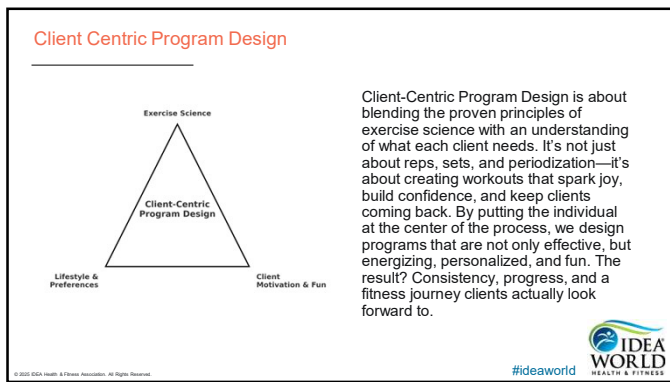
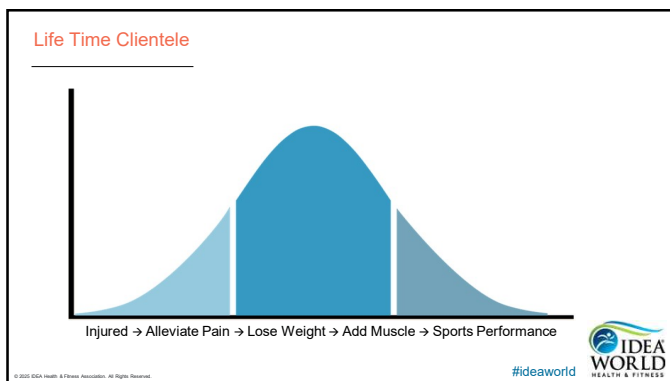




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3

The Problem with Periodization

The Annual Plan						
Phase of training	Preparatory		Competitive		Transition	
Sub-phases	General preparation	Specific preparation	Pre-competitive	Competitive	Transition	
Macro cycles						
Micro cycles						



Preparatory			Competitive		Transition
Anatomical adaptation	Hypertrophy	MxS	Conversion to power	Maintenance Power: MxS	Compensation



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4

Traditional Periodization Models

Linear

Alternating Linear

Undulating

Conjugate

Block

Concurrent



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5

Absorb what is useful, reject what is useless, add what is essentially your own.

– Bruce Lee



#ideaworld

6

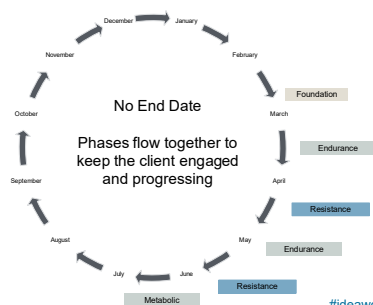
Periodization Foundations

- The goal of training is to use a stressor to create adaptation
- To create adaptation, the stressor needs to be repeated over time
- This adaptation takes at least 3 weeks and peaks around 6 - 8 weeks depending on the stress and quality
- Qualities don't need to stack to see progress (its not mandatory to progress from Hypertrophy to Strength)



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Process Oriented Periodization



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Example Fat Loss Program

Beginner

Foundation Endurance Resistance Endurance Resistance

Intermediate

Endurance Resistance Strength Endurance Resistance

Advanced

Resistance Strength Metabolic Resistance Metabolic



9

The client needs to feel the change of phase
and be included in the process

10

Putting it all together

- Keep the training stress **consistent** for 4 weeks to ensure physical adaptation
- Change the stress to continue making long term progress and ensure variety
- Progressively plan the phases based on the client needs and wants
- Engage the Client in the Process

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Session Design

Moment in the Process	What the Trainer Says	Why It Works
Phase Kick-Off (week 1)	"For the next four weeks we're in an Endurance Phase . That means higher reps and shorter rest—think sprints with weights. You'll leave feeling accomplished and energized!"	Frames the phase in plain English and anchors an emotional benefit.
Session Goal Setting (start of session)	"Last week you squatted 65 lbs for 12. Let's aim for 14 today—how's that sound?"	Gives a clear, quantified mini-goal.
During Work Set (mid-session)	"That burn you feel is exactly what tells your muscles to build new stamina—keep breathing, two more!"	Links sensation to adaptation (body hardening).
Client Choice Break	"Pick your finisher: battle rope or sled push. Which sounds more fun today?"	Injects autonomy, fun spotlight.
End-of-Phase Recap (week 4)	"You added 22 total reps across the main lifts—huge! Next we'll go into a Resistance Phase —the weight feels heavier and the gains keep coming."	Celebrates data + previews change, sustaining buy-in.

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Exercise Selection Strategy: Consistency + Variety

	Primary Exercises	Secondary Exercises
Purpose	Drive adaptation (strength, hypertrophy, endurance)	Maintain engagement, target accessory patterns or weak links
Selection	Compound, multi-joint movements (e.g., squats, presses, rows)	Single-joint, bodyweight, or variety-based moves
Progression Strategy	Keep the movement consistent across the 4-6 week phase; progress load, reps, rest, or tempo	Change weekly based on client preference or feedback
Trainer Focus	Trackable overload and measurable progress	Surprise, novelty, and fun ("what sounds good today?")
Examples	Back Squat, Deadlift, Bench Press, Pull-Up	Banded Lateral Walk, Bulgarian Split Squat, Slam Ball Throws, Animal Crawls



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Client Scenarios

1. Amy – Busy Parent, Cardio-Averse

Goal: Lose 15 lb, enjoy workouts.

Pain Point: Hates treadmills.

Client-Centric Moves:

Chose kettlebell flow circuits (gets HR up, feels skill-based).

10-min "choose-your-playlist" warm-up she controls.

Weekly message: "Rate the fun 1-5." Program tweaks when score < 4.

2. Jeff – Former Athlete, Plateaued

Goal: Rekindle competitiveness, add muscle.

Pain Point: Bored with straight sets.

Client-Centric Moves:

Introduced EMOM strength blocks and timed challenges.

Quarterly "PR Day" event with leaderboard on whiteboard.

Let Jeff pick one "throwback" drill from his college days each month.



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Success is a journey,
not a destination



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Resistance Training Recommendations

- **Minimum Effective Volume**
 - 6-10 sets per muscle group
 - Lower for beginners, higher for advanced
- **Maximum Recoverable Volume**
 - 20-30 sets per muscle group
 - Lower for beginners, higher for advanced
- **Recovery Phase** takes between 36-48 hours for the majority of stimuli
 - Training sessions that take longer than 48 hours for recovery will likely lead to injury or burnout before results



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Resistance Training Recommendations

- 2-3 exercises per muscle group per session, performing 3-4 sets of each, is a practical approach to achieve muscle hypertrophy. Focus on large, compound movements.
- Moderate to heavy loads (65-85% 1RM) are generally most effective for hypertrophy. Lower loads (30-50% 1RM) can also induce hypertrophy if sets are taken near failure.
- Sets should generally be taken to or near volitional failure (1-3 reps shy), as this maximizes motor unit recruitment and muscle fiber activation.
- Progressive Overload (sets, reps, or load) week over week is crucial to ensure continued progress and optimal stimulus.



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Cardio Training Recommendations

- **WHO Guidelines for Optimal Health:**
 - **Moderate-intensity** aerobic activity: At least 150-300 minutes per week
 - **Vigorous-intensity** aerobic activity: At least 75-150 minutes per week
 - Ideally split across 3-5 sessions per week
- **Fat Loss:**
 - **Low - Moderate-intensity:**
 - Helps increase fat oxidation during exercise
 - Lower stress load on the body
 - **High Intensity (intervals)**
 - Increases post exercise fat oxidation
 - Temporarily blunts hunger signals
 - Higher stress load on the body



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