



# Building The Perfect Star: Changing the Trajectory of Sports and the People in Them

*Bob Ward, Mac Engel*

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Today, it is inconceivable for a professional or even small college sports team to go without a coach designated to enhancing conditioning, strength training, and overall performance. But someone had to be first.

In 1976, the Dallas Cowboys and Pro Football Hall of Fame head coach Tom Landry hired Dr. Bob Ward and told him to go to work. Part of the aura of the Dallas Cowboys was to be ahead of the curve, which made hiring Ward a natural step forward. No one could have predicted that Ward would become the key figure in revolutionizing how athletes prepare and train for generations to come.

Ward believed in analytics long before Moneyball made them synonymous with sports. He saw the value in computers and technology in sports before the two became linked. Ward believes real strength is total, "Every component is involved in human performance. Strength alone is not enough."

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