

# YOUR PERFORMANCE JOURNEY



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*Performance Training  
And The Evolution Of Exercise Science*

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**PLAZA**  **FITNESS**  
PERFORMANCE  
YOUR PERFORMANCE JOURNEY

# TABLE OF CONTENTS

5

**FOREWARD**

6

**PREFACE**

7

**INTRODUCTION**

11

**CHAPTER 1**

**EXERCISE SCIENCE HAS EVOLVED**

16

**CHAPTER 2**

**PERFORMANCE TRAINING**

22

**CHAPTER 3**

**THE CLIENT KEYS AND**

**THE INVERTED PERFORMANCE LADDER**

30

**CHAPTER 4**

**THE PERFORMANCE LIFESTYLE**

37

**CHAPTER 5**

**THE POWER OF PERSONALIZATION AND  
THE PERPETUAL PERSONAL TRAINING SYSTEM**

**YOUR PERFORMANCE JOURNEY**



## CHAPTER 6

46

### THE 5 PROVEN SYSTEMS

## CHAPTER 7

55

### YOUR PERFORMANCE JOURNEY™

## CHAPTER 8

150

### THE PILLARS OF PERFORMANCE TRAINING

## CHAPTER 9

154

### SUCCESS STORIES

## CHAPTER 10

163

### START YOUR PERFORMANCE JOURNEY

## RESOURCES

167

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# YOUR PERFORMANCE JOURNEY

## I L E S T O N

**BEGINNER**  
BASELINE ASSESSMENT FOUNDATION BODYWORK CONDITIONING REASS

**OPTIMAL**  
STRENGTH & ENDURANCE

YEAR AND W

PERFORMANCE

WE LOOK

SELECT



SETTE  
ILDA  
FOUNDATION

PLAZA  
PERFORMANCE

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# STRENGTH BAND PROGRESSION

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# PREFACE

**I**t is nearly impossible for me to write about my life's work and not mention, thank, and recognize others for their support, guidance, love, and friendship. Along the way, from my roots as a small town high school athlete to my current position as a successful small business owner, I've been fortunate to interact with so many influential people. I can't possibly thank them enough for shaping and impacting me in every way personally and professionally.

My current approach to optimal fitness and wellness was undoubtedly influenced by instructors, seminars, books, and resources from experts in our field, discussions with colleagues from around the world, the thousands of clients I've been fortunate enough to work with, the team at Plaza Fitness Performance, and my lifelong experience with exercise. I am pleased to be in a position where my cumulative expertise and passion can provide architecture and navigation for others.

The late nights, early mornings, time away, and sometimes inability to focus on anything other than health, fitness, and Your Performance Journey wears on relationships, but thankfully my family continues to show me unconditional love and support that I will forever appreciate and try to re-pay.

Finally, I would like to acknowledge the partners who believed in me and invested their time and resources to help me conceptualize and create the progressive model of health and fitness delineated in the following chapters of Your Performance Journey.

Enjoy!

# INTRODUCTION



With nearly 40 percent ([Read CDC National Center for Health Statistics \(NCHS\) data brief, No. 288, October 2017](#)) of the population classified as obese at the time of this writing and my personal experience with clients over the last twenty-five years from coast to coast across this country, I am completely convinced that the gym industry has dramatically failed our society, at best, and is negligent, at worst.

Everyone wants to look great, feel great, and perform their best, but getting there is such an incredibly difficult process that most of us will fail—and fail miserably.

Joining a gym is clearly not the answer, regardless of how easy the marketing makes it sound. There are numerous reasons for this. You'll find out more about the obstacles when you read or watch [The ABCs of a Sharp Fitness](#)

[Program](#)<sup>1</sup>.

As a smart professional, moving toward your goals requires a shift in your thinking because you have a few years under your belt and accumulated substantial amounts of life stress. Stress is greatly misunderstood, and its tremendous ability to create barriers to reaching our health and fitness goals is both underestimated and potentially limitless. When we were twenty, the amount of stress in our lives was low and our bodies were in peak physiological condition. Put twenty years on that body, plus two kids, a potential bankruptcy, job stress, early mornings, and a failing marriage into the equation and you have a perfect storm for low energy, poor confidence, back pain, stiffness, non-existent libido, poor posture, flabby body, bulging midsection fat deposits, high blood pressure, poor sleep, and just an overall crummy life.

You don't have to accept a life unfulfilled. You don't have to guess or do what others do to have more energy, look better, be healthier, and receive the benefits of the "miracle cure" as presented by the Academy of Medical Royal Colleges in 2015. You simply must follow proven systems and begin Your Performance Journey.



Stop looking for a quick fix, magic pill, impossible diet, ridiculous exercise, or equipment that is marketed as the newest gadget in the industry.

Choosing to participate through a consistent practice and following proven systems is the only solution. This is not the easy road; it is the right road. A road that we'll call Your Performance Journey. Put one step in front of the other and just go. Suddenly you'll look back and realize you've traveled far. As you begin to have more energy, less back discomfort, more restful sleep, improved posture, more confidence, and better interpersonal relationships, you'll begin to transform into a happier, healthier, and more vibrant version of yourself. These are just the immediate benefits of taking those initial steps.



**TODAY IS YOUR DAY TO START YOUR PERFORMANCE JOURNEY! IT IS THE SAFE PLACE TO START AND THE SMART PLACE TO STAY.**

Before jumping into Your Performance Journey, there are a couple of things you should know as you read through the book. In this book, you will find the framework for Your Performance Journey. I have also included links to resources outside of the text that you can go to for more information. A complete list of these resources is included for your convenience at the end of the book.

To get started, you should become an educated consumer by knowing your options. [The Guide to Your Options on the Fitness Playground<sup>2</sup>](#) identifies the five most popular fitness options, highlighting the pros and cons of each. This resource will help clarify why small group personal training, is the logical choice for smart professionals.

**PLAZA  FITNESS**  
PERFORMANCE  
YOUR PERFORMANCE JOURNEY

# DISCLAIMER

Plaza Fitness Performance recommends physician approval and a Functional Movement Screen before undertaking any exercise program. The recommendations provided are not medical guidelines and are for educational purposes only. You must consult your physician prior to starting this program. The Plaza Fitness Performance program is designed for smart professionals who are healthy.

Complete a medical check-up with your physician prior to starting with Plaza Fitness Performance. If you are taking any medications, you must consult your physician prior to beginning a new workout routine. If you experience any lightheadedness, dizziness, or shortness of breath at any time during a workout, stop the exercise immediately and see your physician.

A physical examination is strongly advised if you are sedentary, overweight, have high cholesterol, high blood pressure, or diabetes. If your physician recommends that you not participate in the program, please follow your doctor's orders.

Exercise has inherent risks. The owners, coaches, employees of Plaza Fitness Performance, and its affiliates, associates, agents, and representatives are not responsible in any manner for any injury or illness directly or indirectly related to the information, exercises, or program. Plaza Fitness Performance encourages every client to take responsibility for their safety and know their limits before performing the exercises in this program.

Be sure that you do not take risks that exceed your level of experience, aptitude, training, and fitness. The exercises in this program are not intended as a substitute for any exercise routine, treatment, or dietary regimen that may have been prescribed by your physician. Don't lift heavy weights if you are alone, inexperienced, injured, or fatigued. Don't perform any exercise without proper professional instruction. Professional instruction emphasizes form and spine-safe body mechanics. Perform wake up drills, neural resets, and movement flows prior to all forms of training.





# **CHAPTER 1:** **EXERCISE SCIENCE** **HAS EVOLVED**

**W**hat we were doing even fifteen years ago in academics or applied exercise science is unrecognizable today; everything we do with clients has evolved drastically over the last five to ten years.

**An apt comparison is the way the internal combustion engine replaced the steam engine in the nineteenth century. There are several differences between the steam engine and the internal combustion engine, just like there are differences between old-school workouts and today's body friendly performance training systems.**

**Let's analyze the difference:**

1. A steam engine is an external combustion engine in which steam is produced outside the cylinder. An engine that runs on gasoline, on the other hand, is an internal combustion engine in which the fuel is burned inside the cylinder of the engine.

That's like relying upon a machine in old-school circuit-based training programs compared to using your body's natural movement capability. In the new school of training, your body carries the load, not the machine.

Using the body systematically by performing functional and natural movements draws from energy generated inside out similar to the fire within the internal combustion engine. In contrast, bodybuilding or isolated training mainly relies on energy drawn from the extremities; the "fire" is outside of the "engine." In contrast, for example, when you perform a kettlebell swing, the posterior chain is activated, keeping the energy in your body closer to the core. Using the intra-abdominal pressure deep within the core improves stabilization, and provides the foundation for true strength and power. Going one step further, add in air and power breathing while performing kettlebell skills. Referred to as "hardstyle," you are now training inside yourself instead of outside, or extremity-based.

2. In a steam engine, power is derived from steam under pressure, while in a petrol engine, power is derived from the hot, gaseous products of the combustion of fuel.

This is most like sitting on a machine-based exercise circuit or bodybuilding, where you isolate muscle groups, compared to using the entire system and the posterior chain with ballistic kettlebell skills, where you tap into the power of the human body in order to improve performance, drive metabolism, and enhance the shape and tone of your body.

A steam engine is relatively unsafe due to the high pressure of steam, while the petrol engine is relatively safe.

This compares to sitting on benches or machines, which disengages the core, making anything you do systematically weaker and imbalanced, and increasing your risk of injury as opposed to standing and engaging the musculature of the entire system, which makes you stronger and less prone to injury.

3. A steam engine takes a long time to start, while a petrol engine can be started immediately. That's like bodybuilding or split training, where you isolate muscle groups like back and biceps or chest and triceps. This type of training takes massive amounts of time and fails to provide a whole body transformational response necessary for weight loss, performance, and body composition change. When you use the body as a system and engage the backside chain, you are revving up the largest areas of lean muscle mass to drive your metabolism.





4. A steam engine is heavy and bulky, while a petrol engine is light and compact.

It is like trying to build a big-box gym in your basement or garage or bedroom. Creating new habits and maintaining a fit lifestyle requires a convenient and easy movement and exercise option. What is ideal is natural movement using conforming tools positioned in a convenient location for you.

5. The efficiency of a steam engine is only about 20% whereas the efficiency of a petrol engine is significantly higher, even as much as 40%.

When there is no logic, no progression, randomness, or even no exercise at all, results will either not be forthcoming at all, or occur only following a substantial time investment, leading to boredom and burnout. Having progression, proven programs, and personalization within your exercise routine will lead to safe and predictable outcomes—quickly. Getting twice the results in half the time with kettlebells occurs because of the mix of strength and conditioning all in one hardstyle movement.

*Steam engine and petrol engine comparison from <<http://www.preservearticles.com/201012302053/difference-between-steam-engine-and-petrol-engine.html>>*





**TODAY, THE GYM INDUSTRY IS TRYING ITS BEST TO HOLD ONTO THE STEAM ENGINE, OR OLD WAYS OF TRAINING, BECAUSE IT IS A FIRMLY ENTRENCHED SYSTEM THAT IS EASIER AND CHEAPER. UNFORTUNATELY, WHAT IS IDEAL FOR THEIR BOTTOM LINE MAY NOT BE IDEAL FOR YOUR BODY. THE COMPLETE ABSENCE OF PERSONALIZATION, PROGRESSION, AND OUTCOMES ULTIMATELY CONTRIBUTES TO LOWERED MOTIVATION, INJURY, AND A COMPLETELY FRUSTRATING AND NEGATIVE EXPERIENCE.**

The marketing of most gyms emphasizes external body image rather than the deeply rooted and lasting benefits that grow from natural movement, following proven systems, and performing what our bodies are designed functionally to do. Most gyms are obsessed with having the lowest price point or latest gadget to put in front of people, instead of investing in caring and attentive coaches who guide you based on your personal starting point. You will set yourself free when you move your body the way it was naturally. You will feel inspired with purpose and experience success with more quick wins when you move toward your goals consistently following a program based on TRUE exercise science.

# **CHAPTER 2:**

# **PERFORMANCE**

# **TRAINING**

**Y**ou may be familiar with bodybuilding, powerlifting, yoga, Pilates, running, and all these boot camp variations, but do you know what performance training is? Each of these more traditional styles of fitness training has a unique history, objective, and purpose that resonate with specific populations. There are also benefits and shortcomings associated with each of the different training options.

Before we dive into the exact definition of performance training, let's review the features of some of the most popular training methods. Here is a list of the pros and cons associated with the seven most frequently encountered exercise program options:

## **Powerlifting**

Powerlifting centers around three exercises: the barbell squat, the barbell bench press, and the barbell deadlift. The smart professional should ideally use principles of power lifting to improve strength. However, strength as the absolute goal with tools such as barbells that do not conform to natural movement provides enough risk for us to discourage this form of training as your sole method. Here's the worst-case scenario: driving toward a one-rep maximum is a highly stressful event which can increase the risk of injury for individuals who may not have sound form, fitness, preparation, skill, and reflexive core stability.

Barbell movements reduce natural movement, which can increase the risk of injury. Barbell use requires skill, proper body mechanics, and safe training schemes to reduce the risk of injury.

## **Bodybuilding**

Body part split training has been the most popular form of training ever since Arnold Schwarzenegger (the Terminator), Lou Ferrigno, and Franco Columbo popularized it in the 1970s in the movie Pumping Iron. This form of training breaks the body down into isolated body parts and emphasizes failure training schemes. This isolation rarely occurs in life and sport; the body doesn't move naturally in an isolated manner.

In fact, the entire body is connected through fascial lines that run from head to toe as outlined in Anatomy Trains by Thomas Myers. We also know through the world of neurokinetic therapy and the work of David Weinstock that the neurology of the body is connected in a way that is so interwoven, that issues, pain, or poor movement in one area of the body may be caused by inhibited or facilitated soft tissue from completely different areas. Worst case, isolating muscle groups can lead to imbalances which are attributed to an increased risk of injury and reduced performance capacity.

# Olympic Lifting

Carefully analyze your need for Olympic lifting with barbells. Olympic lifts are the most complicated movements in the fitness industry. The two main lifts include the barbell snatch and the barbell clean and jerk. Unless you are fit, skilled with a barbell, and coached by a professional, there are safer ways to become more explosive and powerful for life and sport. Worst case, you are apprehensive of Olympic lifting because you have either never done it before or you do not do it often. However, you try it because everyone else in the "class" does it, and unfortunately for you, the Olympic lifts never feel comfortable and you injure yourself.

# Boot Camps

Here we go! Boot camps such as CrossFit have done a fantastic job of creating community and bringing fitness beyond a typical gym to the masses. In fact, it's the current fitness craze in our society. It's low priced, quick moving, and it involves thumping music and high energy. They offer unlimited sessions in a large warehouse and parking lot. Boot camps are notorious for their large size, high intensity, disregard for personalization and exercise form, and random exercise selection and programming. Worst case, the intensity and lack of personalization break your body down, leading to fatigue and eventually injury. Just because something is intense doesn't mean it is good for your body or aligned with helping you achieve your goals. It may feel like a great workout, but does the training scheme lead to the predictable result you are looking for?

# Yoga

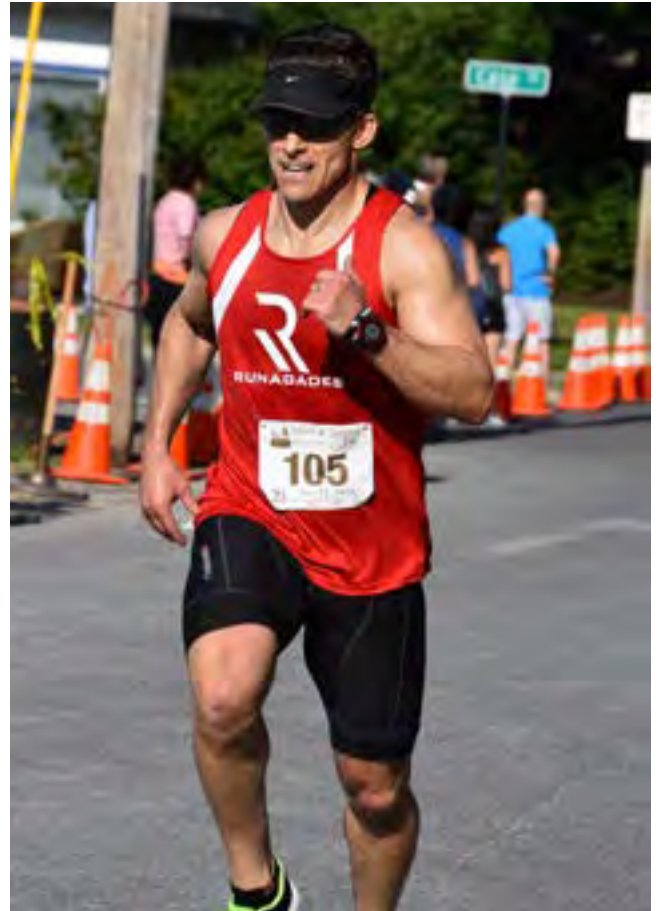
Yoga has withstood the test of time. The mind/body connection is an important lesson we should all take from yoga. The mobility and yoga flows should be a component within your programming. However, some yoga positions may be contraindicated, and each exercise should be personalized for you. The benefits of yoga include improved mind-set, stress levels, and mobility, and possibly reduced risk of injury. However, yoga alone does not optimally help a smart professional achieve their goals of shaping, toning, weight loss, conditioning, and performance. Worst-case scenario, the extreme spine flexion and extension movements you perform regularly in your yoga session create delamination of the collagen between your vertebrae, eventually leading to discomfort, pain, and requiring additional corrective interventions to alleviate that pain.

# Pilates

Pilates movements were created by Joseph Pilates and incorporate many core stability exercises and body positions typically conducted on a machine called a reformer. In addition to enhanced core stability, improved total body movement is among the benefits of this type of exercise. However, Pilates may flex and extend the spine well beyond neutral, and many positions are ground based. Our lives require us to run, jump, move freely, and lift objects. Pilates alone may not provide an optimal result for shaping, toning, conditioning, strength, power, and weight loss. Worst case, there are spine and health concerns with Pilates, and it may not provide the most effective route to your main goal since it does not enhance your lean muscle mass, functional movement, and performance optimally.

# Running

As a recreational triathlete, not much beats the feeling I have after completing a run, cycle, or swim. These exercises all produce amazing results that we should all aim to receive. Surrounding yourself with others who enjoy these activities provides lasting relationships and a higher quality of life. However, there are pitfalls we must manage to avoid setbacks. Running is the ultimate conditioning activity and the king of cardio. However, running is a repetitive movement that can lead to the development of imbalances. Running also places a tremendous amount of stress on the body, especially if you are running high mileages on hard surfaces. Another concern is the management of mileage and intensity for people who are either beginning to run or run only periodically.





# Performance Training

NOW THAT WE HAVE A BETTER IDEA OF SOME OTHER POPULAR TRAINING SYSTEMS, METHODOLOGIES, AND PHILOSOPHIES, WE CAN DIVE INTO THE TOPIC OF THIS BOOK: PERFORMANCE TRAINING.

PERFORMANCE TRAINING IMPROVES FUNCTIONAL MOVEMENT AND CAPACITY TO SUPPORT THE DEMANDS OF LIFE AND SPORT. THE SIGNATURE OF PERFORMANCE TRAINING IS MOVING THE BODY THE WAY THE BODY IS DESIGNED TO MOVE. MOVING THE BODY SYSTEMATICALLY RELIES UPON HARMONY BETWEEN THE NEUROLOGY, PROPRIOCEPTION, BREATH, REFLEXIVE CORE STABILITY, SPINAL BIOMECHANICS, JOINT AND SOFT TISSUE MOBILITY, JOINT AND SOFT TISSUE STABILITY, AND MOVEMENT SKILLS.

Performance training has three cornerstones: personalization, progression, and self-defined performance. With personalization, performance training is highly customized. It's based upon seven objective functional movement assessments. Those assessments are found in a functional movement screen which is a standardized approach to assessing your risk of injury and determining an appropriate exercise prescription.

In progression, performance training progresses based on fitness level, skill development, and goals. There is an order that must be followed when performance training. Build one upon the other, and you'll achieve your goals. Skip one, and it's just a matter of time before you injure yourself. That order of progression starts with mind-set first and then balance. Balance comes from reflexes. It comes from breath. It comes from reflexive core stability, head nods, rolling patterns, hip rocking, crawling<sup>3</sup>. Those are all neural resets.

In movement, by using a functional movement screen, we can get into foundational human functional movement to determine if there are any corrective exercises that might help an individual. We look at hurdle stepping, squatting, in-line lunging, shoulder mobility, active straight leg raising, trunk stability push-ups, and rotary stability. Then we want to enhance skills. We want someone to know proper mechanics because form is king. We teach correct techniques for deadlifting, swinging, and getting into the backside chain using hardstyle skills. These skills accentuate power breathing and deep core stability for exercises like the clean,

Turkish get-up, snatch, and press.

Then you want to get into strength. We want you to earn the right to load, and we have a saying from a quote by Gray Cook, "Don't build strength on dysfunction." So, if someone starts trying to get strong and they've skipped skills, they've skipped movement, and they've skipped balance and reflexive core stability and all the things that come with neural resetting, then they are just a train wreck waiting to happen.

Lastly, we focus on power. We want to transition strength to power for life, for sport, for everything you do. This transition of strength to power will lead to self-defined performance.



Now you can see that performance training is all about personalization, progression, and self-defined performance. Each of us must identify what performance means to us. Maybe we want to look our best, improve our health, run faster, or move better. When we self-define performance, we focus on what matters in our lives.

Performance training follows proven systems such as Functional Movement Systems (FMS) and assessments, Reflexive Performance Resets and wake up drills, Original Strength and neural resets, Back-Fit Pro and spine research, and StrongFirst, the school of strength for skills, strength, and power.

Other important aspects of performance training include integrating [The Five Human Movements](#)<sup>4</sup>; [Making Your Feet Strong and Connecting to Total Body Strength](#)<sup>5</sup>; having [Better Balance, More Movement, and True Strength](#)<sup>6</sup>; [Keep Your Spine Healthy and Prevent Injury](#)<sup>7</sup>; knowing what [The Most Powerful Tool in our Toolbox](#)<sup>8</sup> is; knowing [What a Workout Should Feel Like](#)<sup>9</sup>; and using [The Five Secrets to Instant Strength Gains](#)<sup>10</sup>.

Isn't that cool? I mean, that's performance training, and it is a magnificent option to incorporate into your life. You can also integrate aspects of bodybuilding, powerlifting, yoga, Pilates, and running, but performance training should be a staple for the lasting strength and power that come from utilizing your body's natural movement.

**CHAPTER 3:**  
**THE CLIENT KEYS AND  
THE INVERTED  
PERFORMANCE  
LADDER**

# THERE ARE FIVE PARAMOUNT CLIENT KEYS THAT OPEN THE DOOR TO YOUR GOALS:

- A. **P**RIORITIZE YOUR HEALTH
- B. **I**F IT WAS EASY TO DO ON YOUR OWN, YOU WOULD HAVE DONE IT ALREADY
- C. **D**ON'T BUILD STRENGTH ON DYSFUNCTION
- D. **A**CHIEVE TWICE THE RESULTS IN HALF THE TIME WITH KETTLEBELLS
- E. **Y**OU CAN'T OUT-TRAIN A POOR DIET

It is worth re-emphasizing the critical concept from earlier chapters that performance is self-defined. Whether you want to lose weight, look better, improve your 5K time, or rise from sitting to standing with more ease, your performance is unique to you. There is a sequence for enhancing performance (previously discussed) as described in the Inverted Performance Ladder. As you can see in the chart below, defining objectives is the initial parameter, and performance is revealed as the primary objective. Improving your self-defined performance requires power, strength, movement, balance, and mind-set.





Inverting the performance ladder is the starting point for achieving your individualized performance goals. Regardless of your personal objectives, we always begin with mind-set.

Your mind-set can propel you towards your goals or sabotage every step. Typically, your mind-set is tainted by gym marketing, previous gym experiences, an inconsistent relationship with exercise, body-image issues, knowledge, expectations, and an unrealistic view of your current fitness level.

Mind-set is the first, most essential rung of the inverted performance ladder. Peak performance becomes a possibility only if you first make the leap that there is a better way. If you do not prioritize your health, peak performance is not possible. If you do not believe you need personal development, peak performance is not possible. If you are doing what you did twenty years ago, peak performance is not possible. If you are doing what others do, peak performance is not possible. Finally, if you aren't doing anything, peak performance is not possible. Fortunately, mind-set can also surmount these barriers to achieving peak performance.

## **Among the many attributes associated with a positive and successful mind-set:**

- Prioritizing your health
- Participating
- Trusting the process
- A one thing at a time mentality
- Eagerness for education and personal development
- Connectivity and immersing yourself in a like-minded community
- Willingness to accept guidance from others
- An acceptance of accountability

## **Very frequently, we can identify whether someone will be successful or fail from day one just by observing their mind-set. Here are some examples of mind-sets destined for failure on Your Performance Journey:**

- Thinking you know it all
- Not learning from others
- Not listening
- Failing to see better and smarter ways
- Not appreciating proven systems and passionate experts
- Inability to have fun and laugh
- Lack of concern to build others up

After mind-set, gradual, incremental programming elements designed to improve balance, movement, strength, and power are sequentially implemented. Compensation and eventually injury are certain outcomes when programming deviates from this logical, practically driven order.

**\*\*Failure to go through a functional movement screen and identify your movement deficiencies will increase your risk for injury. Coaches, trainers, gyms, and bootcamps that fail to provide a functional movement screen prior to offering access to exercise or an exercise recommendation are negligent.**

Those who step into a large boot camp or dive into an intense workout without correcting deficiency and otherwise gradually adding intensity will injure themselves. Injuries such as soft tissue injuries take weeks to heal. Injuries of the spine may last a lifetime and reduce the quality of life beyond comprehension. Surgical outcomes with spine-related issues are poor. Taking the time to have a positive mind-set and simply be smart is critical for everyone.

# THE INVERTED PERFORMANCE LADDER

## OBJECTIVES

**PERFORMANCE**



**Power**

**Strength**



**Stamina**

**Movement**



**Balance**

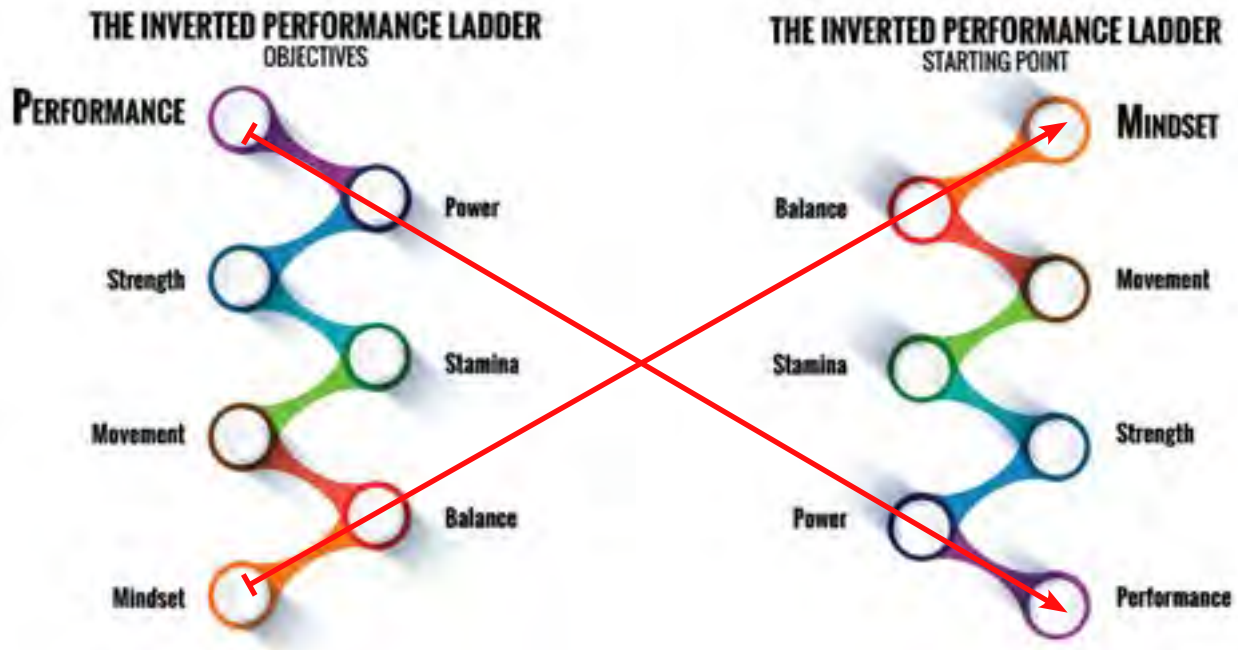
**Mindset**



# THE INVERTED PERFORMANCE LADDER

STARTING POINT





# **CHAPTER 4:**

# **THE PERFORMANCE LIFESTYLE**



# **EDUCATION IS EMPHASIZED THROUGH FITNESS EXPERIENCES. FITNESS IS A CORNERSTONE ELEMENT OF A PERFORMANCE LIFESTYLE, WHICH CONSISTS OF THE FOLLOWING FIVE COMPONENTS:**

- ADEQUATE SLEEP AND RECOVERY
- MANAGING LIFE STRESS
- BEHAVIOR-BASED HEALTHY EATING HABITS
- CARDIOVASCULAR EXERCISE
- OPTIMAL STRENGTH AND CONDITIONING

Falling short or failing in any element will impede peak performance. Reasonable targets can be very motivating to execute and strive to achieve. Let's further investigate each of these elements:



# ADEQUATE SLEEP & RECOVERY

Inadequate sleep and recovery will negatively impact the functioning of your body and cognitive capabilities. Seven to eight hours of restful sleep daily are generally advised. Some quick recommendations include the following:

- SET A CONSISTENT SLEEP AND WAKE SCHEDULE
- SUCCESSFULLY MANAGE ALL ELEMENTS OF A PERFORMANCE LIFESTYLE
- REDUCE AND ELIMINATE TV/CELL PHONE/COMPUTERS PRIOR TO BEDTIME
- KEEP YOUR ROOM DARK, DISTRACTION FREE, AND AT AN APPROPRIATE TEMPERATURE

# MANAGING STRESS

When life stress is high, your body will respond unpredictably in ways you may not clearly understand. A negative hormonal response makes health, happiness, and performance achievement nearly impossible. Because stress globally effects all the systems of the body, both identifying your current level of life stress on a scale of 1 to 10 and monitoring it are awareness worthy. Despite adjustments for individual differences, life stress is generally more manageable at levels less than a 7 on that 1 to 10 scale. Some suggestions for controlling stress are as follows:

- **SUCCESSFULLY MANAGE ALL ELEMENTS OF A PERFORMANCE LIFESTYLE**
- **SIMPLIFY YOUR LIFE AND FOCUS ON ONE INSTEAD OF MANY THINGS**
- **DO THINGS THAT MAKE YOU HAPPY AND FEEL GOOD**
- **SURROUND YOURSELF WITH PEOPLE WHO MAKE YOU HAPPY AND FEEL GOOD**

# BEHAVIOR-BASED HEALTHY EATING HABITS

There are endless diets and resources available to us all. However, a framework that encourages a positive relationship between you and food is the most desirable. This behavior-based approach is much more sustainable than measuring your food, counting calories, or following a packaged meal plan.

Shopping, preparing, and consuming food to function and feel your best need not be a complicated or dreaded experience. It really can be as simple as ensuring that you are eating whole/natural foods with a protein source at each meal. If you adhere to this framework 80 percent of the time, peak performance will follow.

Every food sits on a continuum from processed to whole/natural. Try selecting foods as far as possible toward the whole/natural side.

## PROCESSED

CANDY BARS

POTATO CHIPS

CEREAL

## WHOLE/NATURAL

BANANAS

SALMON

NUTS

Eating whole/natural foods and making sure there is a high-quality protein source are two can't-miss strategies.

Other successful strategies include the following:

- A. EATING EVERY TWO TO THREE HOURS
- B. EATING VEGETABLES EVERY TIME YOU EAT
- C. EATING HEALTHY FATS
- D. TRYING TO AVOID HIGH SUGAR DRINKS SUCH AS PROCESSED FRUIT JUICES
- E. INCORPORATING MEAL TIMING STRATEGIES SUCH AS EATING BETWEEN 6:00 A.M.

AND 6:00 P.M. SO YOUR BODY CAN EFFECTIVELY USE FAT STORES WHILE YOU ARE SLEEPING

## **CARDIOVASCULAR EXERCISE**

Four days per week of cardiovascular exercise is ideal for smart professionals, but is largely determined by your goals, interests, and fitness level. Your cardiovascular exercise routine should be personalized to you whether you are just starting an exercise plan or have a high fitness level and are training for an athletic event.

There are tremendous benefits of steady-state cardiovascular exercise. Including this component within your life is an investment that pays for itself immediately as well as over time.

## **OPTIMAL STRENGTH & CONDITIONING**

The sole mission of optimal strength and conditioning is to improve your self-defined performance. That's it! An optimal strength and conditioning program meets you where you are and provides your body with what it needs. For some it may be improving reflexive core stability and movement, while for others it could be driving metabolism to lower body fat percentage. The optimal strength and conditioning plan for someone who is starting to exercise is much different than for someone who has been practicing consistently and has received their black strength band (which we'll explain more about in the next chapter).

Now that you have a clear understanding of performance training and the elements of the performance lifestyle, let's dive deeper into the strategy, tactics, and actions of systematized personalization of fitness.



**CHAPTER 5:**  
**THE POWER OF  
PERSONALIZATION  
AND THE PERPETUAL  
PERSONAL TRAINING  
SYSTEM**

**P**reventing pain is a fundamental consideration when creating a personalized training program.

Conducting a Pain Prevention Assessment<sup>12</sup> is an excellent initial step as baseline information is collected on everything from your posture to your daily eating habits.

All of our clients participate in the hallmark of our system, the functional movement screen. Movement deficiencies are identified during this assessment as well as the appropriate starting point in our training program, Your Performance Journey.

Personalization and progression in our training program is represented using wristbands, or what we call “strength bands.” There are seven strength bands on Your Performance Journey (white, yellow, green, blue, red, orange, and black). Your performance on the movement screen will determine The Starting Point on Your Performance Journey<sup>13</sup>, and identify which color strength band is appropriate for you. Progression then begins following the strategy, tactics, and actions of a results-oriented, research-based system.

The strategy is the Perpetual Personal Training System, the tactics are found within Your Performance Journey (Chapter 7), and the actions are the specific movements or behaviors of the proven systems (Chapter 6).

Let’s focus on the strategy, the Perpetual Personal Training System, and analyze each phase.



The Perpetual Personal  
Training System

**THE PERPETUAL  
PERSONAL  
TRAINING SYSTEM**

**CYCLES THROUGH 7  
CHECKPOINTS  
EACH CYCLE CONTINUES  
FOR FOUR WEEKS**

**ADJUSTMENTS WITHIN EACH PHASE ARE  
FREQUENTLY NECESSARY TO  
ARRIVE AT OPTIMAL LEVELS OF ACHIEVEMENT**

# THE PERPETUAL PERSONAL TRAINING SYSTEM



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TM



Realization



Baseline Assessment



Foundation



Bodywork



Optimal Strength  
And Conditioning



Reassessment



Achievement

# REALIZATION

The cycle begins with realization which is inextricably linked to mind-set. Our participants are generally all too aware that their current fitness program is either ineffective or far from optimal. Poor experiences with gyms in the past is a shared refrain, as is the desire to find a better way, to obtain a great result. Our clients are typically receptive to guidance, however, the missing variable is mind-set.



Realization

MInd-set facilitates change. The moment of epiphany occurs when our clients fully acknowledge that what they are currently doing just isn't working for them. From this point on, they are very receptive to change. Taking a positive, active approach towards learning a systematic, effective alternative logically follows.

# BASELINE ASSESSMENT

The second phase of the Perpetual Personal Training System is the baseline assessment.

Approaching any destination is endlessly streamlined when the starting point is well-defined. Assessing your movement capabilities, taking biometric information, and observing your body's capabilities during the performance assessments themselves provide important information to combat myths and to determine direction and growth.



Baseline Assessment

As we discussed in the previous chapter, the functional movement screen identifies your starting point on Your Performance Journey. From your initial point of entry, a personalized exercise prescription is created including components such as corrective exercise or whatever your body specifically requires. The functional movement screen takes the guesswork out of exercise programming, quantifies observable performance, and facilitates a customized, results-driven approach to training; anything else is simply negligent.

Biometric measurements include body-mass index, which correlates height and weight, and body composition, or your body fat percentage. Frequently, people focus on their weight. It's not only more complete and accurate to emphasize body composition but doing so can be naturally reinforcing; you will notice that you look, feel, and perform better with positive changes in your body composition. Our Optimal Strength &

Conditioning Program<sup>14</sup> is specifically designed to change your body fat percentage by increasing your lean muscle mass while reducing your fat mass.

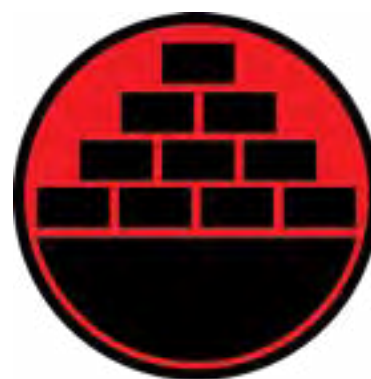
Finally, we typically conduct performance assessments that have a low risk of injury for our new members. Our selection tend to be driven by exercises typically present in the client's current fitness regime. Most individuals can perform a plank by way of example. Some can perform a push-up. If a particular movement exceeds current capabilities, we either regress it, or simply move on to an alternative exercise. With others, a more personalized approach is designed.

After the biometric measurements, movement screening, and a performance assessment are completed, members are assigned to either a white, yellow, green, or blue strength band starting point on Your Performance Journey.

## FOUNDATION

The third phase of the Perpetual Personal Training System consists of establishing the foundation,

Foundational elements are pieces of the performance lifestyle that support great results. After all, your lifestyle is more than just conditioning or strength. Managing stress, recovering and getting adequate sleep, hydration, having a positive relationship with food, eating whole natural foods are all absolutely vital! It's about relationships and connectivity. Effectively managing all of these and other foundational elements are the cornerstone of the kind of life-changing, lasting results you can expect from our system.



Foundation

## BODYWORK

Bodywork within the Perpetual Personal Training System varies from reducing pain to improving any identified movement deficiencies, to prepping the body for exercise through myofascial preparation, Reflexive Performance Resets<sup>15</sup>, neural resets, and dynamic warm-ups and flows.

For those of you currently living with chronic pain, the first objective is to reduce pain. Find and collaborate with coaches and therapists that are trained, educated, and certified in pain management techniques through



Bodywork



Neurokinetic Therapy, [breathwork](#)<sup>16,17</sup>, bodywork such as specialized massage, joint centration, counseling, and other types of methodologies that tap into the natural mechanisms of the body's systems. Try to shift your focus to identifying the source of the problem rather than ameliorating the symptoms. As the work of the celebrated Dr. Perry Nicholson astutely advises: stop chasing pain.

Corrective exercises are immediately prescribed to remediate the compensatory and injuring producing movement patterns for the many members with identified movement deficiencies. So, if they're not squatting or not able to pattern the squat, we want to correct that so they can. If they have reflexive core stability issues, we can correct that. If they have shoulder mobility issues, we can correct that. The different movement deficiencies we typically correct are highlighted within the white, yellow, and green strength bands within Your Performance Journey.

The final stage is physically preparing your body for exercise. Incorporating reflexive performance resets and neural resets as well as myofascial preparation using foam rollers, balls, sticks, and other tools will all prepare your body for movement.

**HERE ARE SOME BODY PREPARATION RECOMMENDATIONS BASED UPON YOUR AVAILABLE TIME:**

- **Out the Door Workout Prep**<sup>18</sup>
- **5-Minute Workout Prep**<sup>19</sup>
- **10-Minute Workout Prep**<sup>20</sup>
- **15-Minute Workout Prep**<sup>21</sup>

## **OPTIMAL STRENGTH & CONDITIONING**

Practice mobility, stability, strength, and skills that are appropriate for you. Avoid a "workout of the day" concept that is void of personalization and logic.



Optimal Strength  
And Conditioning

Performance training improves functional movement and the capacity to support the demands of life and sport. Moving the body systematically requires harmony among neurological, proprioceptive, breathing capabilities as well as reflexive core stability, spinal biomechanics, joint and soft tissue mobility, joint and soft tissue stability, and movement skills.

Optimal strength and conditioning within the Perpetual Personal Training System is unique to you. What's optimal for me and what's optimal for you are not the same. Therefore, our programming is personalized to meet you at your current skill level and gradually transition you towards that bullseye of maximal performance-based results. Defining the ultimate target is an important part of the more gradual process of changing and improving your current fitness abilities. Your time-line for potentially reaching your optimal strength and conditioning may be a week, a month, a year depending partially on your entry point.

Appropriately identifying your current training level enables us to introduce just the right amount of challenge. Adapting to this stress is the mechanism through which you will move towards the positive result you are striving for. That positive result could be movement improvement. It could be strength. It could be power. It could be skills. Whatever your specific goal is, Your Performance Journey will provide an appropriate and personalized optimal strength and conditioning plan.

## RE-ASSESSMENT

Re-assessment means regularly evaluating your progress as well as your intended direction.

Reassessments within the Perpetual Personal Training System can include all the assessments conducted on the front end, although it most commonly includes a body composition assessment.

Regularly scheduled monthly assessments that prioritize monitoring areas of desired change are recommended.

If, for example, you are looking to shape and tone, then we'll track levels of body fat percentage. Clients interested in weight loss will chart changes to body weight. A weekly weigh-in is recommended for clients seeking weight loss.



Reassessment

# ACHIEVEMENT

The Perpetual Personal Training System progresses through the 7 elements described above: realization, assessment, foundation, body work, optimal strength and conditioning, reassessment and culminates with achievement at the top.

By reflecting on how you are changing as you progress and sequence through each of the stages of the Perpetual Personal Training System, you will be that much closer to achieving the results you desire. In her book, *Fierce Conversations*, Susan Scott talks about the keys to personal success. One of these keys is accountability. The Perpetual Personal Training System provides accountability for the desired outcome. Take personal accountability to execute the behaviors of a performance lifestyle and you will achieve your desired results.

For instance, you might need to clean up your eating habits. You might need to add some more cardiovascular exercise. By consistently looking at your preliminary results, the plan can be modified as necessary...driving you toward greater levels of achievement.

As you continue progressing through the Perpetual Personal Training System repeat this process of tweaking the phases and analyzing the results. As Tony Robbins says, "Where focus goes, energy flows."

The Perpetual Personal Training System provides the strategy while Your Performance Journey provides the tactics using the actions of the five proven systems. Reviewing the five proven systems provides a nice prologue to our more detailed description of Your Performance Journey.



Achievement

# **CHAPTER 6:**

# **THE 5 PROVEN**

# **SYSTEMS**

**R**easily identifiable frustrations with the ineffective routines of the mainstream gym industry prompted me to search for a workable alternative. It's true, even as a 26 year old new to the field and armed with an MS in Kinesiology from Indiana University at Bloomington, it shocked me to my core to realize that most training was at best severely inadequate, and, at worst, dangerous for my clients! In my first position as the Assistant Director of Recreational Sports at Indiana University as I dutifully applied the state of the art practices of the gym exactly as I'd been trained so effectively to do, it became increasingly difficult to ignore that I could count the number of successful participants on one hand. If pressed, I would have to admit that the vast majority of those people would have been success stories regardless of any of my efforts.

I set about tackling the problem, learning as much as I could, increasing my time on task, but despite my sustained attention, tremendous motivation, and, most of all, desire to deliver high quality results to the clients who were entrusting me with their health and well-being, I failed. The system was broken.



I spent countless hours observing more veteran trainers, participated in seminars, read books, and purchased videos that were popular at the time. Unfortunately, the common coaching practices emphasized machine-based strength training or old-school tools that were hard on the body. This style of isolation training targeting specific muscle groups is also not an integrated whole-body approach.

Many people were injured or had imbalanced bodies because they failed to do strength training that made the body work systematically. Additionally, the people getting results had to spend two to three hours each day in the gym, six or seven days a week.

Many people who couldn't afford personal training had to stay self-motivated, and for the most part their routines were random because they did not understand exercise science. The rise of the big-box gym chains with their low monthly cost exacerbated this effect because they only offered either access to the gym or high-cost personal training.

In truth, I knew there was a better way. Over the years I discovered five systems that emphasized natural movement, functional strength, and small-group personal training. I started applying this to my training sessions, and the breakthroughs were instantaneous. In fact, our system now combines the most cutting-edge methods in the world.

After two degrees and five years personal training, I finally found something that worked—and worked amazingly! No longer did I have to live with the frustration of training people the way most of the gyms were doing it. Seeking to reinvent my personal training practice, I created a question that has guided me ever since: How can natural movement and functional strength rejuvenate the body and keep people feeling vibrant late into life? Said another way, how can appropriately designed exercise help us age gracefully?



# PAVEL TSATSOULINE

## STRONGFIRST

# JOHN DU CANE

## RUSSIAN KETTLEBELL CHALLENGE

The first answer came in 2001 when Pavel Tsatsouline created the Russian Kettlebell Challenge (RKC) with John Du Cane and Dragon Door. Pavel's book, *Power to the People!: Russian Strength Training Secrets for Every American*, shattered the illusions of machine-based strength training and the effectiveness of natural movement and functional strength.

His subsequent books, *Bullet-Proof Abs*; *The Russian Kettlebell Challenge*; *Super Joints: Russian Longevity Secrets for Pain-Free Movement, Maximum Mobility, and Flexible Strength*; *Relax Into Stretch: Instant Flexibility Through Mastering Muscle Tension*; *From Russia with Tough Love: Pavel's Kettlebell Workout for a Femme Fatale*; *Naked Warrior*; *Beyond Bodybuilding*; and *Return of the Kettlebell* are among the most powerful tools in my training arsenal and demonstrated to me how natural movement and functional strength were the keys to rejuvenating the body.

Kettlebell training combined strength and conditioning into an integrated routine that involved the entire body so that in less than an hour, my clients could achieve twice the results in half the time than it took before.

There was a revolution happening in the fitness world, and I opened Plaza Fitness Performance in 2003 in order to create an environment where people could practice mindful movement, learning cutting edge strategies, and most of all, achieve self-defined performance goals.

# GRAY COOK

# LEE BURTON

## FUNCTIONAL MOVEMENT SYSTEMS

At the same time, Athletic Body in Balance was created by Gray Cook, a board-certified orthopedic clinical specialist, a strength and conditioning coach, and a USWLF weightlifting coach. He introduced the concepts of functional movement screening through his book Athletic Body in Balance.

Cook's methods personalized exercise recommendations, so we could determine movement deficiencies and correct them with a precision that was unprecedented. He emphasized that movement followed predictable patterns shared by all of us. His techniques evolved into Functional Movement Systems, and continue to impact professional athletes, special forces, and millions worldwide.

With functional movement screening, people at risk of or recovering from injury could be transitioned to pain-free and functional movement faster than ever before.

# **DR. STUART MCGILL**

## **BACK-FIT PRO**

Based on my experience over the last 25 years, the spine represents the highest risk of injury for clients looking to improve their fitness. However, spine health is often neglected by most clients with a goal of becoming stronger.

In 2006, Dr. Stuart McGill, an applied spine researcher from the University of Waterloo outside of Toronto published the revolutionary *Low Back Disorders: Evidence-Based Prevention and Rehabilitation*. After attending his seminar, I became convinced of the power of training for a strong back.

Back pain and spine injuries are prevalent and should be a dominant concern for every trainer. Unfortunately, spine research and the prevention of spine-related injuries are ignored or completely unknown by most gyms and boot camps.

# TIM ANDERSON

## ORIGINAL STRENGTH

The idea of rejuvenating the body through natural movement and functional strength is fundamental to Original Strength teachings by Tim Anderson and Geoff Neupert. Tim's first book, *Becoming Bulletproof* in 2011, and the follow-ups *Original Strength* in 2013 and *Original Strength Restoration: Returning to the Original You* in 2014 reinforced my rationale for opening my gym back in 2003.

We flew Tim and his team to our fitness center in 2014 because I saw that the combination of these four systems was the revolution behind Plaza Fitness Performance. Moving the body the way the body was designed (evolution) and connecting the mind and body has transformed lives so effectively, it's breathtaking.

# CHRIS KORFIST

## REFLEXIVE PERFORMANCE RESETS

Reflexive Performance Resets (RPR) addressed a previously missing element in our concept of comprehensive, customized, results-focused personal training programming.

A friend of mine, Dan Gableman, the Head Strength and Conditioning Coach at Union College, mentioned a new technique that resulted in amazing performance improvements in his student athletes. Dan attributed this new training method as being instrumental to Union College winning the 2014 NCAA Division I Men's Hockey National Championship.

Intrigued, our entire team participated in the Level I certification in Rhode Island with Chris Korfist. Today, every training session whether in groups or one-on-one at Plaza Fitness Performance begins with Reflexive Performance Resets. Thus, our four proven systems became five.

AS WE COMBINED THESE SYSTEMS, CLIENTS EXPERIENCED INCREDIBLE RESULTS IMMEDIATELY. PEOPLE REPORTED RECEIVING COMPLIMENTS ABOUT THEIR SHAPE AND TONE. THEY FIT INTO THEIR CLOTHES DIFFERENTLY. THEY BECAME MORE CONFIDENT AND HAD A ZEST FOR LIFE. THEIR BODYWEIGHT BEGAN TO FALL FASTER THAN EVER BEFORE. WE BEGAN NOTICING STAGGERING BODY COMPOSITION CHANGES AND REDUCTION IN BODY FAT PERCENTAGES, REGARDLESS OF AGE. THEIR CORES BECAME MORE STABLE AND THEIR MOVEMENTS BECAME STRONGER. BACK PAIN AND DISCOMFORT WERE VIRTUALLY ELIMINATED. WE BEGAN GETTING COMMENTS THAT PEOPLE FELT DECADES YOUNGER WITH MORE ENERGY THAN THEY'D HAD FOR YEARS.

In fact, clients enjoyed and looked forward to working out in a community that embraced these progressive and cutting-edge systems...because they worked. It was unlike any fitness experience any of them had ever had. Much different than spinning their wheels in a gym, getting a body beatdown in a boot camp, or sitting on the sidelines and not exercising. Sounds almost crazy, doesn't it?

Hey, I understand. Sometimes I still have a hard time believing this is real. And all I ask is you hold off from disbelieving long enough to see the evidence for yourself.

Real fitness is achievable. The problem, though, is that most people aren't achieving it either because they aren't doing enough or they aren't doing it correctly. In fact, the Centers for Disease Control (CDC) estimates 80 percent of all Americans fail to get the recommended amount of physical activity, and 25 percent are completely inactive. On top of that, I've see sources that claim 80 percent of people who own a gym membership never use it, and of the 20 percent that use a gym, few participate in an optimal strength and conditioning program designed by true experts.

**YOUR PERFORMANCE JOURNEY ADDRESSES THIS GAP IN SERVICE DELIVERY. YOUR PERFORMANCE JOURNEY PROVIDES EVERYTHING A COACH AND CLIENT NEED TO PERSONALIZE AND PROGRESS SAFELY, QUICKLY, AND EFFECTIVELY TOWARD SELF-DEFINED PERFORMANCE GOALS.**

# CHAPTER 7:

# YOUR PERFORMANCE

# JOURNEY™





**C**urrently the gym industry boat is missing a rudder, and, therefore, negligence, higher risks of injury, and poor outcomes abound. Our navigation system, Your Performance Journey, the future fitness industry gold standard, personalizes the exercise experience and provides you and your coach with the expertise and direction to reach your goals. Ideally suited for small group training, the framework is adaptive and responsive to all types of fitness programs.



Your Performance Journey

Your Performance Journey is organized with checkpoints and milestones unique to each participant, and can be considered the “martial arts of the fitness industry.” The twenty-one milestones are grouped into seven colored strength bands (white, yellow, green, blue, red, orange, and black).

The Perpetual Personal Training System runs in vertical columns through each milestone, creating checkpoints. The seven checkpoints in each milestone are the phases of the Perpetual Personal Training System. Motivation, guidance, and ultimately progression occur as a series of quick wins as participants’ need focus only on their next milestone.

# Your Performance Journey has three keys to it:

## #1: Personalization:

Meeting you where you are is important. Doing what your body is ready for is important. Giving it what it needs is personalization.

## #2: Progression:

Getting quick wins. Feeling good about your progress and seeing change helps you stay motivated. Without personalization, progression is not possible.

## #3: Self-defined performance:

You define your performance, because how you define performance today and how you defined it twenty years ago is different. How I define performance and how you define performance is different. Maybe for some, performance means getting up and down from the ground to play with their grandkids. Maybe for another person it's about crushing their 5K personal best. It doesn't really matter. You need to self-define performance for you.

THE GRAPHIC ON THE NEXT PAGE PROVIDES A VISUAL OVERVIEW OF YOUR PERFORMANCE JOURNEY. YOUR PERFORMANCE JOURNEY WILL HELP YOU CREATE AN ACTIVE LIFESTYLE BECAUSE IT HAS PROGRESSION BUILT INTO THE PROGRAM. EACH MILESTONE IS DESIGNED TO SUPPORT THE NEXT STEPS AND HELP YOU CREATE A BALANCED FOUNDATION SO THAT YOU CAN CREATE A BODY BREAKTHROUGH BY SIMPLY FOLLOWING THE SYSTEM.

# YOUR PERFORMANCE JOURNEY™ MILESTONES

TM

FROM	REALIZATION	BASELINE ASSESSMENT	FOUNDATION	BODYWORK	OPTIMAL STRENGTH & CONDITIONING	REASSESSMENT	ACHIEVEMENT	TO
RESPECTING THE PRACTICE AND THE PROCESS AS FIT AS YOU HAVE EVER BEEN PERFORMING WELL	<b>RESPECT THE PRACTICE AND THE PROCESS</b>						LIVING THE ACTIVE LIFE AND SETTING AN EXAMPLE FOR OTHERS ACHIEVING THE GREATEST PHYSICAL ACCOMPLISHMENTS OF YOUR LIFE PEAK PERFORMANCE AND INJURY RESILIENCE	LACK
GREAT WORKOUTS FIT STRONGER	<b>ACTIVATE YOUR PERFORMANCE</b> <b>LOOKING IN THE MIRROR NEVER LOOKED SO GOOD</b> <b>LINK THE UNBREAKABLE CHAIN</b>						MORE THAN JUST A WORKOUT AS FIT AS YOU HAVE EVER BEEN GREATER STRENGTH & POWER	ORANGE
IMPROVED BODY COMPOSITION CURRENT STRENGTH SINGLE KETTLEBELL SKILLS	<b>CONFIDENCE IS THE BEST PAYOFF</b> <b>CREATE MORE STRENGTH AND POWER</b> <b>DEVELOP DOUBLE KETTLEBELL SKILLS TO CROSS YOUR WORKOUTS</b>						IDEAL BODY COMPOSITION STRONGER ALL AROUND PROFICIENT WITH DOUBLE KETTLEBELL SKILLS	RED
CURRENT BODY COMPOSITION MINIMAL SKILLS UNWARE OF NATURAL MOVEMENT	<b>BE CONSISTENT TO LEARN AND NEVER STOP</b> <b>DEVELOP KETTLEBELL SKILLS</b> <b>TRAIN THE FIVE HUMAN MOVEMENTS</b>						IMPROVED BODY COMPOSITION EFFECTIVE VARIETY OF SKILLS MOVING NATURALLY	BLUE
SQUAT PATTERNING POOR FOOT TO CORE SEQUENCING LOWER BODY STIFFNESS	<b>APPLY THE SQUAT AND CONNECT TO SYNERGY</b> <b>PATTERN THE SQUAT</b> <b>IMPROVE MOBILITY FROM THE GROUND UP</b>						LOADING THE SQUAT PROFICIENT FOOT TO CORE SEQUENCING LOWER BODY FLEXIBILITY	GREEN
UPPER BACK AND NECK TENSION STIFF SHOULDERS POOR POSTURE LIMITED MOVEMENT POOR BALANCE STIFF HIPS	<b>ESTABLISH YOUR ACILIC SPINE ROTATION</b> <b>FIND SHOULDER MOBILITY</b> <b>IMPROVE YOUR POSTURE</b> <b>MOVE BETTER BY HIP HINGING</b> <b>BUILD A STRONGER CORE</b> <b>FIND YOUR FLEXIBILITY</b>						UPPER BACK AND NECK RELIEF MORE FLEXIBLE SHOULDERS IMPROVED POSTURE BETTER MOVEMENT BETTER BALANCE MORE FLEXIBLE HIPS	YELLOW

FROM REALIZATION BASELINE ASSESSMENT FOUNDATION BODYWORK OPTIMAL STRENGTH & CONDITIONING REASSESSMENT ACHIEVEMENT TO

**PLAZA FITNESS PERFORMANCE**

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## STRENGTH BAND PROGRESSION

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Before delving into the specific details of each strength band and its associated milestones and checkpoints, it is worth re-stating our guiding rationale. Our premise is that most people want to look great, feel great, and perform their best. Stiff hips, poor balance, shoulder mobility issues, postural distortions all of which are alarmingly prevalent as we age further complicate the journey toward optimal fitness results. In earlier chapters, a number of the inadequacies of the gym industry were highlighted. People end up jumping into an informal gym environment, but they have movement issues, so they hurt themselves or they just don't get the kind of result they're looking for. Then they get frustrated and they stop. Or, they're doing workouts in a large group boot camp that is designed for someone who is fit, moves well, and is truly strong, and, you guessed it, they hurt themselves.

Following Your Performance Journey guarantees that fitness programs can duplicate great results with their individual members regardless of current fitness experience, abilities, or performance. When you look at the columns within the Your Performance Journey graphic above, you'll notice the phases of the Perpetual Personal Training System. These intersections unveil checkpoints of Realization, Baseline Assessment, Foundation, Bodywork, Optimal Strength & Conditioning, Reassessment, and Achievement.

The results of the functional movement screen determines whether Your Performance Journey begins with a white, yellow, green, or blue strength band. The columns for the different color strength bands intersect with 3 milestones which run horizontally.

## THE WHITE STRENGTH BAND



For instance, the white strength band is comprised of milestones #1: Find Your Flexibility, #2: Build a Stronger Core, and #3: Move Better by Hip Hinging. Those milestones emphasize hip/core functional sequencing.

## THE YELLOW STRENGTH BAND



Includes milestone #4: Improve Your Posture, #5: Find Shoulder Mobility, and #6: Establish Thoracic Spine Rotation. These milestones emphasize the spine/shoulder functional sequencing.

## THE GREEN STRENGTH BAND



Includes milestone #7: Improve Mobility from the Ground Up, #8: Pattern the Squat, and #9: Apply the Squat and Connect to Strength. These milestones emphasize functional ankle/foot mobility and squat patterning.

# THE BLUE STRENGTH BAND



The last strength band we'll highlight now is the blue strength band. The blue strength band indicates that a new client is moving, according to a functional movement screen, at par levels. Better movement reduces the risk of injury. The blue strength band includes milestone #10: Train the Five Human Movements, #11: Develop Kettlebell Skills, and #12: Be Consistent to Look and Feel Better. Those four bands represent the entry point for anyone starting Your Performance Journey.

An example of how clients are progressed through a series of quick wins through each milestone and checkpoint is as follows:

Realization occurs first as a participant progresses on each milestone. For example, an individual may realize that their balance is shaky. An assessment such as single leg stance can further confirm the degree to which their body exhibits reflexive core stability. Generally, neural resets will enhance their reflexive core stability. Single-leg stance will be reassessed, and, ultimately the participant will not only have better balance but experience a boost from a quick win on this Build a Stronger Core Milestone. They will then transition to the next appropriate milestone as designated by their performance on the reassessment. Members feel good about the things they are doing when they see and feel progression quickly. Your Performance Journey provides a logical order that allows motivation and momentum to flow naturally, powerfully supporting exercise program adherence, and ultimately individual success.

As outlined earlier in the Inverted Performance Ladder, enhancing balance is an initial objective. Greater strength and stability locally create a solid foundation for mobility distally. After our clients are moving better, we build strength and then power. This order is critical to reduce the risk of injury and improve performance.

The next section will detail each strength band and its component milestones and checkpoints in Your Performance Journey. By its conclusion, you will be equipped with the skills to help your clients look great, feel great, and perform their best.

# The Seven Phases of the Perpetual Training System

1. **Realization:** Everyone begins and ends this monthly cycle with realization, or mind-set. Mind-set is the driving force toward achievement.
2. **Baseline assessment:** As the month begins, collect foundational biometric measurements such as body fat percentage, strength, or body weight, at the beginning of the month that are relevant to your self-defined goals.
3. **Foundation:** Analyze foundational elements that directly impact your desired results, including healthy eating habits, cardiovascular exercise, managing life stress, and recovery and sleep.
4. **Bodywork:** Execute the bodywork and specific corrective exercises that will generate a quick win and advance you to the next level. Be sure to avoid delving immediately into intense workouts by adequately preparing the body prior to workouts.
5. **Optimal strength & conditioning:** Actively participate in a strength and conditioning routine that is both optimized and personalized to ensure maximal results.
6. **Reassessment:** Reassessing the baseline biometric measurements at the end of the twenty-eight-day program is vital in tracking overall progress. Collecting this information also informs and guides adjustments and modifications. The process of measuring, executing the plan, re-measuring and then fine-tuning is constant until every participant achieves results they are happy with.
7. **Achievement:** In this stage, clients will demonstrate noticeable gains in mobility and strength, increased confidence, and feel more playful and optimistic. Experiencing success equips participants with enhanced motivation to achieve greater gains in the next twenty-eight-day program.

# THE PERPETUAL PERSONAL TRAINING SYSTEM



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White

# The White Strength Band



FROM	BASELINE REALIZATION ASSESSMENT	FOUNDATION	BODYWORK	OPTIMAL STRENGTH & CONDITIONING	ASSESSMENT	ACHIEVEMENT	TO
LIMITED MOVEMENT	100% BODYWEIGHT	BETTER BY KIP BIKING			100% BODYWEIGHT	BETTER MOVEMENT	W H I T E
POOR BALANCE	100% BODYWEIGHT	BUILD A STRONGER CORE			100% BODYWEIGHT	BETTER BALANCE	
STIFF KIPS	100% BODYWEIGHT	FIND YOUR FLEXIBILITY			100% BODYWEIGHT	MORE FLEXIBLE KIPS	

< Milestone Checkpoint	Realization	Baseline Assessment	Foundation	Bodywork	Optimal Strength And Conditioning	Reassessment	Achievement
<b>#1 Find Your Flexibility</b>	My Hips Feel Stiff	Active Straight Leg Raise (ASLR)	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Brace Don't Break ASLR Correctives	Active Straight Leg Raise	My Hips Feel Loose
<b>#2 Build A Stronger Core</b>	I Have Shaky Balance	Single Leg Stance Rotary Stability Trunk Stability Push Up	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Restore Reflexive Stability Master Relaxed Breath Core Level 1	Single Leg Stance Rotary Stability Trunk Stability Push Up	I Have Better Balance
<b>#3 Move Better By Hip Hinging</b>	I Don't Move Well I Don't Feel Well	Toe Touch	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Restore Reflexive Stability Core 1 Program Pattern Toe Touch	Toe Touch	I Feel Better I Move Better

# THE WHITE STRENGTH BAND

<b>#1 Find Your Flexibility</b>		<b>#2 Build A Stronger Core</b>		<b>#3 Move Better By Hip Hinging</b>	
<b>FROM</b> Stiff Hips	<b>TO</b> More Flexible Hips	<b>FROM</b> Poor Balance	<b>TO</b> Better Balance	<b>FROM</b> Limited Movement	<b>TO</b> Better Movement



# THE WHITE STRENGTH BAND

YOUR PERFORMANCE JOURNEY BEGINS WITH THE WHITE STRENGTH BAND, WHICH IS THE MOST COMMON STARTING POINT FOR MOST CLIENTS. AS A REVIEW, EVERY STRENGTH BAND HAS THREE MILESTONES. EACH MILESTONE FLOWS THROUGH THE SEVEN PHASES OF THE PERPETUAL PERSONAL TRAINING SYSTEM EVERY MONTH. BE SURE TO FAMILIARIZE YOURSELF WITH EVERY PHASE OF THE PERPETUAL PERSONAL TRAINING SYSTEM FOR IT CORRESPONDS TO EACH OF YOUR MEMBERS' CURRENT MILESTONE.



1) Find Your Flexibility



2) Build A Stronger Core



3) Move Better By Hip Hinging

**YOUR MISSION IS TO DEVELOP THE MOVEMENT PROFICIENCIES NECESSARY TO ASCEND BEYOND THE WHITE STRENGTH BAND WITHIN THE FIRST 28 DAYS, OR MONTH OF BEGINNING THE SYSTEM. ADDITIONAL RESOURCES INCLUDE WHITE STRENGTH BAND CORRECTIVES AND CREATING CORE STABILITY LEVEL 1.**

**MOBILITY, REFLEXIVE CORE STABILITY, AND THE PROPER SEQUENCING BETWEEN YOUR CORE AND HIPS ARE THE MILESTONES OF THE WHITE STRENGTH BAND. HIP/CORE SEQUENCING IS THE KEY TO MOVEMENT AND ULTIMATELY PERFORMANCE. WITHOUT REFLEXIVE CORE STABILITY AND PROPER HIP/CORE SEQUENCING, THE RISK FOR A VARIETY OF INJURIES IS HIGH, AND REALIZING FULL PERFORMANCE POTENTIAL IS SURE TO REMAIN ELUSIVE.**

# MILESTONE #1:

## FIND YOUR FLEXIBILITY



**MILESTONE #1, FIND YOUR FLEXIBILITY, TAKES YOU FROM STIFF TO MORE FLEXIBLE HIPS THROUGH 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that your hips are stiff, and notice that your body is not moving easily as it once did. You may find that you aren't as confident in how you move, and notice the effects bleeding into other areas of your body. You conclude that your body is not optimizing movement as a result of your impaired hip mobility.

### **Checkpoint 2:** Baseline assessment:

The baseline assessment in Milestone #1 is an active straight-leg-raise protocol as described within a Functional Movement Screen (FMS). Scoring the active straight-leg raise as a "1" indicates that there's an issue with hip/core sequencing and stability.

### **Checkpoint 3:** Foundation:

Foundational elements are always included since body, mind, and spirit are inextricably linked. Some questions to raise include: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #1 emphasizes active straight-leg raise corrective exercises, Reflexive Performance Resets, and neural resets. Neural resets are outstanding for all white strength band milestones: breathing, hip hinging, head nodding, rolling, crawling, and all the myofascial prep we recommend with foam rolls and sticks.

### **Checkpoint 5:** Optimal strength & conditioning:

At this point, blending back into all those neural resets is the cornerstone of programming

to open up the hips. This is optimal for a lot of you because your hips are closely connected to your core, your spine, and even affect your breathing. As a result, sitting on a machine and extending your leg or performing a heavy leg press will not necessarily correlate with increased hip mobility and flexibility. Neural resets tap into our evolution, genetics, and how our bodies are designed to move. The golden rule with the white strength band core strength and conditioning work is to avoid loading movement.

## **Checkpoint 6:** Reassessment:

The reassessment is the active straight-leg raise. Comparing the initial active straight-leg raise to the reassessment will reveal improvement if we're programming appropriately. Very frequently people begin our program with a thirty degree straight leg range of motion while supine. After performing some very specific exercises to enhance the neural connection and stability of the appropriate muscles and re-establish correct functioning, dramatic increases in how high the leg can be raised will occur. Performing these very specific exercises from proven systems will be highly effective in a fixed amount of time.

## **Checkpoint 7:** Achievement:

Following the reassessment, participants will objectively see change in their active straight-leg range of motion. They will comment that their movements feel better, notice that their hips are more flexible. The next milestone is determined by an objective assessment.



1) Find Your Flexibility

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #1 RESULTED IN GAINS IN HIP MOBILITY AND YOU EXPERIENCE PROGRESSION. AT THE COMPLETION OF THIS MILESTONE, PARTICIPANTS WHO INITIALLY LACKED ADEQUATE HIP MOBILITY IN AN ACTIVE STRAIGHT LEG RAISE WILL EARN THE QUICK WIN OF BEING ABLE TO DO JUST THAT. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.





# MILESTONE #2:

## BUILD A STRONGER CORE



**MILESTONE #2, BUILD A STRONGER CORE, TAKES YOU FROM POOR BALANCE TO BETTER BALANCE ON THE BUILD A STRONGER CORE MILESTONE THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM. THE MAJORITY OF PEOPLE WILL BEGIN THE PROGRAM AT THIS ENTRY POINT.**

### **Checkpoint 1:** Realization:

You realize you don't have good balance. You may get on one leg and realize you can't balance on it for any length of time. You might think you need to get on an unstable surface, a BOSU ball, or something, but that's only going to increase your risk of falling. Instead, you need a proven system that works, that is safe and effective. We're not guessing, we know how to improve your balance.

### **Checkpoint 2:** Baseline assessment:

The baseline assessment is a single-leg stance. The single-leg stance reveals whether your core has reflexive stability. Our modern habit of prolonged sitting unfortunately negatively impacts our posture and our hip/core sequencing. \*Participants who choose to skip this step commonly find themselves in a boot camp body beatdown type of scenario. Unfortunately, they are also at an increased risk for injury—everything from muscle strains to debilitating back pain.

### **Checkpoint 3:** Foundation:

Foundational elements are always included since mind, body, and spirit are so interconnected. Some relevant questions to raise include: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

## Checkpoint 4: Bodywork:

Bodywork in Milestone #2 relies heavily on neural resets. Neural resets are outstanding for all white strength band milestones: breathing, hip hinging, head nodding, rolling, crawling, and all the myofascial prep we recommend with foam rolls and sticks.

## Checkpoint 5: Optimal strength & conditioning:

Programming includes a heavy dose of neural resets such as upper-body segmental rolls, lower-body segmental rolls, hard rolling, crawling, and exercises that will develop core stability. The goal of reflexive core stability is non-deliberate muscle activation. An example of reflexive core contraction is throwing a punch as opposed to the deliberate contraction of an abdominal crunch. The golden rule with the white strength band strength and conditioning work is to avoid loading movement.

## Checkpoint 6: Reassessment:

The reassessment is the single-leg stance. Place the knee and the hip at ninety degrees and try to maintain the position. Reflexive stability is a very discrete skill: you either possess it or you are progressing toward achieving it. You may see your feet grabbing like talons into a piece of wood. You might have your grounded foot going back and forth or your hands all over the place. The degree to which a participant has progressed will determine their observable behaviors.

## Checkpoint 7: Achievement:

Following the reassessment, participants will objectively see improvements in their balance while in a single-leg stance. They will say "My balance is better."

Personalizing your program and following the 7 checkpoints within Milestone #2 resulted in gains in balance and you experience progression. At the completion of this milestone, participants who initially could not balance in a single-leg stance will earn the quick win of being able to do just that. Once you achieve this, congratulations! You've earned a quick win, and you'll ascend Your Performance Journey and move on to the next milestone.



21 Build A Stronger Core

AS A WORD OF CAUTION, CHOOSING TO SKIP THIS STEP AND DIVE RIGHT INTO STRENGTH TRAINING AND LOADING EXERCISE WILL TRANSFORM YOU INTO AN ACCIDENT WAITING TO HAPPEN, A SINGLE INJURY AWAY FROM BEING RELEGATED TO YOUR SOFA FOR A LONG TIME. THERE'S A REASON WHY WE FOLLOW A LOGICALLY ORGANIZED PLAN. THERE'S A REASON WHY YOU NEED PERSONALIZATION: WE WANT YOU TO BE SAFE. YOU'RE A SMART PROFESSIONAL. YOU HAVE A FULL-TIME JOB. YOU HAVE KIDS AT HOME. YOU DON'T HAVE TIME TO BE OUT OF COMMISSION ON THE SOFA OR MISSING WORK TO VISIT THE DOCTOR. OUR PURPOSE IS TO PROVIDE YOU WITH A FITNESS PROGRAM THAT IS GOOD FOR YOUR BODY.





# MILESTONE #3:

## MOVE BETTER BY HIP HINGING

**MILESTONE #3, MOVE BETTER BY HIP HINGING, TAKES YOU FROM LIMITED MOVEMENT TO BETTER MOVEMENT THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you don't move well. People who don't move well typically don't feel well. They also have an increased risk of injury.

### **Checkpoint 2:** Baseline assessment:

The baseline assessment is a toe touch. Stand tall, chest proud, arms extended to the ceiling, and then bring the arms down and touch the toes. If you can't touch your toes, you're in milestone #3.

### **Checkpoint 3:** Foundation:

Foundational elements are always included since mind, body, and spirit are so interconnected. Some relevant questions to consider include: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #3 relies heavily on neural resets. Neural resets are outstanding for all white strength band milestones: breathing, hip hinging, head nodding, rolling, crawling, and all the myofascial prep we recommend with foam rolls and sticks.

### **Checkpoint 5:** Optimal strength & conditioning:

Programming continues on enhancing reflexive core stability because your hips are so

interconnected with your core. Participants will follow some of those core I programming movements with toe-touch progressions. There are very specific toe-touch-patterning activities, exercises, and cues that improve your toe touch.

## **Checkpoint 6:** Reassessment:

We'll recheck the toe touch. Your toe touch will improve if you follow the foundation, bodywork, and optimal strength & conditioning checkpoints found within Milestone #3.

## **Checkpoint 7:** Achievement:

Following the reassessment, you will touch your toes. You'll say "Wow! I haven't touched my toes in years." We will objectively see change in your toe touch, and thus, we have taken you from limited movement to better movement on the Move Better by Hip Hinging Milestone.



### 3) Move Better By Hip Hinging

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #3 HELP YOU MOVE AND FEEL BETTER AND EXPERIENCE PROGRESSION. WHEN INITIALLY YOU DID NOT HAVE A TOE TOUCH, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU WILL BE ABLE TO TOUCH YOUR TOES. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.







Yellow

# The Yellow Strength Band



<b>FROM</b>	<b>BASELINE</b>	<b>FOUNDATION</b>	<b>BODYWORK</b>	<b>OPTIMAL STRENGTH 8</b>	<b>CONDITIONING</b>	<b>REASSESSMENT</b>	<b>ACHIEVEMENT</b>	<b>TO</b>
<b>UPPER BACK AND NECK TENSION</b>	ESTABLISH TORACIC SPINE ROTATION	IMPROVE YOUR POSTURE	IMPROVE YOUR POSTURE	IMPROVE YOUR POSTURE	IMPROVE YOUR POSTURE	IMPROVE YOUR POSTURE	IMPROVE YOUR POSTURE	<b>UPPER BACK AND NECK RELIEF</b>
<b>STIFF SHOULDERS</b>	<b>FIND SHOULDER MOBILITY</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>MORE FLEXIBLE SHOULDERS</b>
<b>POOR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVE YOUR POSTURE</b>	<b>IMPROVED POSTURE</b>





4) Improve Your Posture

## THE YELLOW STRENGTH BAND

THE FOCUS OF THE YELLOW STRENGTH BAND IS POSTURE AND THE TORSO-TO-SHOULDER CONNECTION. ADDITIONAL RESOURCES CRITICAL TO YOUR MISSION OF COMPLETING THE MOVEMENT PROFICIENCIES NECESSARY TO MOVE BEYOND THE YELLOW STRENGTH BANK WITHIN YOUR FIRST TWENTY-EIGHT DAY PROGRAM INCLUDE **YELLOW BAND CORRECTIVES** AND **INDIAN CLUB TUTORIALS**.



5) Find Shoulder Mobility

WE LIKE TO SAY, “FORM IS KING.” YOUR POSTURE AND, THUS, FORM WHILE MOVING YOUR BODY AND OBJECTS IS PARAMOUNT TO REDUCING THE RISK OF INJURY AS WELL AS THE RESULT YOU GET OUT OF YOUR PRACTICE. YOUR SPINE AND THE MUSCLES RESPONSIBLE FOR STABILIZING IT HAVE THE GREATEST RISK OF INJURY IN MOST FITNESS PROGRAMS. THEREFORE, SPECIAL ATTENTION MUST BE MADE TO CORRECT POSTURE, INCREASE SHOULDER MOBILITY, AND ENHANCE THORACIC SPINE ROTATION.



6) Establish Thoracic Spine Rotation

< Milestone Checkpoint	Realization	Baseline Assessment	Foundation	Bodywork	Optimal Strength And Conditioning	Reassessment	Achievement
<b>#4 Improve Your Posture</b>	I Know I Slouch	Posture Assessment	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets Posture Correctives	Follow The Plan With Modifications  Stand Tall Always And Adhere To The Spine Helath Research	Posture Assessment	I Feel Taller I Feel Better
<b>#5 Find Shoulder Mobility</b>	My Arms And Shoulders Don't Move Well	Shoulder Mobility	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets Indian Clubs Shoulder Correctives	Follow The Plan With Modifications	Shoulder Mobility	My Arms And Shoulders Move Better
<b>#6 Establish Thoracic Spine Rotation</b>	I Have Back And Neck Tension And Discomfort	Thoracic Rotation	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets Thracic Rotation Correctives	Follow The Plan With Modifications	Thoracic Rotation	I Have Less Back And Neck Tension And Discomfort

# THE YELLOW STRENGTH BAND

<b>#4 Improve Your Posture</b>	<b>#5 Find Shoulder Mobility</b>	<b>#6 Establish Thoracic Spine Rotation</b>
<b>FROM</b> Poor Posture	<b>TO</b> Improved Posture	<b>FROM</b> Upper Back And Neck Tension
	<b>FROM</b> Stiff Shoulders	<b>TO</b> Upper Back And Neck Relief
	<b>TO</b> More Flexible Shoulders	



# MILESTONE #4:

## IMPROVE YOUR POSTURE

**MILESTONE #4, IMPROVE YOUR POSTURE, TAKES YOU FROM POOR POSTURE TO IMPROVED POSTURE THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you slouch. You probably say things like: "I'm not in neutral spine," "It's been a problem my whole life," and "My grandmother has always told me to stand up straight."

### **Checkpoint 2:** Baseline assessment:

The baseline assessment is a visual posture assessment. By looking at how an individual stands, some common posture distortions are readily evident. A slightly more technical option is to have participants stand in front of an AlignaBod, or even against a wall. Any of these methods will quickly reveal whether a person is experiencing postural issues or not.

### **Checkpoint 3:** Foundation:

Foundational elements are always included since mind, body, and spirit are so interwoven. Some important questions to consider include: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #4 emphasizes postural correctives, myofascial preparation, and improving posture awareness. Begin by being aware of neutral spine and how it feels. Learning to identify where neutral spine is will help your body gradually transition toward that position naturally. Postural correctives include exercises that encourage slight extension and move away from the forward flexed position typically seen in our society.

## Checkpoint 5: Optimal strength & conditioning:

Programming includes mastering the white strength band hip/core sequencing programming found within neural resets to enhance reflexive core stability. We emphasize standing tall and living in neutral spine. Neutral spine will run throughout your entire optimal strength & conditioning program whether it's squatting, carrying, pulling, pushing, or hip hinging. Everything you do—kneeling, going down to the ground, getting on your back—takes place in neutral spine. You must consistently demonstrate neutral spine through workouts and daily living, and the optimal strength & conditioning practice can help optimize this.

## Checkpoint 6: Reassessment:

We'll be consistently monitoring your posture visually. Your posture has improved if you followed the foundation, bodywork, and optimal strength & conditioning checkpoints found within Milestone #4.

## Checkpoint 7: Achievement:

Following the reassessment or consistent monitoring, you will stand tall, move more, and feel better. You'll say, "Hey, I am moving and feeling better." You may even receive compliments from others as you read in our client case study with Colleen. We will objectively see change in your posture, and thus, we have taken you from poor posture to improved posture on the Improve Your Posture Milestone.



4) Improve Your Posture

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #4 HELP YOU MOVE AND FEEL BETTER AND EXPERIENCE PROGRESSION. WHEN INITIALLY YOUR POSTURE WAS POOR, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU WILL HAVE IMPROVED POSTURE. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.





# MILESTONE #5:

## FIND SHOULDER MOBILITY

**MILESTONE #5 FIND SHOULDER MOBILITY TAKES YOU FROM STIFF SHOULDERS TO MORE FLEXIBLE SHOULDERS THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you have stiff shoulders resulting in the feeling of poor movement.

### **Checkpoint 2:** Baseline assessment:

The baseline assessment is a shoulder mobility assessment from the functional movement screen. Body mechanics such as how the arm sways while walking will also be observed and recorded.

### **Checkpoint 3:** Foundation:

Foundational elements are always relevant since mind, body, and spirit are so interwoven. Some good questions to consider include: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #5 emphasizes Reflexive Performance Resets, shoulder mobility corrective exercises, myofascial work, and neural resets, as well as Indian Club work to improve shoulder mobility.

### **Checkpoint 5:** Optimal strength & conditioning:

Programming includes mastering the white strength band hip/core sequencing programming found within neural resets to enhance your reflexive core and modifying your optimal strength & conditioning practice to include shoulder mobility corrective

exercises.

The golden rule for working with individuals with shoulder mobility issues is to avoid loading overhead movements, which will potentially exacerbate movement compensations. Additional mobility rather than increased strength should be prioritized, particularly for most men.

## **Checkpoint 6:** Reassessment:

Shoulder mobility will be re-checked. Your shoulder mobility has improved if you follow the foundation, bodywork, and optimal strength & conditioning checkpoints found within Milestone #5.

## **Checkpoint 7:** Achievement:

Following the reassessment, participants feel they are indeed moving and feeling better. We will objectively see change in shoulder mobility, and thus, we have taken you from stiff shoulders to more flexible shoulders on the Find Shoulder Mobility Milestone.



### 5) Find Shoulder Mobility



PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #5 RESULT IN ADEQUATE SHOULDER MOBILITY AND YOU EXPERIENCE PROGRESSION. CONGRATULATIONS! BY REMAINING SMART AND SHARP, YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.



# MILESTONE #6:

## ESTABLISH THORACIC ROTATION



**MILESTONE #6 ESTABLISH THORACIC ROTATION TAKES YOU FROM UPPER BACK AND NECK STIFFNESS TO UPPER BACK AND NECK RELIEF THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you have general stiffness as well as upper back and neck tension.

### **Checkpoint 2:** Baseline assessment:

Thoracic Rotation will be measured from a seated or half kneeling position. Normal range of motion we use for thoracic rotation is ~45 degrees when the pelvis is stabilized.

### **Checkpoint 3:** Foundation:

Foundational elements are always considered since body, mind, and spirit are so interconnected. Some relevant questions to evaluate include: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #6 emphasizes thoracic rotation with neural resets, myofascial preparation, and thoracic rotation corrective exercises.

### **Checkpoint 5:** Optimal strength & conditioning:

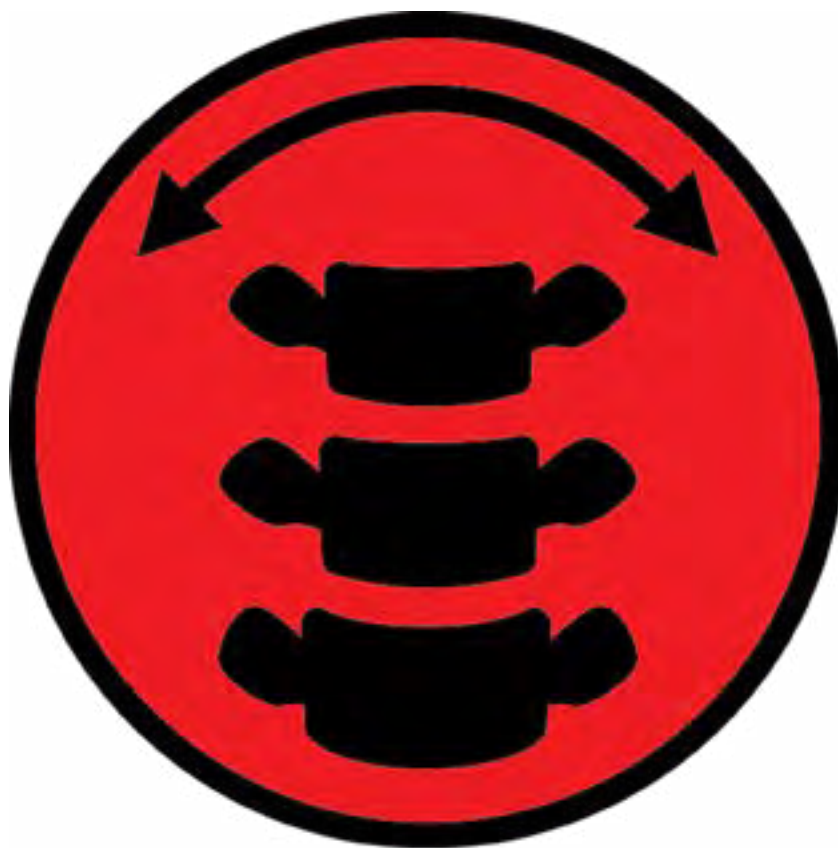
Programming includes mastering the white strength band hip/core sequencing programming found within neural resets to enhance your reflexive core and modifying your optimal strength & conditioning practice to include thoracic rotation corrective exercises.

## Checkpoint 6: Reassessment:

Thoracic rotation will be re-checked. Your thoracic rotation has improved if you follow the foundation, bodywork, and optimal strength & conditioning checkpoints found within Milestone #6.

## Checkpoint 7: Achievement:

Following the reassessment, you will move better, feel better, and have less upper back tension. You'll say, "Hey, I am moving and feeling better." We will objectively see change in your thoracic rotation, and thus, we have taken you from upper back and neck stiffness to upper back and neck relief on the Establish Thoracic Rotation Milestone.



6) Establish Thoracic  
Spine Rotation

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #6 HELP YOU MOVE AND FEEL BETTER AND EXPERIENCE PROGRESSION. WHEN INITIALLY YOUR THORACIC ROTATION WAS POOR, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL HAVE ADEQUATE THORACIC ROTATION. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.





# The Green Strength Band



FROM	BEGINNING	FOUNDATION	BODYWORK	OPTIMAL STRENGTH & CONDITIONING	REASSESSMENT	ACHIEVEMENT	TO
SOOT PATTERNING	APPLY THE SQUAT AND CORRECTLY TO STRENGTH					LOADING THE SQUAT	GREEN
POOR FOOT TO CORE SEQUENCING	PATTERN THE SQUAT					PROFICIENT FOOT TO CORE SEQUENCING	
LOWER BODY STIFFNESS	IMPROVE MOBILITY FROM THE GROUND UP					LOWER BODY FLEXIBILITY	





7) Improve Mobility  
From The Ground Up



8) Pattern The Squat



9) Apply The Squat  
And Connect To Strength

# THE GREEN STRENGTH BAND

THE GREEN STRENGTH BAND FOCUSES SOLELY ON SQUATTING. ADDITIONAL RESOURCES CRITICAL TO TRANSITIONING OUT OF THIS PHASE INCLUDE GREEN STRENGTH BAND CORRECTIVES, REFLEXIVE PERFORMANCE RESETS, RESTORATIVE BREATHING FOR ENERGY, SLEEP, AND DECREASED PAIN SEMINAR, NEURAL RESETS, AND ANY OF THE WORKOUT PREPARATION VIDEOS.

SQUATTING REQUIRES THE ENTIRE SYSTEM TO MOVE AS ONE. PROPER SQUATTING SHOWS A PERFECT HARMONY BETWEEN MOBILITY AND STABILITY, FROM YOUR FEET TO YOUR HEAD. THIS JOINT-BY-JOINT FLOW IS NATURAL HUMAN MOVEMENT. SQUATTING IS SO FOUNDATIONAL TO THE HUMAN BODY THAT IT WILL OPTIMIZE YOUR METABOLISM, HELP YOU PERFORM VITAL DAILY ACTIVITIES, AND OVERALL FUNCTIONING.

< Milestone Checkpoint>	Realization	Baseline Assessment	Foundation	Bodywork	Optimal Strength And Conditioning	Reassessment	Achievement
<b>#7 Improve Mobility From The Ground Up</b>	I Don't Move Well	Ankle Mobility	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets Ankle Mobility Correctives	Follow The Plan With Modifications	Ankle Mobility	I Move Better
<b>#8 Pattern The Squat</b>	I Can't Squat	Squat Assessment	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Follow The Plan With Modifications	Squat Assessment	I Can Squat
<b>#9 Apply The Squat And Connect To Strength</b>	I Feel Soft And Weak When I Squat	Body Weight Squat	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Follow The Plan With Modifications	Loaded Squat	My Squat Feels Stronger

# THE GREEN STRENGTH BAND

<b>#7 Improve Mobility From The Ground Up</b>		<b>#8 Pattern The Squat</b>		<b>#9 Apply The Squat And Connect To Strength</b>	
<b>FROM</b> Lower Body Stiffness	<b>TO</b> Lower Body Flexibility	<b>FROM</b> Poor Foot To Core Sequencing	<b>TO</b> Proficient Foot To Core Sequencing	<b>FROM</b> Squat Patterning	<b>TO</b> Loading The Squat



# MILESTONE #7:

## IMPROVE MOBILITY FROM THE GROUND UP



**MILESTONE #7 IMPROVE MOBILITY FROM THE GROUND UP TAKES YOU FROM LOWER-BODY STIFFNESS TO LOWER-BODY FLEXIBILITY THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you don't move well, although you may not fully be able to express why you feel this way.

### **Checkpoint 2:** Baseline assessment:

Ankle mobility is quickly assessed by placing a line four inches from the wall, putting your toe on that line, and then attempting to touch your knee to the wall without raising the heel. Ankle mobility deficiency is common and typically not identified as a contributing cause of poor squatting.

The foot is critical to human movement, just as the roots of a tree are critical to keeping the tree upright. Strong roots that are grounded create stability, so the tree doesn't fall over. If your feet aren't connected, functioning with adequate mobility and stability, there will be issues with everything up the chain.

### **Checkpoint 3:** Foundation:

Foundational elements are always considered since mind, body, and spirit are so interconnected. Some good questions to evaluate as follows: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #7 emphasizes ankle mobility with Reflexive Performance Resets, myofascial preparation, and corrective exercises.

## **Checkpoint 5:** Optimal strength & conditioning:

The optimal strength & conditioning in Milestone #7 emphasizes reflexive core stability, squat correctives, and patterning the squat with your body weight. \*Stay smart and follow the golden rule within this milestone which is to avoid loading the squat until you can demonstrate proper patterning.

## **Checkpoint 6:** Reassessment:

We'll go back and check that ankle mobility. Your ankle mobility will improve if you follow the foundation, bodywork, and optimal strength & conditioning checkpoints found within Milestone #7.

Sometimes ankle mobility takes a little while to change, especially if you've been in high heels for many years and the foot hasn't been moving optimally for quite a while. If this is you, just remember, it took you awhile to get into the woods, and it might take awhile to get out. But no worries, just stay consistent with your plan and execute the movements that are proven to work, and you will find that you'll move into the next checkpoint.

## **Checkpoint 7:** Achievement:

Following the reassessment, you will move better. You'll say, "Hey, I am moving better." We will objectively see change in your ankle mobility, and thus, we have taken you from lower-body stiffness to lower-body flexibility on the milestone of improving mobility from the ground up.



7) Improve Mobility  
From The Ground Up

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #7 HELP YOU MOVE BETTER AND FEEL PROGRESSION. WHEN INITIALLY YOUR ANKLE MOBILITY WAS POOR, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL HAVE ADEQUATE ANKLE MOBILITY. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.



# MILESTONE #8:

## PATTERN THE SQUAT



**MILESTONE #8 TAKES YOU FROM POOR FOOT-TO-CORE SEQUENCING TO PROFICIENT FOOT-TO-CORE SEQUENCING ON THE IMPROVE MOBILITY FROM THE GROUND UP MILESTONE, THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You'll have the realization that you can't squat. Squatting is a problem for you. Correcting this deficiency becomes your only priority because squatting is one of the five human movements that drive metabolism and performance.

### **Checkpoint 2:** Baseline assessment:

The assessment is the squat protocol found within a functional movement screen. If your squat is deficient, you'll find yourself in a green strength band until you achieve a quick win.

### **Checkpoint 3:** Foundation:

Foundational elements are impossible to remove from any milestone since everything is so interwoven. Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #8 emphasizes Reflexive Performance Resets, neural resets, myofascial preparation, and squat correctives.

### **Checkpoint 5:** Optimal strength & conditioning:

The optimal strength & conditioning in Milestone #8 emphasizes reflexive core stability and patterning the squat to connect the system during the vital human movement of squatting. Stay smart and follow the golden rule within this milestone which is to avoid

loading the squat until you can demonstrate proper patterning.

## **Checkpoint 6:** Reassessment:

We'll go back and check your squat pattern using the functional movement screen protocol found within the functional movement screen. Your squat patterning has improved if you follow the foundation, bodywork, and optimal strength & conditioning checkpoints found within Milestone #8.

## **Checkpoint 7:** Achievement:

Following the reassessment you will squat better. You'll say, "Squatting feels better." We will see objective change in your ability to pattern the squat, and thus, we have taken you from poor foot-to-core sequencing to proficient foot-to-core sequencing on the milestone of pattern the squat.



## 8) Pattern The Squat

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #8 HELP YOU MOVE BETTER AND FEEL PROGRESSION. WHEN INITIALLY YOUR ABILITY TO SQUAT WAS POOR, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL PATTERN THE SQUAT PROFICIENTLY. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.







# MILESTONE #9:

## APPLY THE SQUAT AND CONNECT TO STRENGTH

**MILESTONE #9 APPLY THE SQUAT AND CONNECT TO STRENGTH TAKES YOU FROM SQUAT PATTERNING TO LOADING THE SQUAT THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you feel soft and weak when you squat.

### **Checkpoint 2:** Baseline assessment:

The assessment is the squat protocol found within a functional movement screen. Making sure you can pattern the squat at any time is important.

### **Checkpoint 3:** Foundation:

Foundational elements are impossible to remove from any milestone since everything is so interwoven. Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #9 emphasizes Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic movement flows.

### **Checkpoint 5:** Optimal Strength & Conditioning:

The optimal strength & conditioning in Milestone #9 emphasizes loaded squatting and beginning to follow the skeleton of the optimal strength & conditioning plan.

### **Checkpoint 6:** Reassessment:



We'll go back and check your squat pattern using the functional movement screen protocol found within Functional Movement Systems. Your squat patterning will be appropriate if you follow the foundation, bodywork, and optimal strength & conditioning checkpoints found within Milestone #9.

## **Checkpoint 7:** Achievement:

Following the reassessment, your squat will feel stronger. You'll say, "My squat feels better . . . I feel stronger." Objective changes in your ability to load the squat will be observable. Personalizing your program and following the 7 checkpoints within Milestone #9 help you move better, get stronger, and feel progression. When initially you were not loading the squat, through your efforts to stay smart and stay sharp, at the completion of this milestone, you'll incorporate loaded squats into your practice. Once you achieve this, congratulations! You've just earned a quick win, and you'll ascend Your Performance Journey and move on to the next milestone.



**9) Apply The Squat  
And Connect To Strength**

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #9 HELP YOU GET STRONGER AND FEEL PROGRESSION. WHEN INITIALLY YOU PATTERNED THE SQUAT, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL LOAD THE SQUAT. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.





Blue

# The Blue Strength Band



<b>FROM</b>	<b>BASELINE</b>	<b>FOUNDATION</b>	<b>BODYWORK</b>	<b>CONDITIONING</b>	<b>REASSESSMENT</b>	<b>ACHIEVEMENT</b>	<b>TO</b>
<b>CURRENT BODY COMPOSITION</b>	<b>BE CONSISTENT TO LOOK AND FEEL BETTER</b>						<b>IMPROVED BODY COMPOSITION</b>
<b>MINIMAL SKILLS</b>	<b>DEVELOP KETTLEBELL SKILLS</b>						<b>EFFECTIVE VARIETY OF SKILLS</b>
<b>UNWARE OF NATURAL MOVEMENT</b>	<b>TRAIN THE FIVE HUMAN MOVEMENTS</b>						<b>MOVING NATURALLY</b>



10) Train The 5 Human Movements



11) Develop Kettlebell Skills



12) Be Consistent To Look  
And Feel Better

# THE BLUE STRENGTH BAND

MILESTONES 1–9 IDENTIFY AND MANAGE THE RISK OF INJURY. A WHITE STRENGTH BAND DESIGNATES A HIP/CORE SEQUENCING DYSFUNCTION. PARTICIPANTS ASSIGNED TO THE YELLOW STRENGTH BAND ARE IDENTIFIED WITH EITHER DEFICITS IN SHOULDER MOBILITY OR POSTURAL COMPENSATIONS.

THE GREEN STRENGTH BAND INCLUDES INDIVIDUALS WITH EITHER ANKLE MOBILITY OR SQUAT PATTERNING DEFICIENCIES. ALL OF THESE PROBLEMS ARE POSITIVELY CORRELATED WITH AN INCREASED RISK OF INJURY.

PERSONALIZATION INVOLVES IDENTIFYING THE RISK OF VARIOUS INJURIES AND MINIMIZING IT AT ALL COSTS TO AVOID NEGATIVE LIFE ALTERING CONSEQUENCES.

HURTING YOURSELF PARTICIPATING IN A BODY BEATDOWN BOOT CAMP IS A CONSEQUENCE OF NOT PERSONALIZING YOUR EXPERIENCE. SPINNING YOUR WHEELS IN A GYM, WASTING QUITE A BIT OF TIME UNSURE OF HOW TO PROCEED OR WHAT EXACTLY TO DO IS ALSO A NEGATIVE OUTCOME ASSOCIATED WITH A LACK OF PERSONALIZATION.

**YOUR PERFORMANCE JOURNEY** CONTINUES WITH THE BLUE STRENGTH BAND. WHEREAS WHITE, YELLOW, AND GREEN STRENGTH BANDS MUST PRIORITIZE CORRECTIVE MOVEMENT, THE BLUE STRENGTH BAND PROVES YOU MOVE WELL AND ARE READY FOR SKILLS, STRENGTH, AND POWER. THE BLUE STRENGTH BAND IS THE BASELINE FOR OUR OPTIMAL STRENGTH AND CONDITIONING PROGRAM. AT THIS HIGHER LEVEL OF PROGRAMMING, ENERGY IS CHanneled INTO INTENSITY, COMPREHENSIVE MOVEMENT, AND SKILLS THAT WOULD OTHERWISE INCREASE THE RISK OF INJURY WITHOUT FIRST ESTABLISHING BASELINE FUNCTIONAL LEVELS OF MOVEMENT.

**ACHIEVING** A BLUE STRENGTH BAND IS A SIGN THAT YOU MOVE AT PAR OR BETTER LEVELS AND YOU ARE READY TO BEGIN BUILDING ADVANCED LEVELS OF FITNESS WITHOUT A HIGHER RISK OF INJURY AND POTENTIAL SETBACK.

**THE** BLUE STRENGTH BAND INTRODUCES THE FIVE HUMAN MOVEMENTS, DEVELOPS YOUR SINGLE KETTLEBELL SKILLS, AND BEGINS TO SHAPE AND TONE YOUR BODY.

**ADDITIONAL** RESOURCES CRITICAL TO YOUR MISSION INCLUDE SKILLS-SCHOOL TUTORIALS ON THE DEADLIFT, KETTLEBELL SWING<sup>26</sup>, KETTLEBELL CLEAN<sup>27</sup>, KETTLEBELL SNATCH<sup>28</sup>, AND THE TURKISH GET-UP<sup>29</sup>.





< Milestone Checkpoint	Realization	Baseline Assessment	Foundation	Bodywork	Optimal Strength And Conditioning	Reassessment	Achievement
<b>#10 Train The 5 Human Movements</b>	I'm Not Sure What To Do	Functional Movement Screen (FMS) Proficiency	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Follow The Plan Minus Skills Become Outcome Oriented	Push Ups Plank Pull Up	I Know What To Do
<b>#11 Develop Kettlebell Skills</b>	I Don't Know How To Do It	Skills: Deadlift Swing Single Arm Swing Clean Turkish Get Up Snatch	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Follow The Plan Using Familiar Skills Learn All Skills	Skills: Deadlift Swing Single Arm Swing Clean Turkish Get Up Snatch	I Know How To Do It
<b>#12 Be Consistent To Look And Feel Better</b>	I Know There Is Something I Can Do To Improve My Health And Fitness	Current Body Composition Is Your Training Consistent?	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Follow The Plan With Single Kettlebell Skills Earn The Right To Load	Body Fat Percentage Is Lower Training Is Consistent	The Effort Is Am Making Is Paying Off

# THE BLUE STRENGTH BAND

<b>#10 Train The 5 Human Movements</b>	<b>#11 Develop Kettlebell Skills</b>	<b>#12 Be Consistent To Look And Feel Better</b>
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<b>FROM</b> Unaware Of Natural Movement	<b>TO</b> Moving Naturally	<b>FROM</b> Minimal Skills	<b>TO</b> Effective Variety Of Skills	<b>FROM</b> Current Body Composition	<b>TO</b> Improved Body Composition
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# MILESTONE #10:

## TRAIN THE FIVE HUMAN MOVEMENTS



**MILESTONE #10 TRAIN THE FIVE HUMAN MOVEMENTS MILESTONE TAKES YOU FROM UNAWARE OF NATURAL MOVEMENT TO MOVING NATURALLY THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you are either unaware of natural movement or how to do it.

### **Checkpoint 2:** Baseline assessment:

Your proven movement proficiencies were previously measured through the seven assessments found within the functional movement screen protocol. At this time, performance measurements such as push-ups, the plank, and pull-ups are conducted to objectively assess progress toward your self-defined performance goals.

### **Checkpoint 3:** Foundation:

Foundational elements are always included since mind, body, and spirit are so interconnected. Some relevant questions to consider as are follows: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #10 includes body preparation strategies such as Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice. Remember, as we age, it is even more important to adequately prepare your body before initiating high-intensity exercise.

### **Checkpoint 5:** Optimal strength & conditioning:

Programming integrates the five human movements of pushing, pulling, squatting, hip

hinging, and carrying. Moving the body the way the body was designed to move is the signature of your performance training practice. Moving naturally gives rise to neural activation, system balance, functional strength, and an optimal metabolic drive that promotes body composition change.

## **Checkpoint 6:** Reassessment:

We'll go back and assess the performance measurements of your push-ups, plank, and pull-ups to determine what changes have taken place due to following a performance training practice. These performance assessments should be dramatically improved if you follow the foundation, bodywork, and optimal strength & conditioning checkpoints found within Milestone #10.

## **Checkpoint 7:** Achievement:

Following the reassessment, you will demonstrate greater strength, muscle endurance, and an overall performance improvement like a client of mine named Linda. Linda was unable to do push-ups when she first began, and just ten short weeks later, she performed eighteen—and she's seventy! You'll say, "I'm convinced that performance training has helped me perform better," and you will see objective change in your performance assessments. Thus, we have taken you from unaware of natural movement to moving naturally on the Train the Five Human Movements Milestone.



10) Train The 5 Human Movements

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #10 HELP YOU IMPROVE YOUR PERFORMANCE AND FEEL PROGRESSION. WHEN INITIALLY YOU WERE UNAWARE OF NATURAL MOVEMENT, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL INCORPORATE THE FIVE HUMAN MOVEMENTS INTO YOUR PRACTICE. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.



# MILESTONE #11:

## DEVELOP KETTLEBELL SKILLS



**MILESTONE #11 TAKES YOU FROM MINIMAL SKILLS TO A VARIETY OF SKILLS ON THE DEVELOP KETTLEBELL SKILLS MILESTONE, THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

**THIS IS ESPECIALLY EXCITING FOR THOSE OF YOU WHO STARTED YOUR JOURNEY IN THE WHITE, YELLOW, OR GREEN STRENGTH BAND. AS YOU CONTINUE TO PROGRESS INTO HIGHER LEVELS, YOU FEEL BETTER AND EXPERIENCE MORE SELF-CONFIDENCE. LET'S KEEP THAT MOMENTUM AND REALLY FOCUS ON SKILLS.**

**SKILLS PROVIDE BETTER RESULTS.**

### **Checkpoint 1: Realization:**

You realize and admit that you don't know how to use a kettlebell.

### **Checkpoint 2: Baseline assessment:**

The assessment used within Milestone #11 is an assessment of your proficiency with single kettlebell skills: deadlift, swing, clean, press, snatch, and Turkish get-up.

### **Checkpoint 3: Foundation:**

Foundational elements are always relevant since body, mind, and spirit are so interconnected. Some useful questions to consider include: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4: Bodywork:**

Finding preparation strategies that work for you is recommended. Reflexive Performance

Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice are all viable options. Remember, as we age it is even more critical to adequately and appropriately prepare the body before jumping into high-intensity exercise.

## **Checkpoint 5:** Optimal strength & conditioning:

Programming emphasizes learning and greasing the groove on single kettlebell skills.

## **Checkpoint 6:** Reassessment:

The reassessment is performed when you are ready to demonstrate proficiency with single kettlebell skills: deadlift, swing, clean, press, snatch, and the Turkish get-up. You should be proficient with single kettlebell skills if you follow the foundation, bodywork, and optimal strength & conditioning checkpoints found within Milestone #11.

## **Checkpoint 7:** Achievement:

Following the reassessment, you'll be able to perform hardstyle single kettlebell skills with purpose and focus on the details of safe and effective technique.



11) Develop Kettlebell Skills



PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #11 HELPS YOU BECOME PROFICIENT WITH SINGLE KETTLEBELL SKILLS AND FEEL PROGRESSION. WHEN INITIALLY YOU DID NOT KNOW HOW TO DO IT, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL INCORPORATE SINGLE KETTLEBELL SKILLS INTO YOUR PRACTICE. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.



# MILESTONE #12:



## BE CONSISTENT TO LOOK AND FEEL BETTER

**MILESTONE #12 BE CONSISTENT TO LOOK AND FEEL BETTER TAKES YOU FROM YOUR CURRENT BODY COMPOSITION TO IMPROVED BODY COMPOSITION THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

**\*THE ONLY WAY WE EVER HAVE A CLIENT FAIL IS IF THEY DO NOT PARTICIPATE. A CONSISTENT PERFORMANCE TRAINING PRACTICE IS THE ABSOLUTE KEY TO ACHIEVING YOUR SELF-DEFINED PERFORMANCE GOALS.**

As your performance coach, for those of you interested in weight loss, my recommendation is to emphasize the behaviors that lead to weight loss. If you focus on weight loss as the only measure of progress, you're going to be disappointed. However, if we look at things like enhancing reflexive core stability, improving balance, moving better, getting stronger, and really getting into that backside chain that drives the lean muscle mass, you'll get your metabolism working for you. At that point, you begin changing your body composition. You'll burn more calories at rest when you're sitting, when you're sleeping, or when you're doing absolutely nothing. That's going to be incredibly helpful for weight loss over time, and it will also help you look better and feel better because your clothes will start fitting better, you will start feeling tighter and stronger, and you will have more energy. I mean, wouldn't you take all of that over seeing a lower number on the scale? I think you would. So we want to emphasize body composition change over weight loss. It's an important mind-set shift.

### **Checkpoint 1:** Realization:

You realize that your current exercise routine is not optimal, and you'll have hope that there is something better.

### **Checkpoint 2:** Baseline assessment:

The assessment used in Milestone #12 is a body composition assessment. The optimal strength & conditioning program is designed to change your body composition. An enhanced body composition drives how you look, feel, and perform.



## Checkpoint 3: Foundation:

Foundational elements are always included since body, mind, and spirit are so interconnected. Some good questions to reflect on are as follows: . Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

## Checkpoint 4: Bodywork:

Finding preparation strategies that work for you is recommended. Some viable options include Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice. Remember, as we age it is even more vital to appropriately and adequately prepare the body before jumping into high-intensity exercise.

## Checkpoint 5: Optimal strength & conditioning:

Programming follows the optimal strength & conditioning plan prescribed for progressing your single kettlebell skills. Reasonable intensity is best; remember, challenge yourself but make it doable.

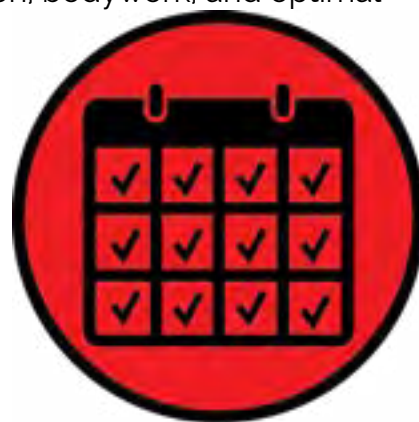
Intensity is not better...better is better.

## Checkpoint 6: Reassessment:

Monthly body composition reassessments are recommended. Expect reductions in the measured percentages of body fat if you follow the foundation, bodywork, and optimal strength & conditioning checkpoints found in Milestone #12.

## Checkpoint 7: Achievement:

Following the reassessment, lower body fat percentages signify that you have effectively changed your metabolism, shape, and tone.



12) Be Consistent To Look  
And Feel Better

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #12 HELP YOU LOWER YOUR BODY FAT PERCENTAGE AND FEEL PROGRESSION. WHEN INITIALLY YOU HAD A HIGHER BODY FAT PERCENTAGE, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL HAVE A LOWER BODY-FAT PERCENTAGE. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ONTO THE NEXT MILESTONE.





Red

# The Red Strength Band



<b>FROM</b>	<b>BASELINE</b>	<b>FOUNDATION</b>	<b>BODYWORK</b>	<b>CONDITIONING</b>	<b>REASSESSMENT</b>	<b>ACHIEVEMENT</b>	<b>TO</b>
<b>IMPROVED BODY COMPOSITION</b>	<b>CONFIDENCE IS THE BEST PAYOFF</b>						<b>IDEAL BODY COMPOSITION</b>
<b>CURRENT STRENGTH</b>	<b>CREATE MORE STRENGTH AND POWER</b>						<b>STRONGER ALL AROUND</b>
<b>SINGLE KETTLEBELL SKILLS</b>	<b>DEVELOP DOUBLE KETTLEBELL SKILLS TO GROW YOUR WORKOUTS</b>						<b>PROFICIENT WITH DOUBLE KETTLEBELL SKILLS</b>



13) Develop Double Kettlebell Skills

## THE RED STRENGTH BAND

THE RED STRENGTH BAND IS THE NEXT PROGRESSION IN YOUR PERFORMANCE JOURNEY . WHEREAS THE BLUE STRENGTH BAND EMPHASIZED LEARNING AND PATTERNING SINGLE KETTLEBELL SKILLS TO OPTIMIZE BODY COMPOSITION ADAPTATIONS, PROGRAMMING IN THE RED STRENGTH BAND FOCUSES ON DOUBLE KETTLEBELL SKILLS WITH SPECIFIC LOADS.



14) Create More Strength And Power

MEMBERS WHO ASCEND TO THE RED STRENGTH BAND SIMPLY HAVE A STRONGER, MORE POSITIVE, THRIVING AND TRIUMPHANT MIND-SET. YOU'LL EXPERIENCE GREATER STRENGTH, POWER, AND CONFIDENCE.

ACHIEVING CONFIDENCE EXECUTING THE BASICS IS CONTAGIOUS, AND VERY OFTEN OUR PARTICIPANTS FIND THEMSELVES FOR THE FIRST TIME NOW ACTING AS A SOURCE OF INSPIRATION FOR OTHERS TO FOLLOW.



15) Confidence Is The Best Payoff

ADDITIONAL RESOURCES CRITICAL TO YOUR MISSION INCLUDE ANY DOUBLE KETTLEBELL SKILL VIDEO AND ANY OF THE WORKOUT PREPARATION VIDEOS.

< Milestone Checkpoint>	Realization	Baseline Assessment	Foundation	Bodywork	Optimal Strength And Conditioning	Reassessment	Achievement
<b>#13 Develop Double Kettlebell Skills To Crush Your Workouts</b>	I Know What I Am Doing With One Kettlebell	Double Kettlebell Skills: Double Squat Double Clean Double Swing Double Press Double Snatch	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Follow The Plan As Prescribed Learn Double Kettlebell Skills	Double Kettlebell Skills: Double Squat Double Clean Double Swing Double Press Double Snatch	I Have A Full Arsenal Of Single And Double Kettlebell Skills
<b>#14 Create More Strength And Power</b>	I Look Forward To Getting Stronger	Push Up Plank Pull Up	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Follow The Plan As Prescribed Master Tension For Optimal Strength Master The 3 Breaths	Push Up Plank Pull Up	I Feel Stronger
<b>#15 Confidence Is The Best Payoff</b>	I Look Good But I Would Like To Look Even Better	Celebrate Your Consistency Body Fat Percentage	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Follow The Plan As Prescribed	Celebrate Your Consistency Body Fat Percentage	I Look Great And I Am Confident

# THE RED STRENGTH BAND

<b>#13 Develop Double Kettlebell Skills To Crush Your Workouts</b>		<b>#14 Create More Strength And Power</b>		<b>#15 Confidence Is The Best Payoff</b>	
<b>FROM</b> Single Kettlebell Skills	<b>TO</b> Double Kettlebell Skills	<b>FROM</b> Current Strength	<b>TO</b> Stronger All Around	<b>FROM</b> Improved Body Composition	<b>TO</b> Ideal Body Composition

# MILESTONE #13:



## DEVELOP DOUBLE KETTLEBELL SKILLS TO CRUSH YOUR WORKOUTS

**MILESTONE #13 DEVELOP DOUBLE KETTLEBELL SKILLS TO CRUSH YOUR WORKOUTS ADVANCES SINGLE KETTLEBELL SKILLS TO DOUBLE KETTLEBELL PROFICIENCIES THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

**\*HIGHER-LEVEL STRENGTH BANDS INCLUDE THE RED, ORANGE, AND BLACK STRENGTH BANDS.**

### **Checkpoint 1:** Realization:

You realize that you are proficient with a single kettlebell.

### **Checkpoint 2:** Baseline assessment:

Currently demonstrated levels of single kettlebell skills serve as the evaluation tool.

### **Checkpoint 3:** Foundation:

Foundational elements are absolutely critical to consider since body, mind, and spirit are so interconnected. Some important questions to evaluate are as follows: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #13 recommends finding preparation strategies that work for you. Include Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice. Remember, you aren't twenty anymore, so be sure you don't jump right into high-intensity exercises without preparing your body properly.



## **Checkpoint 5:** Optimal strength & conditioning:

The optimal strength & conditioning in Milestone #13 encourages you to follow the optimal strength & conditioning program as prescribed and incorporate double kettlebell skills. Reasonable intensity is best; remember, challenge yourself but make it doable.

## **Checkpoint 6:** Reassessment:

The reassessment tests your double kettlebell skills. First, identify your snatch weight kettlebell. The benchmark is to demonstrate a 5-repetition proficiency using two snatch weight kettlebells for a double kettlebell squat, double kettlebell swing, double kettlebell clean, double kettlebell press, and finally, double kettlebell snatch (use one kettlebell lower than your snatch weight for the double kettlebell snatch). Breaks are permissible between each set.

## **Checkpoint 7:** Achievement:

Following the reassessment you will demonstrate proficient double kettlebell skills. Adding skills to your repertoire lends itself to better results.



### 13) Develop Double Kettlebell Skills

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #13 ENABLE YOU TO DEVELOP DOUBLE KETTLEBELL SKILLS AND FEEL PROGRESSION. WHEN INITIALLY YOU HAD SINGLE KETTLEBELL SKILLS, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL NOW HAVE A FULL ARSENAL OF DOUBLE KETTLEBELL SKILLS. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.





# MILESTONE #14:

## CREATE MORE STRENGTH AND POWER

**MILESTONE #14 CREATE MORE STRENGTH AND POWER PROGRESSES YOUR CURRENT STRENGTH TO ENHANCED STRENGTH THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize following a consistent performance training practice is paying off, and notice strength and power gains.

### **Checkpoint 2:** Baseline assessment:

Performance assessments include push-ups, pull-ups, and the plank. Baseline measurements may be established for the single and double kettlebell deadlift, swing, snatch, press, and Turkish get-up.

### **Checkpoint 3:** Foundation:

Foundational elements are absolutely essential to consider as mind, body, and spirit are so interconnected. Some relevant questions to address are as follows: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Bodywork in Milestone #14 recommends finding preparation strategies that work for you. Include Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice. Remember, you aren't twenty anymore, so be sure you don't jump right into high-intensity exercises without preparing your body properly.

### **Checkpoint 5:** Optimal strength & conditioning:

Follow the optimal strength & conditioning program as prescribed. Reasonable intensity is best; remember, challenge yourself but make it doable.

## **Checkpoint 6:** Reassessment:

We'll track changes within those performance assessments such as push-ups, pull-ups, and the plank as well as the single and double kettlebell deadlift, swing, snatch, press, and Turkish get-up.

## **Checkpoint 7:** Achievement:

Following the reassessment, expect increased strength and power.



14) Create More Strength And Power

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #14 ENABLE YOU TO HAVE MORE STRENGTH AND POWER. WHEN INITIALLY YOU HAD STRENGTH, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU WILL HAVE MORE STRENGTH AND POWER. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.





# MILESTONE #15:



## CONFIDENCE IS THE ULTIMATE PAYOFF

**MILESTONE #15 CONFIDENCE IS THE ULTIMATE PAYOFF TAKES YOU FROM IMPROVED BODY COMPOSITION TO IDEAL BODY COMPOSITION THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you look good, but you'd like to look even better.

### **Checkpoint 2:** Baseline assessment:

A body composition assessment is used to determine your body fat percentage.

### **Checkpoint 3:** Foundation:

Foundational elements are absolutely essential to consider as mind, body, and spirit are so interwoven. Some relevant questions to reflect on are as follows: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Find preparation strategies that work for you. Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice are all recommended options. Remember, you aren't twenty anymore, so be sure to adequately and appropriately prepare your body before jumping into high-intensity exercises.

### **Checkpoint 5:** Optimal strength & conditioning:

Follow the optimal strength & conditioning program as prescribed. Reasonable intensity is best; remember, challenge yourself but make it doable.



## Checkpoint 6: Reassessment:

A body composition assessment will track changes in your body fat percentage.

## Checkpoint 7: Achievement:

Following the reassessment, expect lower body fat percentage and increased self-confidence that radiates to every aspect of your life.



15) Confidence Is The Best Payoff

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #15 ENABLE YOU TO HAVE AN IDEAL BODY FAT PERCENTAGE THAT RADIATES CONFIDENCE BOTH MENTALLY AND PHYSICALLY. WHEN INITIALLY YOU HAD IMPROVED BODY COMPOSITION, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU WILL HAVE IDEAL BODY COMPOSITION. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.





Orange

# The Orange Strength Band



FROM	BEGINNER	FOUNDATION	OPTIMAL STRENGTH 8	TO	
	REALIZATION	ASSESSMENT	FOUNDATION	ASSESSMENT	ACHIEVEMENT
<b>GREAT WORKOUTS</b>	1-2x/week	2-3x/week	3-4x/week	4-5x/week	5-6x/week
<b>FIT</b>	LOOKING IN THE MIRROR NEVER LOOKED SO GOOD	LINE THE UNBREAKABLE CHAIN	ACTIVATE PEAK PERFORMANCE	MORE THAN JUST A WORKOUT	AS FIT AS YOU HAVE EVER BEEN
<b>STRONGER</b>	1-2x/week	2-3x/week	3-4x/week	4-5x/week	5-6x/week
					<b>ORANGE</b>



16) Link The Unbreakable Chain

## THE ORANGE STRENGTH BAND

YOU HAVE CHOSEN TO PARTICIPATE IN A SMARTER FITNESS EXPERIENCE, PERSONALIZE THROUGH OBJECTIVE ASSESSMENTS, AND PROGRESS WITH CORRECTIVE EXERCISES THAT ENABLE YOUR BODY TO HAVE BETTER BALANCE, MOVE MORE, AND HAVE TRUE STRENGTH. YOU HAVE AN EFFECTIVE ARSENAL OF KETTLEBELL SKILLS, YOUR PERFORMANCE TRAINING PRACTICE IS CONSISTENT, AND YOU FOLLOW THE ELEMENTS OF THE PERFORMANCE LIFESTYLE.



17) Looking In The Mirror  
Never Looked So Good

YOUR PERFORMANCE JOURNEY CONTINUES IN THE ORANGE STRENGTH BAND. THE ORANGE STRENGTH BAND PREPARES YOU FOR THE ULTIMATE KETTLEBELL CHALLENGE: THE SNATCH TEST.



18) Activate Peak Performance

< Milestone Checkpoint	Realization	Baseline Assessment	Foundation	Bodywork	Optimal Strength And Conditioning	Reassessment	Achievement
<b>#16 Link The Unbreakable Chain</b>	I Feel Stronger	Press Push Press	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Crush The Plan As Prescribed	Press Push Press	I Feel Strong And Powerful
<b>#17 Looking In The Mirror Never Looked So Good</b>	Everything Has Come Together For Me	Body Fat Percentage	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Crush The Plan As Prescribed	Body Fat Percentage	My Life Has Changed And I'm Loving My New Level Of Fitness
<b>#18 Activate Peak Performance</b>	I Love This Fitness System I Look Forward To Working Out	Snatch Test	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Crush The Plan As Prescribed	Snatch Test	Fitness Is A Cornerstone That Fosters Energy, Health, Relationships, And Every Aspect Of My Life

# THE ORANGE STRENGTH BAND

**#16**  
**Link The Unbreakable Chain**

**#17**  
**Looking In The Mirror Never Looked So Good**

**#18**  
**Activate Peak Performance**

**FROM**  
Stronger

**TO**  
More Powerful

**FROM**  
Fit

**TO**  
As Fit As You Have Ever Been

**FROM**  
Great Workouts

**TO**  
More Than Just A Workout

# MILESTONE #16:

## LINK THE UNBREAKABLE CHAIN



**MILESTONE #16 LINK THE UNBREAKABLE CHAIN TRANSFORMS YOUR GAINS IN OVERALL STRENGTH INTO ADVANCES IN POWER THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you are stronger all around, but you'd like to continue the progression you've experienced.

### **Checkpoint 2:** Baseline assessment:

The assessments used within Milestone #16 include the strict press and push press.

### **Checkpoint 3:** Foundation:

Foundational elements are absolutely essential to include as body, mind, and spirit are so interwoven. Some important questions to consider are as follows: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Find preparation strategies that work for you. Recommended options include reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice. Remember, you aren't twenty anymore, so be sure you don't jump right into high-intensity exercises without preparing your body properly.

### **Checkpoint 5:** Optimal strength & conditioning:

The optimal strength & conditioning in Milestone #16 encourages you to follow the optimal strength & conditioning program as prescribed and crush your workouts. Reasonable intensity is best; remember, challenge yourself but make it doable.



## Checkpoint 6: Reassessment:

We'll reassess that strict press and push press. For the push press, we look for greater comfort and form compared to baseline. For strict pressing, smart professionals have a specific % of their body weight to target for a 1-repetition maximum. Although Strongfirst standards differ, we set targets at 40% of body weight for males and 30% of body weight for females. *\*Use the closest kettlebell to your calculation.*

FOR EXAMPLE: A 180 pound male.

Take  $180 * .4 = 72$

$72 / 2.2 = 32.7$  kilograms

Use a 32 kilogram kettlebell

## Checkpoint 7: Achievement:

Following the reassessment, expect gains in strength and power that radiates to everything you do.



16) Link The Unbreakable Chain

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #16 ENABLE YOU TO HAVE AN IDEAL BODY FAT PERCENTAGE THAT RADIATES CONFIDENCE BOTH MENTALLY AND PHYSICALLY. WHEN INITIALLY YOU HAD MORE STRENGTH ALL AROUND, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU WILL HAVE MORE STRENGTH AND POWER WITH KETTLEBELL SKILLS. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.



# MILESTONE #17:

## LOOKING IN THE MIRROR NEVER LOOKED SO GOOD



**MILESTONE #17 TAKES YOU FROM FIT TO AS FIT AS YOU HAVE EVER BEEN. IN FACT, LOOKING IN THE MIRROR NEVER LOOKED SO GOOD THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you are now fit and begin to envision achieving your ideal level of fitness.

### **Checkpoint 2:** Baseline assessment:

A body composition assessment will determine your body fat percentage.

### **Checkpoint 3:** Foundation:

Foundational elements are absolutely essential to consider as body, mind, and spirit are so interwoven. Some relevant questions to consider are as follows: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Finding preparation strategies that work for you. Recommended options include Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice. Remember, you aren't twenty anymore, so be sure you don't jump right into high-intensity exercises without preparing your body properly.

### **Checkpoint 5:** Optimal strength & conditioning:

The optimal strength & conditioning in Milestone #17 encourages you to follow the optimal strength & conditioning program as prescribed and crush your workouts.

Reasonable intensity is best; remember, challenge yourself but make it doable.

## **Checkpoint 6:** Reassessment:

We'll use a body composition assessment to check out the change in your body fat percentage.

## **Checkpoint 7:** Achievement:

Following the reassessment, expect lower body fat percentage, which will help you look great, feel great, and perform your best.



17) Looking In The Mirror  
Never Looked So Good



PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #17 ENABLE YOU TO BE AS FIT AS YOU HAVE EVER BEEN. WHEN INITIALLY YOU WERE FIT, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU WILL BE AS FIT AS YOU HAVE EVER BEEN. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.



# MILESTONE #18:

## ACTIVATE PEAK PERFORMANCE



**MILESTONE #18 ACTIVATE PEAK PERFORMANCE GUIDES PARTICIPANTS FROM GETTING GREAT WORKOUTS TO WORKOUTS THAT ARE MORE THAN JUST WORKOUTS THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that your workouts are more than just workouts—they are a place for you to reset mentally and physically, they give you energy and help you sleep better, they give you confidence and support your short-term and long-term health, and they provide opportunities for social connectivity in a like-minded community.

### **Checkpoint 2:** Baseline assessment:

The assessment used within Milestone #18 is a snatch test. Preparing for the snatch test is a process that requires planning and progression. Hand care, technique, and energy system programming are all critical elements in your ability to successfully pass the snatch test with your snatch-weight kettlebell.

### **Checkpoint 3:** Foundation:

Foundational elements are absolutely essential to consider since mind, body, and spirit are so interconnected. Some engaging questions to reflect on are: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Find preparation strategies that work for you. Recommended options include Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice. Remember, you aren't twenty anymore, so be sure you don't jump right into high-intensity exercises without preparing your body properly.



## **Checkpoint 5:** Optimal strength & conditioning:

The optimal strength & conditioning in Milestone #18 encourages you to follow the optimal strength & conditioning program as prescribed and crush your workouts. Reasonable intensity is best; remember, challenge yourself but make it doable.

## **Checkpoint 6:** Reassessment:

The reassessment used within Milestone #18 is the snatch test, following the StrongFirst protocol. Using your snatch-weight kettlebell, you will complete one hundred repetitions within five minutes.

Passing the snatch test is likely to be among the greatest physical accomplishments of your life.

## **Checkpoint 7:** Achievement:

Following the reassessment, you will successfully pass the snatch test, which helps you look great, feel great, and perform at your best.



18) Activate Peak Performance

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #18 ENABLES YOU TO ACTIVATE PEAK PERFORMANCE. WHEN INITIALLY YOU WERE HAVING GREAT WORKOUTS, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE YOUR WORKOUTS WILL HAVE BECOME MORE THAN JUST A WORKOUT. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL ASCEND YOUR PERFORMANCE JOURNEY AND MOVE ON TO THE NEXT MILESTONE.





Black

# The Black Strength Band



FROM	BEGINNER	INTERMEDIATE	ADVANCED	PRO	TO	
REALIZATION	ASSESSMENT	FOUNDATION	BODYWORK	CONDITIONING	REASSESSMENT	ACHIEVEMENT
<p>PERFECTING THE PRACTICE AND THE PROCESS</p> <p>AS FIT AS YOU HAVE EVER BEEN</p> <p>PERFORMING WELL</p>	<p>LIVE YOUR ACTIVE LIFE AND WIN</p>	<p>MAXIMIZE YOUR PERFORMANCE</p>	<p>ACHIEVE YOUR GREATEST PHYSICAL ACCOMPLISHMENTS BY YOUR LIFE</p>	<p>PERFORMANCE AND INJURY RESILIENCE</p>	<p>LIVING THE ACTIVE LIFE AND SETTING AN EXAMPLE FOR OTHERS</p> <p>ACHIEVING THE GREATEST PHYSICAL ACCOMPLISHMENTS BY YOUR LIFE</p> <p>PERFORMANCE AND INJURY RESILIENCE</p>	



19) Maintain Peak Performance



20) Live The Active Life And Win



21) Respect The Practice And Process

# THE BLACK STRENGTH BAND

THE BLACK STRENGTH BAND IS THE HIGHEST-LEVEL BAND WITHIN YOUR PERFORMANCE JOURNEY, AND IS ONLY THE BEGINNING OF SPORT SPECIFICITY AND A LIFELONG PURSUIT OF PERSONAL GROWTH AND DEVELOPMENT.

WHETHER YOU POWERLIFT, ARE AN MMA FIGHTER, OR YOU CHOOSE TO DO CROSSFIT, AT THE BLACK STRENGTH BAND LEVEL, YOUR BODY IS PREPARED FOR ACTIVITIES, SPORTS, AND MOVEMENTS THAT MAY BE CONSIDERED BODY UNFRIENDLY, COMPETITIVE, OR EVEN DANGEROUS.

YOU SHOULD BE PROUD OF YOUR ACCOMPLISHMENTS. NOBODY CAN EVER TAKE AWAY THE FACT THAT YOU PASSED ALL THE PHYSICAL AND MENTAL TESTS AND OBSTACLES NECESSARY TO RECEIVE YOUR BLACK STRENGTH BAND. HOWEVER, AS ANYONE WHO REACHES THE TOP OF THEIR GAME IN ANYTHING THEY DO, YOU QUICKLY REALIZE THIS IS JUST THE BEGINNING OF AN EVEN DEEPER PERFORMANCE JOURNEY OF PERSONAL DEVELOPMENT. CONGRATULATIONS, AND WELCOME TO THE BIGGER JOURNEY THAT WILL PROVIDE SOME OF THE MOST VALUABLE LESSONS AND CONNECTIONS AND ADD MEANING TO YOUR LIFE.

< Milestone Checkpoint	Realization	Baseline Assessment	Foundation	Bodywork	Optimal Strength And Conditioning	Reassessment	Achievement
<b>#19 Maintain Peak Performance</b>	I Perform Well	Semi Annual Snatch Test	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Crush And Understand The Logic	Semi Annual Snatch Test	I Maintain Peak Performance
<b>#20 Live The Active Life And Win</b>	I Am Fit And Still Growing	Set Semi Annual Performance Goal Initial Goal Is A 10 Minute Crawl	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Crush And Understand The Logic	Set Semi Annual Performance Goal Initial Goal Is A 10 Minute Crawl	I Look Great Feel Great And Perform Well
<b>#21 Respect The Practice And The Process</b>	I Am Laser Sharp, Disciplined And Thankful	Set Semi Annual Life Goals	Healthy Eating Habits Sleep Cardio Stress Management	Myofascial Prep Reflexive Performance Resets Neural Resets	Crush And Understand The Logic	Accomplish Your Life Goals	I Thrive On Continual Growth And Inspire Others To Start Your Performance Journey

# THE BLACK STRENGTH BAND

<b>#19 Maintain Peak Performance</b>	<b>#2 Build A Stronger Core</b>	<b>#3 Move Better By Hip Hinging</b>
<b>FROM</b> Performing Well	<b>FROM</b> As Fit As You've Ever Been	<b>FROM</b> Respecting The Practice And The Process
<b>TO</b> Peak Performance And Injury Resilience	<b>TO</b> Achieving The Greatest Physical Accomplishments Of Your Life	<b>TO</b> Living The Active Life And Setting And Example For Others



# MILESTONE #19:

## MAINTAIN PEAK PERFORMANCE

**MILESTONE #19 MAINTAIN PEAK PERFORMANCE TAKES YOU FROM PERFORMING WELL TO PEAK PERFORMANCE AND INJURY RESILIENCE THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you perform well both physically and mentally.

### **Checkpoint 2:** Baseline assessment:

The assessment used within Milestone #19 is a snatch test. Maintaining peak performance means passing a semi-annual snatch test.

### **Checkpoint 3:** Foundation:

Foundational elements are absolutely essential to consider as body, mind, and spirit are so interwoven. Some good questions to evaluate are as follows: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Find preparation strategies that work for you. Some recommended options include Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice. Remember, you aren't twenty anymore, so be sure you don't jump right into high-intensity exercises without preparing your body properly.

### **Checkpoint 5:** Optimal strength & conditioning:

The optimal strength & conditioning in Milestone #19 encourages you to follow the



optimal strength & conditioning program as prescribed, crush your workouts, and begin to understand the logic found within Your Performance Journey. Reasonable intensity is best; remember, challenge yourself but make it doable.

## **Checkpoint 6:** Reassessment.

The reassessment used within Milestone #19 is a snatch test. Maintaining peak performance means passing a semi-annual snatch test.

## **Checkpoint 7:** Achievement:

Following the reassessment, you will successfully pass the snatch test, which helps you maintain peak performance.



19) Maintain Peak Performance

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #19 ENABLES YOU TO MAINTAIN PEAK PERFORMANCE. WHEN INITIALLY YOU WERE PERFORMING WELL, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL BE MAINTAINING PEAK PERFORMANCE. ONCE YOU ACCOMPLISH THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL CONTINUE YOUR PERFORMANCE JOURNEY AS A BLACK STRENGTH BAND, ASSESSING YOUR PROGRESS SEMI-ANNUALLY.





# MILESTONE #20:

## LIVE THE ACTIVE LIFE AND WIN

**MILESTONE #20 LIVE THE ACTIVE LIFE AND WIN TAKES YOU FROM AS FIT AS YOU HAVE EVER BEEN TO ACHIEVING THE GREATEST PHYSICAL ACCOMPLISHMENTS OF YOUR LIFE THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you are fit and still advancing.

### **Checkpoint 2:** Baseline assessment:

The assessment used within Milestone #20 is a semi-annual performance goal. The initial goal is a ten-minute crawl. As Tim Anderson from Original Strength says, "If you can crawl for ten minutes, what can't you do?"

### **Checkpoint 3:** Foundation:

Foundational elements are absolutely essential to consider as mind, body, and spirit are so interwoven. Some good questions to evaluate are as follows: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Find preparation strategies that work for you. Recommended options include Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice. Remember, you aren't twenty anymore, so be sure you don't jump right into high-intensity exercises without preparing your body properly.

### **Checkpoint 5:** Optimal strength & conditioning:

The optimal strength & conditioning in Milestone #20 encourages you to follow the

optimal strength & conditioning program as prescribed, crush your workouts, and understand the logic found within Your Performance Journey. Reasonable intensity is best; remember, challenge yourself but make it doable.

## **Checkpoint 6:** Reassessment:

The reassessment used in Milestone #20 is a semi-annual performance goal. The initial goal is a ten-minute crawl.

## **Checkpoint 7:** Achievement:

Following the reassessment, you will successfully crawl for ten minutes, which helps you look and feel your best.



20) Live The Active Life And Win

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #20 ENABLES YOU TO LIVE THE ACTIVE LIFE AND WIN. WHEN INITIALLY YOU WERE AS FIT AS YOU HAVE EVER BEEN, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL ACHIEVE THE GREATEST PHYSICAL ACCOMPLISHMENTS OF YOUR LIFE. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL CONTINUE YOUR PERFORMANCE JOURNEY AS A BLACK STRENGTH BAND, ASSESSING YOUR PROGRESS SEMI-ANNUALLY.



# MILESTONE #21:



## RESPECT THE PRACTICE AND THE PROCESS

**MILESTONE #21 RESPECT THE PRACTICE AND THE PROCESS TAKES YOU FROM RESPECTING THE PRACTICE AND THE PROCESS TO LIVING THE ACTIVE LIFE AND SETTING AN EXAMPLE FOR OTHERS THROUGH THE 7 CHECKPOINTS OF THE PERPETUAL PERSONAL TRAINING SYSTEM.**

### **Checkpoint 1:** Realization:

You realize that you are laser sharp, disciplined, proud, and thankful.

### **Checkpoint 2:** Baseline assessment:

The assessment used within Milestone #21 is a semi-annual life goal. Set a goal to attend a seminar, read a book, interview a respected professional, start a business, reconnect with a high school friend, or any other life goal that will help you develop personally.

### **Checkpoint 3:** Foundation:

Foundational elements are absolutely essential to consider as body, mind, and spirit are so interwoven. Some relevant questions to consider include: Are you managing life stress? Are you sleeping well? Are you moving the body and getting cardiovascular exercise? Finally, do you have a good relationship with food? Are you providing your system with an abundance of vitamins, minerals, protein, fiber, and hydration through clean food? Or, are you trapped in the habits and behaviors of purchasing and consuming fast and processed foods, resulting in low-grade fuel causing weight gain, poor movement, and accelerated aging?

### **Checkpoint 4:** Bodywork:

Find preparation strategies that work for you. Recommended options include Reflexive Performance Resets, neural resets, myofascial preparation, and dynamic flows that help you feel ready for your practice. Remember, you aren't twenty anymore, so be sure you don't jump right into high-intensity exercises without preparing your body properly.

### **Checkpoint 5:** Optimal strength & conditioning:

The optimal strength & conditioning in Milestone #21 encourages you to follow the optimal strength & conditioning program as prescribed, crush your workouts, and



understand the logic found within Your Performance Journey. Reasonable intensity is best; remember, challenge yourself but make it doable.

## **Checkpoint 6:** Reassessment:

The status of your semi-annual life goal is re-evaluated. Personal development becomes paramount as you mature physically, mentally, and emotionally on Your Performance Journey.

## **Checkpoint 7:** Achievement:

Following the reassessment, you will achieve a predetermined semi-annual life goal because you thrive on continual growth in every aspect of your life.



21) Respect The Practice And Process

PERSONALIZING YOUR PROGRAM AND FOLLOWING THE 7 CHECKPOINTS WITHIN MILESTONE #21 ENABLE YOU TO RESPECT THE PRACTICE AND THE PROCESS. WHEN INITIALLY YOU RESPECTED THE PRACTICE AND THE PROCESS, THROUGH YOUR EFFORTS TO STAY SMART AND STAY SHARP, AT THE COMPLETION OF THIS MILESTONE, YOU'LL BE LIVING THE ACTIVE LIFE AND SETTING AN EXAMPLE FOR OTHERS. ONCE YOU ACHIEVE THIS, CONGRATULATIONS! YOU'VE JUST EARNED A QUICK WIN, AND YOU'LL CONTINUE YOUR PERFORMANCE JOURNEY AS A BLACK STRENGTH BAND, ASSESSING YOUR PROGRESS SEMI-ANNUALLY.

YOU'VE EXPERIENCED THE POWER OF PARTICIPATION, PERSONALIZATION, AND PROGRESSION TO ENHANCE PERFORMANCE. AS A STUDENT OF STRENGTH, YOUR CONSISTENTLY APPLIED EFFORT IN A PROVEN PRACTICE LENDS ITSELF TO GREAT RESULTS-- YOU LOOK GREAT, FEEL GREAT, AND PERFORM AT YOUR BEST. YOUR OPTIMISM AND SELF-CONFIDENCE IS CONTAGIOUS AND RADIATES ACROSS EVERY ASPECT OF YOUR LIFE. THE WORLD IS YOURS! PLEASE PAY THIS FORWARD BY HELPING OTHERS SEE A BETTER WAY.

WHEN YOU FIND BETTER...DO BETTER!

**CHAPTER 8:**  
**THE 5 PILLARS OF**  
**PERFORMANCE**  
**TRAINING**

**Improving your performance takes a strategy, tactics, and actions because it isn't just a workout. It begins with an education or mind-set. As seen in the Inverted Performance Ladder, your mind-set determines whether you are ready to begin Your Performance Journey or not.**

**Very similar to the Inverted Performance Ladder, there is an order to follow when we want to help you achieve your goals. This is how we deliver our service, and we refer to it as the 5 Pillars of Performance Training: Participation, Personalization, Progression, Performance, and Practice.**

By reading chapters 1 through 8, you've decided to participate in the discussion, educate yourself, and change your mind-set to realize there is a better way.

The next step is to personalize. Without personalization, you are at great risk of injury, and objective progression is impossible to determine.

When you participate and personalize, you will begin to progress through a strategy and tactics using actions of proven systems. This progression lends itself to the self-defined performance you desire through a consistent practice.

Here are the 5 Pillars of Performance Training, as well as the resources we would recommend for your journey. We'll refer to these resources as "the Playbook." This is the method of delivery in Your Performance Journey. Consume this information in the order it is presented or skip around based on what you need at that moment. Immersing yourself in the cutting edge of exercise science gives you the advantage in sport and in life.

Progressing and performing happen when you participate in a consistent practice. Your practice is the action through which the tactics and strategy are demonstrated.

Here, you'll have the opportunity to progress based on what your body needs (personalization). If you are in a white, yellow, or green strength band, performing corrective exercises in order to get a quick win is your practice. If you are in a blue strength band, learning skills and incorporating the five human movements is your practice. If you are in a red, orange, or black strength band, you are following the optimal strength & conditioning program as prescribed.

As we begin to move away from understanding the framework and architecture and move toward more specific action and education, we want you to dive deeper into familiarizing yourself with how your body is designed to move.

You do this when you practice consistently live or online with a world-class coach who provides elite programming based upon proven systems in a delivery framework that guarantees great results.

Your Performance Journey is the martial art of fitness and will someday become the gold standard in the fitness industry for trainers, gyms, and people interested in enhancing their self-defined performance.



# THE PLAYBOOK



## PARTICIPATE

- THE GUIDE TO YOUR CHOICES ON THE FITNESS PLAYGROUND
- THE ABC'S OF A SMART FITNESS PROGRAM
- THE INSIDERS GUIDE TO PERSONALIZATION AND FUNCTIONAL STRENGTH
- WHAT IS PERFORMANCE TRAINING?
- [LINK TO VIDEO](#) THE 30-DAY QUICK START PROGRAM

## PERSONALIZE

- THE PAIN PREVENTION ASSESSMENT
- THE STARTING POINT YOUR PERFORMANCE JOURNEY
- THE ULTIMATE HOME GYM
- WHITE STRENGTH BAND CORRECTIVES
- YELLOW STRENGTH BAND CORRECTIVES
- GREEN STRENGTH BAND CORRECTIVES
- CREATING CORE STABILITY LEVEL 1

## PROGRESS

- KEEP YOUR SPINE HEALTHY AND PREVENT INJURY
- BETTER BALANCE, MORE MOVEMENT, AND TRIP STRAIGHT
- RESTORATIVE BREATHING FOR ENERGY, CLERK, AND DECREASED PAIN
- MAKE YOUR FEET STRONG AND CONNECT TO TOTAL BODY PERFORMANCE
- INTRODUCING THE PERPETUAL PERSONAL TRAINING SYSTEM
- THE POWER OF THE PERPETUAL PERSONAL TRAINING SYSTEM MASTERCLASS
- THE 5 CORE SYSTEM THAT BUILD NATURAL MOVEMENT AND FUNCTIONAL STRENGTH
- TRACKING WORKOUT PROGRESSION
- PERSONALIZATION AND PROGRESSION
- THE PERFORMANCE LIFESTYLE BLUEPRINT
- [LINK TO VIDEO](#) UNDERSTANDING OPTIMAL STRENGTH & CONDITIONING

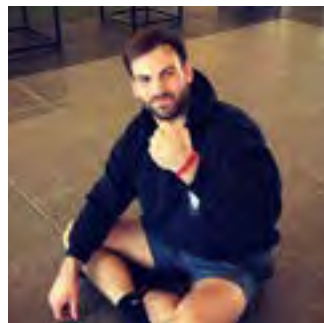
## PERFORM

- WHAT SHOULD A WORKOUT FEEL LIKE?
- THE 3 DRIFTING OF PERFORMANCE TRAINING
- WAKE UP YOUR BODY WITH REFLEXIVE PERFORMANCE RESETS
- ACTIVATE YOUR BODY WITH NEURAL RESETS
- THE 5 HUMAN MOVEMENTS BLUEPRINT
- THE 3 SECRETS TO INSTANT STRENGTH GAIN
- THE BEST EXERCISE YOU AREN'T DOING
- THE MOST POWERFUL TOOL IN OUR TOOLBOX
- THE BEST EXERCISE TO DRIVE YOUR METABOLISM
- SLEEPING ON YOUR FITNESS? TIME TO GET UP
- [LINK TO VIDEO](#) OUT THE DOOR WORKOUT PREP
- [LINK TO VIDEO](#) 3-MINUTE WORKOUT PREP
- [LINK TO VIDEO](#) 10-MINUTE WORKOUT PREP
- [LINK TO VIDEO](#) 15-MINUTE WORKOUT PREP

## PRACTICE

- DIGITAL COMMUNITY (THE PLAZA)
- DASHBOARD
- THE PERPETUAL PERSONAL TRAINING SYSTEM
  - ALL 5 PHASES OF THE FITZ
- YOUR PERFORMANCE JOURNEY
  - ALL 27 WAYS TO NEAR AND BUCKLE UP
- STRENGTH BAND FORUMS
  - ALL 7 STRENGTH BANDS
- PROGRAM PROGRESSIONS
  - 10-MINUTE WORKOUT PROGRESSION
- SKILLS SCHOOL
  - DETAILED INSTRUCTIONS FOR EACH EXERCISE MOVEMENT
- LIVESTREAM STUDIO
- SESSIONS ON DEMAND
  - [LINK TO VIDEO](#) INNER CIRCLE WEBINARS







# **CHAPTER 9:**

# **Success Stories**

# SUCCESS STORY #1

## COLLEEN MICHELLE LEONARD

One of the beauties of Your Performance Journey is that we can meet anyone where they are and guarantee progress... regardless of where they start.

We can go as low as breath or as high as an elite athlete in any sport.

Most who seek our services begin Your Performance Journey in a white strength band and specifically Milestone #2.

Milestone #2: BUILD A STRONGER CORE.

True strength and injury resiliency come from building a stronger core and specifically enhancing reflexive core stability.

Here are two reasons most begin in this milestone:

1. Our modern lifestyles encourage a massive amount of sitting and physical inactivity.
2. A majority of workouts do nothing to improve true strength and enhance reflexive core stability.

There are many case studies I could highlight, but one comes to mind.

Colleen joined us at the end of March because she was seeking a safe and smarter approach to get strong... enabling her to be more injury resilient and improve the shape and tone of her body.

Here are the notes from my initial consultation:

Colleen has Major spine related issues...past herniations in L4/L5 and s1/s2. She has



**“Hey hey!! I just saw someone I knew in the hallway at work, she said she thought it was me and said she thought, boy, that person has good posture!! This just makes me SO SUPER happy!!!!!! This just totally made my day!!!! I’ve never heard of a compliment like that in my life about my posture!!” - Colleen Michelle Leonard**

undiagnosed pain and discomfort. The inability of her medical team to determine the exact cause creates anxiety for Colleen. She questions whether she has MS, fibromyalgia, or other. Critical we work with her in an intelligent manner... helping her develop reflexive core stability and avoid loading her movements. If we stick to the White strength band recommendations and exercises she'll be fine and we will see progress.

Her exercise routine at the time of the consultation included daily walking, regular physical therapy, and 4-5 yoga sessions every week, her movement screen was par, her body mass index was 21.2, and her percent body fat was 22.7.

As you can see from the initial assessment, a smarter approach was critical.

Jumping into a bootcamp or big box gym would not provide a level of personalization and progression necessary to transition her from where she was to where she wanted to go.

We recommended 2-3 small group personal training sessions per week and Colleen came aboard.

Due to the extent of her spinal related issues we took two months executing a heavy dose of exercises and movements designed to stabilize her spine (Milestone #2).

On May 7, Colleen demonstrated the requirements necessary to ascend Your Performance Journey and went from the white strength band to the yellow strength band. She next found herself in milestone #4: IMPROVE YOUR POSTURE.

Colleen's posture required an education and awareness of neutral spine.

Over the next few weeks, our coaches required neutral spine at all times.

Colleen ascended the system when she demonstrated neutral spine consistently and after I received this text message from Colleen on May 31st:

"Hey hey!! I just saw someone I knew in the hallway at work, she said she thought it was me and said she thought, boy, that person has good posture!! This just makes me SO SUPER happy!!!!!! This just totally made my day!!!! I've never heard of a compliment like that in my life about my posture!!"

Here she is on June 4 getting into her Blue Strength Band.

The icing on the cake was a Facebook post on May 20th:

It read "out of physical therapy and testing at full strength!"

Now that Colleen is in a blue strength band she has greater strength, is more injury resilient, and is gradually shaping and toning her body.

We are beginning to introduce skills that will provide even better results.

These skills include ballistic hip hinging otherwise known as a Kettlebell Swing and Turkish Get Ups.

Stay tuned for a future case study and update when Colleen demonstrates the skills necessary to ascend the system and go from a blue strength band to a red strength band.

This is Your Performance Journey...it is the gold standard within the fitness industry and it is the martial art of fitness.

# SUCCESS STORY #2

## KELLY ALLARD

Kelly was a runner when she first joined us. During her initial assessment she moved well and had a % body fat of over 33%. Her goals were to run faster, improve her fitness, and lower her % body fat.

She began her journey in a Blue Strength Band and Milestone #10, #11, and #12. Fast forward less than 2 years ahead and Kelly ascended Your Performance Journey and passed the snatch test on July 2, 2018. Day 1 she was not able to do a push up and the day she passed her snatch test she could do 45. Her run times posted in nearly every race she ran were faster...she was fitter...she was not only a better version of herself, she completely transformed from fit to fitter to quite possibly the fittest of her life.



**“This has been an incredible experience. I now look forward to strength training and the challenges presented by following the programs at Plaza Fitness Performance.” - Kelly Allard**

# SUCCESS STORY #3

## TIM WELLS

Tim transitioned from a big box gym where he was participating in a group training program. Tim was interested in bringing his fitness to the next level. As a 42 year old professional, Tim's goals were to age gracefully, improve his shape and tone, and continue an active lifestyle of running, cycling, and skiing.

Tim's journey began in a Blue Strength Band and Milestone #10, #11, and #12. Since Tim moved well and was physically fit, our approach during sessions was to focus on tightening hardstyle kettlebell skills. Everything from breath, posture, tension, reflexive core stability, and the micromanagement of the skills that deliver twice the results in half the time...the swing, clean, snatch, press, and Turkish get up.



By following the optimal strength & conditioning program consistently and mastering skills, Tim has transitioned to an Orange Strength Band. His body weight has decreased nearly 15 pounds and his % body fat has dropped by nearly 5%.

Now that Tim is in the Orange Strength Band, our sights are now set on preparing him for the snatch test to acquire his Black Strength Band.

**“I’m running without pain and road cycling like I have never before. I’m in the best shape of my life and I attribute that to following the program and recommendations from Korey at Plaza Fitness Performance.” - Tim Wells**



# SUCCESS STORY #4

## EC STUMPF

EC was an ex-college football player and elite powerlifter. After many years of powerlifting, his joints were shot. He found us while researching Neurokinetic Therapists. Upon his initial consultation, he expressed pain and movement issues in his shoulders, elbows, hips, knees, ankles, and back. EC coaches other athletes and powerlifters, but he was looking for help himself.

EC wanted to feel better, get out of pain, improve function, and someday return to powerlifting.

Here are my initial notes from that consultation:

EC has agreed to let us coach him as he has hit rock bottom on his fitness...he is a powerlifter who has completely destroyed every joint in his body. We'll break his body down to the very basic neural patterns that he was born with and begin anew. **DO NOT LET HIS SIZE INTIMIDATE YOU...COACH HIM AS YOU WOULD ANYONE AND FOLLOW OUR SYSTEMS.** His body does not need to even touch load initially. He has previously benched over 500 pounds and squatted a car...none of it matters when you can't roll or crawl.

After his first session with me he was impressed he was moving better and feeling challenged...all we did was Reflexive Performance Resets and neural resets. He couldn't crawl as it was too intense. His quote during that first workout was "I feel strong in my legs and upper body, but I feel soft and disconnected in my core." Interesting!

EC began Your Performance Journey in Milestone #1, #2, and #3 and the White Strength



Band as his active straight leg raise, single leg stance, and toe touch were all deficient.

As a credit to EC, he had one of the most important mindsets responsible for goal achievement...a willingness to accept coaching.

We spent the next few weeks simply targeting his reflexive core stability and hip/core sequencing. We asked him to (at least initially) completely abandon any isolated bodybuilding and powerlifting and just stick to neural resets and natural movement.

My coaching during most of his sessions included reminders to breath and relax through exercises because EC attacked every exercise with such intensity that he wasn't working with his body to produce the harmony between mobility and stability that creates natural human movement. Through powerlifting and football, he had developed high-intensity habits that were counterproductive to functional movement. In order to break this cycle we had to incorporate The Inverted Performance Ladder. Our objective was to move EC towards his self-defined performance goals. However, the starting point on this journey was Mindset.

To convince EC that our approach worked, we had to help him feel the difference through pre and post movement assessments. As an example, EC realized the power of breath when had him lie on his back to perform a passive hamstring mobility assessment followed by a minute or two worth of diaphragmatic breathing. After the breathing, we re-assessed the passive hamstring mobility assessment. EC's mindset changed when he felt a noticeable improvement in his range of motion. From that point forward, EC trusted the recommendations and respected the process. Mindset was the first obstacle we had to overcome.

The next objective was to address Milestone #1 and the hip/core sequencing of the active straight leg raise. ASLR correctives and the five neural resets quickly gave EC a Quick Win and he moved solidly into Milestone #2: Building a Stronger Core.

**“Plaza Fitness Performance has changed my life and given me a new purpose. After 25 years I’ve seen it all in gyms and this program is the only approach I would recommend.” - EC Stumpf**

The exercise options expanded into nearly anything that stabilized the spine in a variety of planes with toe touch patterning sprinkled in. After just two weeks of consistent programming, EC was able to touch his toes and stand on one leg with more control.

Week #3 we officially transitioned EC from the white strength band to the Yellow Strength Band and Milestones #4, #5, and #6.

Of all the milestones, Milestone #5 (shoulder mobility) proves to be the most challenging to change quickly with some clients. Regardless of the correctives, shoulder mobility may not drastically improve. This is the case with EC. EC's shoulder mobility is so poor that we have resorted to the fact his shoulder mobility may never be "optimal."

This doesn't mean we never emphasize or include posture, shoulder mobility, or thoracic rotation movements and correctives, quite the contrary. Every workout for EC includes a heavy dose of each. Instead, we accept the fact his shoulders may never fully recover from the years of stress they've been subjected to.

At the time of this writing EC was currently working on the milestones within the Blue Strength Band. Training the five human movements, mastering hardstyle kettlebell skills, and changing body composition are all being emphasized within his programming. Although EC did have familiarity with kettlebells prior to our coaching, we had to regress in order to progress with many important skills. Getting EC into a hip hinge with power breathing and a proper cadence took weeks of practice in order to arrive at his current hardstyle kettlebell swing.

As is the case in life, EC had to deal with a setback when his knee required the removal of a nearly 1" piece of floating bone. After four weeks of excruciating discomfort from the surgery, EC got back to performance training and is back on track, moving towards his self-defined performance goals.

The plan moving forward is to fine-tune the swing, snatch, clean, and Turkish get up and to follow the optimal S&C program with modifications. Our goal is to pass the double bell skills test and prepare EC for the snatch test to earn the Black Strength Band.

Once EC receives his Black Strength Band, we'll begin integrating powerlifting movements to help him achieve his goal of someday competing in another powerlifting competition.

Stay tuned!

# **CHAPTER 10:**

# **Start Your Performance Journey**

# **ARE YOU READY TO START YOUR PERFORMANCE JOURNEY?**

**LEARN MORE IN OUR FREE MASTERCLASS**

**PLAZAFITNESSPERFORMANCE.COM/GET-STARTED-1**

**EXPLORE THE PLAYBOOK: PLAZA FITNESS' PILLARS  
OF PERFORMANCE TRAINING**

**PLAZAFITNESSPERFORMANCE.COM/PLAYBOOK-WELCOME**

**DO THE FREE 30 DAY QUICK START PROGRAM**

**PLAZAFITNESSPERFORMANCE.COM/30-DAY-QUICK-START-WELCOME**

**GET A FREE MOVEMENT SCREEN**

**AND STRATEGY SESSION**

**PLAZAFITNESSPERFORMANCE.COM/FREE-STRATEGY-SESSION**

**STAY  
SMART,  
STAY  
SHARP,  
STAY  
STRONG!**

**YOUR PERFORMANCE COACH,**

**KOREY MCCOY, MS**



# Korey McCoy

**M.S. Kinesiology** - Indiana University

**B.S. Exercise Science** - Washington State University

**StrongFirst, Level II Kettlebell Instructor**

**RKC Kettlebell Instructor** Russian Kettlebell Challenge

**ACSM Health and Fitness Instructor**

**Reflexive Performance Resets, Level I**

**Certified Functional Movement Specialist**

**Original Strength Approved Instructor**

**Level I NeuroKinetic Therapist**



REFLEXIVE  
PERFORMANCE  
RESET



RPR



OS  
originalstrength  
you were made to move

FMS™  
move  
well.  
move  
often

# RESOURCES

1. The ABC's of A Sharp Fitness Program
2. The Guide to Your Options on the Fitness Playground
3. The Best Exercise You Aren't Doing
4. The 5 Human Movements
5. Make Your Feet Strong and Connect to Total Body Performance
6. Better Balance, More Movement, & True Strength
7. Keep Your Spine Healthy and Prevent Injury
8. The Most Powerful Tool in Our Toolbox
9. What Should a Workout Feel Like
10. The 5 Secrets to Instant Strength Gains
11. The Performance Lifestyle
12. The Pain Prevention Assessment
13. The Starting Point on Your Performance Journey
14. Understanding Optimal Strength & Conditioning
15. Wake Up Your Body with Reflexive Performance Resets
16. Restorative Breathing for Energy, Better Sleep, and Decreased Pain
17. The 3 Breaths of Performance Training
18. Out the Door Workout Prep
19. 5-Minute Workout Prep
20. 10-Minute Workout Prep
21. 15-Minute Workout Prep
22. The White Strength Band Correctives
23. Creating Core Stability Level I
24. The Yellow Strength Band Correctives
25. The Green Strength Band Correctives
26. The Best Exercise to Drive Your Metabolism
27. The Most Underrated Kettlebell Skill
28. The King of Kettlebell Skills
29. Sleeping on Your Fitness? Time to Get Up!



**THANK YOU FOR READING**  
**YOUR PERFORMANCE JOURNEY**

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## YOUR PERFORMANCE JOURNEY

*Plaza Fitness Performance is leading the way for program and facility design, their system is POWERFUL...the best I have come across. -Tim Anderson, Original Strength*

Your Performance Journey™ is smart and strategic and takes you from where you are to where you want to go through 21 milestones. Each milestone has seven checkpoints that deliver you a quick win which builds momentum towards your self-defined performance goals.

Using five proven systems, Your Performance Journey™ safely and effectively helps you participate, personalize, progress, perform, and practice to look great, feel great, and perform your best.



*My approach to fitness has been influenced by resources from experts in our field, colleagues, thousands of clients, and my lifelong experience with exercise. I am pleased to be in a position where my cumulative expertise and passion can provide architecture and navigation for others.*



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