

ELITE TRAINING SYSTEMS

HISTORY

Elite Training Systems was founded by Mark Fitzgerald in 2007 and started off as a small home based and mobile business. Mark's passion for athletic development and tenacity to grow his business led him to jobs with the Toronto Marlies, Oshawa Generals and the University of Ontario as their head strength and conditioning coach. In the summer of 2012 Mark expanded his business and built a training centre at the University of Ontario where he trained athletes from minor hockey all the way up to the national hockey league. The following year Mark fulfilled one of his life goals by purchasing the gym in which he used to be employed at which is located at Iroquois Sports Centre in Whitby, Ontario and moved ETS to this facility where the brand and business continue to flourish.

ETS mission

Our mission is to build the complete athlete through training, nutrition and recovery.

ETS Philosophy

The ETS Team will provide you with the tools you need to perform at your highest level. The ETS Philosophy is a dedication to helping you, the athlete, maximize your potential by:

- Improve Athletic Performance
- Decrease Injury Potential
- Motivation Via/ Through Education

ETS CORE VALUES

Our top priority is the athlete and their best interest. We do not settle with mediocrity in anything we do. Everything we do, we do well (Quality over quantity). That being said our objective is to provide all of our athletes individualised training programs that meet their own needs.

- Attention to detail
- Consistency
- Team Work
- Education
- Integrity
- Accountability
- Professionalism

“We are what we repeatedly do. Excellence, therefore, is not an act, but a habit”

ETS INTERNSHIP EXPECTATIONS

Welcome to Team ETS! We are happy that you have taken the initiative to seek us out and join our team as an intern. Our job is to help you develop into a world class strength and conditioning coach. Your job is to come to work every day ready to learn, coach and deliver the best service to all of our clients. Here is a list of things that will help you to be successful at ETS during your time with us.

1. **DO NO HARM:**
 - a. If all else fails, do no harm and you have done your job
 - b. Coach every rep – we are not rep counters or pen pushers – we coach
2. **ACCOUNTABILITY**
 - a. To ETS Clients, To ETS Coaches, To YOU
 - b. You get what you put in; nothing more, nothing less
3. **KEEP ETS CLEAN:**
 - a. Make sure all equipment is in the proper place
 - b. There is always something to clean
 - c. The expectation is that the gym is scientifically clean.
4. **UNDERSTAND THE TRAINING PRINCIPLES OF ETS:**
 - a. Make an effort on a daily basis to ask questions and take notes
 - b. Carry a notebook if you have questions – Do NOT interrupt a coach's training session
5. **OVER DELIVER WITH CUSTOMER SERVICE:**
 - a. In your first week, make an effort to learn clients' names.
 - b. Greet them with a smile and by name if you know it
 - c. ***Be present*** on the floor during training sessions to assist ETS strength coaches
6. **ALWAYS BE PROFESSIONAL:**
 - a. Be clean and wear appropriate gym attire – representing the brand and you
 - b. **No autograph** policy with any of our professional athletes
 - c. Do NOT take any pictures without consent from an ETS strength coach.
7. **TRAIN**
 - a. No client or athlete respects a coach who does not train
 - b. Practice what you preach
8. **KNOW AND UNDERSTAND THE ETS BRAND AND CULTURE:**
 - a. Be familiar with the ETS brand and services we offer
 - b. Be able to give a tour of ETS within the first 2-3 weeks of your internship - crucial that you understand our brand
9. **USE YOUR TIME WISELY:**
 - a. The time you spend with us at ETS is about YOUR development
 - b. Expected to give energy and keep up with the fast paced nature of the business.
 - c. Downtime is hard to find therefore there is always work to be done
10. **LEARN**
 - a. Mandatory staff in-services – add to your knowledge bank
 - b. Reading List – Will be provided with resources

Welcome to the ETS team!



THE ETS Strength and Conditioning Volunteer

Role: Assistant Strength and Conditioning Coach

- Assist ETS Strength Coaches
 - o Check in with Lead Strength Coach as to what your tasks for the day will be
 - o Assist with training sessions
 - o Gain Coaching Experience – impossible to become a good coach without coaching
 - o Know who is coming in and what program they are currently completing
- Support the athletes
 - o Understand phase structure and reasons behind programming
 - o How can you help outside of the weight room? Nutrition, sleep, recovery, pre-game/post-game
- Clean facility
 - o Picking up and returning equipment to its proper place
 - o Daily cleaning checklist – familiarize and complete
- Familiarize yourself with the system
- Build YOUR Exercise Database

If you have done what is asked of you during your time with, you can expect the following after 8 months:

- An increased exercise database
- Exposure to a variety of athletes from a variety of sports – expanding your understanding of the demands of various sports, activities, etc.
- Experience working with a vast population of clientele setting you up for the next step wherever it might be – therapy, coaching, teaching, clinical, etc.
- Networking – References, Open Doors – even without a job at ETS, set yourself up for future
- Competency in all areas of athlete management - training design – more to it than in the gym
- A better understanding of the career paths for Strength and Conditioning Coaches and whether you can see yourself in the field or not

ETS, is a brand that is committed to athletic development at all levels, in all sports. You will have the opportunity to work with a wide range of clients from grassroots kids to professional athletes to everyday athletes.



As part of the ETS Intern Program, you will be expected to attend staff in-service training in order to learn further aspects of the field. It is impossible to gain all of your coaching knowledge and experience in one session. The following in-services will be booked throughout your internship and more may be added:

- Assessments
- Big 3 – Squat, Bench, Deadlift
- Programming
- Nutrition

Readings

You will be provided with a list of suggested readings to complete over the course of the program. These resources are for your continued development but are not mandatory. It is important for you as a coach to learn how to decipher through information and develop your own training beliefs, philosophies and focus.

SOCIAL MEDIA

Social media is used by everyone and every business these days. It is a great tool to connect with people, network, share photos and videos, and market your business. At ETS we encourage the use of social media in proper context. Any text you would like to post to twitter or Facebook is permitted as long as it is professional. Feel free to use social media but keep in mind:

- Use discretion – professional environment
- If you have to ask yourself "Should I post this?" → Do not post it
- DO NOT post any pictures of training sessions or our athletes while you are interning with us.
- Look at your own social media – are you represented well?

Here is a list of ETS social media handles and coaches.

TWITTER:

ETS: @TeamETS

Mark Fitzgerald: @FitzgeraldETS

Jeff Watson: @jeffwatson87

FACEBOOK:

Elite Training Systems – search and “like”

INSTAGRAM:

ETS: @teamETS

Mark Fitzgerald: @fitzgeraldets

Jim MacDougall: jim macdougall