



Week 5



Diversifying Your Business



4Q Business Models

**1:1
Coaching +
Programming**

**1:Many
Coaching +
Programming**

**1:1
Programming**

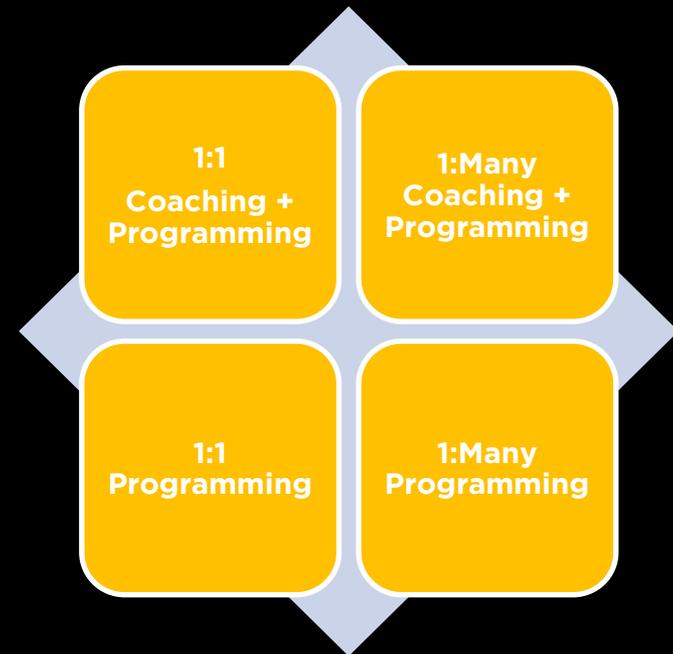
**1:Many
Programming**



4 Business Models

- **~20 Hours Per Week Coaching and Programming**
- **Devote Time to Marketing and Growing the Business**
- **Less Time Working!**

#Futureproof



7-Step Prep Justification

Step	Justification
Fluid Dynamics	Tissue Viscosity and Local Hydration
Linear SMUR	Decrease Threat/Normalize Stabilization
Linear Mobility	Create Space (Known, Stable)
MP Mobility	Create Space (Explore, 3D)
MP SMUR	Re-Stabilize newly Created Space in a Similar, yet Dynamic Position
Excitation	Turn on and off efficiently
Stimulation	Increase Sensory Input for more efficient Output



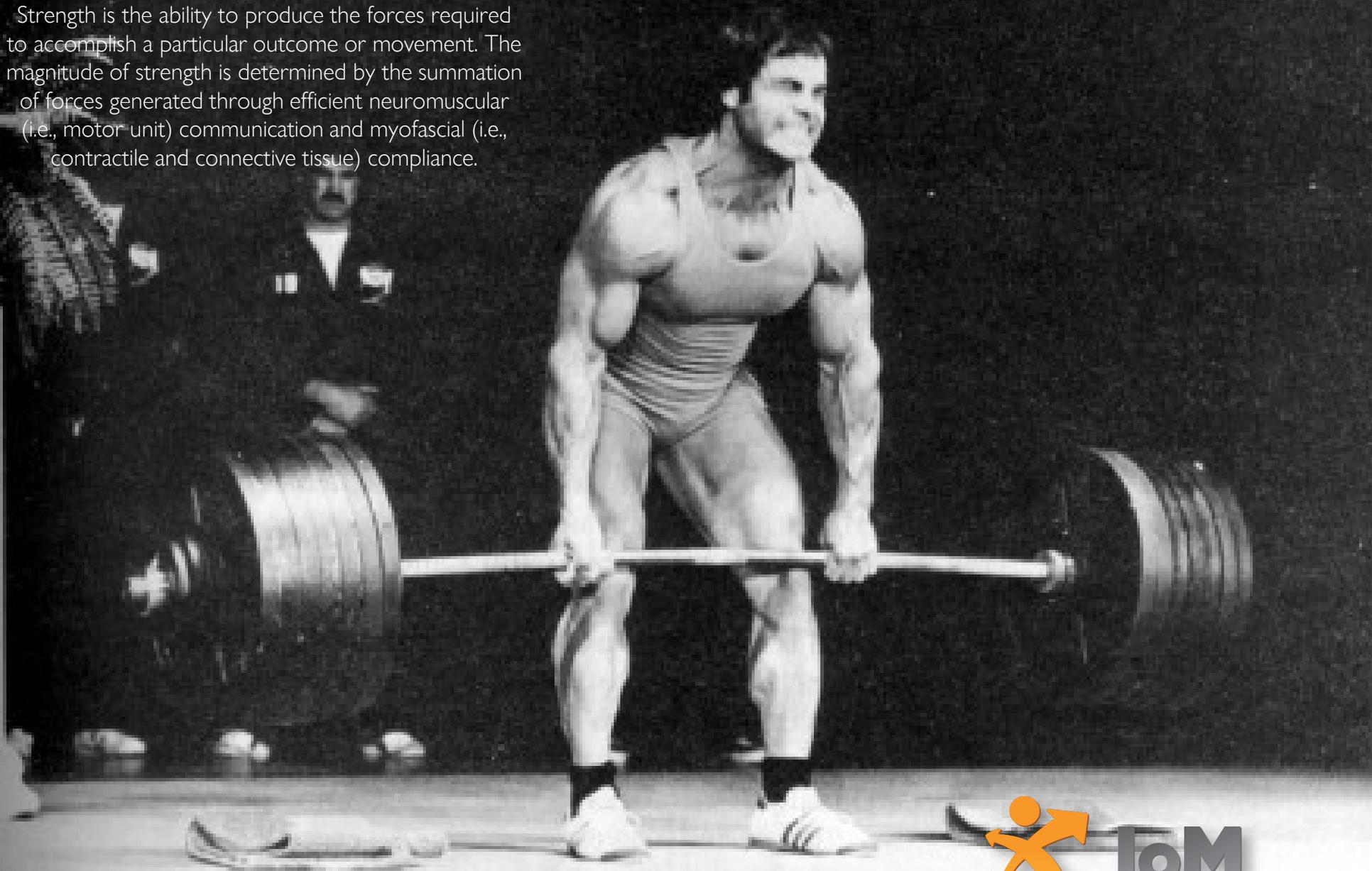
Weeks 5-7

1. **Muscle Strength**
2. **Movement Strength**
3. **Programming Strength**



Strength:

Strength is the ability to produce the forces required to accomplish a particular outcome or movement. The magnitude of strength is determined by the summation of forces generated through efficient neuromuscular (i.e., motor unit) communication and myofascial (i.e., contractile and connective tissue) compliance.



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Muscular Strength



Muscular strength training focuses primarily on developing muscle force mainly in a single plane of motion through high loads.

Movement Strength



Movement strength training applies sub-maximal load and variable loading positions during multi-directional movement.



Maximal Strength (Absolute Strength)

The ability to produce maximum force production to accomplish a specific task.
neuromuscular (i.e., motor unit) communication and myofascial (i.e., contractile and connective tissue) compliance



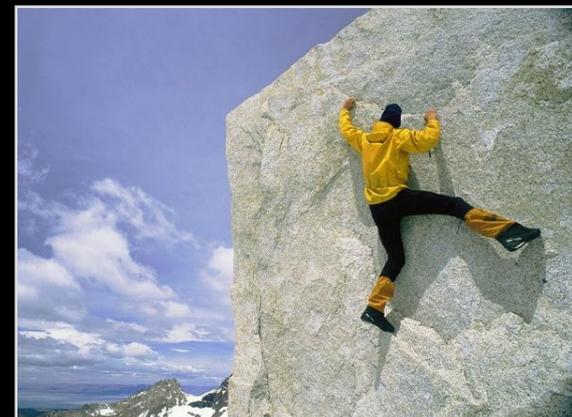
Tensile Strength

The strength of the connective tissues to stretch and maintain their integrity (not tear up) during movement.



Relative Strength:

The ability to generate forceful movement within the surrounding environment. Body-weight strength requires whole-body positional awareness, coordination, mobility and stability, and can be performed in various body orientations, often transitioning from one position to another



Odd Position Strength:

The ability to generate the force from a variety of different postures (which are 'uncommon') while transitioning to other positions and maintain integrity. Tensile strength + intelligent NS that organizes quickly with safety and effectiveness.



Strength Endurance:

The ability to maintain a level of strength over a specific period of time. Strength-endurance is typically trained at low-to-moderate loads for high repetitions with relatively short recovery intervals to improve the anaerobic buffering and aerobic efficiency of the involved tissue.



Dead Strength (DeadStarts):

the ability to produce force with minimal contribution from the elastic components of connective tissue, beginning from a stationary position without any initial motion to create a mechanical pre-stress.

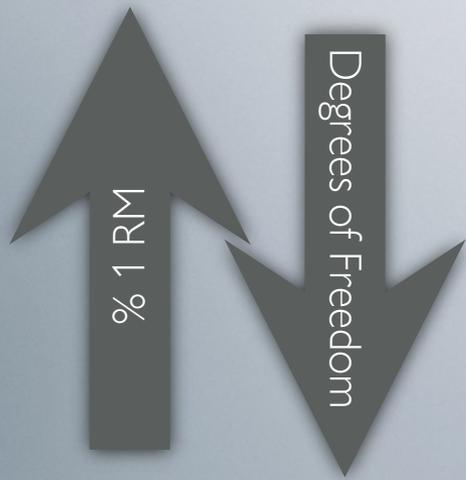


Dead Strength:

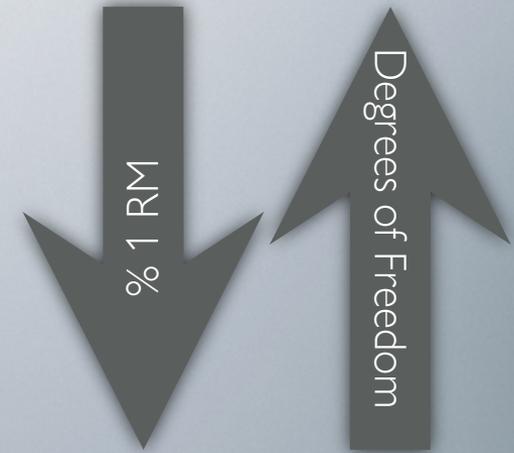
the ability to produce high levels of force with less contribution from the elastic components of connective tissue, beginning from a stationary position with little initial motion, creating only a small mechanical pre-stretch. This is exhibited when moving from relaxed positions as seen in ground-to-standing movement (e.g., deadlifts, turkish getup), and pre-set positions such as most sprint starts and pulling patterns.



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Increases in load training (as a % 1RM) over movement choice



Submaximal load training opens the door for movement variability

Muscular strength training focuses primarily on developing muscle force mainly in a single plane of motion through high loads,

while

Movement strength training applies sub-maximal load and variable loading positions during multi-directional movement.



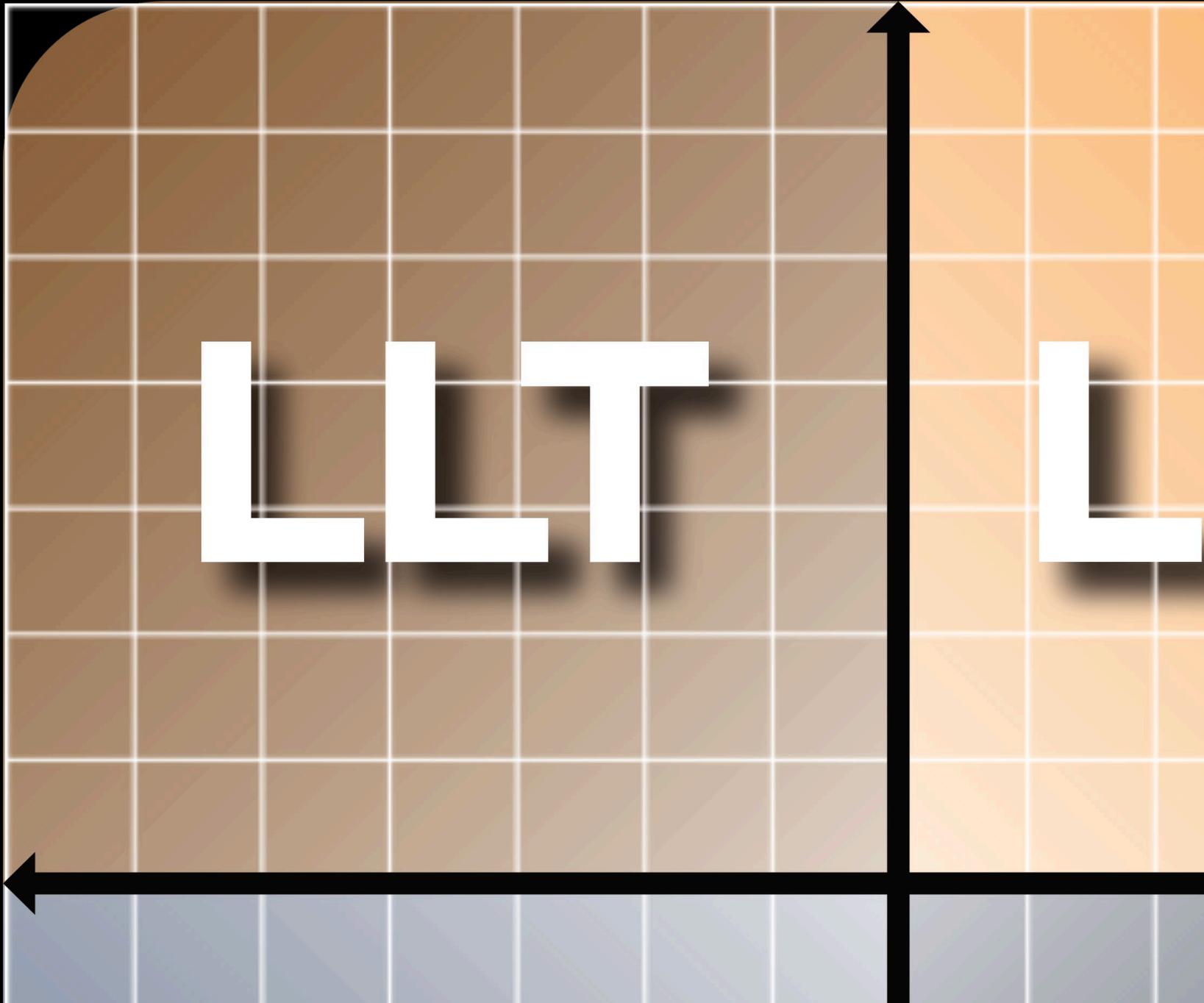
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LLT

LMT

ULT

UMT



Henneman's Size Principle

Under load:

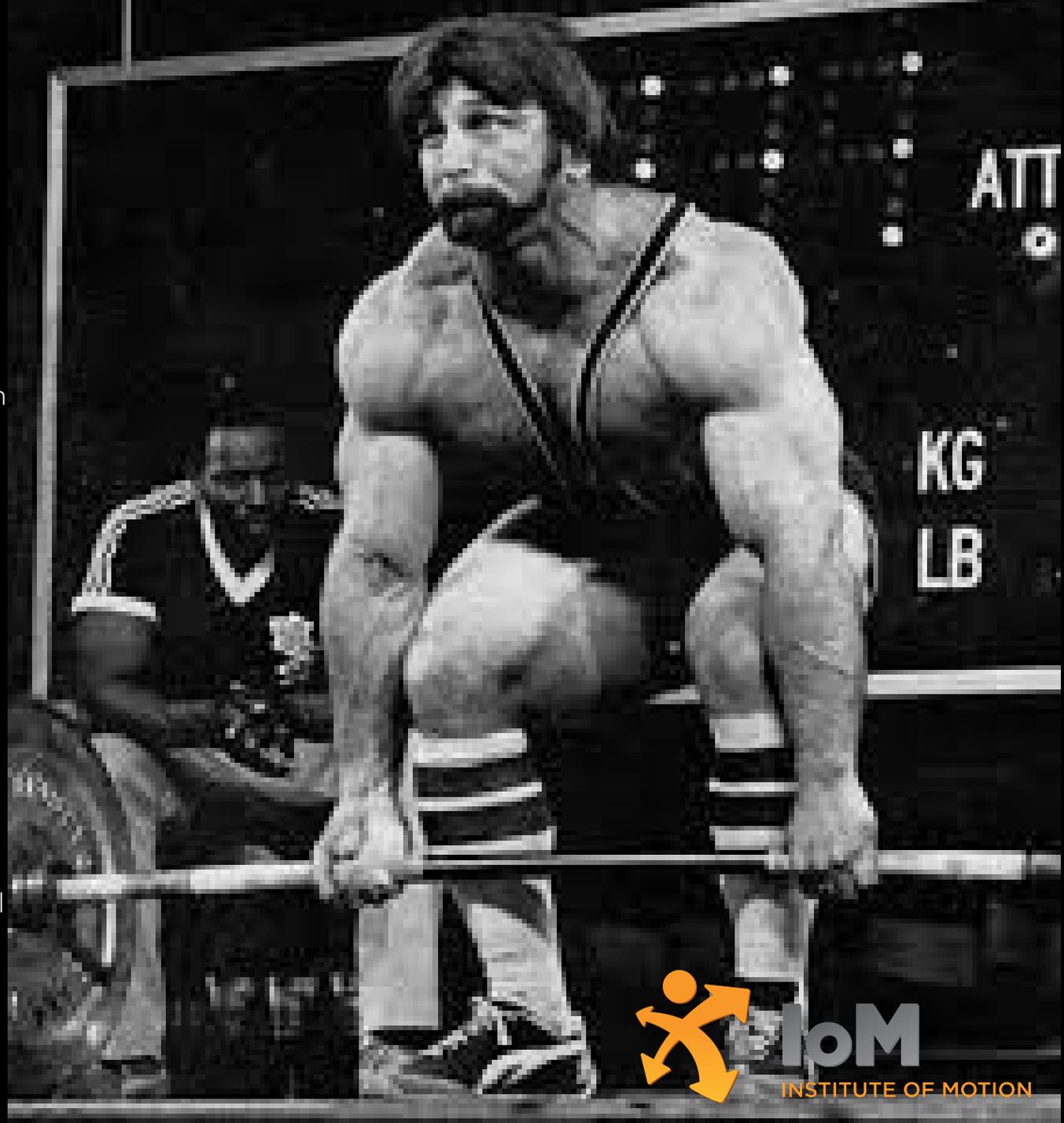
>> Motor Units are recruited from smallest (Slow Twitch low force, fatigue resistant) to largest (Fast Twitch high force, less fatigue resistant)

Benefits:

>> As increased force is needed, motor units are recruited in order according to the magnitude of their force output.

>> It minimizes the amount of fatigue an organism experiences by using fatigue-resistant muscle fibers first and only using fatigable fibers when high forces are needed.

>> It permits fine control of force at all levels of output.

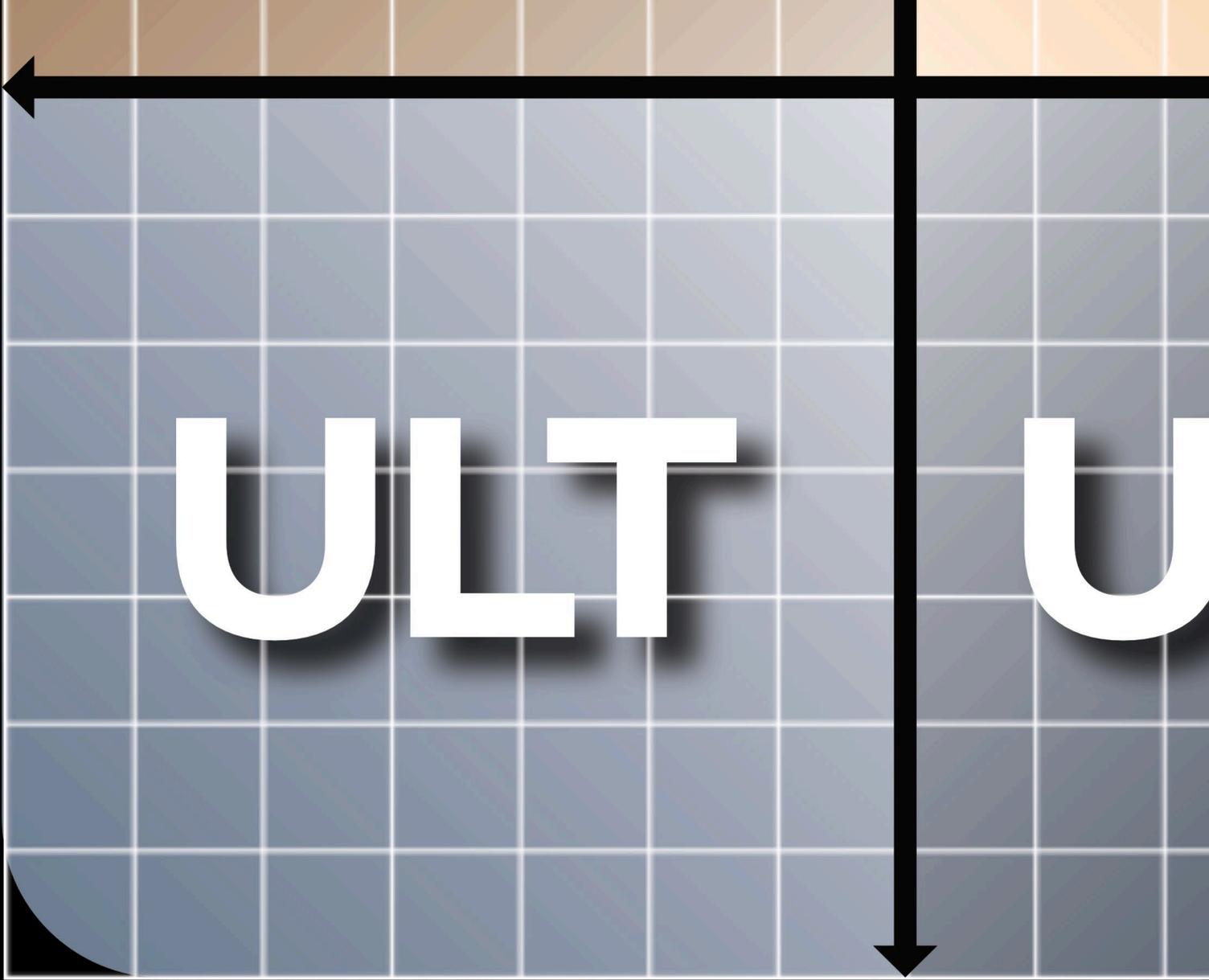


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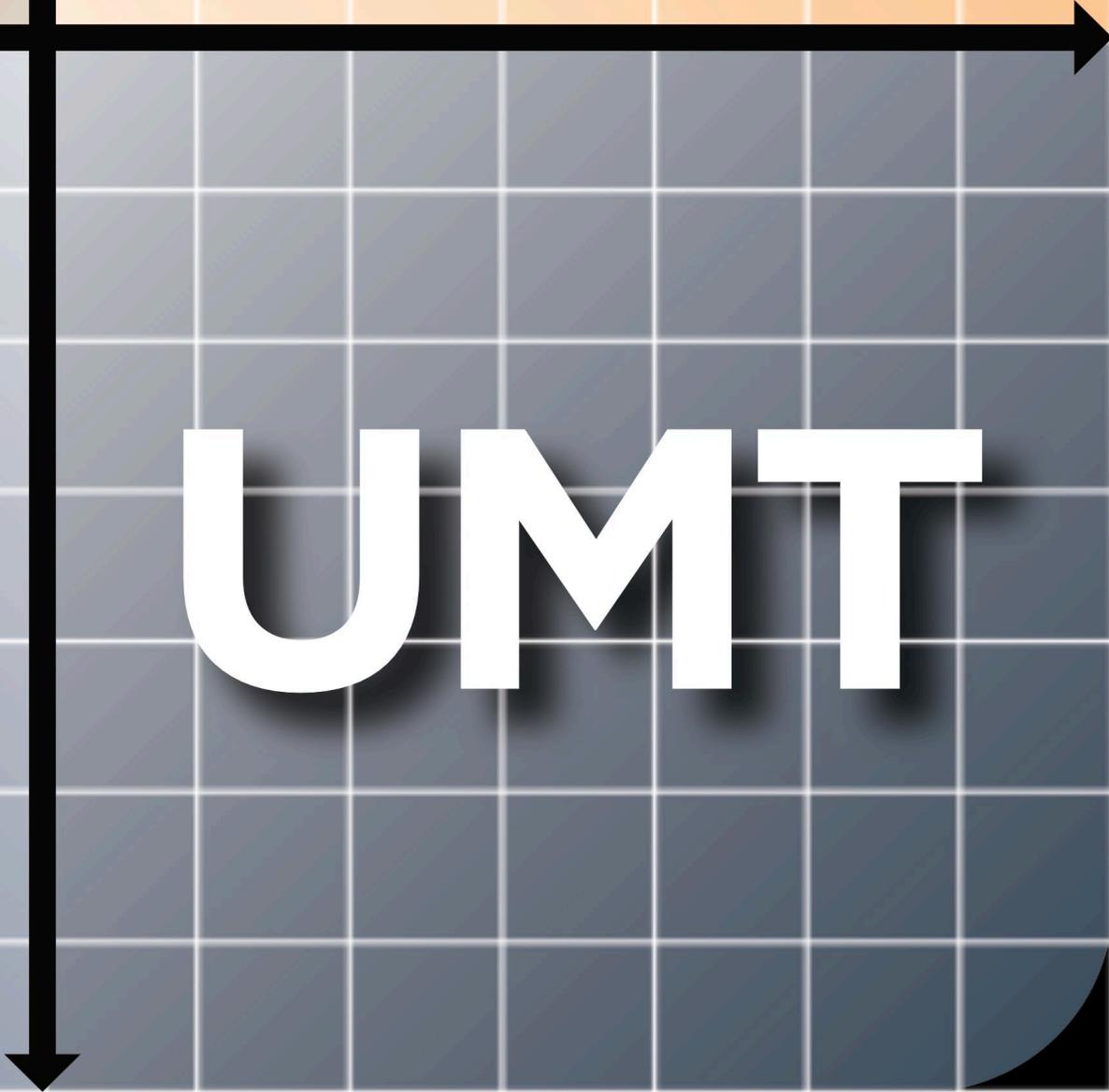
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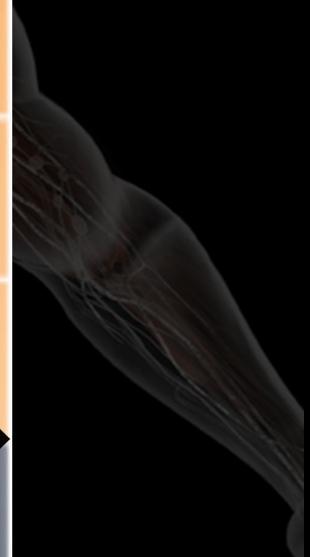
LMT

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LLT

PRO

- Maximal strength
- Anabolic hormone release
- Type 2 recruitment
- Intramuscular coordination
- Hypertrophy
- Open Chain strength

CLIENT

Increase maximal strength, and the hormones that build muscle. Movements from this quadrant are familiar and fun!

LMT

PRO

- Agile strength
- Force mitigation under load
- Fascial strength
- Less compressive demand

CLIENT

Become Farm Strong: Grow muscle, improve ligament and tendon strength, keep joints healthy and use more of your muscles than in linear lifting (LLT).

ULT

PRO

- Relative strength
- Closed Chain strength
- Neuromuscular coordination

CLIENT

Maximize bodyweight strength and control.

UMT

PRO

- Positional strength
- Movement strength
- Force mitigation capability
- Coordination

CLIENT

Gymnastics Strong: become strong and flexible while improving your coordination and control.