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# WELCOME

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We are thrilled to welcome you to the ALTIS Higher Education MSc in Strength, Conditioning, and Coaching – a program designed to redefine coaching education and elevate your professional journey.

This is **the first fully accredited, privately run Masters Degree of its kind**. We believe this program represents a transformative step in coaching education, offering a unique blend of academic rigor, practical application, and a systems-based approach to human health and performance.

# ACCREDITATION AND GLOBAL RECOGNITION

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ALTIS Higher Education is an official Member College of Woolf, a European collegiate higher education institution whose degrees are recognised in countries all over the world. The MSc program is accredited via Woolf on the European Credit Transfer System [ECTS]. [Learn more about [Woolf University here](#)].

This means that **students graduate from the Program with an internationally recognised Masters Degree in Strength, Conditioning and Coaching**.

Whether your next step is advancing your career, pursuing further education, or exploring research opportunities such as a PhD, this degree is designed to support your ambitions.

# PROGRAM STRUCTURE AND START DATES

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Duration: 18-24 months [full-time] | 24-60 months [part-time]

Enrolment: Annually in September

Formation:

- **Four integrated blocks** of study
- **Three in-person residential sessions** in either:
  - Phoenix, AZ
  - London, UK
- A combination of online lessons, live zoom calls, mentorship sessions, tasks, forum discussions and practical, hands-on learning

# OUR PERSPECTIVE AND FRAMEWORK

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This program approaches health and performance through a 21st-century lens, built on the principles of **Complex, Adaptive, Dynamical Systems**. We recognize that athletes, coaches, scientists, and sports medicine practitioners all work within interconnected, evolving systems.

From day one, we'll introduce and guide you through this systems-based perspective, providing a framework that informs every aspect of the program and your coaching.

## BLOCKS OF STUDY

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Each block is designed around a central theme and a curated set of **real-world problems** you will encounter as a practitioner.

Within each theme, you'll learn to:

- Observe and analyze health and performance issues
- Understand the systems and variables at play
- Manage complexity and integrate solutions
- Solve problems effectively using a foundation of robust concepts, principles, models, and heuristics

## LEARNING BLOCKS STRUCTURE

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Each learning block is built around the following framework:

- A **Theme**: Central focus for the block.
- A **Problem**: Real-world challenges you'll face as a practitioner.
- A **Solution**: Evidence-informed approaches to address these challenges.
- **Concepts and Models**: Tools to help you analyze and support the solution to the problem.
- **Principles and Heuristics**: Guidelines to streamline decision-making and practice.



# WORK & EVALUATION

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Throughout each block, **you'll engage in tasks and assessments** designed to evaluate your understanding and application of the material. You'll complete a range of assessment, including:

- Video submissions
- System maps
- Presentations
- Written work
- Infographics

## BLOCK SUMMARIES

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### **Block 1:** Coaching and Understanding Movement

**Theme:** Building the foundations of effective coaching and movement analysis.

#### **Problems Addressed:**

1. How do I identify all the factors influencing my decision-making and manage them effectively?
2. How do I analyze the movement demands of athletes and prepare them accordingly?
3. How do I screen movement to assess an athlete's abilities accurately?
4. How do I design training programs to develop movement skills?
5. How do I coach athletes during tasks and exercises to improve performance?
6. How do I create a positive training culture, manage the environment, and collaborate within an interdisciplinary team?

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### **Block 2:** From Capacity to Coordination

**Theme:** Understanding and developing the key factors influencing motor performance.

#### **Problems Addressed:**

1. How do I identify the physical demands of competition and use them to help guide my preparation decisions?
2. How do I identify contextually relevant training priorities through athlete profiling?
3. How do I appropriately select training methods to achieve specific adaptations?
4. How do I design adaptation specific capacity development interventions?
5. How do I design training interventions for specific capacity transfer into competition specific movement skills?





# BLOCK SUMMARIES

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## Block 3: Performance Planning

**Theme:** Planning and managing training for performance in diverse populations.

### Planning Problems Addressed:

1. How do I begin to plan the training year/ macrocycle for different contexts?
2. How do I decide what adaptations to focus on to begin with and when to change my focus to the next priority?
3. How do I design training mesocycles which create safe overload and achieve progression over time for different qualities?
4. How do I facilitate the recovery for athletes between sessions and days and monitor the acute and chronic impact of load?

### Conditioning Problems Addressed:

1. How do I understand the metabolic demands of competition to help guide my preparation decisions?
2. How do I design and apply effective short and long term training blocks to ensure specific capacity development?
3. How do I use conditioning sessions appropriately throughout training and monitor their impact on training load.

### LTAD Problems Addressed:

1. How do I measure and understand where an athlete is in their growth and maturation journey to inform my decision making.
2. How do I design training which is appropriate for a maturing athletes present and future?

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## Block 4: Leading the Coaching Conversation

**Theme:** Creating and applying new knowledge to real-world coaching.

### Problems Addressed:

1. How do I design, conduct and critically interpret research to help develop new knowledge for the coaching field
2. How do I synthesise knowledge into action to support coach decision making
3. How do apply a systems approach to applied research and coaching in real world performance problems

# WEEKLY ENGAGEMENT

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Students will spend their time across a range of structured activities to support their learning:

- **Live Scheduled Calls:** Group discussions [recordings available if attendance isn't possible].
- **Small Group Mentoring:** Focused guidance in smaller settings.
- **Self-Paced Lessons:** Includes videos, text-based materials, and structured tasks, with optional group study windows.
- **Forum Discussions:** Sharing tasks and discussing resources or concepts.

**Assessment Feedback Sessions:** Direct feedback on tasks and assignments.

# TIME REQUIREMENTS

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- **Full-Time Students:** Approx 5-6 hours per week in structured learning activities, with an additional 15-25 hours for self-study, coaching, planning, and assessments.
- **Part-Time Students:** Approx 4 hours per week in structured learning activities, with additional self-paced study time as required.

The time commitment outside of structured hours will vary depending on your background knowledge, study route, and individual pace. This time includes practical coaching and self-directed learning, ensuring you integrate program content into your existing professional practice.

# RESIDENTIAL DETAILS

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The program includes three 4-day residential learning experiences. Each complimenting the content covered in learning block 1 -3.

These can be attended in:

- Phoenix, AX
- London, UK

These residentials take place over the first 18-months of the program. Dates TBC

Attendance at these in-person events is not a prerequisite to graduating, but it is highly recommended.





# GRADUATION REQUIREMENTS

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To graduate from the program, students must:

1. **Complete Assessments:** Successfully pass all relevant assessments.
2. **Accrue Sufficient Learning Hours:** Material engagement is tracked to allow students to accrue and evidence sufficient learning hours.
3. **Maintain Good Standing:** Ensure tuition fees are paid up to date.

The full ALTIS Higher Education Terms and Conditions will be shared with at the time you receive an offer to join the Program.

# PROGRAM STRUCTURE

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## Full-Time

- **Duration:** Approximately 18-24 months.
- **Format:** Three 4-day residential learning events spaced across the first 18-months, and surrounded by remote study.
- **Weekly Commitment:**
  - ~5-6 scheduled study hours
  - Additional time for assessments and self-study
- **Responsibilities:**
  - Travel and accommodation costs are self-funded [preferential hotel rates may be available].

## Part-Time

- **Duration:** Approximately 24-60 months.
- **Format:** Three 4-day residential learning events spaced across the first 18-months, and surrounded by remote study [Events can be attended at alternative later dates]
- **Weekly Commitment:**
  - ~4 scheduled study hours
  - Additional time for assessments and self-study
- **Responsibilities:**
  - Travel and accommodation costs are self-funded [preferential hotel rates may be available].

# FLEXIBLE APPROACHES

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We offer a very flexible study approach and take pride in being able to support students with highly varied circumstances. **Your study speed and approach can be customised for as long as you complete within 5-years.**



# TUITION

**Total Program Cost: \$19,750**

A \$750 deposit is required to secure your place, which will be deducted from the tuition.

- 1. Single Upfront Payment:**
  - o \$19,000 prior to program start
- 2. Learning Block Payment Split:**
  - o \$Approx \$4,000 payable every 4-months until balance cleared
- 3. Monthly:**
  - o \$2,000 upfront
  - o approx \$1000 per month for 17 months [includes \$260 processing fee]

For block based and monthly approaches, amounts can be reduced if payments are spread over 24-months instead of 18.

\*outline is approximate and exact amounts and dates will be shared once you receive an offer\*

“Investing in education is investing in the future”  
- Ernie Fletcher





**See Some of Our Faculty Below**



## RICH CLARKE PROGRAM DIRECTOR

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Rich is a strength and conditioning coach and educator with over a decade of experience in sports such as basketball, rugby, and football.

He is currently the lead strength and conditioning coach for the Bristol Flyers Basketball team and specializes in change of direction and agility. An accredited UKSCA coach since 2011, Rich has consulted with many organizations such as, Everton FC, Cleveland Browns, and the Memphis Grizzlies, while also publishing research on multi-directional speed and power development.



## NICK WARD LEAD PROGRAM FACILITATOR

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Nick has dedicated nearly 35 years to coaching, mentoring, and educating athletes and coaches across a wide range of sports and settings.

Nick's career spans roles as a strength and conditioning coach, fitness coach, lecturer, business owner, and mentor, allowing him to support athletes and coaches from amateur levels to Olympic podiums. A passionate educator, Nick has influenced countless coaches through his roles as a mentor and program developer. His commitment to advancing the coaching profession continues to inspire the next generation of performance specialists.



## JO CLUBB SENIOR PROGRAM MENTOR

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Jo is an international sports science consultant and founder of Global Performance Insights, with over a decade of experience in elite team sports.

She has worked with professional organizations including the Buffalo Bills, Buffalo Sabres, Chelsea FC, and Brighton and Hove Albion FC. Jo specializes in training load monitoring, athlete profiling, and integrating AI into performance. Passionate about education, she frequently shares her expertise through blogs, lectures, and international conferences.

## STUART MCMILLAN TUTOR

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Stu is the CEO and Short Sprints Coach at ALTIS, with 30 years of coaching experience across professional and amateur sports.

He has coached over 70 Olympians at 10 Olympic Games, contributing to more than 30 Olympic medals. Stu has worked with national governing bodies in six countries and consulted with professional teams in the NFL, MLB, NHL, EPL, Ligue 1, and NBA. His expertise lies in power and speed development, and he continues to lead the coaching field globally.

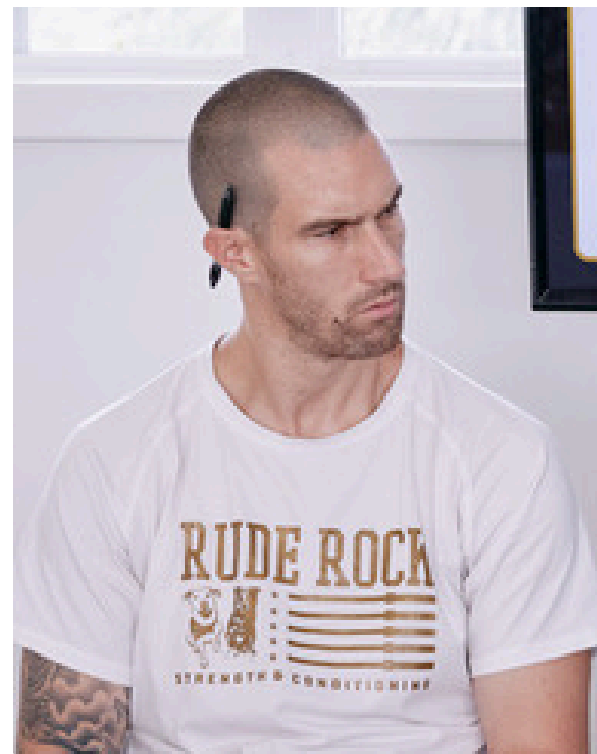


## DANNY FOLEY TUTOR

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Danny is the co-founder and CEO of Rude Rock Strength and Conditioning, with over a decade of experience in high-performance coaching.

He specializes in return-to-play and complex injury cases, drawing on six years as Head Strength Coach at Virginia High Performance, where he worked with Navy SEALs and Special Operations personnel. Danny is also known for his contributions to fascial-based training and continuing education in human performance.



## ROB WILSON TUTOR

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Rob is a manual therapist, coach, and educator with over 20 years of experience in human performance.

He specializes in breathwork applications and has collaborated with organizations like the UFC Performance Institute, U.S. military units, and ALTIS. Rob is passionate about merging scientific principles with practical application to improve athlete performance and health.



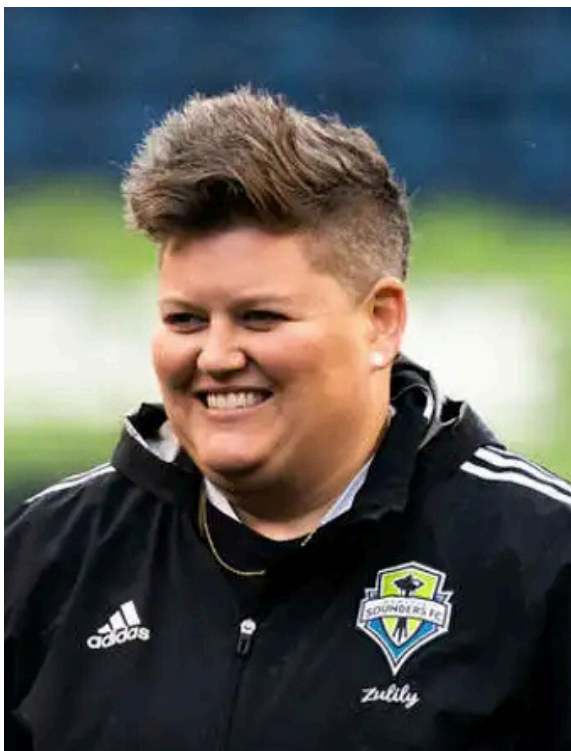


## DENNIS LOGAN TUTOR

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Dennis has over 17 years of experience in Strength and Conditioning, working with athletes from the NFL, international rugby, and Special Forces operators.

He blends his expertise in coaching with entrepreneurship, helping fitness professionals design business models and achieve financial independence. Dennis continues to empower coaches through education and mentorship.



## MEGAN YOUNG TUTOR

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Megan, the 2023 NSCA Professional Strength and Conditioning Coach of the Year, is a Performance Coach for the Seattle Sounders.

With over 15 years of experience, she integrates sport science, data systems, and human optimization technologies to support elite athletes, Olympians, and World Cup champions. Megan's work focuses on combining tactical empathy with data-driven decision-making in coaching.



## JONAH ROSNER TUTOR

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Jonah is a sport scientist and strength coach with seven years of experience across all major American professional sports.

Jonah has held roles with the Houston Texans, Austin FC (MLS) and the University of Texas Men's Basketball team, and has consulted for teams and athletes in the NFL, NBA, MLB, EPL, and PLL. Passionate about making advanced sport science accessible, Jonah works to bring innovative methodologies to new demographics.

## KEVIN TYLER GUEST TUTOR

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Kevin is the President and Long Sprints Coach at ALTIS and has over 25 years of coaching experience, including three Olympic Games and eight World Championships.

He has worked with athletes from multiple countries, including seven World Championship medalists. Kevin also served as Head of Coaching at UK Athletics and Director of the Canadian Athletics Coaching Centre, making him a highly-respected leader in performance coaching and education.



## ANDREAS BEHM GUEST TUTOR

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Andreas is a seasoned coach with nearly two decades of experience, helping athletes compete at four Olympics and eight World Championships.

His athletes have earned 11 individual medals, including an Olympic gold and a World Record in the 110m hurdles. Andreas brings both his expertise as a sprints and hurdles coach, as well as an experienced mentor and coach educator.



## DAN PFAFF GUEST TUTOR

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The legendary Dan Pfaff is a renowned track and field coach and coach educator, who has worked with national, world, and Olympic champions.

Over his 45 year career, he has coached athletes to success at multiple Olympic Games, World Championships, and international events. Currently, Dan serves as a mentor and educator with ALTIS, and a private consultant with dozens of professional teams, sharing his expertise in elite athlete development.





## DR. MATT JORDAN ACADEMIC BOARD MEMBER

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Matt is a former Olympic strength and conditioning coach, sport physiologist, and integrated support team leader.

With a PhD in strength and power training, Matt has worked with numerous professional and Olympic athletes and consulted for teams in the NHL, NBA, NFL, and MLB. He continues to advance the field of human performance through research and mentorship in his role as Co-Lead, Integrative Neuromuscular Sport Performance Lab, Faculty of Kinesiology, Sport Medicine Centre, University of Calgary



## DR. MORGAN WILLIAMS ACADEMIC BOARD MEMBER

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Morgan is currently a Data Scientist with VALD after having been a University Lecturer for 25-years and a Certified Strength and Conditioning Coach with the NSCA since 2001.

He has consulted and worked with many organizations and institutes, supervised 14 PhD's and published over 100 research articles focused on hamstring function and overall injury risk.

**“the mind is not a vessel to be filled,  
but a fire to be lit.” - Plutarch**