



## ***A Gift To My Fellow Man...***

Every industry in the world has an economic purpose. If it's the technology industry, the purpose is to develop, produce, and distribute technology-related goods and services. If it's the food industry, the purpose is to produce, process, package and distribute food and beverages. What is clear, is that the structures within those industries from university education upwards, are all bound by regulatory bodies that ensure the companies and their staff are up to date in both industry leading practices and their competency to deliver a product. A product that meets the highest quality standards BEFORE it is released to the general public. However, with the fitness industry, there is no such thing. There is no regulation and oversight, no quality assured stamp of approval and there certainly is no annual staff competency check. If there was, many fitness trends, establishments and their so called 'expert trainers' wouldn't exist. This has led to the fitness industry becoming some what of a treacherous wilderness for anyone wanting to genuinely do right by themselves. An untamed jungle where the paths are unclear and dangers lurk at every turn. I've seen unsuspecting individuals unethically lured with enticing yet empty assurances of rapid results or unrealistic transformations. I've witnessed incompetent and unprofessional "coaches" lacking the proper qualifications, knowledge and expertise required to guide individuals safely and effectively.

When it comes to the fitness industry, the biggest disconnect I see is the inability for an establishment to effectively align their purpose or mission with **WHAT THE CLIENT ACTUALLY NEEDS!** I am yet to enter a fitness establishment that has a system in place so that clients can understand the following:

- Where their current fitness levels are and why.
- What needs to be achieved in order for them to progress.
- A realistic and healthy long term goal broken down into short term goals to maintain program consistency.

This sounds simple doesn't it!? But the truth is, the fitness establishment's primary goal is to make money by retaining and increasing its members and upselling additional (mostly useless) products to them. Because of this, I have seen trainers bow down to the wants and demands of their clients in the hope that come the end of the month, the client will renew their membership. They will spend session after session doing only what the client wants to do, playing with the gym toys the client likes to play with, avoiding exercises that

make the client actually work, or just watch the clock rather than question whether the client is getting the best out of the session.

Nowadays more than ever, the fitness industry is no longer about improving people's lives. Utter the words "fitness Industry" to me, and all I see is a haze of laser lighting, loud cheesy music, baseball caps, yoga pants and fad diets. It has become an industry that just confuses people and one that many (including myself) simply don't relate to. For any coach worth their salt, the underlying principles have always been the same - understand the problem, identify the cause, rectify the cause, solve the problem. I can't tell you how many times I have seen new fitness fads emerge, shrouded in hype and shiny colours, only to be on closer inspection, completely and utterly useless. These are distractions offering nothing in terms of a stimulus for adaptation or growth. These are marketing ploys to convince those unwilling to put in the hard work that they will see eventual change as long as they keep paying their membership fee!

This brings me on to the most important lesson I have learned in my career when it comes to the general public: **MANY PEOPLE DON'T HAVE THE MENTAL FORTITUDE TO UNDERGO TRAINING!** Which makes it a terrible business model. This dichotomy is like kryptonite to a fitness establishment and is the exact reason for the aforementioned 'distractions'. The purpose of training is to give people the knowledge and tools they need in order for them to maximise their strength and conditioning in the most efficient and effective way possible. Training is a process of development that has an incredible ability to shine a light on your most vulnerable areas both physically and mentally, yet the inherent suffering draws out and develops characteristics that will benefit you in every aspect of life e.g strength, mental toughness, discipline, resilience and patience. The principles of strength and conditioning have been the same since the beginning of time and anything that steps outside or falls short of these principles should be discarded. Along side that, having a good understanding of kinesiology (anatomy, physiology and biomechanics) defines one's approach to how these principles are applied.

When it comes to physical development, the biggest problem I see is poor programming. Specifically periodisation. Effective periodisation is essential for optimising long term progress and minimising the risk of plateaus, overtraining and injury. There is rarely such a thing as a bad exercise. It's more a case of 'Is it the right exercise?', 'Are you ready for such an exercise?', 'Are you doing it correctly?' and 'How often are you doing it?'. This brings me nicely on to injuries...

Injury is the best coaching intervention in the world. It's the point where your body takes control and decides to ground you (and your ego along with it!). Nothing makes you re-evaluate your activities more than pain. If you are smart, you will take the time to understand the problem, identify the cause, rectify the cause and solve the problem. The rectification is often a life changing one and you will come out the other side a better

person for it. I myself went through this process after a painful shoulder injury in 2011, which was the catalyst to my coaching career and inevitably, the creation of this program.

Over the last decade, I have worked in a variety of venues. Professional sports clubs, universities, gyms, fitness studios and clinics around the world. I've even had the opportunity to observe open spinal and open knee surgery at the Royal Free hospital in London. As a result, I have been exposed to a vast amount of resources, training methods, injury treatments, rehabilitation techniques and professional people that I wouldn't have been exposed to anywhere else. My experiences have allowed me to understand that what people really lack is a solid foundation of physical conditioning that enables them to perform and progress safely and effectively. Mobility and strength are the two biggest weaknesses in the adult population and they just so happen to be the two biggest elements that determine your quality of life, both now and later! It's not just an age thing either, this is across the board from 30s and up (especially with life becoming ever more sedentary) with men being the most severely impacted.

My journey has not only given me the tools to become a better coach but has also enabled me to develop a comprehensive training system that can be successfully applied by anyone who is looking to build or even rebuild a strong, mobile, pain-free, athletic physique. It was only in 2020, after the world was forced into a lock-down, that I had to learn how to implement this training system online. Through continuous observation in both my own training and my client's, I have tested, refined and polished this training system into a product that I believe meets the highest quality standards and of which I am extremely proud. This product will teach you to understand exactly where your current levels are and why. What needs to be achieved in order for you to progress effectively and safely, with a realistic and healthy long term goal broken down into short term goals to maintain program consistency. This product, '**The REprogram**', is a disruptor to a 'broken healthcare system' and my answer to the 'fitness industry' problem. It's now in your hands and has everything you need to change your body and life for the better!

*"No man has the right to be an amateur in the matter of physical training. It is a shame for a man to grow old without seeing the beauty and strength of which his body is capable"*

- Socrates

Good Luck!

Coach Andrew Graham

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