

FOUNDATION *versus* PERFORMANCE

PROGRAM OPTIONS

Foundation

Structure, consistency and accountability for self-motivated clients

Performance

Progress tracking, adaptive programming and guided nutrition

Training Decisions

Clients decide weight and progression using provided education

Coach prescribes reps, weights and progression weekly

Workout + Nutrition Adjustments

- Monthly workout adjustments by coach
- Macro targets adjusted as needed

- Weekly workout adjustments
- Macro guidance with meal-planning support

Responsibility

- shared
- client-led

- coach led

Learning Style

- self-directed
- resources provided to guide independent decisions

- guided
- corrective

Ideal For

Clients who want structure, education and autonomy

Clients who want fewer decisions and faster course corrections

FOUNDATION *versus* PERFORMANCE

CHECK-INS + FEEDBACK FLOW

Foundation

Structure, consistency and accountability for self-motivated clients

Performance

Progress tracking, adaptive programming and guided nutrition

FEEDBACK

- Log in app daily
- Monthly detailed feedback form
- Completed 3–5 days before check-in

- Log in app daily
- Weekly short feedback form (5–7 questions)
- Monthly deep-dive feedback form

CHECK-INS

- 1 × 30-minute Google Meet session per month
- Review trends, progress, obstacles
- Adjust workouts and macro targets monthly

- 2 × 30-minute Google Meet sessions per month
- Planning + course correction

BETWEEN CHECK-INS

- Messaging for simple clarification questions
- No weekly programming changes
- No form checks

- Weekly workout adjustments
- Prescribed reps and load targets
- Form check videos with feedback
- Priority messaging

FOUNDATION *versus* PERFORMANCE

CHECK-INS + FEEDBACK FLOW

Foundation

Structure, consistency and accountability for self-motivated clients

Performance

Progress tracking, adaptive programming and guided nutrition

FOUNDATION COACHING MIGHT BE RIGHT FOR YOU IF:

- Are comfortable choosing weights and progressing independently
- Want education so you can self-manage long term
- Prefer fewer check-ins
- Don't need weekly oversight
- Are disciplined and consistent on your own

PERFORMANCE COACHING MIGHT BE RIGHT FOR YOU IF:

- Want exact reps and weight guidance
- Second-guess your training decisions
- Want form feedback to avoid mistakes
- Prefer regular oversight and accountability
- Want faster course correction

BETWEEN CHECK-INS

- Messaging for simple clarification questions
- No weekly programming changes
- No form checks

- Weekly workout adjustments
- Prescribed reps and load targets
- Form check videos with feedback
- Priority messaging