

\$125/month

“Destination” Coaching Services

** see example in packet*



- ✓ **Personalized Coaching** – Every triathlete and runner is unique. Your coaching services should be too. Workouts, tactics, and objectives will be tailored to your specific requirements.
- ✓ **14 Point Proprietary Bonds of Performance Assessment*** – Personalized assessment of current capabilities to optimal performance. Each of the 14 elements weighted by contribution to race outcomes.
- ✓ **Customized Workouts*** -- Schedules by day and discipline. Issued weekly. Includes swim, bike, run, flexibility, and weight workouts. Created to reduce gaps identified in the Bonds of Performance Assessment.
- ✓ **Workout Feedback** – As needed, as wanted on training progress.
- ✓ **Race Preview** – Create specific tactical plan for each race on your schedule. Discuss race topography, weather conditions, competitors, goals, and more. Workouts aligned with reaching race objectives.
- ✓ **Race Feedback*** – Discuss results using metrics far beyond time, place, and splits.
- ✓ **Phone, Text/e-mail Communication** -- As needed, as wanted. Includes workout, races, and what-not content.

14 Bonds of Performance Assessment

More of the Process and Why



2 RACE WEEK 1

1 Coconut Workouts
8 Oly Distance Triathlon



TYPE	CONTENT	QTY	DISTANCE	% EFFORT	MINUTES	RECOVERY	TIME
Monday – RUN							
Warm-Up	Warm-up	1	1.0	70%	10:00		10:00
Pacing	Steady state	1	4.0	75%	37:20	1:00	38:20
Warm-Down	Warm-down	1	0.5	60%	5:50		5:50
<i>Pacing</i>			<u>Distance:</u> 5.5			<u>Total Time:</u> 0:54:10	
Monday – SWIM (or Interval)							
Warm-Up	Warm-up	1	200	70%	5:00	1:00	6:00
Drill	Catch-up	1	25	75%	0:35	0:10	0:45
Drill	Distance/Stroke	1	25	75%	0:35	0:10	0:45
Drill	Turnover	1	25	100%	0:26	0:10	0:36
Drill	Combine All	1	25	100%	0:26	0:10	0:36
Main Set	Freestyle	1	300	80%	6:11	6:34	6:34
Main Set	Freestyle	1	200	90%	3:41	3:53	3:53
Main Set	Freestyle	1	100	95%	1:45	1:51	1:51
Drill	Sculling	1	50	75%	1:10	1:00	2:10
Warm-Down	Warm-down	1	150	70%	3:45		3:45
<i>Down Distance w/Speed</i>			<u>Distance:</u> 1000		<u>23:34</u>	<u>Total Time:</u> 26:55	
Tuesday – BIKE							
Warm-up	Warm-up	1	2.3	70%	10:00		0:10:00
Steady State	90 cadence	5	3.3	90%	10:00	1:00	0:55:00
Warm-down	Warm-down	1	2.7	80%	10:00		0:10:00
<i>Push Fast</i>			<u>Distance:</u> 21.5			<u>Total Time:</u> 1:15:00	
Wednesday – RUN							
Warm-Up	Warm-up	1	1.0	70%	10:00		10:00
Fartlek	Variable	1	2.0	90%	15:33	1:00	16:33
Recovery	Easy	1	0.5	70%	5:00	0:00	5:00
Warm-Down	Warm-down	1	0.5	70%	5:00		5:00
<i>Mash-up</i>			<u>Distance:</u> 4.0			<u>Total Time:</u> 0:36:33	
Wednesday – SWIM (or Interval)							
Warm-Up	Warm-up	1	150	70%	3:45	1:00	4:45
Drill	Catch-up	1	25	75%	0:35	0:10	0:45
Drill	Distance/Stroke	1	25	75%	0:35	0:10	0:45
Drill	Turnover	1	25	100%	0:26	0:10	0:36
Drill	Combine All	1	25	100%	0:26	0:10	0:36
Main Set	Freestyle	3	200	90%	11:03	3:53	11:40
Drill	Sculling	1	50	75%	1:10	1:00	2:10
Warm-Down	Warm-down	1	100	70%	2:30		2:30
<i>1 Set Interval</i>			<u>Distance:</u> 1000		<u>20:31</u>	<u>Total Time:</u> 23:47	

TYPE	CONTENT	QTY	DISTANCE	% EFFORT	MINUTES	RECOVERY	TIME
Thursday – BIKE							
Warm-up	Warm-up	1	2.3	70%	10:00		0:10:00
Steady State	85 cadence	3	4.5	85%	15:00	1:00	0:48:00
Warm-down	Warm-down	1	2.7	80%	10:00		0:10:00
<i>Push Fast</i>			<u>Distance:</u> 18.6			<u>Total Time:</u> 1:08:00	
Friday – RUN							
Warm-Up	Warm-up	1	0.5	70%	5:00		5:00
Pacing	Steady state	1	0.5	70%	5:00	1:00	6:00
Pacing	Steady state	1	1.0	80%	8:45	2:00	10:45
Pacing	Steady state	1	0.5	90%	3:53	3:00	6:53
Warm-Down	Warm-down	1	0.5	60%	5:50		5:50
<i>Speed Up</i>			<u>Distance:</u> 3.0			<u>Total Time:</u> 0:34:28	
Friday – SWIM (or Interval)							
Warm-Up	Freestyle	1	500	80%	10:56	1:00	11:56
<i>Pre-Race</i>			<u>Distance:</u> 500		<u>10:56</u>	<u>Total Time:</u> 11:56	
Saturday – RUN							
Warm-Up	Warm-up	1	1.0	70%	10:00		10:00
Race Imaging	Steady state	1	2.0	70%	20:00		20:00
Warm-Down	Warm-down	1	0.5	70%	5:00		5:00
<i>Pre-Race</i>			<u>Distance:</u> 3.5			<u>Total Time:</u> 0:35:00	
Sunday – RACE DAY!							
Warm-up	Warm-up Run	1	0.5	70%			5:00
Swim	Race	1	0.9	100%			26:15
Bike	Race	1	24.8	100%			1:14:24
Run	Race	1	6.2	100%			43:24
Warm-down	Warm-down Run	1	0.5	70%			5:00
<i>Race Red-Lining</i>			<u>Distance:</u> 32.9			<u>Race Time:</u> 2:24:03	

Workouts Prepared
Exclusively for
YOUR NAME HERE
June 1, 2018

RACE WEEK 1

Week's Objectives:

- 1.)
- 2.)
- 3.)

Week Totals:

Swim: 3988
Bike: 65
Run: 23
Hours: 8:29

Swim Base (100 M) 1:45
Bike Base (mph) 20.0
Run Base (mile time) 7:00

1. Daily workouts for a week.
2. Workout week types include: Base, Build, Recover, Taper, & Race.
3. Color coded for each day of the week.
4. Detailed workouts by discipline.
5. Pace adjusted to your personalized capabilities.
6. Distance and time totals for the week.
7. Personalized to each athlete.
8. Choose a set for sprint, Olympic, half, or full distances.
9. 52 Weeks included (all at about \$1.25/week)

Personalized Race Feedback



Tom Triathlete	Chicago Triathlon	Chicago, Illinois	August 1, 2018			
Objectives:	Finish Race	Achieve time objectives	Good nutrition choices			
Safety:	No injuries	No accidents	No sickness			
Race Tactics:	Two sided breathing	Steady Bike pace	Decisive run passes			
Swim	Bike	Run	Overall			
.9 Mile in Lake Michigan. By Shedd Aquarium and Adler Planetarium on smooth waters.	24.8 miles on Lake Shore Drive. 2 laps. Closed to traffic. Smooth roads. Lots of bike traffic.	6.2 miles through Grant Park and by McCormack Exhibition Center. Lots of spectators. Spectator views.	3,000+ participants in downtown lakefront sitting. Lots of great competitors, pro's, first time competitors in well organized race.			
PERFORMANCE	Overall	Swim	T1	Bike	T2	Run
Time	2:00:00	24:00:00	1:30	57:00:00	1:30	36:00:00
Place -- Age Group	10	9	6		2	18
Place -- Overall	25	33	31		16	55
Coach says you did a good job..... Showed spunk when age group competitor tried to pass me on the run. Achieved USAT Race Score of: 91.02		Hayes said everyone at the finish line treated her like a new best friend.				
Athlete had a great time. Lots of family support. Oldest daughter joined me to volunteer to hand out medals. and more.....						
Going so far in a single morning on the beautiful lake front never felt so good.						
Visited the art museum with my family after the race.		Donated some items in the race bag to homeless on the street.				
	WHAT	HOW DONE	WHY			
Wanted:	Speed	Faster Cadence	Beat rival			
	Sense of Achievement	Higher placement	Needed for confidence			
	Status	"AA"	Match teammate results			
Needed	A Challenge	High caliber race	Everyone wanted early season win			
	Commitment	No missed races	Work hours increased for project			
	Contingency plans	Analyzed possible outcomes	Potential wet and cold			
Feared:	Not finishing	Used untested eqp	Unsure of how to use			
	Not being fast enough	Train with speed	Wanted higher finishes			
	Lost workout days	Chose to not train	Flu			
Chose:	To do a race	Signed up early	To ensure entry & starting spot			
	To make it a destination race	Wanted family vacation trip	Family chose			
	To compete	Put race on schedule	Gain race experience over training			
Solved/Prevented:	Training	Scheduled workouts on calendar	To ensure no time squeeze			
	Pre-race prep	Time Mgmt.	Did not want to stand in cold & rain			
	At the race	Planned trip in advance	Afraid work would overrule plans			

Coaching Style



- ✓ Shares awareness of learning curve commonalities across the Matrix
- ✓ Emphasizes everyone in the Palm Tree Ahead community contributes
- ✓ Tweaks coaching to change outcomes
- ✓ Instills subtle sense of urgency for planning, progress, and achievements
- ✓ Measure ~ feedback ~ adjust ~ repeat
- ✓ Motivates against the cycle
- ✓ Celebrates successes

Coaching & Racing Background



- ✓ Raced at local to world levels in track & tri at different races with different coaches
- ✓ Been coached, Coached, Mentored, Developed and moved out of the way of others
- ✓ Knows what it takes to be coached and to coach others
- ✓ Coached in Special Olympics, at work, in track and tri
- ✓ Knows how to teach
- ✓ Brought out the best in others: Phoenix, Bangkok, Twin Cities, Chicago, Seattle, IU track, UCTC track
- ✓ Guided others to choose commitments