

# Hybrid Coaching

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# Train Mind & Body, Together

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Deciding to make a change doesn't happen overnight.

If you are here, it's because you are likely at the point where you know you need to take **real action**, and you know **it needs to be holistic**.

Often, making a conscious change to **your physical**, goes **hand in hand** with big shifts in **your mindset** too.

This is the link that Hybrid Coaching seeks to leverage.

Too often people start a diet or exercise routine without doing the accompanying work on their mindset and holistic habits- they underachieve or fail in their goal just by **going it alone on the mental work**.

Hybrid Coaching combines our industry leading **Physical Coaching** with dedicated **Performance and Life Coaching (PLC)**.

What you do in the gym is only half of your growth. The rest is **Coaching** and execution systems that elevate **daily habits**





# Physical 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**.

For the duration of your Hybrid Coaching program **your Coach is in your corner**. They don'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 if you need to travel - we're about **the relationship**



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

When you work with us, we put **our whole team's expertise** at your disposal.

Every Physical session is **tracked and logged**, fed back to our Ops team who analyse that data to build a bird's eye view of your progress.

We **integrate** anything showing up in the gym that's relevant to your **Performance and Life Coaching sessions**- your PLC Coach is fully briefed by your Physical Coach in real time.

Having the 'big picture' of your life is how Hybrid Coaching **builds systems** that align deeply with your life and **deliver results** that you can **sustain long after** you leave us.

What happens if you hit a bump in the road? We have a world class, **medical-grade** injury diagnostics and



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



**Amber Spieth**  
Operations Manager,  
Physical Coach



**Sy Wiggall**  
Physical Coach



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



**Marco Bevellino**  
Physiotherapist, Clinical  
Director



**Alexandra Rickerby**  
Career and Executive  
Coach

## Our Process

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|----|--|--|
| 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 | Physical Assessments & PLC Life Mapping. | Status quo mapped and tracked.<br>Mobility. Strength. Stress Load. Life Goals.         |
| 05 | Coaching Kick-Off                        | Begin your program.<br>Weekly sessions. Mind and Body Coaching.                        |
| 06 | Remote Support                           | Do your homework.<br>Video feedback. Accountability. PLC Coaching assignments.         |
| 07 | Monthly Review                           | Relentless review.<br>Training metrics analysed. Life load evaluated.                  |
| 08 | Graduation                               | Take time to celebrate and reflect.<br>Review your new blueprint. Lock it in for life. |

# Physical Philosophy = 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.



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

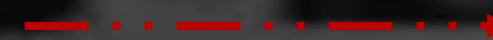
Neck/ Traps



Shoulders/ Delts



Elbows/ Triceps/  
Biceps



Chest/ Pecs



Spine /  
Erector Spinae



Hips/ Glutes



Knees/ Quads/  
Hamstrings



Shins/ Calves



Ankles/ Achillies  
Tendon



Injury Threshold



# Flagship Program

## Man on a Mission

What's the 'Mission'?

**M.O.M** is our signature Hybrid Program. It is deep dive and immersive- choose between a **90 day or 6 month** program.

At the heart of M.O.M is a blueprint for **Physical Coaching** and daily routines that drive massive impact across your Physical and Mental health, day-to-day performance and personal standards.

In tandem with the Physical, you will complete a course of accompanying **Performance and Life Coaching** sessions with our Founder, Chris.

The regular Coached **gym sessions**, daily physical routines and weekly solo workouts you will complete, combine with the **laser- focussed work in the PLC** track to create a seismic shift in your personal life, work, habits and belief systems.

This is not a 'dip your toe' type of Coaching Program.

What it is, is a **full system reboot** for those who know they



# Testimonials



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

“Chris and the team have struck me as thoroughly **professional experts** in their field and genuinely concerned for my wellbeing. The Coaching program I chose 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.”



**Dan Riad**  
Head of Partnership  
Development,  
Newcastle United FC

I completed ‘**Man on a Mission**’ two years ago. I knew I needed to make a change personally and professionally, but I **lacked clarity**. During the 12 weeks I made major decisions I’d been reluctant to commit to- **I moved job AND city**. I built physical strength and habits that are still a part of my routine today. This experience made **huge** **positive life**

## FAQs

### How is the Physical Coaching track different to personal training?

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 Physical 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 Program 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.

### What if I like the sound of this but am not sure I can do a 90 day or 6 month program?

We are clear that M.O.M is not for everyone so we will consult with you extensively before you make your decision. If you're still unsure, we offer a half day in person experience which will give you the same first experience as someone on the M.O.M program. After that, you can choose to continue the program to completion or step back.

### Can I do just the Physical Coaching or just the Performance and Life Coaching on it's own?

Yes you can and there are a couple of options we offer under both our Physical Coaching umbrella and our PLC offering that do just that – mention this in your first contact and we can advise.





**BULLRING**

DEDICATED TO GROWTH

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