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Hey, everybody. Welcome to the football 360 show coming at you live on YouTube, as well as X and of course you can catch all things football 360 show on Joe, I can't hear myself in my headphones. So can't hear myself.

So I'll take over. You there, Matt? I gotcha. I got you got me.

Okay. I'll just keep talking. And then as long as I can hear myself here, and I can hear you, then we're good.

I think. So you good? Yep. I'm good.

Yeah, I think I can hear you. I can hear you just fine. There you go.

No, I gotcha. No, I gotcha. We are so dedicated that we try to do it from beaches, try to do it from beach houses.

We do it without microphones, without microphones, you name it, but we're here vacation time a year. Last week, I did the little pop up from the beach. Of course, my down in Alabama, down in Gulf Shores.

This week, you're down there. We were supposed to do a show together down there, but we got the dates mixed up. And next year, we'll have to coordinate.

Usually that dead week is such a strange year. This year, it fell. Yes.

Even a little late. You know, I mean, they're going to have one week of practice and most everybody's starting school the following week. So kids kind of luck out and getting one week or two a days, I guess.

Right. It's pretty cool. But it's cool that it's here.

I mean, we're right in the throes of stuff. You know, college football practice is in full bloom already. You know, Mizzou just had their scrimmage the other day.

A lot of local guys that we can talk about who are doing well, who are moving up the ranks. Guys that we're really familiar with, which is really cool to see. That's the St. Louis guys on that Mizzou team.

Oh, man. Absolutely. And I know everybody, you know, we've talked about it before, how everybody like loves the recruiting class and loves the guys who are from Alabama or Florida or this.

But when you look at the guys who are moving up the ranks and the guys who are going

to be the ones who are really the stalwarts making the team go, it's St. Louis guys, Kansas City guys, you know, just guys from around the state. All across the board. And it's good because I think if you look at any major Division I school, the Power Four guys, you know, most of their solid core of their teams are made up their home region, if you will.

So they're controlling their region and getting the top talent. Right. Obviously, we lose kids as we have a lot of visibility because we lose kids constantly.

That we thought would have gone to Mizzou. They go elsewhere. But the reality of it is that happens in other states as well.

So, you know, I think but you can keep that core group of kids and then they get there and perform makes a huge difference. Oh, without a doubt. And what's really interesting about Mizzou is Mizzou.

And I think we've talked about it in the past on a show. You know, when they're at their best, the stars such as it is our local kids, you know, when you rattle off the big names that people will remember from Mizzou, you know, at their peak. It's the Blaine Gabbard's, the Jeremy Macklin's, the Alden Smith's, you know, Sheldon Richardson's, you know, Charles Harris's, you know, all those guys and it's gone on to bright NFL features.

And you got guys like that. How about Cody Schrader? Yeah. Speaking of another local guy, you know, I'm sure you're following how he's doing with San Francisco.

Not a shock. I mean, you know, the tough thing is it's always, you know, being an undrafted free agent, making those teams. I think people, you know, oh, he's, you know, this or that.

And next thing you know, like he's in a dogfight where he's going to make the squad. Right. So I think it's always difficult because I've read numerous articles where they talk about like it's insurmountable.

There's so many backs. How are they going to keep? Well, you know, when you see coaches mentioning him in practice and you see guys talking about how well he's doing and special teams will probably be how he earns his keep, I would assume. And knowing what he what he did at Mizzou when he was, you know, a guy, he still was playing special teams.

Absolutely. And, you know, he's a guy and he's doing it all up there. He's running the ball.

Well, he's doing special teams. He's catching the ball. Well, you know, for them.

And I mean, he's he's a complete all purpose back. And with a guy like that, I mean, the

NFL does NFL really have the, you know, 30 carry guys anymore? Life cycles are so short now. I mean, it's you invest money in them, but you don't overinvest.

Right. I mean, granted, you know, 49ers have Christian McCaffrey, arguably the most well-rounded back in the league. Right.

But, you know, Cody Schrader is a guy that comes in there and I think fits the mold. And I think that more than anything, when you have teams that are consistent winners like the 49ers, I saw a use check. It was considered the what the top fullback in the game slash whatever, you know, whatever they use him as.

And he was talking about what a great fit Cody Schrader has been in their running back room. Right. That speaks volumes about, you know, because he's going to get there.

He's going to work. And, you know, it's funny. I saw a video that someone had posted him.

Schrader goes out and he's the first guy on the practice field. Right. And so the press caught on to it and he's doing like a little warm up and then like it just gets into like a little sprint.

And, of course, you know, then you have the naysayers and some guys, you know, dogging on him, like, oh, what was that? What kind of what kind of move was that? And it's like, what a nerd. Yeah. One, he's out there early because he cares, too.

And this is a 49ers fan that doesn't know the kid's name. But, of course, will be the first. You'll get the big carry in the game, wins the game for him.

Then he's going to be the guy cheering for him. So, I mean, that's just the fickleness of fandom, I guess. But without a doubt.

So, yeah, he's doing a great, great thing. He's out there. He's leading by example and earning his keep.

And then you have people still talking smack, which, you know, I guess comes with the territory. It does come with the territory. But how great of a reflection is it on the scouts or the 49ers? Right.

That they're able to get these guys, the McCaffreys, the other guy you just mentioned, Cody Schrader, picking him up as a free agent. And, you know, Cody, you know, even if he doesn't stick with the 49ers, which I think there's a really good chance that he will, you know, somebody else is going to look at that and, boom, give him another opportunity. He's going to have his opportunities.

That's the cool thing about it. And I think it'll kind of bleed into what we're talking about. We keep talking about college football.

But, you know, they have pro scouts. So people are watching every game, those joint practices, anything, any film that's shared throughout the league. There's pro scouts scouting other people's players, which I think is really cool.

And, you know, the reason why people get into camps and, you know, stick in camps and they get cut and then they show up somewhere else the next week is they have intel on these guys. And you may not be a great fit in one offense or defense and then turn around and be an unbelievable fit in someone else's. But I'll give you a great story, JP.

So a week ago Sunday, Justin Strong, who was one of our former boom players, came in, had a workout. He worked out with Zach Abram. And he was a running back coming out of SIU.

So great guy, played over at Altaf, had a really good career. You know, it's one of these things where he had his career was good at SIU, but he was in the backfield with three or four other guys splitting carries, which, you know, in college you want to be that that guy that's the premier back like Cody Schrader was to get a chance. Right.

He still was an undrafted free agent. Right. So it's one of those things where and he was an SEC leading running back.

So, I mean, it just shows you the viewpoint of running backs these days in the league. But they're obviously they need them and they want young guys younger, the better. So Justin had an unreal pro day.

He's a top 12 relative athletic scores. The Razz scores of all running backs to do pro days or combines since 1981 or 83, something like that. So he is testing for his size and his abilities.

He's like a nine point six out of ten, which is outstanding. So he spent a little bit of time with the Colts in a workout scenario. So he trained a week ago Sunday.

His agent called me Monday, said, hey, I talked to the Seahawks and they're bringing him in. So he was there on Sunday. He left on Monday and he was in Seattle that night for his physical and all that stuff.

And last I heard, he's still there. So it can happen that fast. And so his goal, as any of these guys goals is, is get reps, get valuable reps where they can get the eyes of other teams on them.

If they're not the fit that they're going to be on there or get signed to the practice squad. So, you know, I think that's that's one of those things where it's just such a gamble and you don't know until you're there, I guess. And you don't know how good the fit's going to be.

And you see where the teams are already making cuts on guys, which is really difficult because, you know, these people spend their entire lives training and developing. And then, you know, you get there, you're just not a good fit. It might not be that you can't play.

It's just that you're not a good fit. Right. No, absolutely.

And the guys who keep going like that, like Justin and Cody, it's that mindset. You know what I mean? They know how good they are. They know the time and the work that they've put in and what they've built themselves as a player and physically.

And so they're going to keep taking that shot and more times than not. Or maybe that's maybe that's not true. But but almost a lot of the time that pays off, you know, and you love to see it when it pays off.

You know, now everybody wants to do it. Right. So there's a lot of guys that do it or will attempt to do it or keep trying to do it.

But there are just those those few guys like Cody or Justin, those guys, you know, you got to like their chances. Well, you do. And those are the guys you want to get in the ring with you because they're they're guys that people have doubted.

Right. Those are some of the most dangerous human beings you encounter are people that drive off other people's doubts. And I think, you know, I think Brady Cook's a good example of that, too.

You know, you know, everybody's applauding him and this and that. We're talking about a cotton ball from last year. But let's not forget, you know, even internally on their own staff and, you know, some of the things going on the previous two seasons, he didn't have he was an underdog.

He wasn't the guy. So that's why I think it's pretty neat to see the story came out of him, because he's fought through all of it and now he's on the other side of it. He's got his coach cheering for him and all that.

But there was a moment in time when it was in question whether or not he was the guy. Right. And so and, you know, when you're not the guy, you're not the guy.

And so that's the thing about it. And, you know, it's really interesting to see how it unfolds. It was one of our guys who was a former guest, Michael Nese, with who's with the Lions, was telling me, you know, this past offseason, he had a really good offseason this spring with the OTAs and he got a lot of reps with the ones.

Right. And because the starter was out hurt and he said, you know, he made he made the the comment that he's like, look, in the NFL. And I think it's the same in college is

probably the same in high school.

If they invest a lot of time and energy in you and get those reps with the one team or the twos, your odds of sticking on on that team and getting on the field are far greater because it's not like someone's just going to come out of the blue and take your job because they've invested time, energy and money and then they've earned a degree of trust. And he said, you know, the problem is, is like you can kind of even screw up if you're in that position, because then they'll go, well, yeah, he's just having a bad day. Right.

The guy who who's coming up, who doesn't have that leeway, you can't afford to have any bad days. And so I think, guys, you know, you have to earn that right. And if you're drafted, oftentimes that that is your your your birthright, if you will, into the league.

Oh, yeah. Undrafted guys. It's just like a walk on or a young freshman trying to get on the field.

You know, there's too much energy and time spent developing guys to let somebody just leapfrog them. And it's a trust factor, even though in some cases, oddly enough, that person might be better. And so but I think it's tough for coaches to see that.

Right. It really it really is. And that translates to the college game, too.

Like you said, you're a freshman coming in. If it's a heavily recruited guy, he's going to get that opportunity above somebody who is not as heavily recruited. Right.

Because they've invested in that guy. And so they need him to pan out. The other guy they can they can take their time with because he's he's not going anywhere.

He'll he'll develop at his own pace. And eventually, if he is better than that, we'll just, you know, that will take over. But it translates there.

And it's something you talk about both with Michael and with Brady and that. And it's something you guys do, you know, at elite. You guys really are on it as far as the skills training, the physical development, everything like that.

But something that's not really talked about a lot is the mental aspect. Talk a little bit about the mental aspect that you guys at elite because I get to watch it. I get to see it.

Right. But other people don't talk about the mental, you know, training that I see your trainers, you know. Yeah, because I think there's a multitude of ways you approach it.

Right. One is just being realistic about the task at hand. Right.

Each of these guys, you know, it's a mindset. Right. More than anything.

Right. And the mindset is, is look, we're not going to worry about what's happened in the past. Right.

And whether good or bad, we're not going to worry about anything that's coming in the future. We're going to control right now. And so as an athlete, that's very empowering, because when you're living in the now and you're taking care of your business, there's a sense of pride and accomplishment that comes from that.

That is very, very good for the psychological makeup of an athlete. So it's like giving yourself credit for work done, if you will. Right.

And so you're not like you're resting on the fact that, hey, I'm a good boy. I did my job today. It's more of, hey, I'm prepared to do whatever it takes to accomplish my goals.

Right. So that's a mindset. And the mindset has to be supported by action.

And if you don't support your mindset with action, then you're lying to yourself. And I think that's where a lot of athletes run into trouble. They do a lot of things and they put a lot of window dressing.

But in the back of their mind, they know for a fact that they haven't done the work to support that. And so that is a very dangerous scenario to be in. You know, for example, you'll see kids that will post a bunch of videos online about themselves doing X, Y and Z or posting a highlight of them catching a one hand ball.

Well, they don't show that the 20 balls they drop before that. Right. It's ingenuous because they're not a guy that consistently does that behavior.

Yeah, they get they caught that one, but that's hardly a skill that they've mastered. And so in my mind, you know, we want to teach our athletes that, hey, you're only as good as what you're doing right now. Yes, the work that you've done in the past is going to lay a foundation.

But that's there. That's done. No matter what it's done.

We can do nothing about the future if we don't control right now. And so I think if we spend that time with them, just talking them through the mental game. And then we do, you know, the other side of the mental game is, is getting the brain to to synchronize with the game you're playing in the position you play.

And I think there's that side as well, which, you know, a lot of kids don't truly understand the game of football. They don't they play football, but they're not football players. And so our approach is going to be, you know, obviously, you gain trust of your athlete.

If they don't trust you and don't believe what you're saying, they're never going to listen to you, JP. They're just not going to do it. They're going to, you know, as young males,

they're going to tell you, well, this is how I do it.

This is what I do. And believe me, I think that's the kiss of death of young athletes is thinking that they know too much. Right.

And that, oh, I've done this. And in reality, most of them are probably five to six years in the game. In the first three or four years, they didn't know what they were doing.

You know, I mean, to give yourself credit for your elementary school years or middle school football is a gross mischaracterization of what football really is. And, you know, that's no slight on junior football. I coach junior football.

But the truth of the matter is most kids out there, one, are there just for fun to do, to play a sport, learn a sport. Two, the synchronization and the choreography of the game at best is minimal. Right.

And so it typically comes down to who can synchronize a little bit better than the others or who has the best athletes. Right. And I think a lot of times, you know, you look at that side of it.

There's really good junior football players that and. They don't end up becoming really good, you know, varsity. Yeah, there's a there's a lot of former JFL greats that that superstar status didn't translate well to the high school level or beyond.

Yeah, it happens. And I think that's the same thing. So if your mindset isn't correct coming out of middle school into high school, you're in for a rude awakening.

And then if it's not coming out of high school, going to college, you literally your career could be over. And so I think that's where you got to get into a program where people know you and that they understand. What your shortcomings are and how to get get it out of you.

Right. Because all of us are trained and taught a certain way and we react to certain stimulus a certain way. And, you know, there's some kids you could you can you could say something to them nowadays and they're just shut down physically and mentally.

Like they just shut down. So take their ball and go home. You know, and I think, JP, back to your question about mental side of things.

I think coaching someone hard, but being fair is the best way to coach them, because if you're able to do that, they may not like it. Right. They may they may think it's disrespectful towards them.

And it's not because you're helping them. You're trying to bring the best out of them. But the funny thing is, is that they have not received that type of coaching or truth in their life.

Then the first time they encounter it is going to be earth shattering. And it's going to probably send them down a path they don't want to go down. And so, you know, my opinion is, is that, you know, you got to be fair with guys.

You have to know when to push and when not to push. But at the same time. And I think that's what our coaches do a really good job of it, because, you know, everybody builds a personal relationship.

And that's what I would say that, you know, the difference between what we do at Elite and like what my former when I coached high school football. It's a far more intimate environment when you're coaching in a private environment or a small group environment than a team, because, you know, there's certainly a team that you do not want to disrupt by, you know, spending a little extra time with certain kids because then it becomes favoritism. And then it becomes, you know, detracting from what the team goals are.

And I think that's what's so neat about the private side of things is that you can really develop those relationships. Guys open up to you. And in some regards, you're a counselor.

Right. And in many regards, I am a counselor first, a coach second. And and I don't mean that like there's a bunch of fragile people that need therapy, but it's in the sense that you're getting to know them as an adolescent, turning into a young a young male who is maturing.

And there's problems that come in maturity. Right. There's things that happen.

There's bad decisions that are made. There's decisions that need to be made. And I think that's the beautiful thing.

That's why I love it. Don't get me wrong. I love coaching football, like, you know, the scheme and and running offense and all that stuff.

And I think that's really cool. But on the flip side, and I think a lot of people misunderstand it. I mean, there's a lot of people that will say, well, those guys, anybody can do what they're doing.

But I would argue that's not the case because, you know, you have you have to be wired a certain way to want to spend time on the little things. And in the society we live in, most people are not wired to want to spend time on the little things. They're wired to spend time on the the big things.

And I would consider practicing and games the big things. And that's where the glory is that there ain't much glory in watching someone throw a ball over and over and over and then do it for six, seven hours a day. There's not a lot of glory in that.

Right. Or watching. I mean, like.

Oh, yeah. No. Everybody everybody wants to show up and play.

Right. But you don't want to put that time and practice and whether it's no matter what it is, whether it's, you know, even with an instrument. Right.

Everybody wants to be a rock star, but they don't want to spend the hours or make it their life to, you know, learn that that instrument or to be a vocalist or whatever. Believe me, if you heard me sing or play an instrument, you would know that. I can be no talent to do it.

Right. But but but it doesn't make you not want to be that. That's the thing is, every time you play a really good guitar singing like, man, that'd be awesome to do.

But then you realize, sure, those guys probably have some natural proclivity and gifts. Right. But if they didn't work on it like it, it doesn't work.

So I think that's the funny thing about it is. And to your point, I had someone tell me that day they were talking about some kids we had trained and a coach had made a comment. Oh, well, that kid's just a good athlete.

He would have been good no matter if he did that or not. And it's highly disrespectful because, one, it's assuming that that kid just naturally out of the womb knew how to play quarterback. I mean, right.

Sure, he's athletic. But the things that we've taught and worked on. I mean, I'll give you I'll give you a real world example.

Brady Cook the other day sends me a message there. They're in training camp. Right.

Unprovoked, just like out of the clear blue, sends me a picture of him throwing the ball and just said, hey, what do you think? And it was just a picture, not a video. And he wanted me to write back. Oh, that looked really good.

Right. Because it was really good. And he said, it's grooving.

I'm feeling good. Everything we talked about the last three weeks is going great. My feet finally feel good.

He's like, I'm just letting it fly. But he's like, my feet are getting anchored to the ground like we've been talking about. So to me, somebody could go, oh, well, Brady Cook, he just look at him.

He's a divisional quarterback. He's so good. Well, here's the crazy thing, JP.

Yes, he is. He is a really good athlete. But there are certain things he's done throughout

his training and development that have allowed him to rise and get to a point where he's comfortable to do what he's doing and do it over and over and over.

And do it at the SEC level and be one of the top guys in the country. But he's also the same guy who still is seeking information and seeking development, seeking to get better because he understands to stay where he's at and go where he wants to go. He's going to have to get better and better and keep working on that.

So I find it highly offensive and highly just misunderstanding of how the process works. And there are a lot of people that see what we would do on their scouting side and on our side of the skill development side that would look at us and go, they don't know what they're doing. I mean, I could just do that.

Well, the thing is, go try it, because I don't see a ton of guys doing an inordinate amount of skill development training in practice. The reason I know that is I've been doing it for 25 years. The kids come in, we have college and pro guys and high school kids and middle school kids.

It's a class or a session. It's so good to get back to basics and learn about the game of football. And I think there's a primal instinct of most guys who want to do something and get better at it to get back to the basics and the rudimentary form of why you're doing it and how to do it.

And I think once you get to that point, then the mental side of it is believing that you can do it and resting assured that you've put the work in to do it. And I think as we get deeper into the season, you see those guys that have trained. You see those guys that developed.

It's the same thing with the guys that work out in season, that lift, right? There's guys that work out and lift and do things the right way and take care of their body in season that finish better than when they started. And there's guys that literally camp is going to start Monday. They're not going to touch a weight till December.

And then they're going to wonder why they don't look good at the end of the year. Right. And so that's a struggle.

That's an education component. That's something that we need to, like, you know, pound the drum on because a lot of teams do not have time built in for the kids to work out. They may have weightlifting class at school.

They may not. And then the kids say to themselves, hey, I don't have time. I'm in season.

You know, and the parents like the brain shifts to see it's in season. But why would you work out eight or nine months to let it rest for three or four? You know what I mean?

Like, it makes no sense. So, you know, we have a program.

I have told you a thousand times about our offseason program. You know, when you jump on the force plates, it gives you a specific workout plan. Look, if you don't have 45 minutes, two days to three days a week in season, you're practicing for two hours.

You have two hours of homework. You've got an hour to work out. It's priorities.

Right. And then you have enough time to get to sleep. In my mind, you know, you become what you what you accept.

And so if you accept mediocrity, you're going to be mediocre. If you're going to accept greatness and push yourself and get yourself out of your comfort zone, you're going to reach those goals. And whether whether people like you reaching those goals or not, you're going to reach.

Well, it goes back to the whole mindset of how good you want to be, you know, how good you want to be. And back to what you said about, you know, somebody said, oh, he would be that whether he trained or not. That's not only is it is it offensive to you, but it's also inaccurate because I've seen it.

Right. And I know right away who's trained and who has not trained. And so I've seen it firsthand for a lot of years, the guys who train versus the guys who don't train.

And it's just not true because there's been there've been a lot of great athletes, a lot of great athletes who have played, played local high school football, wanting to be college guys. And they're not the ones who don't train. They don't reach that same level.

And if they do, they're usually not going to be at that position. They're just a good athlete that a college will take a chance at. And we've seen it a thousand times with that kid.

There's guys that are coming in that, you know, are prepared. Talon Chandler is a great example. He's a guy who honed himself over the years.

He started as a little kid. He tried all different positions. He was a linebacker.

He was a tight end. And then we told him, you know, in middle school, hey, you're going to be a lineman. You know, he fought it, but he loved it in the end.

I read an article the other day where they were talking about surprise, you know, freshman. And he is not a surprise to you or I, because he's worked his tail off. That doesn't mean he's going to beat Connor Tullison off, but he's competing for the number two spot as a true freshman.

And how does that happen, JP? It happens by training. It happens by staying dedicated to

his lifting program. It's a mindset and support from his parents.

It's all of it. And you know what? He expects to do it. I don't think he's surprised by it.

No, not at all. But I do think it's really interesting that the cop out is, oh, well, he was just a good athlete. And, you know, what's funny is that same guy, that same style of coach in their mind, the reason why they're not winning is because they don't have good athletes.

Right. And that is a mindset versus, well, spend time and develop your guys. How about that? How about you? How about you open your horizons and figure out what other coaches are doing to develop their guys? Why not, you know, partner with someone like us?

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