

The Brookbush Institute Publishes a NEW Certification: 'Strength and Performance Coach (SPC) Certification'

The Brookbush Institute continues to enhance education with new articles, new courses, a modern glossary, an AI Tutor, and a client program generator.

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Information on the [Strength and Performance Coach \(SPC\) Certification](#)

- Related Content: [SPC Courses Page](#)

- Sample Course: [Deadlift Exercises and Progressions](#)

The Antidote to Textbook Trivia: Real-World Program Design

Traditional fitness industry standards mandate that aspiring professionals study for legacy "gold standard" exams to become certified performance coaches. However, a closer look at these assessments reveals a stark disconnect from real-world application. Candidates regularly spend hours memorizing obscure biochemical details, such as the exact function of the enzyme phosphofructokinase, or studying facility layout guidelines regarding how many inches off a weight room floor a mirror must be hung. Yet, when it comes to the critical craft of programming for an elite athlete, traditional certifications offer little more than a superficial overview. Recognizing that textbook trivia does not make a better coach, the modern fitness landscape demands a shift toward real-world exercise selection, robust program design, and evidence-based, outcome-driven recommendations.

To address this gap, the Brookbush Institute built the Strength and Performance Coach (SPC) certification. Designed specifically for movement professionals looking to advance past general fitness into elite athletic development, the SPC offers the industry's first comprehensively evidence-based and outcome-driven sports medicine and exercise science curriculum. While traditional certifications exhaust valuable time on biochemistry and facility blueprints, the SPC centers its focus entirely where the craft of strength training and performance coaching is actually won or lost: strength and power exercise selection, evidence-based recommendations for acute variable training, and advanced program design principles.



Strength and Performance Coach (SPC) Certification - <https://brookbushinstitute.com/info/strength-and-performance-coach>



Stop memorizing textbook trivia. Earn the advanced SPC credential with the industry's most practical, evidence-based, and outcome-driven sports medicine and exercise science curriculum!"

Dr. Brent Brookbush, CEO of Brookbush Institute

Furthermore, this advanced credential integrates the proprietary benefits of the Brookbush Institute platform. Students utilize a flexible, credit-based system that eliminates the stress of a massive, pass-or-fail final exam. Instead, learners progress through short, modular courses, taking brief quizzes and accumulating credits at their own pace. For existing professionals holding the Brookbush Institute Certified Personal Trainer (BI-CPT) certificate, every earned credit automatically rolls into the SPC requirements. Students also maintain the autonomy to choose from a premier selection of courses within each category to align with their specific career goals. To

accelerate student success, the platform features an interactive AI Test Coach that generates customized study plans, alongside practical sample templates and instant workout creation powered by Program Generator 4.0. Crucially, the entire SPC curriculum is fully included in the standard Brookbush Institute monthly membership, entirely eliminating hidden fees, expensive textbooks, and overpriced exam vouchers.

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