

MORE THAN MOVEMENT TEACH ATHLETES TO THINK

WHY PHYSICAL LITERACY CREATES
MORE CONFIDENT ATHLETES, BETTER
COACHES, AND STRONGER PROGRAMS



FEATURED PODCAST

Coach Justin Loudon is the 2024 NSCA High School Strength Coach of the Year and Head S&C Coach at Ezell-Harding Christian School, where he has built a curriculum-first program that develops athletes from seventh grade through graduation.

TULLY

"I don't want to see you on YouTube fail reels."

Instead of producing stronger teenagers, great programs produce adults who understand how to train for life.



BUILD PHYSICAL LITERACY

Many strength programs teach athletes what to do. Far fewer teach them why they're doing it. When athletes understand movement, recovery, training principles, and their own development, they become more engaged, more confident, and better prepared to improve long after high school.

Coach Justin Loudon's philosophy is simple: The goal isn't just stronger athletes. It's physically literate athletes.

FIVE IDEAS WORTH STEALING

Teach the "why," not just the workout

Athletes who understand training become athletes who own their development.

Build your program like a curriculum

Every year should intentionally build on the last—from movement fundamentals to advanced performance.

Confidence is the real KPI

Better movement, greater understanding, and small wins create athletes who perform with confidence.

Keep development long-term

The goal isn't to peak in high school—it's to prepare athletes for what's next.

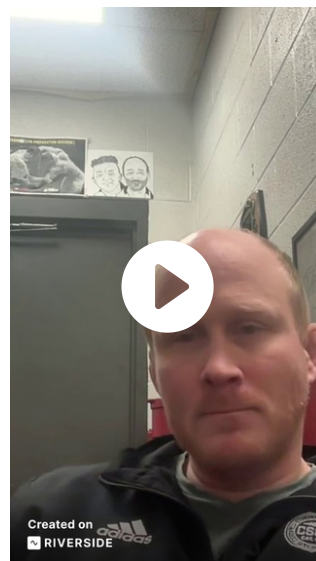
Invest in teachers before facilities

The most valuable upgrade isn't another rack—it's a better educated coach.

Justin coaches every student—from 7th through 12th grade—through a six-year development model.

ASK YOURSELF

- Do our athletes understand *why* they train?
- Could every athlete explain today's workout?
- Are we building confident athletes—or simply stronger ones?
- Does our program intentionally progress from year to year?
- Are we investing in coach education as much as equipment?



GO DEEPER

2024 NSCA High School Strength Coach of the Year Justin Loudon explains how curriculum, communication, and physical literacy transformed his program—and why every school already has the people needed to build a great strength program.

[Tully Legends Podcast - Coach Justin Loudon](#)