** needed for long-term success in sports and beyond.



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PROGRAM COACHING

All athletic development programs at **Strength Academy** are designed by Head Coach and Owner Nick Byom. A former All-State track and field athlete in high school and NCAA Division III All-American, Nick brings years of experience coaching middle school, high school, and collegiate athletes. He holds a Master's Degree in Exercise Science, is a former NPC Physique Champion, and served as a firefighter before founding **Strength Academy**.

Over the past three and a half years, he has grown Strength Academy into a premier training facility dedicated to helping River Falls adults build strength and helping River Falls youth develop the athleticism needed to excel in sports and in life.

EVERY **Strength Academy** coach is a current or former collegiate athlete who has completed an extensive coaching education program prior to being allowed to be a lead coach.

Your athletes will work with two dedicated coaches throughout the program, providing consistent instruction, individualized feedback, and the opportunity to build strong relationships that foster confidence, accountability, and long-term development.



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ATHLETE ASSESSMENTS

Each athlete will complete a series of baseline performance assessments during **Week 1** and repeat the same evaluations in **Week 8** to objectively measure their progress throughout the program.

At the conclusion of the program, parents will receive a personalized progress summary highlighting each athlete's improvements, providing a clear picture of their growth in **strength, power, speed**, and overall **athletic performance**.



BENEFITS TO THE ORGANIZATION

- >>> Provides additional value for players and families
- >>> Improves overall athleticism across all age groups
- >>> Helps reduce injury risk through proper movement mechanics
- >>> Creates a structured off-season development opportunity
- >>> Encourages player retention and engagement
- >>> Enhances the organization's commitment to long-term athlete development



BREAK IT DOWN



Thank you for your time and consideration.

We are excited about the opportunity to partner with **your organization** and help support the development of **your athletes**.

At **Strength Academy**, we believe in building strong, confident, well-rounded athletes through intentional strength and athletic development. We would be proud to work alongside your organization to provide athletes with the tools and training they need to become better prepared for their sport and for the next level of competition.

We believe your organization has the potential to be recognized throughout the region for its commitment to athlete development, and we would be excited to be part of that journey.

We look forward to the opportunity to connect and discuss how we can work together to support your athletes and organization. Please feel free to reach out using any of the contact information below with any questions.

THANK YOU!

Nick Byom

Strength Academy

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POWER **2** PERFORM

LET'S GET *2* WORK...

Check out our next available training dates!

OCTOBER 4, 2026 - NOVEMBER 22, 2026

JANUARY 3, 2027 - FEBRUARY 21, 2027

MARCH 21, 2027 - MAY 9, 2027

JUNE 6, 2027 - JULY 25, 2027

CAPACITY >>>

TWO AVAILABLE SESSION
60 MINUTE
SUNDAYS

Groups and time slots will be assigned based on age and the coaches' recommendations to ensure the best fit for each athlete.



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