



Goals

Establishing Big Goals



- ▶ **General & Long Term Goal**
 - ▶ As accurately as possible describe the ideal outcome, and when you want to achieve it by.
- ▶ **Aesthetic goals**
- ▶ **Health & Vitality Goals**
- ▶ **Performance Goals**
- ▶ **Lifestyle & Habit Goals**
- ▶ **Solution Based Goals**

Establishing Nuanced Goals

- ▶ Break down the big goals to get more nuance
 - ▶ I want to lose XX amount of weight?
 - ▶ How did you come up with that number and what is it you think will come with that weight achievement?
 - ▶ We want to make sure there are no mis communications around the goals.
 - ▶ Someone might want to lose a number on the scale, but what they really want is a look, a size, or a feeling/life experience that they associate with that weight, whether that be theoretical or based on a time in their life when they were that weight.

Establishing Nuanced Aesthetic Goals

- ▶ How big do you want to be vs how big do you want to look. Often times people confuse the look that comes with leanness with significantly higher amounts of muscle, and under estimate how much of that look comes from a lower body fat. This can have someone mistakenly think their priority is shifted towards muscle gain more than it really is.
 - ▶ Make sure you get to precisely what they want to cover from a physique perspective if this is part of their goal, and cover what is and isn't possible or reasonable to expect for their body.

Establishing Nuanced Aesthetic Goals

- ▶ Having multiple goals and/or redundant biomarkers for a goal can be a better way of managing and tracking progress.
- ▶ Not all markers move at the same time or in the same direction.
- ▶ Different biomarkers scale differently at different body composition levels.

Establishing Nuanced Health & Vitality Goals



- ▶ Most people seek vitality unless they have lost their health. Know the difference.
 - ▶ Health is the absence of disease, whereas vitality is the quality of being strong and energetic.
 - ▶ You can not have great vitality with poor health, and a certain degree of vitality can come from restoring health, which is why people often conflate the two, but the assessment and approach to them can be very different.

Establishing Nuanced Health Goals

- ▶ Find specific biomarkers
 - ▶ Set incremental goals
- ▶ Make sure you try to find the root causes and compounding variables so you're not trying to unclog a drain while the faucet is running.

Establishing Nuanced Vitality Goals

- ▶ Vitality goals are very subjective if you don't choose some objective measures.
- ▶ Daily fluctuations can lead to a poor assessment relative to the mean. We remember extremes better than consistency.

Establishing Nuanced Performance Goals

- ▶ Performance goals can overlap with vitality goals at least in terms as a assessment.
- ▶ Make sure you set incremental goals for large performance goals
- ▶ Performance goals can be used as intermediate or associated goals even when the client doesn't have direct performance outcome goal.
 - ▶ If our goal is to bring up XX body part, you could set a performance goal on a relevant exercise.

Establishing Nuanced Lifestyle & Habit Goals



- ▶ This is behavioral
 - ▶ Conscious
 - ▶ This is the application of discipline
 - ▶ Unconscious
 - ▶ This is when habits are formed
- ▶ Behavioral changes must be applied consciously and consistently to become a habit.
- ▶ Whether something becomes a habit depends on the reward and routine variables.
 - ▶ If there is not a reward or routine, it is hard for something to become more of a habit.

Establishing Nuanced Lifestyle & Habit Goals



- ▶ Eliminating options and variables decreases the discipline and decision fatigue needed.
- ▶ These goals need to be broken down into the smallest actionable steps.
- ▶ Restriction is often viewed as negative, but abundance of choices and options is often a negative when trying to form a habit or maintain discipline.
- ▶ Don't underestimate the power of convenience.

Establishing Nuanced Solution Based Goals

- ▶ Some people may need coaching to solve problems outside of the end goal. So the goal is to solve the problems interfering with the process.
- ▶ Time/schedule management
- ▶ Working around injuries or limited access
- ▶ Homelife and lifestyle constraints and problems



Constraints

Training Constraints

- ▶ How often can you train?
- ▶ How long can you train?
- ▶ What do you access to?
- ▶ Logistical Limitations
- ▶ Performance Limitations
- ▶ Skill / technique
- ▶ *Recovery Limitations

Outside Training Constraints

- ▶ **Nutrition**
 - ▶ **Quality & Quantity Management**
- ▶ **Recovery**
 - ▶ **Sleep**
 - ▶ **Stress Management**
 - ▶ **Other Physical or Energy Demanding Activities**
- ▶ **Health & Physiological Conditions**
 - ▶ **Diseases & Deficiencies**



History & Preferences

Training History

- ▶ What has and has not worked in the past?
- ▶ Split & Frequency Preferences
 - ▶ Volume/time
 - ▶ Total, per session, per muscle, per exercise
- ▶ Training stimulus, Effort, and intensity ranges
- ▶ Exercise Selection Preferences
 - ▶ Unilateral vs Bilateral
 - ▶ Setup investment
 - ▶ Number of exercises per session & per body part/movement

Training History



- ▶ Exercise Architecture
 - ▶ Rep Scheme complexity
 - ▶ Rest management
 - ▶ Exercise Pairings



Addressing Conflicts in Goals & Constraints

Resolving The Conflicts

- ▶ **Conflicts between goals and constraints**
 - ▶ Know when to get the client involved
 - ▶ Establish direct prioritization
 - ▶ Figure out where there is flexibility
- ▶ **Conflicts Between Goals**
 - ▶ Know when to get the client involved
 - ▶ Establish direct prioritization
 - ▶ Approve a plan of prioritization and/or periodization



Making the data usable

Sorting and Ranking

- ▶ Separate what is actionable
- ▶ Rank things that are flexible and/or conflicting
- ▶ Refine constraints to the programming environment/variables
- ▶ Use the tools and strategies you have used to make a plan that will get you to the goal within the constraints, in the target timeline.

Most Common Problems to solve

- ▶ Time / Schedule Constraints
 - ▶ Split and Efficiency
- ▶ Access Constraints
- ▶ Achieving enough stimulus and recovery to move towards goals at a rate the client will be happy with, in a way they won't hate.

Goal Specific Nuances

- ▶ Depending on what the goals are, the follow-up questions can be sorted accordingly.
- ▶ You may have a different line of questions for hypertrophy VS fat loss clients for example.
- ▶ Get rid of unnecessary questions and make the questions and follow-up more specific

Why am I writing the program if I'm just asking what they want to do?



- ▶ This is where the skill and art of great coaching comes in.
- ▶ Finding the sweet spot of the physiological outcome and the individual preferences is what really makes it N of 1 programming.
- ▶ The obstacle for general population is consistency
- ▶ A huge obstacle for the elite is burn out.

Programming in the real world is problem solving



- ▶ If we just needed perfectly good training programs based on physiology, I would just write them and let you guys copy them.
- ▶ The value is a coach is to have the knowledge to solve the problem of the individual and find the most optimal programming that works despite all their quirks and constraints.

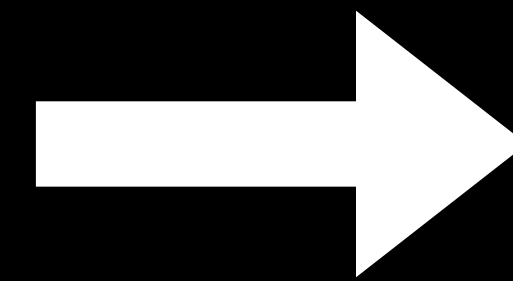


Nuances of Client Starting Points and Goals

How to you approach the same goals for different clients and starting points?

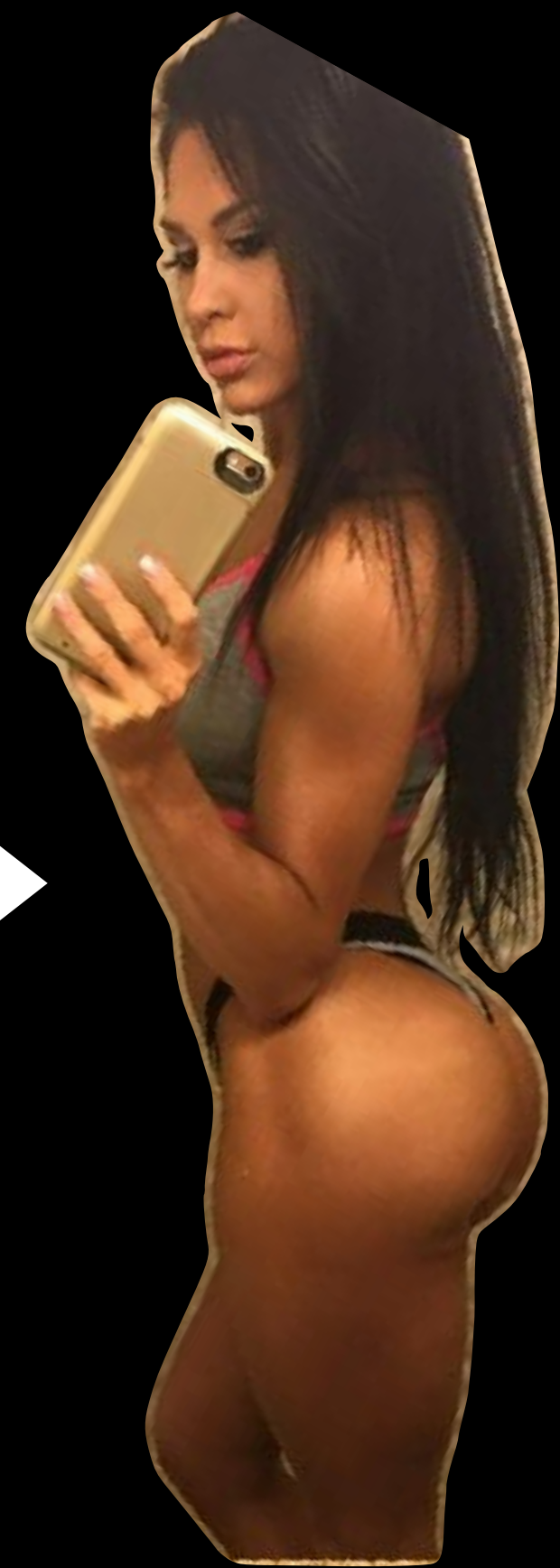
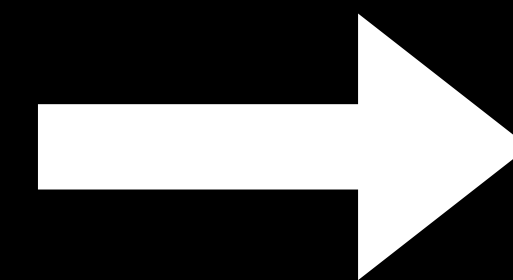


What if all these clients had the same desired end point?



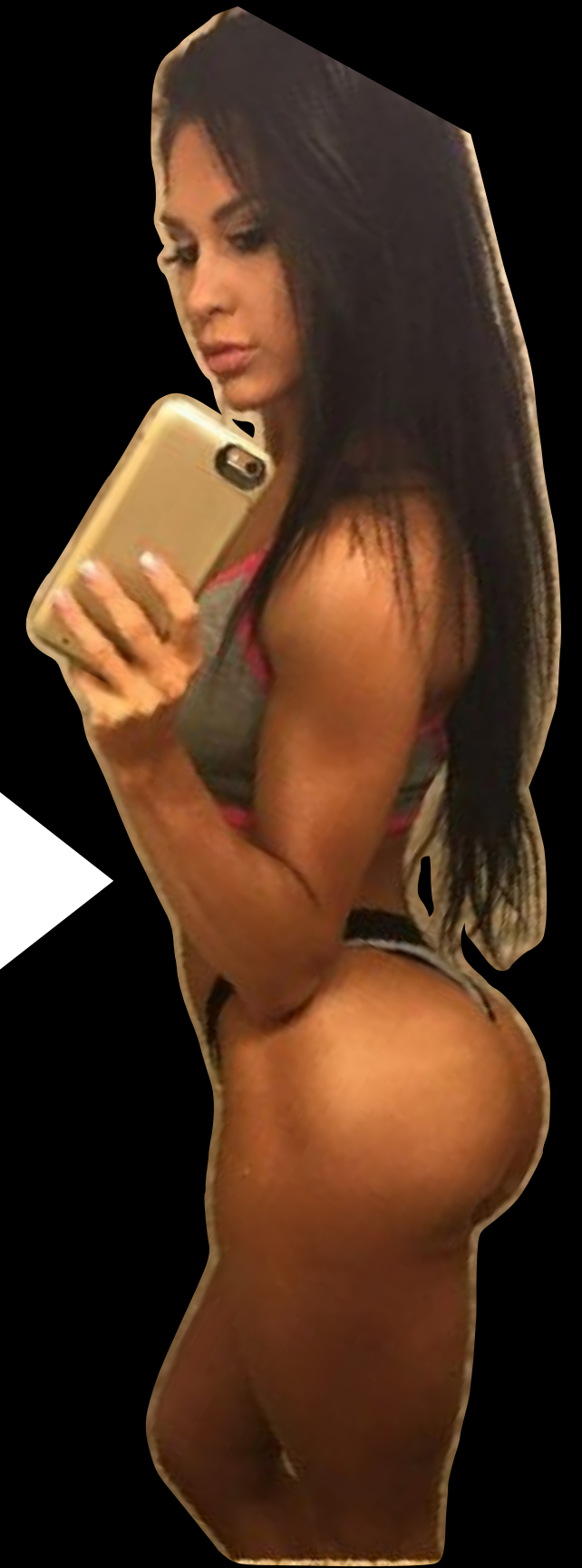
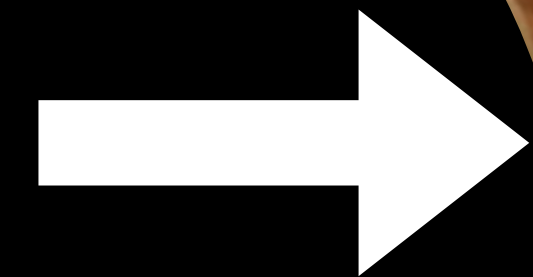
Very Overweight Starting Point

- ▶ Prioritize Fat Loss Heavily
- ▶ Be conscious of current muscle mass relative to goals
- ▶ Establish Realistic Expectations and Timeline



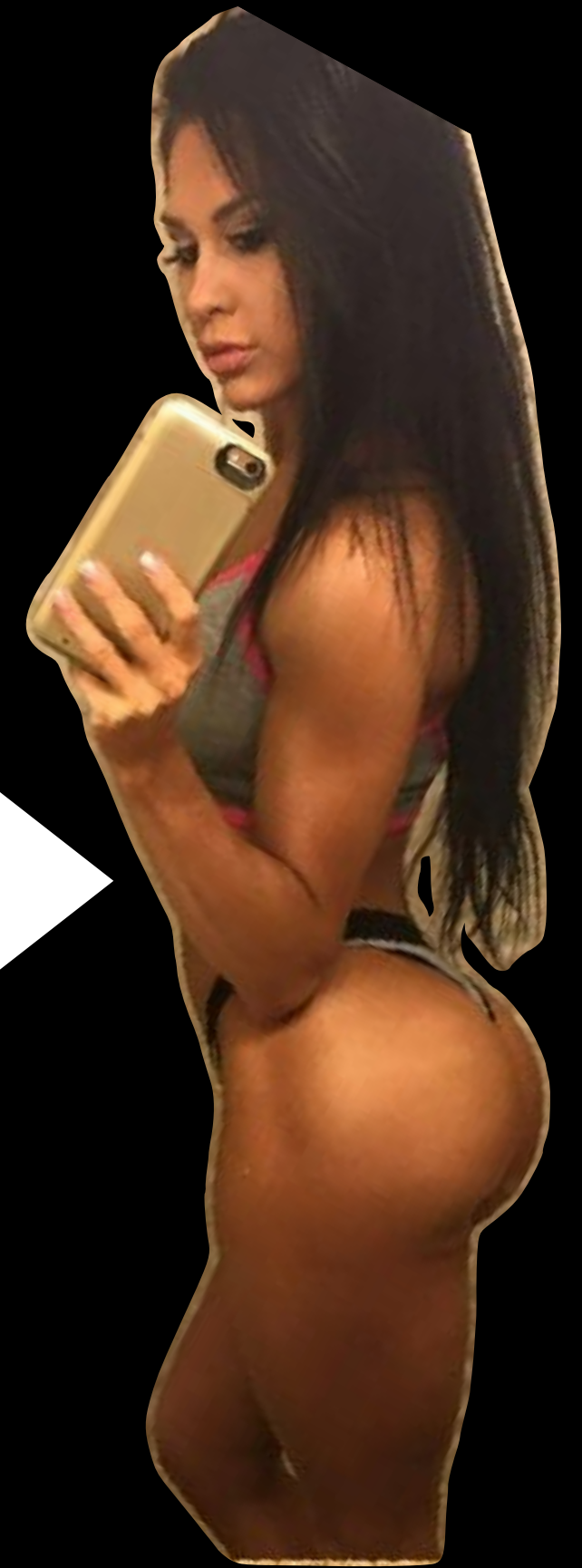
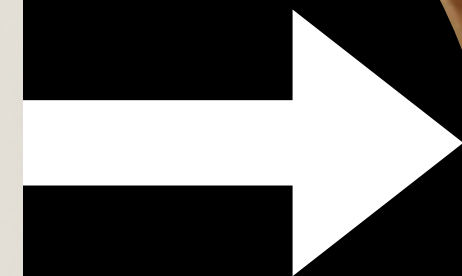
Over Fat Starting Point

- ▶ **Prioritize Fat Loss**
- ▶ **Be conscious of current muscle mass relative to goals**
- ▶ **Establish Realistic Expectations and Timeline**



Athletic Starting Point

- ▶ Fat Loss is only slight priority
- ▶ Be conscious of current muscle mass relative to goals
- ▶ Establish Realistic Expectations and Timeline



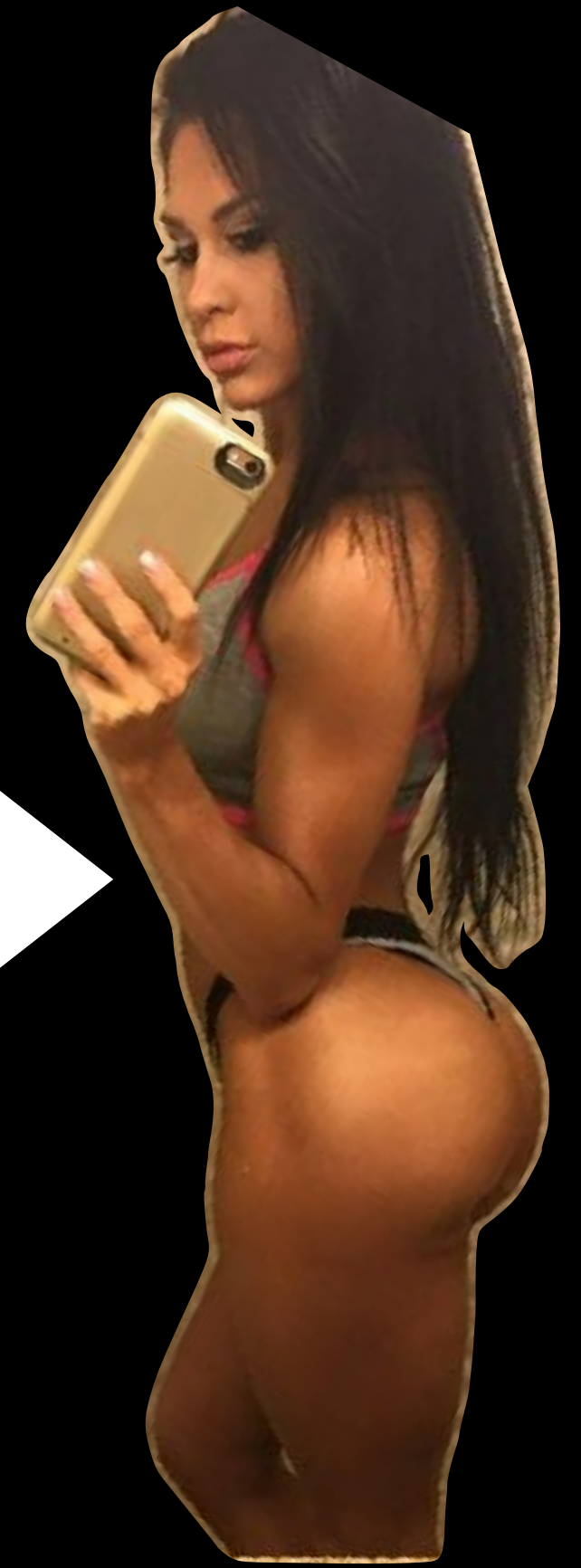
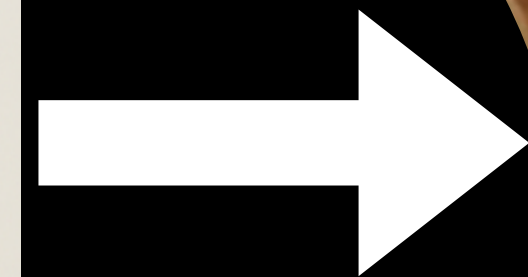
Fit Starting Point

- ▶ Physique Bias is the priority
- ▶ Be conscious of current muscle mass relative to goals
- ▶ Establish Realistic Expectations and Timeline



Skinny Starting Point

- ▶ Hypertrophy is the priority
- ▶ Just have to not grow the wrong things
- ▶ Establish Realistic Expectations and Timeline



Lets start a plan for each



Very Overweight

- ▶ How could you fail this client?
 - ▶ Be too slow with the fat loss
 - ▶ Burn them out with metabolic training that is too high intensity/volume.
 - ▶ Too restrictive nutritionally
 - ▶ Building the wrong physique underneath



Very Overweight - Constraints / Preferences



▶ Training Frequency	3	3
▶ Session Duration	45 (75)	Use the time as needed
▶ Split	Likes it split up	LUL
▶ Super/extended sets	Limited to convenient	Limit to where most convenient and useful
▶ Work:Rest Ratio	More intensity	More rest
▶ Volume:Intensity	More sets	Higher volume
▶ Training History Preferences	Circuit training, higher intensity, trouble with squats low back, likes upper pulling,	Limit squats and deadlifts, no MH. Lower body and cable machines. Hip thrust machine.
▶ Logistical Constraints	Limited to convenient supersets Cannot train W-TH-FRI Has to train in the AM	Sat - lower Mon - Upper + sled/cardio Tue - Lower Walks on lunch. Additional 30 minutes week days, more on weekend for steps, potential body weight and band circuit
▶ Exercise/Variable		

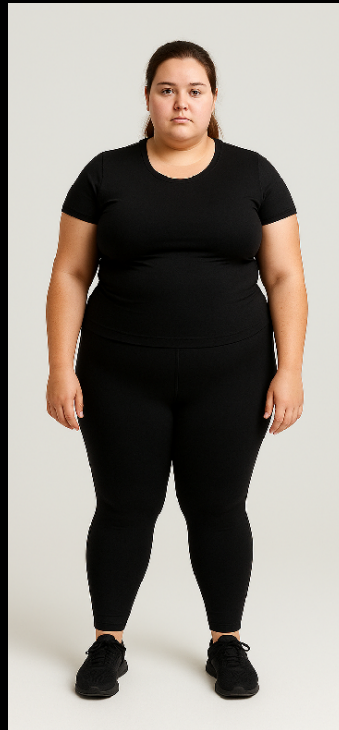


Very Overweight - Plan Overview

- ▶ 2 lower days
 - ▶ Glute bias
 - ▶ Limit lower back load, squats, and deadlifts
- ▶ Upper day
 - ▶ Push /pull focus, laterals
 - ▶ Integrate some cardio or drills
- ▶ NGE
 - ▶ Lunch walks up to 5x30min
 - ▶ Home walks + bodyweight bands (up to 5x30 weekdays)
 - ▶ Sunday - 2x 30 min
- ▶ What does that work out to - ~3000 exercise based calories per week
~ 2lbs of fat loss per week.



Nutrition Periodization



Quality Management:
Metabolic Health
Routine & Habit
Formation

Quantity Management:
Calorie Deficit

Quantity Optimization:
Routine & Systems for
macro quantity and
timing goals



Quality Management:
Digestive and
Inflammatory Health
Routine & Habit
Formation

Quantity Management:
Macronutrient Goals

Performance
Optimization:
Routine & Systems for
macro quantity and
timing goals



Quantity Management:
Metabolic Health
Routine & Habit
Formation

Quantity Management:
Calorie Surplus

Quantity Optimization:
Routine & Systems for
macro quantity and
timing goals

Very Overweight - Plan Overview



	Phase 1	Phase 2	Phase 3
Goals	-Establish Aerobic Base -Improve Coordination -Acclimate to maximal available volume (by time)		
Stimuli	RT: Neuro Coordination CV: Aerobic Base (Volume)		
Progression	RT: Progressive Load and RPE CV: Increase volume to maximum available		
Duration	Est 6-8 weeks, no deloads needed		
Resistance Program Summary	High sets, lower RPE Emphasize Glutes and hamstrings early Squat and hinges later to limit loading Upper body day is a hybrid with some cardio work. Minimize impact during CV training.		



Very Overweight - Plan Overview

	Phase 1	Phase 2	Phase 3
Nutrition Goals	- Establish Routines - Focus on improving nutrient density and quality - Start a protein goal		
Strategy	- Create a schedule/plan - Focus on adding not subtracting - Consider starting TRF or clients preferred strategy towards achieving a deficit.		
Progression	- The main goal is increasing compliance and consistency - Making the process more efficient and enjoyable		
Duration	Est 6-8 weeks, no planned refeeds/cheat meals unless this is the clients preferred strategy or lifestyle adaption		



Very Overweight - Plan Overview

	Phase 1	Phase 2	Phase 3
Goals	-Establish Aerobic Base -Improve Coordination -Acclimate to maximal available volume (by time)	- Begin increasing aerobic capacity - Improve intensity and effort	
Stimuli	RT: Neuro Coordination CV: Aerobic Base (Volume)	RT: Mechanical Tension CV: MIIT + LISS (walking)	
Progression	RT: Progressive Load and RPE CV: Increase volume to maximum available	RT: Progressive Load and RPE CV: Increase MIIT intensity & volume	
Duration	Est 6-8 weeks, no deloads needed	Est 6-8 weeks, Reactive Deload of MIIT if needed	
Resistance Program Summary	High sets, lower RPE Emphasize Glutes and hamstrings early Squat and hinges later to limit loading Upper body day is a hybrid with some cardio work. Minimize impact during CV training.	High sets, Moderate RPE Emphasize Glutes and hamstrings early Squat and hinges later to limit loading Upper body day is a hybrid with some cardio work. Minimize impact during CV training.	



Very Overweight - Plan Overview

	Phase 1	Phase 2	Phase 3
Nutrition Goals	- Establish Routines - Focus on improving nutrient density and quality - Start a protein goal	Refine - Focus can become more about quantity - Macro goals can become a little bit more of a priority	
Strategy	- Create a schedule/plan - Focus on adding not subtracting - Consider starting TRF or clients preferred strategy towards achieving a deficit.	Optimize - Add/improve strategies for managing intake - If deficit gets low enough, meal/nutrient timing can start to be applied	
Progression	- The main goal is increasing compliance and consistency - Making the process more efficient and enjoyable	- Working towards a sustainable deficit that meets the clients goals.	
Duration	Est 6-8 weeks, no planned refeeds/cheat meals unless this is the clients preferred strategy or lifestyle adaption	Est 6-8 weeks, no planned refeeds/cheat meals unless this is the clients preferred strategy or lifestyle adaption	



Very Overweight - Plan Overview

	Phase 1	Phase 2	Phase 3
Goals	-Establish Aerobic Base -Improve Coordination -Acclimate to maximal available volume (by time)	- Begin increasing aerobic capacity - Improve intensity and effort	- Begin Improving Aerobic Power - Begin working a larger intensity range (+higher)
Stimuli	RT: Neuro Coordination CV: Aerobic Base (Volume)	RT: Mechanical Tension CV: MIIT + LISS (walking)	RT: Mechanical Tension CV: HIIT + LISS (walking)
Progression	RT: Progressive Load and RPE CV: Increase volume to maximum available	RT: Progressive Load and RPE CV: Increase MIIT intensity & volume	RT: Increase intensity range, add exercises CV: Increase HIIT intensity & volume
Duration	Est 6-8 weeks, no deloads needed	Est 6-8 weeks, Reactive Deload of MIIT if needed	Est 4-6 weeks, Reactive Deload of HIIT if needed
Resistance Program Summary	High sets, lower RPE Emphasize Glutes and hamstrings early Squat and hinges later to limit loading Upper body day is a hybrid with some cardio work. Minimize impact during CV training.	High sets, Moderate RPE Emphasize Glutes and hamstrings early Squat and hinges later to limit loading Upper body day is a hybrid with some cardio work. Minimize impact during CV training. Isolated lower day may also have to have a MIIT finisher	Cover greater intensity ranges across sets. Add volume with new exercises for more ROMs etc. Upper body day is a hybrid with some cardio work. Minimize impact during CV training. Isolated lower day may also have to have a HIIT finisher



Very Overweight - Plan Overview

	Phase 1	Phase 2	Phase 3
Nutrition Goals	- Establish Routines - Focus on improving nutrient density and quality - Start a protein goal	Refine - Focus can become more about quantity - Macro goals can become a little bit more of a priority	Routines -> Systems - Quality + quantity management - Macro goals and timing adherence increases
Strategy	- Create a schedule/plan - Focus on adding not subtracting - Consider starting TRF or clients preferred strategy towards achieving a deficit.	Optimize - Add/improve strategies for managing intake - If deficit gets low enough, meal/nutrient timing can start to be applied	Increase Accuracy and Consistency - Use modular or other strategies increase accuracy - Use the increased performance demands to motivate meal timing adherence
Progression	- The main goal is increasing compliance and consistency - Making the process more efficient and enjoyable	- Working towards a sustainable deficit that meets the clients goals.	- Refine systems and strategies to increase the magnitude and sustainability of the deficit. - Refeed meals, or very low calorie days may become a strategy
Duration	Est 6-8 weeks, no planned refeeds/cheat meals unless this is the clients preferred strategy or lifestyle adaption	Est 6-8 weeks, no planned refeeds/cheat meals unless this is the clients preferred strategy or lifestyle adaption	- laying the foundation for the indefinite systems and strategies.

