



# Physical Coaching

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# Coaching with a Capital ‘C’

The Personal Training industry is **broken**.

Your average PT is all about the numbers- how many sessions can they book a day, how many blocks of training can they sell you up front. Behind the scenes they're **overworked, drained**, and simply **ill-equipped** to support clients outside of the hour they are in front of them.

BULLRING is different.

We're not playing a numbers game- we're **premium** and we're **quality focussed**.

Your Coach doesn't stop being your Coach when you walk out of the gym- with **technique reviews** and **accountability** on your solo training days, to virtual coaching when you're travelling – we're about **the relationship**.



# You're not hiring a Coach, you're hiring a team

When you work with us, the support doesn't end with your Coach.

Every session is **tracked and logged**, fed back to our Ops team who add their expertise to build a bird's eye view of your progress. We process and analyse that data, then sit down with you to **review every 12 weeks** - where are you flying, what needs tweaking and how is our work fitting in with the rest of your life?

It's having the 'big picture' of your life that means we design Coaching Plans that deliver results **sustainably**.

What happens if you hit a bump in the road? We have a world class, **medical- grade injury diagnostics and rehab** team onsite to ensure a **joined-up approach** to your recovery.



**Chris Baugh**  
Founder, Life &  
Performance Coach



**Amber Spieth**  
Operations Manager,  
Physical Coach



**Sy Wiggall**  
Physical Coach



**Dr Kal Parmer**  
Consultant in Sports &  
Exercise Medicine



**Marco Bevellino**  
Physiotherapist, Clinical  
Director

## Our Process

- |    |                                 |                                                                           |
|----|---------------------------------|---------------------------------------------------------------------------|
| 01 | First Contact                   | Are we a fit?<br>Coffee or call.                                          |
| 02 | Grow Consultation               | What does success look like for you?<br>We co-design your Coaching plan.  |
| 03 | Contracting                     | Make it official.<br>PAR-Q. Coaching contract. Payment.                   |
| 04 | Assessments &<br>Program Design | Status quo mapped and tracked.<br>Mobility. Posture. Strength. Technique. |
| 05 | Coaching Kick-Off               | Begin your program.<br>Weekly sessions. Technical Coaching.               |
| 06 | Remote Support                  | Do your homework.<br>Video feedback. Accountability. Q&A.                 |
| 07 | Quarterly Review                | Relentless review.<br>Training metrics analysed. Life load evaluated.     |

# Big Picture Gains = Strength & Mobility Combined

More and more men are understanding that doing mobility helps keep them **injury free**.

Do your usual weights session plus a five minute stretch and you're good to go.. Right?

Well, almost. Injury isn't just caused by a lack of flexibility.

Most injuries are caused by **underlying weakness** in key supporting muscles that don't do their job when training, leaving other muscles overworked. When those muscles are under-developed and overloaded they can only take so much - injury awaits.

The **solution**?

Proper mapping of your **Kinetic Chain** to understand where all those weaknesses and areas of existing tension lie.

With this assessment done, we design and coach you through a specific program that ensures **strength gains, improved mobility and rehabilitation** of your weak points at the same time.

BULLRING's approach will see you win across the spectrum- watch your pain and stiffness decrease even as the weight on the bar keeps going up.



# Method In Action

## Lifting Assessment

- Bench, Deadlift and Back Squat technique mapped and tracked.
- Full report with client photography, overlay graphics and lifting technique broken down provided.

## Kinetic Chain Mobility Assessment

- 14 point assessment examining range of movement and muscle balance from neck to toe.
- Anterior and Posterior summary of high risk, must-address areas.
- Clear programming recommendations to address mobility and strength deficiencies.

We offer a fully managed service. All Coaching Plans include, in addition to weekly client coaching sessions and remote support:

## Quarterly Review

- We show you the data for your last quarter, take stock with you and calibrate the goals for the season ahead.
- Data driven programming combined with in depth grasp of your life load and priorities.

### ANTERIOR CHAIN

we examine and understand within the anterior chain, the shoulder alignment, hip flexibility and functionality in the anterior chain. This is key to understanding the anterior chain, as it is the primary source of power and stability, and is the primary source of power and stability. A combination of dynamic, developmental and static exercises, focusing on strengthening the core, glutes, and hips, are essential for knee stability.



Key Areas of Tension in the Anterior Chain



# Injury Threshold Analysis

All training is **stress** on the body.

Even 'good' stress can push the body towards the **invisible point** that breaks the camel's back and causes an injury.

The best way to avoid this?

**Spot and manage the injury risk** before it breaks through the threshold line.

Our coaching goes beneath the surface to understand where your body is vulnerable so we can **bulletproof** it and **prevent** injury.

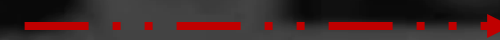
Neck/ Traps



Shoulders/ Delts



Elbows/ Triceps/  
Biceps



Chest/ Pecs



Spine /  
Erector Spinae



Hips/ Glutes



Knees/ Quads/  
Hamstrings



Shins/ Calves



Ankles/ Achillies  
Tendon



Injury Threshold

# Testimonials

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**Kaz Kato**  
Co-Founder, CTO  
Daedalus Build

“Chris and the team have struck me as thoroughly **professional experts** in their field and genuinely concerned for my wellbeing. The physical coaching program I am on has changed the way I saw training in the gym but also my **entire mindset** around my own self care and how to **optimise my output**.”



**Toussaint Davis**  
Managing Director,  
Emerging Markets Credit,  
Morgan Stanley

“I’ve always worked solo in the gym; thinking I had the requisite knowledge and experience to achieve my goals alone. Working with BULLRING has shattered those notions. I have **been pushed physically and mentally** in ways I didn’t think I needed.”



## FAQs

### How is this different to personal training?

Our whole approach defines itself in opposition to the 'race to the bottom', transactional reality of Personal Training- our clients work with us for years not months. Why? Because we do the work PTs won't - data collection, expert movement and injury screenings, regular reviews and reassessment - we work in partnership with you from start to finish. Our Coaches are former elite athletes with years of experience as Coaches as well as top performers in sport. They also won't disappear for weeks at a time because their mate just invited them to go and party for a month in Ibiza. Elite, professional Coaches, for elite, professional clients.

### What's the first step to working with you?

We vet and chemistry check all our clients before any Coaching Plan is discussed or sold. The first step is to book a coffee or a call with one of the Client team to see if we can help you.

### I've had bad experiences with PT's in the past and I have some old injuries- is this really for me?

If you've got some niggles and have hit walls in the past with your training, we're exactly who you should be speaking to. Our comprehensive mapping methods mean we're ahead of the curve on your injury risk and will be programming prehab/ rehab into your lifting. We're also not in a rush to push you through an accelerated photoshoot timeline to use you as marketing fodder- we engineer strong and sustainable progress not rushed, topless clickbait.

### How does billing work?

Billing is on a monthly retainer, with a three month minimum. While any new client can cancel after 12 weeks, we advise you not to start coaching with us if you can't see yourself committing for 6 months. We're effective and we're focussed but there's no substitute for time in the game when it comes to building an unshakeable foundation.

### What kind of packages do you offer?

Every client is individual and our approach reflects this- we don't do off-the-shelf packages. The structure of a Coaching Plan will be dictated by the complexity of your needs, the amount of wrap around support we anticipate you needing and the number of contact sessions you commit to each week. We're not interested in selling you the maximum amount of contact time. What we *are* interested in is giving you the guidance and expertise to maximise the results *across your entire training week*- sessions we coach you through and also those you complete independently. With as little as one coached session per week, we can turbo charge the effectiveness, and lower the risk of every session you complete solo, as we program and support you through your training week.

### Can I combine physical with other types of mindset or performance coaching you offer?

Yes you can and there are a couple of specific Programs we offer under our 'Hybrid Coaching' umbrella that do just that - mention this in your first contact and we can advise.



**BULLRING**

DEDICATED TO GROWTH

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