

# WHAT IS INDIVIDUAL PROGRAM DESIGN?

*You have unique needs when it comes to training, health and performance - biochemical individuality dictates that the most effective methods and mechanisms of training for you may not be the same methods that successfully work for someone else. The best training program you can have is one that's written for you, and you alone. Especially if you have specific goals and aspirations in mind.*

**I**f you know where you're going, why wouldn't you want to take the most direct path you can? Individual program design provides you with YOUR direct path, rather than a seemingly catch all approach to training that may get you where you need to be eventually, but with a whole lot of curves in the road.

*IPD is intelligent training combined with nutrition and lifestyle prescriptions, customised solely for you. It's a tailored program to focus on what you need to do to develop and move forward to achieve your goals.*

## How do we discover what YOU need?

We use a combination of a detailed physiology assessment, structural balance testing and an integrative health consultation to determine what makes you up as a person, as an athlete, and how best to fit training in within the context of your life. Our assessments allow us to discover all the elements specific to your health and fitness, enabling us to individualise and tailor the right prescription for you going forward.

The physiology assessment and structural balance testing allow us to determine things like:

- Elemental physical imbalances from side to side in terms of restriction, mobility and general movement patterns
- Base strength numbers and any deficits in areas of structural balance
- Work capacity and ability to reach peak levels in certain energy systems
- Your ability to sustain work in each of the energy systems
- Your essence as an athlete - what kinds of training does your physiology thrive on? What kinds of training breaks your body down and taxes your endocrine system (counterproductive to performance and/or health)?

The integrative health assessment helps us gain insight into:

- Your hormonal profile - the sex and steroid hormones, your ability to cope with carbohydrate
- Gut and potential liver function
- Sleep and energy patterns
- Other lifestyle factors that may impact your journey toward your goals
- An individualised nutrition prescription and supplement protocol to maximise your health or performance

## How is IPD delivered?

A B32 Coach designs your training program based on your physiology, structural balance and integrative health assessments. With ongoing email, phone or Skype support, your coach will deliver your program on a weekly or monthly basis (depending on what's best for you) via email. Your program is tailored every single time it's delivered based on your training notes and feedback as you go along.

## Who is IPD for?

- IPD is for those who have a specific goal in mind, who have been training for a while and know their way around foundational movements, exercises and a gym.
- IPD requires those who are self-starters, confident to train alone when required.
- For those of you considering IPD who may not fall into these categories, we recommend a package of Intensive Personal Training sessions with your B32 Coach first to ensure you're up to speed before we throw you your own program.
- IPD is ideal for folks who live elsewhere or can't make it to our facility to train, but still want the B32 experience.

## What's included in the monthly IPD cost?

- Weekly or monthly individual program
- Ongoing email, phone or Skype support as required
- A gym access fee will apply if you wish to train on-site at our facility

## What can you expect from us?

- Sophisticated and thorough program design from coaches who are consistently upgrading their knowledge
- Timely delivery of your program
- Ongoing support and communication
- Wider knowledge than just training... working with a B32 Coach means working with us on an integrated, holistic level - training, lifestyle, nutrition, sleep... the works.
- To be challenged. In training, in mindset and in life.

## What's expected of you as an IPD client?

IPD is a two-way street. We expect detailed training notes and communication from you (via email, Evernote or blog as arranged with your Coach). These notes and communiqués are essential to keep you progressing toward your goals, and allow your B32 Coach to program for you in real-time, based on how your previous training sessions have unfolded. This is not a situation where we

## a word from one of our IPD clients

“I’ve been a remotely-based individual program design client of Ross Blake for the past 6 months and honestly cannot fault Ross and his methodology one bit! I was blown away about how well informed (Ross) is on fitness and could see how passionate he is in coaching and getting the best results from his clients, this aspect to me was very important.

Ross is always on hand to answer any questions I have even if they aren’t directly related to my training regime. Results have come in the dozens!

- Bench press increased by 20kg
- OHS has nearly doubled – now at 100kg!
- Split jerk has increased from a shaky 80kg to a confident 100kg
- Improvements in 500m row time, snatch balance, power snatch
- 30 wall climbs for time improved from by 5 mins!
- Back squat is up 15kg!

The results just keep rolling on, and I owe it to Ross and his great programming! It’s been great and I literally can’t wait until I receive my email on Monday with my plan for the week.

If you’re after a coach who listens and understands what is needed to make you a better athlete, I would definitely recommend Ross. I would personally give my word of approval and just show all the results I and all his other clients have had!”

– Henry, remote IPD client

hand you out a program then leave you alone, checking in 6 weeks later to update your weights. This constant contact and communication allows us to customise your training as much as possible.

While there are no lock-in contracts, for someone whose goal is athletic performance we expect at least a 5-6 month minimum commitment to the IPD process. For someone whose goal is more health and lifestyle centric, we like to see at least a 3 month commitment. These are the kinds of timeframes required to develop real and lasting change.

### Keen to get started or find out more about B32 IPD?

Contact us via email at [info@b32athletics.com.au](mailto:info@b32athletics.com.au)



Ross Blake is the Director, head coach and Program Design Specialist at B32 Athletics. For more details on Individual Program Design or Coach Mentoring, or to book an appointment, contact him by email at [ross@b32athletics.com.au](mailto:ross@b32athletics.com.au).