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Miami Dolphins

“NFL: Culture and Performance”

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NFL: CULTURE & PERFORMANCE



WHAT IS CULTURE?

WHAT IS CULTURE?

“An expression of team values,
attitudes and beliefs about
sports and competition.”
- Dr. Jim Taylor

HOW DO WE ESTABLISH CULTURE? *Winning*

LEADERSHIP TRAINING

• ARE YOU A TEAM OR A GROUP OF TALENTED INDIVIDUALS?

- Scored Average On Team Self-Assessment
- Lacked Real Leadership
- Lacked Consistent Accountability
- Communication Was Poor

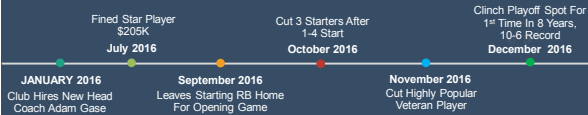
TEAM BUILDING

- FORMED LEADERSHIP COUNCIL
- DEFINED "ISSUES" ON TEAM
- SET STANDARDS
- TEAM'S MISSION, VISION, PURPOSE
- ACTIVE ENGAGEMENTS
 - MARTIAL ARTS
 - SEAL TRAINING

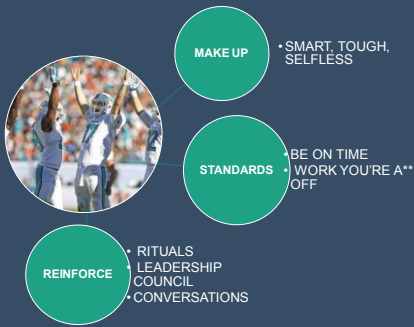
TIMELINE OF EVENTS



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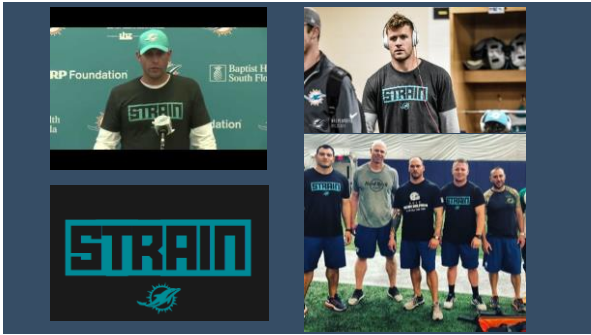
WHAT HAPPENED?



Player Fines – Week 16 (Buffalo)

- John Doe
 - 1. Late to Work (12/20/16)
 - \$12,000
- Joe Shmo
 - 1. Late for Offensive Meeting (12/23/16)
 - \$2,260
- **DO YOUR JOB**





CHALLENGES TO CULTURE

• BUSINESS OF FOOTBALL

• ATHLETE HISTORY

• COLLECTIVE BARGAINING AGREEMENT (CBA)

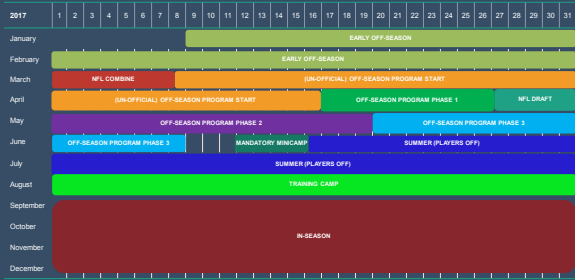
BUSINESS OF FOOTBALL

- \$\$\$ TO BE MADE ➔ LOSE FOCUS
- CONTRACTS NOT GUARANTEED ➔ UNCERTAINTY
- LARGE INCOME DISPARITY ➔ CONTEMPT

CBA

- ANNUAL CALENDAR
- OFF-SEASON TRAINING RESTRICTIONS
- IN-SEASON TRAINING RESTRICTIONS
- MISTRUST BETWEEN PLAYERS AND LEAGUE
- PLAYERS' AGENTS INVOLVEMENT

ANNUAL PLAN



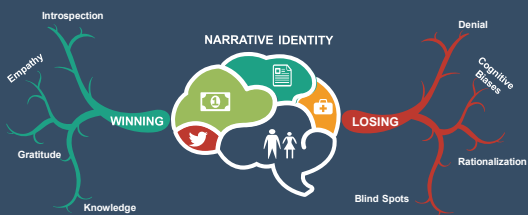
OFF-SEASON TIME RESTRICTIONS

- PHASE I – 2 WKS, S&C + MEETINGS ALLOWED, 4 HR MAX
 - PHASE II – 3 WKS, S&C + MEETINGS + FIELD WORK ALLOWED, 4 HR MAX
 - PHASE III – 3 WKS, S&C + MEETINGS + OTA'S, 6 HR MAX
- 4 DAY MINICAMP – ONLY MANDATORY EVENT ALL OFF-SEASON
- LONGEST STRETCH OF CONTINUOUS TRAINING IS IN-SEASON!

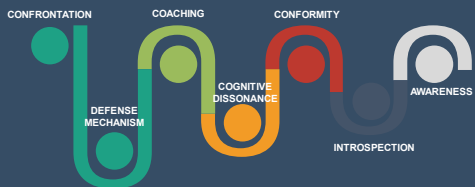
ATHLETE HISTORY

- SOCIOECONOMIC BACKGROUND
- UNIVERSITY EXPERIENCE
- TRAINING AGE
- INJURY HISTORY
- NARRATIVE IDENTITY

PSYCHOLOGY OF THE ATHLETE



SELF-AWARENESS ROAD MAP



Multi-Directional Speed (Crossover), Upper Body Lift

- 8:00/10:25 Prep Circuit (3 stations, 5 min each) – 15 min
1. Repeat 10/10 Breathing + Glute Squares 2x3 BC's each, All Four Body Lift 2x3 BC's
 2. Soft Tissue Perform, Hip Abduction & Adduction
 3. Mobility/T: Taper/Over: Quadruped Rotation w/Reath s/c;
- Supine 90/90 Rotation s/c; Prone Y, T, W, Press Swiss s/c

- 8:15/10:40 Miniband Glute Activation (Yellow or Green) – 3 min
1. Base Pls 1x10
 2. Push to Base x 5 pl
 3. Straight Leg Lateral Walk x 5 pl

- 8:18/10:55 Multi-Directional Movement Prep – 4 min
- * 1-4 min in place, movements are 10 xpl unless otherwise noted*
1. Lat Pull Squat x 5
 2. Rotational Squat x 5
 3. Cross Saddle Squat x 5
 4. Diagonal Reaching to RDL (R/L, only) x 5
 5. Walking Criss Cross Field/Hold
 6. Crossover Step x 2 each way
 7. Quick Getout
 8. Quick Shuffle
 9. Drop Squat to Base **Rotations** to Sprint 2x5 sec.

- 8:21/10:58 Half Group to Plyo, Half to Wall Drills
- Plays – 5 min
1. RCM Lunge/Midair Ring Props w/ stick 1x5
 2. CM** CM (not contacts)

- Wall Drills – 5 min
1. Lateral Crossover Posture Hold x 30
 2. Load & Lift x 5 sec

- 8:31/10:58 Movement Skills – 20 min

- Rotational/Reaching**
- Crossover to Base x 10 xpl (switch after down and back)
 - Crossover to Base - Reveal Out/Acceler Back x 10 xpl (1")
 - Crossover to Base - "1" (1 and 1) x 5 reps each way (switch after 1 side)
 - Cross Criss Sprint x 8 each way

Tuesday 4/18 – Linear Speed (Acceleration), Lower Body Lift

- 8:00/10:25 Prep Circuit (3 stations, 5 min each) – 15 min
1. Repeat 10/10 Breathing 2x3 BC's each, Wall Tap 2x10 (R/L 1x10S), Glute Bridge to March 1x5 BC's each leg
 2. Soft Tissue: Soleus, Quad & Hip Flexor
 3. Mob/Act: Glute/Over: Straight Leg Lower 1x5s; Hip Lift w/Ball 2x5s; 1 Leg Bridge w/Ball 2x5s; Sup. March 1x5s

- 8:15/10:40 Miniband Glute Activation (Green) – 3 min
1. BW Squat x 10
 2. Base Pls. Linear Walk Field/Head x 10xpl
 3. Ance Kick Backs 1x10 ea leg

- 8:18/10:48 Linear Dynamic Movement Prep – 5 min
1. Knee Hops
 2. Rev Breathing to RDL
 3. Quad
 4. Rev Lunge & Reach
 5. WGS
 6. Quad to St. RDL
 7. Linear March
 8. Linear Step – backside emphasis
 9. High Knee
 10. Neutral Act: Base Pigeon's to Sprint 2x5 sec.

- 8:21/10:48 Rip-a-half of Mob to Plyo, everyone else to Wall Drills

- Plays – 4 min (20 total contacts)
1. RCM Lunge Marble Jump 1x5
 2. CM** 1x5
 3. SC** 2x5

- Wall Drills – 4 min
1. Leaning Tower to Knee Drive – Load & Lift x 5 sec (switch after group has done both sides)
 2. Load, Lift, March x 5 sec each (1")

- 8:31/10:58 Movement Skills – 12 min

- Posture Rotations**
1. Posture Hold to March x 10, March to Banded 2x10 – "switch" – Acceleration Run 2x10 – "switch" **Stops**
 1. Staggered Start 4x5 pl (2 ea leg)

• SAMPLE OFF-SEASON MULTI-DIRECTIONAL DAY

• SAMPLE OFF-SEASON LINEAR SPEED (ACCELERATION) DAY

MOVEMENT DYSFUNCTION

• THE "PATTERNED" AMERICAN FOOTBALL PLAYER

- Lower Crossed/PEC
- Upper Crossed

• IMPLICATIONS

- Weak Glutes, Hip Rotators, Anterior Core, Scapular Retractors
- Overactive/Tight Lumbar Extensors, Hip Flexors, Pecs, Upper Traps
- Altered Respiration Patterns

TRAINING CONSIDERATIONS

- SQUARE PEG, ROUND HOLE
 - Squat
 - Bench
 - Deadlift
 - Olympic Lifts
- CHECK THE BUCKETS
 - Fill
 - Siphon
- LOW HANGING FRUIT
 - Needs not likes
 - Joint-By-Joint Approach

PROGRESSION - REGRESSION

- LESS JOINTS TO MORE JOINTS
- BODYWEIGHT → EXTERNAL LOAD
- SLOW → FAST
- SHORT → LONG

BIG ROCKS

- LOWER BODY (PUSH)
 - Squat
 - Trap Bar Deadlift
 - Rear Foot Elevated Split Squat
 - Single Leg Squat
- LOWER BODY (PULL)
 - Single Leg RDL
 - Glute-Ham Raise
 - Leg Curl Progression
 - Reverse Lunge (Hybrid)

BIG ROCKS

- UPPER BODY (PUSH)
 - Barbell or Dumbbell Bench (+ Incline Variations)
 - Push Up Progression
 - Kettlebell Single Arm Shoulder Press
- UPPER BODY (PULL)
 - Pull Up/Chin Up
 - Inverted Row
 - Single Arm Dumbbell Row

BIG ROCKS

- CORE (ANTI-EXTENSION)
 - Roll-Out Progression
- CORE (ANTI-ROTATION)
 - A.R. Press Progression
- CORE (ANTI-LATERAL FLEXION)
 - SIDE PLANK PROGRESSION
 - SUITCASE CARRY
- CORE (HYBRID)
 - TGU PROGRESSION
 - WEIGHTED CARRY VARIATIONS

BIG ROCKS

- LOWER BODY (POWER)
 - Plyo Progression
 - Olympic Variations
 - Kettlebell Swing
- UPPER BODY (POWER)
 - Medball Variations
 - Keiser Push-Pull

BIG											
2022			2023			2024			2025		
Sample Off-Season Upper Body Day											
Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu
Week	1	2	3	4	5	6	7	8	9	10	11
Exercise											
Volume											
Intensity											
Notes											

• SAMPLE OFF-SEASON UPPER BODY DAY

SKILL											
2022			2023			2024			2025		
Sample Off-Season Lower Body Day											
Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu
Week	1	2	3	4	5	6	7	8	9	10	11
Exercise											
Volume											
Intensity											
Notes											

• SAMPLE OFF-SEASON LOWER BODY DAY

PLYOMETRICS

- A FERRARI ENGINE WITH FIAT BREAKS
- LAND LIKE A HELICOPTER, NOT A PLANE
- SINGLE EFFORT TO MULTI-RESPONSE
- BILATERAL, UNILATERAL, MULTI-DIRECTIONAL

MOST DIFFICULT TO LEARN

- HINGE PATTERN
 - Deadlift
 - Single Leg RDL
 - Olympic Lifts/Kettlebell Swing
- ANTI-EXTENSION/PELVIC CONTROL
 - Roll-Out
 - Breath Work (PRI)
- SHOULDER/NECK PACKING
 - Weighted carries, TGU's, Deadlifts, Swings

COGNITIVE STRATEGIES

- SELECTION BIAS
- SURVIVORSHIP BIAS
- GAMBLER'S FALLACY
- FUNDAMENTAL ATTRIBUTION ERROR
- CULTURE BIAS
- SELF-SERVING BIAS

*"We don't see things as they are, we see things as we are."
- Anais Nin*

SEE THINGS AS THEY ARE... MOST OF THE TIME

- VULNERABLE MON-SAT, 3 M TALL & BULLETPROOF ON SUNDAY
 - Give Them The "Why"
 - Curse Of Knowledge
 - Meet Them Where They're At
 - Know Your Stuff!
 - Coach, Therapist, Salesman All Rolled Into One!

THE "S" WORDS

- SPORTS SCIENCE
 - Bad Rap or Bad Approach?
- Pendulum Swinging Back
- "Common Sense Department"
- Ends Justify The Means
- Careful With Our Own Biases
- Still Useful

HISTORICALLY SPEAKING

- GROSS MISMANAGEMENT OF TRAINING LOADS
 - Ignorance Is Bliss
- Good Intentions Line The Road To Hell
- "Because We've Always Done It This Way"
- Science vs Experience aka Ego

MONITOR

- EXTERNAL vs INTERNAL LOAD
 - Volume – Intensity – Play Speed (GPS/ZEBRA)
- Acute vs Chronic
- Subjective Data (Wellness Q's, M&S)
- Neurological Data
- Alert System (Thanks Smart Guys Upstairs!)

ACTION

• DESCRIPTIVE → PRESCRIPTIVE

- Goal: Individualize The Ultimate Team Sport
- Top Ups
- Pitch Counts
- Recovery
- Conversation
- Education Process



THANK
YOU
