

ANDREW GAVIGAN

TRAINING BY THE NUMBERS

ANDREWGAVIGAN.COM

BEHAVIORAL SCIENCE

Behavioral Science has a place in everything we do. Humans can be predictably irrational and simple nudges can provide ample motivation to perform.

BEHAVIORAL SCIENCE

▶ **Anchoring**

Anchoring is a form of priming wherein an initial number, value, or target point influences subsequent estimates or value propositions. For example, suggesting a higher number of items for purchase in an ad (buy 10 before they run out) has been proven to improve sales.

▶ **Loss Aversion**

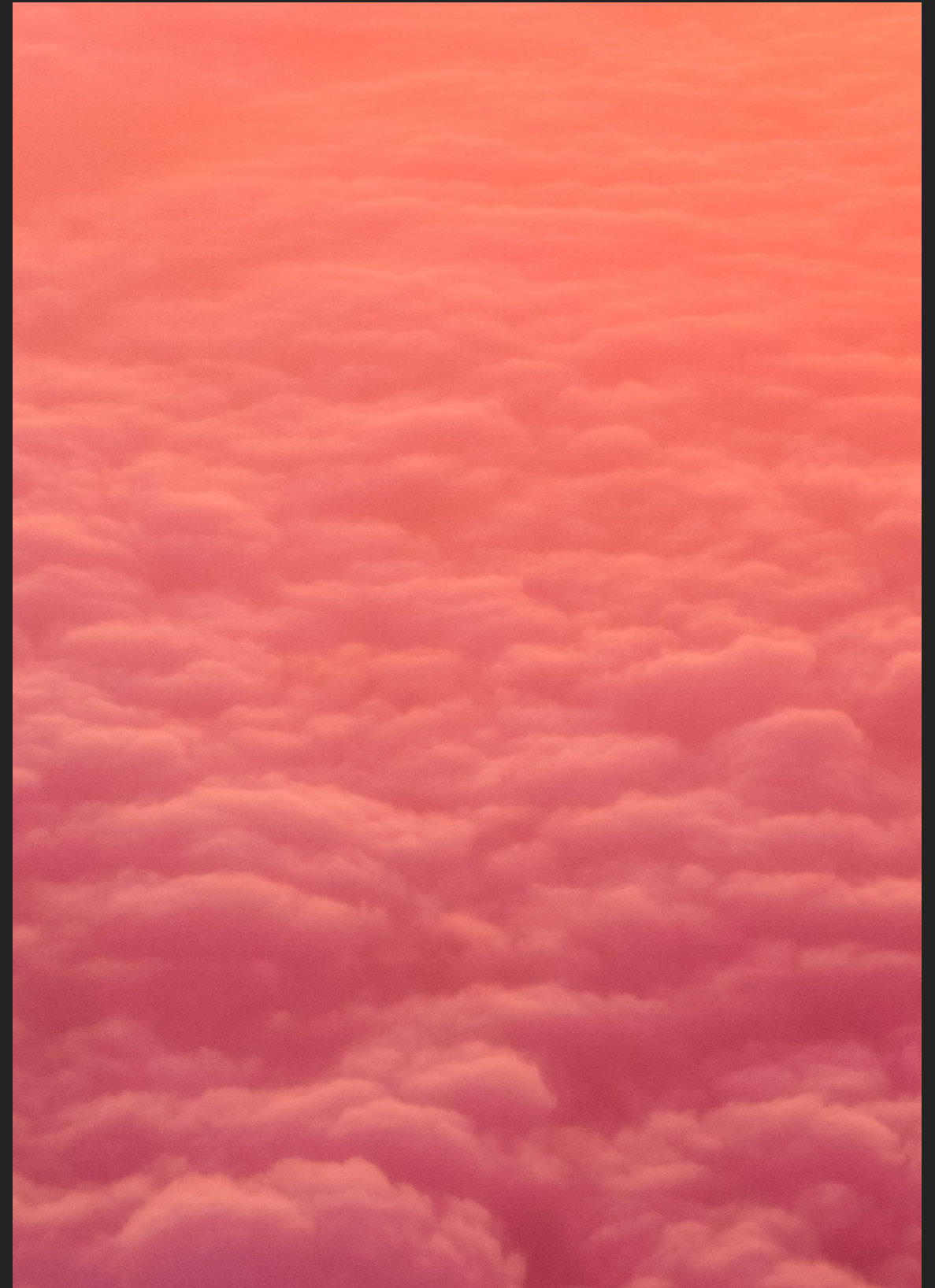
Research has shown that the pain of losing is psychologically about twice as powerful as the pleasure of gaining. “losses loom larger than gains”. For example, people will often make more effort to avoid loss than to makes a positive gain.

▶ **Competitiveness**

It's human nature to want outcomes to be fair for ourselves, extrinsic motivators can be powerful if only for a short period. The desire to grow and better ourselves is also a very powerful intrinsic motivator and meets the ultimate need for enlightenment.

- ▶ WARM UP
- ▶ 2,4,6,8,6,4,2
- ▶ E.5.M.0.M.
- ▶ 21,15,9
- ▶ 10+1

WARM UP



2,4,6,8,10,8,6,4,2

- ▶ Exercise A will be performed for 2 reps
- ▶ Then exercise B for 2 reps
- ▶ Next each will be performed for 4 reps, then 6, then 8 and so on.



E.5.M.O.M

- ▶ 10 Mega burpee
- ▶ 20 Squat Press
- ▶ 18 alt rev lunge w/ knee raise

E.5.M.O.M + - workout will require a certain number of reps, of a couple of different exercises, that will start every 5 minutes on the minute. 3 sets in a row for 15 minutes in total.



TRAINING BY THE NUMBERS

5 Minutes

Exercise A x 1

Exercise B x 1

Exercise C x 1

REST

5 Minutes

Exercise A x 1

Exercise B x 1

Exercise C x 1

REST

15:00 Total

5 Minutes

Exercise A x 1

Exercise B x 1

Exercise C x 1

Plank

21,15,9

- ▶ Bicep Curl OH Press
- ▶ Stadium Jump w/ Row
- ▶ Mtn Climbers

21,15,9 - Repeat 3 different exercises for 21 reps each, then 15 reps each, then 9.



10 + 1

- ▶ DL to Lat Raise
- ▶ Squat Jump

+ 10 + 1 - Exercise A will be performed 10 times, exercise B for 1 rep, then 9 +2, then 8 +3.....until finally 1+10 Double Ladder



COOL DOWN

- ▶ Breath work and static stretch



Last 3 digits of your phone number X 1000

How much does this house cost?



BEHAVIORAL CONCEPTS

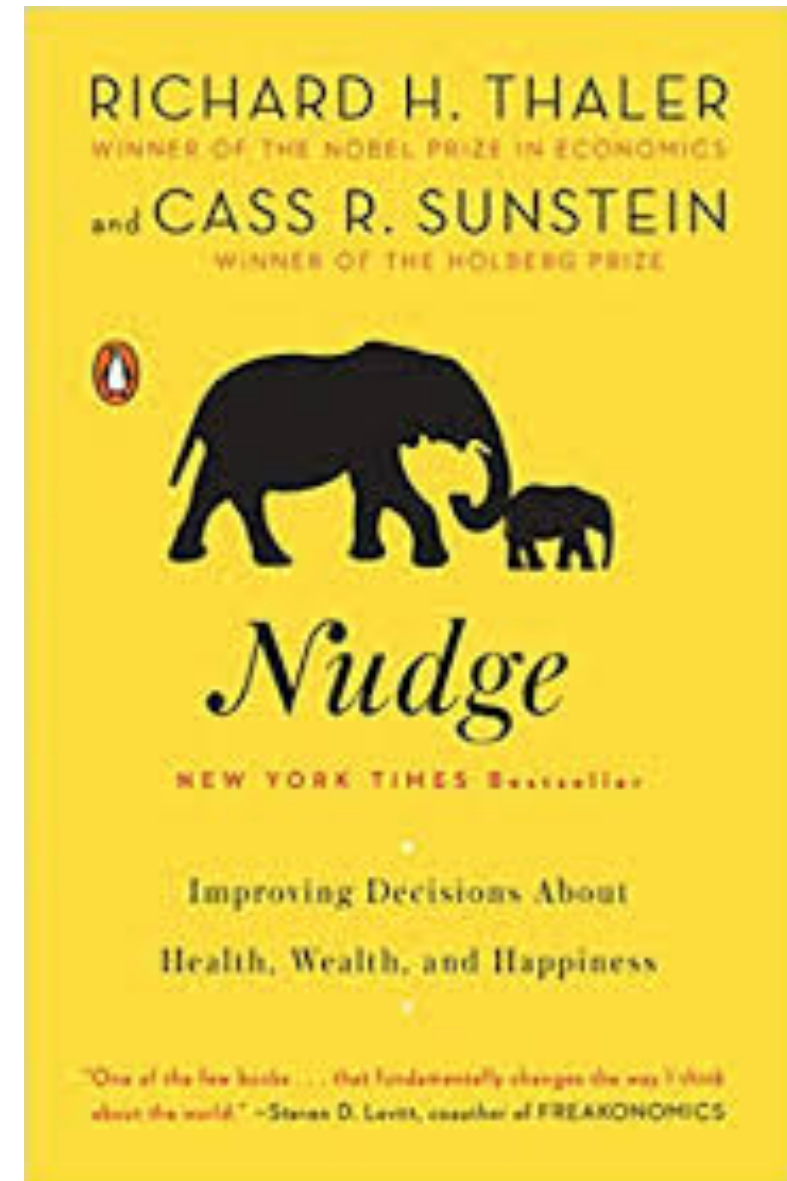
ANCHORING

In a research experiment participants were asked to write down the last 3 digits of their phone number multiplied by 1000 ($493=493,000$), then were asked to estimate the price of a home. That initial arbitrary number influenced their decision greatly. In action, a realtor can show their client a slightly higher priced home before showing them a moderately priced home, and the clients perspective would have been affected. This is an involuntary reaction that all humans are subject to (see Priming).

ANCHORING

Choice Architecture:

As we create programming, workouts, and relationships with our clients we can set healthy expectations and goals by understanding behavior.



BEHAVIORAL CONCEPTS

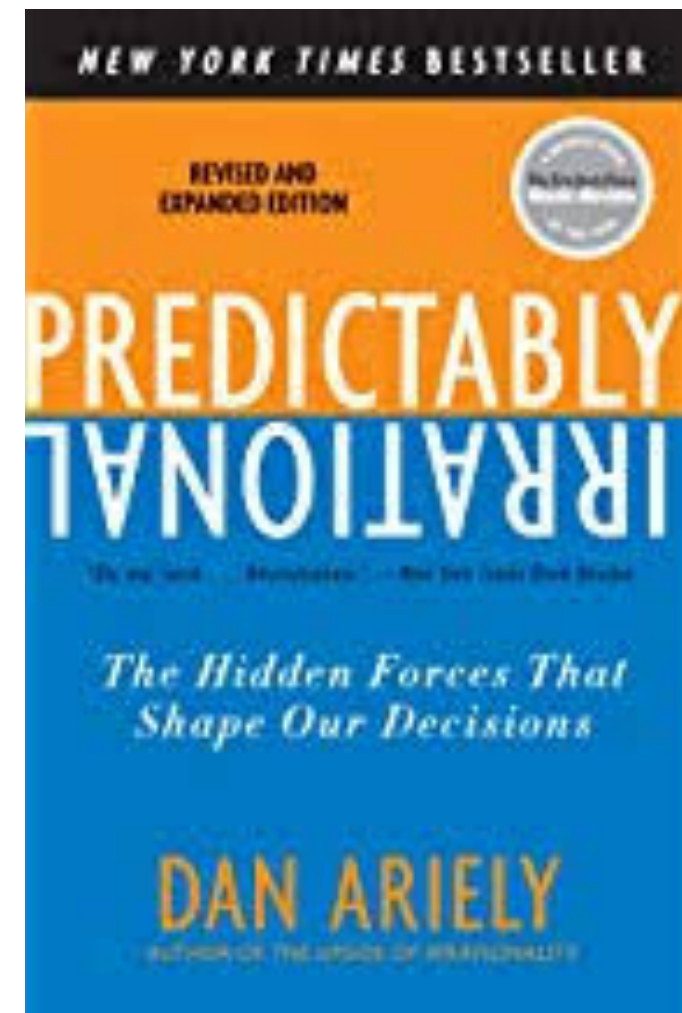
LOSS AVERSION

People are more likely to take “risks” to avoid losses than they are willing to take those same risks for gains. This is why penalty frames are often more motivating than reward frames.

Loss Aversion

Avoiding Loss:

Perspective is everything.
Winning \$100 can be far
LESS incentivizing than
giving someone \$100, and
threatening to TAKE it away.



BEHAVIORAL CONCEPTS

COMPETITIVENESS

Strong extrinsic motivators can be valuable as long as the incentive can be continuous, fair, and promote healthy behavior. Most science agrees that competitiveness is an evolutionary aspect of being human. We have a natural drive to decrease discrepancies which promote competitive behavior.

Goodhart's Law

GOODHART'S LAW

WHEN A MEASURE BECOMES A TARGET,
IT CEASES TO BE A GOOD MEASURE

IF YOU
MEASURE
PEOPLE ON...

NUMBER OF
NAILS MADE

WEIGHT OF
NAILS MADE

THEN YOU
MIGHT GET

1000'S OF
TINY NAILS

A FEW GIANT,
HEAVY NAILS



sketchplanations