

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Lawrence Neal: Lawrence Neal here, and welcome back to highintensitybusiness dot com. Today's guest is Jim Keen. Jim is the Director of Fun for ARX. He's SuperSlow certified since 2013, transitioned from a career as a trumpet player in pit orchestras for Broadway tours to a career training people in accordance with High Intensity Training principles. As an outsider to the field, and having trained people with a wide variety of gravity-based tools like Nautilus, MedX, SuperSlow Systems, barbells, etc, and more modern tools, he has a unique perspective on strength training, and how it can be developed into a more highly-valued and ubiquitous element of health and fitness in the twenty-first century.

Lawrence Neal: Jim, welcome back to the show.

Jim Keen: Thank you for having me again, I appreciate it.

Lawrence Neal: I appreciate it too, and I'm excited to make history, in that we are doing video for the first time, I believe, on High Intensity-

Jim Keen: Oh, shit, I'm on-

Lawrence Neal: ... Business.

Jim Keen: ... video? Shit [inaudible 00:02:55]. First [inaudible] alias.

Lawrence Neal: I think it's great that we can do that with you looking quite orange. I'm not sure if that's a tan or good lighting. In a way-

Jim Keen: It's a little bit of both. I'm down here in Austin, and I have been basically living in the sun the last three or four days, but I also have

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

kind of redlight circadian lighting in my kitchen, and so the combination makes me look just positively orange. It's fantastic.

Lawrence Neal: I need to source some of that lighting for myself. Is that kind of red lights you've got then, in the kitchen there?

Jim Keen: Yeah.

Lawrence Neal: Yeah.

Jim Keen: It's a little bit of both. So I have... It's like a ceiling fan that has four spots for light bulbs, and so I have four incandescents. Two of them are red, two of them are sort a little orangish-yellow tipped. So I have the orangish-yellow ones on during the day, and then after sundown, you switch it to the red ones. And so right now I've got the orange-yellow ones, plus daylight from a window and a sliding door. So I try to keep it au naturale as possible here.

Lawrence Neal: And you have that throughout your house do you, those lights?

Jim Keen: What?

Lawrence Neal: Do you have that type of lighting-

Jim Keen: Yeah.

Lawrence Neal: Do you have that type of lighting throughout your home, yeah?

Jim Keen: Yes, yeah. So in all the rooms there's the daytime set of lights, and then the night time set of lights. And it just takes 30 seconds at sundown to switch them all out, and it looks... The first time it looks really, really strange, so it's fantastic. When people come over after

sundown, the place looks like a darkroom or something. It's very homey, very inviting.

Lawrence Neal: Cool, all right. So awesome. So I wanted to kick this one off by talking about ARX in terms of exercise selection, because we've touched on ARX a lot in previous podcasts with your colleagues and yourself, so I wanted to touch on some new areas that I perhaps haven't gone into detail with, with you or your colleagues on. So talking about exercise selection, tell me what... Should we... Perhaps starting with maybe the Alpha, Omni, depending on the best way to do this, what are the range of exercises that you can do on these machines?

Jim Keen: The simplest one... simplest place to start is, the Alpha. So for people who have in their heads, if they've ever seen pictures of ARX machines, there's two of them, two models. It's like a car company that has two models of car. One's the Alpha, and ones the Omni. Now the one that's sort of the gateway drug, as we say, to strength training for people who don't do any strength training, that's the Alpha. And the Alpha is, imagine a forklift laid on it's back, and it just moves back and forth. And so that's the leg press, we put foot pads up, and then the leg press. Arms come off of that, metal arms that you can grab onto, and push and pull. So it's a compound row, and it's a horizontal press. And so we have... It's built around the big three, it's legs, push, pull. The front of you, the back of you, and your legs.

Jim Keen: Full body workout in three moves from one seat, just as efficient and simple as possible. No balance, no coordination, no agility. The

variants to entry are all removed. And so this machine is for the masses. It's like a public health thing. If you wanted to give somebody strength training, the Alpha is the easiest way to do it. And so it's built around the big three. You can also do calf flexion, so dorsi flexion, dorsi extension. You can do also torso flexion, and torso extension. And so the torso flexion exercise is where you straighten the arms, and then you curl yourself downwards and forwards as the machine moves very, very slowly. It's a short range of motion around the rectus abdominis, so you have a very short range of motion at a slow motor speed.

Jim Keen: And then, when you're curled all the way down, then it moves the opposite direction, and you try not to let it uncurl you, and you resist as it uncurls you. And so that's for the abs. And then the torso extension would be almost like a seated Romanian deadlift. It's a hinge movement, and you are first leaning back as hard and fast as you can, and then you're resisting being leaned forward. So it's like a row, except your elbows never break, and you just hinge at the hips. So that's the Alpha. It's three primary moves, and three other moves that you can also do that's designed around the big three, leg press, chest press, and compound row.

Jim Keen: Then the Alpha... sorry, the Omni. The Omni's for people like me, who would get bored pretty quickly with just leg press, chest press, row. Even though my parents, for instance, that's all they need once every week, or two, to completely avoid the bone and muscle loss associated with aging. Just sit down ma, push, pull. You don't need to learn anything, you don't need to... just use your muscles and you'll get the benefit. You'll find-

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Lawrence Neal: So great, you've got your parents on it now?

Jim Keen: Oh, yeah. Yeah, they're up in Chicago, and there's a guy... Actually, you should put this in the show notes, because he's looking for someone to help him out in the business. You probably have some listeners who are looking to either train on ARX, or train somewhere that has ARX, or even just a SuperSlow facility that they're looking to get on with and get some clientele, and get a book together. There's a guy named Marshal Olkin, and I'll put his contact information, I'll give it to you. A guy named Marshal, I met him in 2009, a good old friend of mine, and he's the one who introduced me to SuperSlow in person. The first MedX equipped facility I ever went to, and he ended up getting an Alpha, the machine I just described, along with his MedX in a small footprint studio in Lake Forest, Illinois along the North Shore, a Northwest suburb of Chicago.

Jim Keen: And so he trained my parents since about 2010, 2011, somewhere around there. And so he's been training them, and the difference in their life of course has been, just like you would expect. But he sent me a note actually just a couple of weeks ago, now that I'm thinking about it, saying he's looking to pass this along. He's kind of at retirement age, and he's looking to move on to other stuff, but he doesn't want to get rid of his studio, and he has a bunch of people he's helping. And so, I guess this is just like a call to your audience, if anyone wants to get in touch with Marshal and say, "Hey, yeah, I'll come give an interview and see if I could..." He's looking for a young go-getter whose looking to get his hands in the clay, and

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

mold a studio. And his got a full item MedX, and an ARX Alpha at his disposal. And so anyhow, that's just an aside-

Lawrence Neal: No, that's awesome. That's what a big part of this podcast is all about for me, is creating more of a community, and name dropping people like that, and opportunities like that, so that we can all kind of connect to each other. So no, I appreciate you doing that.

Jim Keen: Yeah. So any young, hungry, aspiring SuperSlow trainers, get in touch with Marshal, he might have a spot for you. But anyhow, so my folks have been using ARX, my dad since 2014, and continues to use it, the early prototypes, up to what we're doing now.

Jim Keen: But anyway, so the Omni, the other machine, has a couple of dozen different things you can do. You can do a pull... It runs on cables, if you've seen pictures of it. It runs on these cables that are just like the cable pulley machines at the gym, and that you can clip anything you like to the end of the cable. Same drive system, same motor, same everything, but you can do a pull down with any attachment you prefer. The big wide grip, the [inaudible] grips, whatever you like, you can clip onto there. From the top tower, you can also do triceps, press downs. You can also do... You can hang... I like to hang ab straps, even the ab straps you see people do in knee lifts with the arms and the things?

Lawrence Neal: Yeah.

Jim Keen: So you can use those same straps, buckle yourself in, and you put your elbows through the straps, and then do a pullover. So it's a seated pullover, and it's pulling you up, and it's just killer, full on-

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Lawrence Neal: So how do you stay-

Jim Keen: ... exercise.

Lawrence Neal: How do you stay in the seat, is there a belt?

Jim Keen: Yeah.

Lawrence Neal: Right.

Jim Keen: There's a seatbelt to keep you from flying off the face of the earth, and then-

Lawrence Neal: But it is a-

Jim Keen: ... the belt-

Lawrence Neal: It is a dynamic excursion, right? You are moving, it's not-

Jim Keen: Correct, yeah. You're fully tucked down, and then it pulls you up, and then you go a little bit about horizontal so the straps don't fly off, and then you come back down. And it's just killer for the lats. You'll have big barn door lats after a couple of months. But you can also do that. And then as far as pressing, we have overhead press, incline, like military style press, horizontal press and decline press. And of course pec fly versions of all those angles as well. You can do dead lifts, Romanian dead lifts, belt squat, which is killer, bicep curls, upright row, bent over row. Anything up from the ground, because we have a platform that has a pulley in the center of it. You can clip any attachment you like of course, you can clip to that platform.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: And then there's also a pulley in the front, from which you can do compound row, rear delt movements, any unilateral or rotator cuff working type stuff. And then there's stuff that it's not even designed for that you can do if you feel like getting weird with it. But it's just designed just like-

Lawrence Neal: Such as?

Jim Keen: ... kind of like the Alpha... So the unauthorized movements on ARX. But we have... It's basically, we want to provide a platform that allows people to get the most bang for their time buck, and the most bang for their metabolic buck. So it's designed around the big compound movements, and the easiest ways to shift between those, but also you can do, like I was describing, shoulders, biceps, triceps, lats. The people who know their way around a gym, who are a little bit more meat heavy and browish like me, will kind of prefer the Omni, but the masses it's like automatic transmission versus manual transmission.

Jim Keen: If you're a car guy, if you're a race car driver, you want the manual, you want a little more versatility and control, and you're bored by just an automatic. It does all the shifting for you, forget that. But the masses are all, in America anyway, are all driving automatic just because it's done for you, it's easier. We teach people to drive on the automatics for that reason. So if someone, and in our bubble everyone does some sort of strength training, but outside of our little bubble, like you realized, most people don't do anything. They're not doing shit. And so how do you get them from no strength training to just the 80/20? Well, here, come sit down. Come

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

sit down, do three big movements from one seat, once per week, or once every two weeks, and it's just simple, no learning curves. So that's the Alpha.

Jim Keen: So-

Lawrence Neal: Even as a-

Jim Keen: ... different [inaudible 00:13:48]-

Lawrence Neal: Even as a manual driver myself, similar to you, I think I'd still want that leg press though.

Jim Keen: Well, the leg press is killer.

Lawrence Neal: Yeah.

Jim Keen: The belt squat, there's a learning curve. If you know how to squat gnarly, it's not a big learning curve, but for most people it's way easier to just sit down and do the leg press. And that... Like the people at the REC, we brought the Alpha, as you remember, and just blowing people up on the leg press, and everyone was very impressed. But it's potent, and it's a low barrier to entry, so it's a killer as well.

Lawrence Neal: Oh yeah. It's always been interesting to me, because we all in the UK and Ireland, it's 90... 80, 90% manual driving. I've never driven an automatic car, and it's the completely opposite in the US.

Jim Keen: Serious?

Lawrence Neal: No, serious. And I-

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: For fuel savings-

Lawrence Neal: Sorry?

Jim Keen: For fuel savings as well as space.

Lawrence Neal: What do you mean? Why we prefer manual?

Jim Keen: Yeah, why you drive manual. Manual has better fuel efficiency, and so-

Lawrence Neal: Okay.

Jim Keen: ... with fuel being more expensive in Europe and the Isles, that's probably one of the big reasons for people driving manuals.

Lawrence Neal: Oh, I didn't know that. I always thought it was because the cars that were automatic, that are available to us in the UK, and probably Ireland as well, weren't that great. Whereas, you have a whole load of other cars available in the US. Maybe it's not the case now, I don't know, which were good, which were automatic. So I wondered if it was a car preference, which meant that-

Jim Keen: You've got a preference?

Lawrence Neal: Something to do with that, I have no idea. It's interesting.

Jim Keen: That would definitely be out my depth. I can drive a stick shift, and I have before, but it's a... It's like, if I'm not really an enthusiast, I just want to get from A to B-

Lawrence Neal: Oh, yeah.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: ... which is how the masses see strength training. They might do it with the Alpha. So most people in America just drive automatics, but we do have some enthusiasts who-

Lawrence Neal: Well, I was in my friends car the other day, and he was... he's got an automatic, and it's unusual to have that right, as I was saying. And I'm sitting there and we're talking about it, and I'm like, "So what is it like?" And he's like, "Well, look, I don't even have to change gear now. I don't have to do any clutch control to make sure I don't fall down a hill." I'm like, "This is amazing, why don't we all have this?" So anyway, quick digression, but I recently digressed with Mike Pullano... Mike Petrella about healthcare and how it differs in the US, the UK, and Ireland, and someone really enjoyed that bit of diversion to get multiple perspectives on it. So I figured this is another diversion that will give you some insight into the differences in automatic and manual in the different countries.

Jim Keen: Yeah. Well, as the ARX team can tell you, I'm not good for much, but I'm good for diversions and steering conversations off the rails on tangents. So happy to help.

Lawrence Neal: I'm well aware. So I guess one of the concerns I guess I would have with the Omni and Alpha is, it doesn't sound like there is a good way to address the neck, or am I wrong? And grip as well, is another thing.

Jim Keen: With the neck, nothing specifically designed for that, although we've seen people with... you've seen the head harness that-

Lawrence Neal: Right, yeah.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: ... hangs a thing off the forehead. So we've seen people do that sitting on the Omni, connecting that head harness to, instead of a weight, instead of a saucer, you connect it to the platform pulley cable. And so you turn the motor speed down very, very slowly, because you don't want to rapid movements with the neck.

Lawrence Neal: Exactly, yeah.

Jim Keen: So it might be we can program it for typically with the neck, I'll do either 15 or 20 seconds even, in each direction. And so the motor's moving imperceptively slowly, and you can do at least straight, back and forwards flexion and extension. It's not designed for... The MedX Core series has a lot of, whether its rotary torso, or the four way cervical neck, or things like that. That's a very specialized use case, and so ARX isn't designed for instance, to do any rotational neck movement. You can, like I just described, do matched, and thus safe, concentric and excentric for both flexion and extension up and down. And so that is very valuable for neck health, and for whiplash, or for preventing concussions, and for that whole thing. So you can find a way to do it, although you would need something more specialized to do cervical rotation.

Jim Keen: And then as far as grip, you could do forearm work, and by doing so, do grip work. But what you also find is that, by doing just the regular compound poling movements when you're doing pole down or row, there's a far greater force demand with ARX than there is with a weight, because you're allowed to go at your maximum all of the time. And as a result, your grip and the small muscles in your forearms, are fighting the highest force capacity that the biggest,

strongest muscles will ever produce. And so in doing, your grip will always be the weak link, but it's very different than in a MedX compound row. You have to select a weight that's so low, beneath your capacity, that you can go for 90 to 120 seconds. And so that's a very small amount of weight, compared to what you could be doing.

Jim Keen: And so your grip, yes, your grip is the limiting factor, but your grips not working as hard as it could be because after all, the weight that you are being made to lift, is far below your capacity. Well, in ARX world, the weight that you're being made to lift, the resistance that your body is encountering, is right at your capacity. There is no under-loading. And so because of that, the biggest, strongest muscles on your torso, on your back, are now going as hard as they can without ripping your hands off the bar. And so you have very potent, and robust work for the grip by virtue of the fact that you are now being loaded to your capacity, and properly loading, mainly the eccentric, but also properly loading the concentric as well all of the time. So in the process you get very, very potent grip work.

Lawrence Neal: Awesome. Yeah, I just did a podcast, actually a round table with Dwayne Wimmer, Mike Petrella and Bill Crawford yesterday-

Jim Keen: Oh, sweet.

Lawrence Neal: ... on the MedX Medcore line, and specifically looking-

Jim Keen: [crosstalk 00:20:28].

Lawrence Neal: ... at, I think it's five key medical machines, some of which you mentioned there. And it sounds like, at least where we are at the

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

moment as to what's available regarding exercise machines, is that if one has the capital, that a nice complete to an Alpha and Omni, would be MedX Medcore, neck rotation, and was it the cervical neck, maybe lower back as well, perhaps?

Jim Keen: Yeah, definitely the lumbar extension machine,-

Lawrence Neal: Lumbar extension, yeah.

Jim Keen: The MedX lumbar extension machine is just... It hasn't been replicated, and many have tried, and it's fantastic. So I'd recommend it highly.

Lawrence Neal: Yeah. Because whilst you... I think you talked about trunk extension with the Alpha, right, which is for the lower back, am I correct, or am I getting that wrong?

Jim Keen: Yeah. The idea is... You could do dead lifts, or Romanian dead lifts, or like I was describing, that sort of seated Romanian dead lift, the torso extension, and anything like that will involve the low back. But if you go back and read Arthur's stuff in the 90s, his MedX [inaudible 00:21:37], the point was you would, and he was the first who was able to test it, was to find that the lumbar extensors could be isolated and strengthened specifically, without any of the surrounding stuff. So you could get... It would appear to you, that your back got stronger if you were able to put up better, and better numbers on that torso extension, or lift more and more weight in Romanian dead lift.

Jim Keen: "Oh, my back got stronger," is what you would think, when in fact, what actually took place was that, all of the other muscles that

accomplish that hinging extension movement, and that's your hamstrings connecting above the [inaudible 00:22:18], obviously your glutes, and the other muscles surrounding your rectus stomach, they all got stronger, they're the prime movers, and your lumbar spine was not completely, like a stabilizer sort of muscle, but it wasn't the prime mover. And so it would be helped, it's not nothing, and your lumbar spine muscles wouldn't be getting weaker, so that's good. But the only way so far, as I'm aware of, to specifically strengthen those lumbar muscles, is by removing the ability of all those other muscles to get in on the act.

Jim Keen: And Arthur's solution to that, was to figure out that mafia contraption that trapped in one place with your knees above your hips, just kind of crank you in. And once you're like that, and you're doing the movement, you can feel the difference. But a poor man's version of that is that torso extension, that's good, that's cool, but for a medical application that's looking to be more targeted, the lumbar extension machine's great.

Lawrence Neal: Yeah. I appreciate you explaining that. There's nothing quite like the MedX Medical Lumbar Extension machine. It feels... When you first do it, it feels so incredibly scary, and you feel like, "Oh my God, I've been told my whole life that I shouldn't be loading my lower back like this." And then you go from that to feeling so empowered, and so much... It's such a great feeling when you feel that stimulus on your lower back muscles, knowing that you're doing so safely. Great machine that I miss a lot, and like you said there, there's very few ever exercises that can... or there isn't probably any that can isolate

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

the lumbar extension muscles as well. And there's plenty of research to show that from Arthur Jones, but also-

Jim Keen: James Steele did a bunch of that, didn't he?

Lawrence Neal: Yeah, Steele did. Yeah, they've done a bunch of research showing the different... Well, yeah, just showing that it's more effective isolating those muscles. But I've also done content with Dr. Ted Drysinger, who's an expert on chronic lower back pain, and he ranked all of the different exercises you can do, or the one that he advocates for lower back, but he said nothing comes close to the MedX lower back.

Jim Keen: Yeah, that's fantastic.

Lawrence Neal: Cool, all right. So that was a good place to start. I want to give people a taste of the exercise selection, and it's interesting for me as someone who maybe in the near future will be opening some kind of studio, or yet to be confirmed. Yeah, it's-

Jim Keen: Nice.

Lawrence Neal: I want to learn more about the ARX capability as it will definitely be one of the tools we'll be reviewing for that. So let's talk about the hit industry for a moment. So you're someone whose gone through the SuperSlow certification, I think it was Drew Bay that helped you through that. I'd love to hear what you like and dislike about that world. We could start there.

Jim Keen: Yeah, what I like is that, we're all helping people, we're here to help. And as you talk to more and more SuperSlow facility owners, but

also their trainers, that's the sense you get, is that we're trying to help, we're here to help, we have this tool that we've become enamored of to help. And it's the most potent tool in my tool box, and I like it. So that's the first thing I like about the industry, is everyone's here to help. The second this is, that it works, it's legitimate. So there's a lot of people who are here to help, and then they are hawking some product that doesn't work, or something that's going to waste peoples time. But this actually, like when you bite on the coin to make sure it's real, this actually works. And you can measure it, and so that's another thing I like.

Jim Keen: And the... It's such a rare sort of rabbit hole to go down. It's not the big popular thing, it's not everyone and their mom on Instagram talking about their SuperSlow workout. There's all sorts, and we all know what the other popular things are that people do otherwise, and a lot of people have reasons for that. But I like that like-minded people have sort of this rabbit hole that we've all gone down. Anyone listening to this that's gone down this rabbit hole, and has found this really effective, potent, robust therapy basically, that has strength training. If it were a drug, it would be a billions of dollar per year industry, and so we're helping, and it works, and it's legitimate, and we have kind of our tribe. And those are all things that I like. It's cool.

Jim Keen: And as far as where we're headed, you can sort of look back over the last 20, 30 years, and think... Like we asked, what's changed, what's new, what's the... And so there's small changes in technology... there's big changes in technology as far as ARX and that whole world. But even aside from the tool that you're using, I

haven't... What I don't necessarily like, is the distinction between a trainer whose goal is, and we mentioned this with yours, and mine, and Mike's little quick round table at REC, people who are more interested in showcasing their talent as trainers, and their skill, and how good at this they are, and less concerned with helping larger, and larger, and larger numbers of people in their community. And some people I see doing things that will either prevent their future scaling, things that aren't scalable, it can't grow, and they're comfortable with their little fiefdom, their little kingdom.

Jim Keen:

And they have their, "I've got my 60 or 70 clients, and I'm going to not try to aggressively expand that," which to each their own. That's cool. But there are some people who would like to expand, who become bitter that they are not expanding, but simply are doing... are not doing the things that would permit such expansion. And then at the same time they're getting... they're very pugnacious, and they're getting bites of people on the internet, of all places, and flaming people in comment sections. If you want to get down in the mud and wrestle with the pigs, that's fine, and it can be fun sometimes, but it's counter productive to what I would say is the movement, or the mission. You'll say out of the one side of your mouth, that you want to bring proper strength training to the masses, but then you'll spend your time tearing down people on your team, tearing down the very people who could help bring proper strength training to the masses.

Jim Keen:

Even though their flavor of proper strength training is just a little bit different than yours, any little difference is enough to completely cut them off and to put them on the shit list. "Yeah, we're on the same

team, yeah, we're doing basically the same thing, but you have this... you think 85 seconds to failure is acceptable. So fuck you. And I'm going to put you on the shit list, and you're not going to be part of my tribe. And I need to... Instead of spending time building the movement, and building what we're trying to do, I'm going to spend time, not even worrying about the public and the people I could be helping, I'm going to spend time worrying about showing everyone else who are mutual friends, showing them that I'm right and you're wrong, and that I am King Shit Fuck Mountain. I am the man, and everyone else needs to just listen to what I have to say."

Jim Keen: And there's a lot of attitude going around, which is... it can be satisfying on a certain level, if that's the place you're in psychologically, but even the people doing it, would have to admit in their more reasonable moments, that it's counter productive, and it's not helping. And I think what they fear, is that this type of training will gain popularity in an iteration that runs a little bit counter to what they've been preaching the whole time. "What if everyone discovers High Intensity Training, and my name's not on the front of it? What happens if... And I did so much to promote this, this and this, and I did all this work, and I've spent years. So what if it gets really popular, but nobody knows my name?"

Jim Keen: And a lot of people are really afraid of that, so they kind of have one foot on the gas and one foot on the brake, where they're doing what they can with their clients, and it's cool, but at the same time they're very territorial, and they very much care who gets the credit. And anybody in their sphere who disagrees, or has a different perspective, or a different set of opinions, or has a different

experience with their clients doing other protocols and other different things, anything that's dissonant, gets removed. And so I guess I've been seeing a lot of that for... since I became aware of this community in the first place. But it goes back into the '90s, and into the '80s, and beforehand, and it's always been that way, and I think that's the big thing holding this back. And so that's the dam that's up.

Jim Keen:

And so I don't so much like that, but that's just the human condition. In every field you'll have a little bit of that. And so the idea is, let's make the service so good, let's make High Intensity Training so easy to deliver, so ubiquitous, so easy to explain and experience, and make it so palatable to the public that it won't matter about these voices who are trying to claim territory, and trying to make themselves right, and make everybody else wrong, and make themselves look good and everyone else not so good, we can sort of overcome that. And that's the virtue of the movement. So many good people, so many people whose hearts are in the right place, who are just trying to help. And if you have enough of those people, eventually it's an idea of whose time has come, and that's how paradigms get shifted. So yeah, that's kind of. From my view, that's how I see the industry moving forward.

Lawrence Neal:

Yeah, well said. I have covered this to a degree with James Fischer, PhD. A while back we did a... Can't recall it now, but we spent a lot of time in the episode just talking about the in-fighting, and it was... And my intention was to sort of try and galvanize more positive relations within the community, and whether or not I helped with that, I don't know, but hopefully. I think we do need to talk about

this stuff, because it does make me quite sad, because what's crazy is it happens on so many levels. So you've got HIT versus traditional training, right? So you've got... I'm not going to name names or organizations, but you've got people that talk about reps, sets, volume, and then you've got the hit guys, and there's obviously a conflict there.

Lawrence Neal: But then also, within HIT, you've got all these factions as well, and it's even... There's conflict there, and it's like people just alienating themselves, and I'm just not sure how productive that is. And I think... Sometimes I think to myself, if there was more unity, and like you say, putting differences aside, even within HIT, and also within the greater strength training community, I just can't help but think that would be so much more effective in terms of making strength training a more popular activity for people, since, what is it, 90% of people, or 95% of people don't do anything.

Jim Keen: Yeah. They retreat to the cardio machines, or they just go walk around the block and call it a day.

Lawrence Neal: Right, yeah. So that's good.

Lawrence Neal: Lawrence Neal: What is it in High Intensity Training that you see which you disagree with?

Jim Keen: Well, one of things talent, what we were just talking about. I guess you could call them purists, but I don't see it as that pure, but you know what I mean when I say purist. Someone whose dogmatic, or by the book. So someone who is unwilling to entertain the very good results, because it was not achieved in the prescribed way.

For instance, if I... So if I'm training someone on ARX and they... I always... I think I might have mentioned during the first episode, I can't remember, Bonny... Back when I was training people in Chicago, I had this client Bonny, and Bonny was 62-years-old. She comes in, she says, "I don't like strength training, I don't like working hard with my muscles, I don't like the burning sensation. I didn't even like the staircase to get up here to this location. I don't like you, I don't like this place, I don't like these goofy looking machines that you have, but my grandson says I need to be strength training and he sent me here. So he bought me four sessions, so here I am, what have you got for me?"

Jim Keen:

And so what I did with Bonny, was I just had her on the Alpha do a leg press, a chest press and a row, and that's it, and I said, "We're going to go for two minutes here, and I want you to give me whatever you think is a half-assed easy effort." "Okay." "So you're going to push in this direction, and you're going to resist. But again, don't try hard. Whatever you do, don't try hard." So she goes for two minutes, and it's pretty easy, and she draws some result on the screen, "Okay, good. And now it's chest press, and here's how you do it. And remember, half-assed effort. So you do that and then the row. Okay, I'll see you in seven days." "Okay." And she comes in seven days later, and I say, "Now that is what... See that gray line? That's what you did last week. I don't want you to try hard, I want you to barely beat what you did last week. I want you to just trace the line, so you're a little bit more than you did last week. But, for God's sake, don't try hard, do you understand?"

Jim Keen: And she goes, "Okay, fine." And so she does it, she traces her line, and she goes and she gets the happy marimba sound, and it turns green, it says, "You're up 8.7% or whatever." And she does that for all three. "Okay, now come back in seven days." Now she comes back, she keeps doing this process, and the idea is, she wasn't even anywhere close to a hard demanding exertion. She wasn't anywhere close to failure, even though in ARX there's no such thing as failure, but you know what I mean. That level of intensity. And so she was however, getting strength training. She was getting progressive overload, she was getting concentric and eccentric contractions, she was placing a demand on the muscles, and eventually around the six or seven week mark, she was doing her chest press, and one of the negatives all of a sudden, I see the giant peak, because she actually decided to start pushing.

Jim Keen: I said, "Bonny, whoa, what are you doing?" And she, "Well, I just thought I'd just see what would happen if I..." And what she was describing was, she was finally comfortable enough, she finally felt safe enough with me and with the machines, and with everything. She had small wins. Each week she was winning, she was doing better than the week before. In fact, her half-assed effort improved 40 to 50% on the force reading in that five or six weeks. And so finally, she was able to really give it a go, because her bones, her ligaments, her muscles over that month and a half, had adapted, had become accustomed to this level of exertion. And by two or three months in, she's working just as hard as any of my other clients.

Jim Keen: But had I been very dogmatic, and very, like I see a lot in the HIT world, if you're not working out super intensely all the time, then get out. And half of a sure thing's better than twice of nothing. I think that we're trying to give people this result, and HIPs a good tool, but the tool can sometimes be modified. So sometimes what I don't like to see, it's like, "If you've never vomited from a set of bicep curls, then you're doing it wrong, and you need to go hike up your skirt and try again." And that's cool, that's fine if you're whipping a guy with a bowl whip in a Quonset hut in Florida, I get it, and that's cool, and it's legendary in fact, and that's great. For the minority of the minority, of the minority of people who are willing to do that, it's a great result that can be accomplished. But we need to open our perspective, and open our focus.

Jim Keen: High Intensity Training is a tool, and it needs to be more of a Swiss army knife, and less of a hammer. And so what I see that I don't like sometimes, is that in systems on the one way, there's not any one way. High Intensity Training is a good model, but the map is not the territory. It's just a model that we can use, and we can adjust it. And so I think the real... It's like the real versus the assumed objective, and people talk about it in the actual act of the training. When you're a HIT practitioner, the real versus the assumed objective, the assumed objective is, "I'm going to take everyone in from the public and give them this prescription." And that's what people think the objective is, the objective is to administer High Intensity Training to people, because High Intensity Training is the goal, and the people are the need of that. The people serve the goal.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: When in fact, it's the reverse, the people are the objective. We're trying to help our communities, and High Intensity Training is just a tool that's below. So the real objective is the people, the assumed objective is, "I'm going to execute this protocol at people." And so I think a mix up of those two can lead to a lot of stagnation and frustration when people see their business failing to grow, even though they're one of the best in the world at this. "How come I only have this many clients? How come there aren't people lined up around the door to come train with me, the master trainer who has been doing this for years, and I know everything about everything? How come people aren't appreciating my genius?" And you get wrapped up in this sort of weird... Who's that guy? Leo DiCaprio played him in The Aviator? The spruce goose?

Lawrence Neal: Yeah, I know who you mean, but I don't know the guy's name.

Jim Keen: Oh man, that's an obvious one, I feel bad. But anyway, so that guy. You slowly go crazy when people don't recognize your genius, and it's because you have put the assumed objective in your priority, and the real objective has taken a back seat. And when you do that, eventually it falls apart.

Lawrence Neal: Yeah, I totally agree. That was quite profound, and very interesting to hear. Now I wanted to move on to some critique, you and ARX have had, and talk about that for a moment. So RenEx did the famous Dumper series, which is, I think a lot of articles. I think it was something like 10 articles around that, and I've read a good half of those. And it was interesting for sure, but I felt like in some places it was quite dogmatic, no true Scotsman, if you're not doing

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

it exactly like this then... Kind of echoing some of what you said earlier. But I wouldn't want to critique it too much without the authors actually being able to respond, so I probably-

Jim Keen: Sure.

Lawrence Neal: ... won't go beyond that. However, I suppose just to start before I ask a couple of questions on this, I'd just like to get your thoughts on, as someone whose read it, and I think you might have actually responded on the blog. I did see Jim, but I'm not sure if that was you, leave a comment as yourself.

Jim Keen: I don't remember doing it, but it was 2011 or 2012, so-

Lawrence Neal: It was a long time ago.

Jim Keen: ... I could've and not remember it, yeah.

Lawrence Neal: Yeah. And I also wanted to say, I wonder if the ARX tech has maybe evolved as well since 2012, and Mike handled some of the concerns, maybe not, I don't know. But yeah, do you want to just give your thoughts on the series of articles, what you made of that?

Jim Keen: Yeah. The first thing I'd say is, I've never met any of the RenEx guys in person, so I can't speak to, I like those guys or I don't like those guys, I've never met them in person, so you can't... I don't know, never met them. And then there's only so much you can tell on the internet with someone, and their writing, or their comments, or even a video of them. People are just different in person, so I just want to say, I have nothing against the RenEx guys, because I haven't met them in person. I'm sure if we met, we would get along and have

great discussion, and that would be great. And also, along the lines of what I was saying a little bit before, we're on the same team, and if you've seen the numbers that they did, Josh and those guys down in Florida, or Overload up in the Cleveland area, they're helping a lot of people, and they have helped a lot of people. They've done incredible things for their community.

Jim Keen:

So if we have differences of opinion in how we're doing certain things, it should not be lost that we're on the same team, we're doing the same thing in that we're helping people, and they are very effective at doing that in a safe, and efficient way. And so, hat's off to them, and we're probably... A bent diagram, 90% is in the middle of what we're trying to do, and we just have differences in how we're doing it. They have their tools that they use, and the protocols that they use with those tools, and then I might use a different tool, ARX or the MedX Lumbar Machine. I'm not completely all ARX all the time, that's not... it's just another tool, useful as it is.

Jim Keen:

As far as your question about, has the technology developed since then? Yes, profoundly. In fact, by the time they were writing in... or publishing that in 2011, 2012, they were speaking about the machines as they existed as prototypes, Circa 2009, 2010. And so... And the other thing is that, to my knowledge, none of them have trained people using ARX for any length of time, or even one session. I feel like they would've gotten a session, or tried it once or twice. I should hope so if they're going to be writing about it like that, I would hope they would at least have felt it. But again, that was Circa 2009, 2010 type of machines, and so I would just suggest

that perhaps their perspective would change a little bit with use, with time.

Jim Keen: Because I started training people using ARX as my only tool in 2013, and I had of course, read those articles, and I took a bet on ARX. I was like, "Okay, I see where you're coming from, but all the pro's, all the cons I really still believe in the technology of what it can do." But I'm glad they wrote that stuff, because that gave me a whole bunch of stuff to watch out for, a whole bunch of stuff to be careful of. I'm like, "You know what, you're right. If someone really does try to nut up, and lock out, and brace, and do all these things against a robot, snap city, that's no good."

Jim Keen: And so I'm glad they wrote it, I'm glad they voiced those concerns, mainly because, after now six years training people on ARX, each thing that they wrote in there that they... I don't want to say hallucinated, that they predicted was going to happen, they said, "Here are the problems with the Dumpers, this is a problem, and the result of this problem will be X. Here's another problem, and this will cause Y." And so forth and so on, and there were, like you said, multiple articles. And it just didn't... None of that happened. It just ain't so. It's just not the case.

Jim Keen: I don't know how many different... I was describing to you before, the guy who's a stage coach driver, who had never tried a car, and never driven people around in a car. He had just heard about what a car was and what it in theory could do, and he started telling people that it's unnatural to go faster than... A horse's top speed is 20, 30 miles an hour, whatever it is, but miles per hour wasn't even the way

they were thinking, because they didn't have cars, so they didn't think of speed in that term. But it's unnatural for a human to travel that fast through space, it'll be dangerous. It'll cause big problems. Well, then you fast forward 100 years and everyone's doing it, it's just not the case. And we're all still... And the risk is acceptable in other words, and billions of people drive cars every day, even with the inherent risks.

Jim Keen:

And so, it's not unfounded. Like the stage coach driver who just didn't have experience, it's not his fault, he was just ignorant of what was actually happening in reality. And so enamored was he of what he thought would happen, that the thought experiment seemed more real than the actual thing. The other thing is that, equestrians are going to keep riding horses, even if we're over here building teleporters. So usually we use that argument to talk about people, "So this is going to replace the gym?" No, ARX doesn't replace anything, because people like going to the gym. People like lifting weights, and it's a good activity, the psychological benefit from it and so forth and so on. And so the guys who are of the mind of the RenEx guys, "You know what, I don't like the Dumpers. I don't like the motorized stuff, I'm just not into that. I'm going to keep doing it the way I want to do it," and we say, "That's awesome. Keep doing what you're doing. You're successful, you're helping people, you're..."

Jim Keen:

If my parents lived in Cleveland, I would send them to you to train. It's a good thing that they're doing, so we're not trying to say that they're stupid for not doing this, or that or the other. That's not where we're at, at all. But I would say that the things that were

written, might have a sound rhetorical basis behind them, and good reasoning, but when put to the test of reality, simply don't pan out. And so we've been training people... There are over 80,000 that happened on an ARX machine somewhere in the world in 2018, and we can see that in our dashboard in the Cloud. And the massive wave of injuries, and lawsuits, and people hurting themselves just hasn't materialized. It's just not the case.

Lawrence Neal: Have you had some injuries?

Jim Keen: In person, the only... I guess you could call them injuries. There was back in 2017, I want to say it was... No, no, 2016, there was a guy who, the next day after our workout, he said, "Hey man, I've got... I'm a little sore in my neck. I can't... It hurts to rotate it too far." And I was looking back through his, in my mind, the workout of the previous day, and he's one of my young male friends. And so we were kind of going a little too hard on a pull down, he was shrugging up and doing all sorts of weird stuff. Normally it's fine, but I then saw, "Okay, well next time we're going to, just for the next workout, we're going to cover the screen so you're not trying to just get high numbers, and we're just going to do it in perfect form, and have you keep the shoulders down away from the ears, and so forth and so on."

Jim Keen: And we did, and he was able to avoid that in the future. But no, I haven't. And of course, who can say what goes, I suppose unreported, but when you see all of the studies that have been done about what happens in a weight room each year, just the numbers of injuries, or the crossfit injuries, the forum, that is objectively

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

dangerous. And you see that. And by now, we would be seeing a larger, because we would hear about it. We would hear people saying, "Hey six of my clients got injured this week, we think that maybe this isn't as safe as you say it is." We haven't gotten-

Lawrence Neal: The anti-ARX people would be reporting that too, wouldn't they?

Jim Keen: Yeah, and-

Lawrence Neal: The slightest hint of an injury.

Jim Keen: Yeah. Well, it's kind of like the Tesla Self-Driving thing, one person dies-

Lawrence Neal: Oh, yeah.

Jim Keen: ... in a Tesla Self-Driving accident, everyone freaks out, meanwhile, 10,000 people die every day in a car. And so just because it's new there's a recency bias of the sky is falling, but it's also a paradigm shift that many people aren't able, willing, or ready to make, where for instance they call it overloading the negative. There's a commonly used [inaudible 00:53:41], is the word. "I don't like the Dumpers that overload the negative." And the Dumper series, I know they were talking a little bit about the Xforce machines, which at the time, the weight stack was 45 degrees, and when you went to negative, shoop, and that shift could feel like dumping the weight.

Jim Keen: And so I think that they're maybe not talking in the whole series, they're not talking specifically about ARX, and I understand that. But the idea of, if you've been under-loading the negative your whole life, and if everyone you learned strength training from had

been under-loading the negative just because they're limited by the tool they're using, you would indeed see something like ARX that matches your negative force capacity, you would see that as overloading, even though it's not. Overloading is... So ARX matches your resistance, and in fact, can never be excessive, because it's adapting to you, right?

Lawrence Neal: Right, yeah.

Jim Keen: So it's actually... It's impossible for ARX to overload anything, it perfectly [inaudible 00:54:42], it matches, it's adaptive.

Lawrence Neal: I'm glad you said that, because that was one of my questions, was, look, if it adapts then surely it's not going to be too excessive on the negative. That was one of my critiques of the article, I think.

Jim Keen: Yeah, and that's one of the... There's... It's like Doug McGrath often describes an exercise getting more effective and safer in the process. And so ARX is a little bit like that, where it's a form of resistance, that on the high end, gives you whatever you give it. If you put the screws to it, it'll put the screws to you, it'll match you, and so that's why people who like high force sort of stuff, they feel that they can do that. However, there's also a safety component, because it'll only ever give you what you first give it. So it's never acting upon you without your say-so. And that was one of the things in the articles, is like, "We don't like the principle that this machine is doing something to you. We like the principle of, you are lifting the weight, you are adapting..."-

Lawrence Neal: You become-

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: ... "upon..."-

Lawrence Neal: You become the machine almost, is what they're saying in the article.

Jim Keen: Yeah, and your behavior is dictated by this machine then, instead of being voluntary and volitional, like when you choose to engage with a weight. However, under scrutiny, those two positions you realize are switched. When you lift a weight, you've made a commitment to lower that weight, and as soon as you lift it off of the ground, it is acting on you without your say-so 100% of the time. And you can prove this by getting in a bench press and holding it out above your neck, and then letting go. It acts on you, in this case, on your neck. In a barbell squat, it acts on your spine. Even in the SuperSlow systems, or RenEx, except the Imachines, they don't go anywhere, but all of the dynamically moving machines, if you disengage, they will act, and you might be in the way.

Jim Keen: And so with a weight, with a gravity based form of resistance, it's always acting on you 100% of the time. Pretty dangerous, if you're asking me. With ARX, it never acts on you without you, moment by moment, choosing volitionally to act on it. And in fact, if you stop, if you let go, the resistance drops to zero and you're perfectly safe, all of the time. And at your top end, if you're going at maximum, it'll give you everything you give it, and not an ounce more. Or, if you're rehabbing a joint and you need six pounds of resistance, it'll give you six pounds and not an ounce more. So the resistance is inherently incapable of overloading somebody, which is a great safety feature.

Jim Keen: Imagine a resistance that can never be too much. It can never be excessive. That's insane, that's a magical barbell that just is as heavy as you need it, when you need it to be heavy in these max eccentrics, and even max concentrics, or isometrics, or whatever you're doing. But then as soon as you let off, it lets off. "Oh man, shut up and take my money, that's great. You mean I can almost never get hurt on this thing?" Well, almost never. There is a bad way to use any tool, and the only way... You're familiar with the... When a peak force exceeds the force absorbing capacity of the muscle and joint system in question, [snap city 00:57:51], and that's when an injury occurs, is when a peak force exceeds the structural capacity of the thing.

Jim Keen: So on ARX if it is adaptive, then the only way to hurt yourself would be to rapidly try to interact with the machine, to jab at it, to go from a complete rest to a max and attack the ARX machine. That would cause a little jab in force. That could exceed the structural capacity of a tendon, or a ligament, or cause a pole strain, or rupture, or a tear, something like that. So it is very important, and this is why I like the Dumper series was, caution is warranted when you're introducing cars in 1902. People should... Buy or beware, people should be aware of what to do and what not to do in a car. So when they were talking about, or James Fischer and his blurb about ARX, he goes, "You need to be very careful coaching how to exert force against this thing, and how to do it in good form." And we think that's exactly right. There's a wrong way to use any tool.

Jim Keen: And just because ARX is far safer than a gravity based tool, for those reasons I mentioned, does not mean that you're just absolved

of all responsibility of not being an idiot with the machine. So the RenEx guys, I like what they're doing, and I like how deeply they think about it. And I think if they had an Alpha in one of their facilities and just messed around with it for a year, and tried to adapt it and perform their preferred protocol using ARX, as the months went by, in the absence of all these injuries that they assumed were going to happen, they would come to soften their stance.

Jim Keen: But that's why we have... There's early adapters, and there's people in the middle, and then there's the late adapters, to where 100 years later, even equestrians get in their cars to go get groceries and come back. Even though they still like their horses, and it's cool, but they still use the cars. Maybe they didn't get them for 70 or 80 years until they were super convinced it was safe, and then now finally, now that they have airbags, now that there are seatbelts, now that there's... Cars can get safer over the years, so who knows, maybe in 20 years we'll... I mean obviously we'll keep developing the safety features, and we'll keep developing the software to be more explicit about joint angle, and here's what to do and what not to do. So it's all developing. And it could be 10, 20 years from now they finally say, "Okay, now it's safe enough for us to use for our friends and people in our community, who we're sworn to help and not to hurt." And so I think that's great too when they eventually come around to that, or not. It's all good.

Jim Keen: I don't think they need our help, they're doing great stuff, and we say, "Keep doing what you're doing, and we're on the same team."

Lawrence Neal: Yeah, good response. And I mean, obviously ARX are a sponsor of the podcast, but what I'm really trying to achieve with this podcast is, I want to make it as impartial as possible, because whilst I like ARX and I wouldn't have them as a sponsor if I didn't think the technology was good, I invite you to read the Dumper series and make up your own mind if you're listening to this. And the RenEx guys, if you're listening to this, we welcome your feedback, and whether your stance has changed or not in 2019, and inline with the technology changing.

Lawrence Neal: I do think this conversation is really productive, as long as it's constructive. And there's nothing wrong with criticism, it's just sometimes I think that can go a bit too far, and it becomes like a personal attack. And again, that's not saying the RenEx guys do that, although they've certainly been quite public with some of their stuff on social media, which I personally acted immaturity at times to be quite honest with you... I kind of went off topic there, but yes, sometimes some of the stuff can evolve into-

Jim Keen: Yeah, like, "Whose going to..."-

Lawrence Neal: ... something intuitive.

Jim Keen: ... "listen to this guy? He shows up to his interview with a white beard, and he's hair is all messed up, he looks orange. You're going to listen to him about safety?" It's like, "All right that's okay, cool." But the point stands. And the same thing if I were to sling mud at one of their personal styles or how they go about things, it's like, "Well, yeah Jim, but do you have any rhetoric to the actual substance of what you said?" So I think keeping on that level, is

always advisable. And yeah, it's a little bit like still railing at the Wright Brothers that human flight is impossible, when they've been giving flights for five, six, seven years now, and every weekend having it at the State Fair. And we already know, we're already doing it. We're already started the airlines. We're not arguing anymore about whether this would be safe or possible. We're not past the point of discussion, but we're past the point of academic discussion, where if there's something wrong or something dangerous, you better be able to point at the practical result of that in the world, that is not good.

Jim Keen: The injuries that are happening, the wave of-

Lawrence Neal: So the burden of proof is on them, kind of thing?

Jim Keen: Yeah. And at first, in 2008, 2009, I can see where, "Oh, you're claiming this machine does this, this, this, and this, burden of proof is on you." But if we're going along and just kind of, "Okay, thanks guys, thanks for your input, we're going to keep doing what we're doing," and we have this thing going, and we have, like I mentioned in the Cloud, there was over 80,000 ARX workouts that happened in 2018, and that's on pace to be doubled this year, we're already doing it.

Jim Keen: And so the burden of proof to say that it's harmful, or it won't work, even though we have data that shows it working just by the hundreds, and we can pull up all the Cloud data, and, "Here's another client who got 77.2% stronger in nine sessions, in ten weeks, and et cetera, et cetera, et cetera," if you're going to claim it doesn't work, if you're going to claim it's dangerous or make claims

about it, this thing that's already happening, then point to the evidence and we'll take a look at it. But your theoretical supposition that this will not work, you can't really say that anymore, because the thing you imagined will or will not happen, has already happened or not. And so we'll just keep on keeping on, and we're happy to field questions from anyone, really.

Lawrence Neal: Cool, and I appreciate it. And I will just take a moment... this opportunity to say, I do encourage people to check out the RenEx OS course, and our link to that from the show notes, because if you really want to nerd out on High Intensity Training and SuperSlow, it's one of the best places for that. And just the people that comment, are very high caliber individuals as well. I noticed they don't do as much these days, I don't know why that is, but there's still a great archive there. And I got to try a lot of the SuperSlow stuff, SuperSlow systems for the first time at my strength studio during REC, and I really enjoyed using some of that. So yeah.

Lawrence Neal: I know you're more of a ARX through and through Jim, and you keep-

Jim Keen: Well, no, I'm-

Lawrence Neal: Well, I know you used to-

Jim Keen: I kind of cut my teeth on... The Arthur Jones stuff was my first... I've been... I was... I just had a lucky blessed sort of few weeks, where I was invited to go workout at Jim Flanagan's place with all his first generation, and just having read about all those machines, and then getting to see them. And the first... Even the plate loaded triceps

with the Shell Cam, it was... So I'm sort of a nerd about that sort of stuff as well, and so that's why I... The SuperSlow system and stuff and then the RenEx stuff, they're like works of art. And so I have a lot of sentimental... I have a lot of sentiment towards those types of pieces of equipment. And so I get it, I'm kind of on that side as well.

Lawrence Neal: Yeah, but if I... But you would see that now as sort of going backward from what you've told me before, as in, you're like. "I'm not really interested in using that stuff anymore, I'm quite happy just using ARX, and whatever ARX becomes in the future."

Jim Keen: Yeah, it's kind of like-

Lawrence Neal: Is that fair?

Jim Keen: ... you go... Yeah, you can appreciate a Hattori Hanzo Samurai Sword, it's like a work of art. And in its day it was functional, and you better believe it works 100% effective for what it's designed to do, and you can't claim that it doesn't work. And so to prefer... For our military to prefer guns over swords, isn't shitting on swords, because swords were that's how you did it for hundreds of years, thousands of years, was the best thing available. And by God it worked, and they're pieces of art, and the craftsmanship is praise worthy. And so when the military chooses to, "We're going to go ahead and do muskets, thanks," even shitty muskets where you have to slam the powder in the butt, even that is preferable to a sword for various reasons. So even a bad gun is more effective than a good sword, but that's not shitting on the sword for what it is, and what it does.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: And even today, in a land of technology and all these new things we have, swords are still 100% effective. They will still do what they're designed to do. So that's sort of how I see it. If I had to defend myself, and I had any tool available, I'd choose certain things. If I have to get strength training, if I have to do strength training and I have any tool available, I would just end up using ARX, which I do. I haven't lifted a weight since 2013, which is not to shit on weights of any kind. It's just a preference based on effectiveness, and safety, and efficiency, and we just do as well as we can at the time.

Lawrence Neal: I think one of the main issues here is that, the chaps in RenEx and the inventors can and team behind the SuperSlow systems machines, they don't see them as the horses, they see them as being the best thing available right now, is my understanding. So that's where the disagreement is, right? Whereas you see the ARX as being more advanced, and that's totally fine, but I think that's where there's a big disagreement, and that can perhaps spawn some unpleasantries between groups.

Jim Keen: Yeah. And I totally see how that would come about. If I was invested, not just monetarily, but psychologically and my identity, invested in a certain type of technology, and a type of thing, and someone came along and said, "Hey, this thing is better," if I... So I can take that two ways. One way, I can take it in good faith, like I was just talking about, where, "Oh, he's not shitting on the stuff I've been doing, he's just saying he's found something he prefers more." That's the one good way to sort of take it.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: The less good way, is like what you described, "Hey, fuck this guy. I've been using these for years, and years, and years, they work great, your shit's dangerous, your shit's a fad it's not going to last, it's nonsense, et cetera, et cetera," feeling attacked by hearing other people say what they prefer. Hearing that, so I'm saying I prefer ARX, but you might hear that as an attack on what you're doing, because you're not doing ARX. And so if you're the type of person who feels attacked or victimized as a default, and just is always on the defense, I can absolutely see how this would rile you up. Why anybody saying that their thing is good, and it's not your thing, and you see that as an attack, someone's personal preference becomes an attack on you, then yeah, you're going to have a strong... it'll provoke a strong reaction in you.

Jim Keen: And I think that's the source of a lot of... Even back to the in-fighting we were talking about before, "Oh, you're saying your new protocol you're experimenting with, and having good results with your clients doing this new thing, well, that means my thing I'm doing is bullshit. Hey, fuck you." It's like, "No, no, no, that's not what... I'm just saying, I tried a thing, and it's working."

Lawrence Neal: We all do it. We all have that. I think all of us get triggered a little bit, you know.

Jim Keen: Absolutely, I do that all the time.

Lawrence Neal: You have to catch yourself, don't you, when you say something or do something stupid?

Jim Keen: Yeah.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Lawrence Neal: I think we all struggle with that. I know very few people who are so stoic in the face of something that really challenges their paradigm.

Jim Keen: Yeah. And it's a very hard thing to do... Again, it's that personal investment. It's like people who jog, or whether... Even Kenneth Cooper towards the end of his life was talking about, I think he's quote was, I'm paraphrasing, but something like, "Anybody who does exercise for more than..." say an hour a week or two, some smaller amount, "Anybody who does exercise for more than this amount, is not doing it for purely physical reasons." Now he was the guy who was recommending, of course, an hour of jogging per day through his 60s, 70s, 80s, and the man who ruined America's knees rather than the man who saved America's hearts. But that paradigm shift, that took him 40 years to come and realize.

Jim Keen: So if you had told him, and many people did back in the early '70s, "Hey, we're doing this other thing, and we're finding all of the same cardiovascular beneficial adaptations as your hour a day thing, what do you think about that?" Well, he doesn't like that one bit. And it wasn't an attack, we're just saying, "Here's this thing that works," and he feels attacked. And I do it, you do it, we have people... Even when people... I get this response when people come up with new ARX protocols, "Hey, at my place, I tried this thing with some clients, where I give them four negative only reps, and then we do the fifth negative, stop halfway through, and hold isometric, and then we do some concentric only. And I've been doing this, and here's the numbers, and the numbers are good. And these are better than we usually see."

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: And now I'm, "What am I supposed to be some sort of idiot, because I didn't think of that?" I feel personally it's like... And at first I feel like, "Well, I've been doing this longer than anyone, screw you guys. Why don't you just do what I tell you?" So there's that inner-

Lawrence Neal: I love it, there's going to be-

Jim Keen: ... asswipe-

Lawrence Neal: There's going to be different ARX tribes.

Jim Keen: Exactly. And half the people paint their ARX booth, and have them spray painted red, and they'd just be like, "Which ARX [inaudible] were you on bro? That's my corner, you're in the wrong side of town. Sorry bro, we do negative only here. You go..."

Lawrence Neal: Yeah, we do 30/30 nothing else.

Jim Keen: Yeah, "30/30, that's it bro, get out. Here's a bandana, come join us." So yeah, there's even... No matter how small your scope is, we're all human, and so we need all try our best to, like you were talking about, no need for a personal attack. That won't really help your argument or anything, it's just the substantive point of the argument, you address that and let's all try to be good people, and respectful.

Lawrence Neal: Awesome. So I wanted to just finish up on some stuff about business very quickly. I'm just curious actually, who have you got... Have you expanded as in, have you got more clients now, or affiliates in the UK or Europe at the moment for ARX?

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: Not in the UK. There's Matt in Brighton that you met, there's... I can't... I'm not allowed to talk about it, but there's something coming to, I want to say somewhere near London.

Lawrence Neal: Okay.

Jim Keen: I'm not allowed to say anymore, but it should be this fall, end of summer in the fall. So just be on the look out for that, there's a thing that should be-

Lawrence Neal: I'll book my plane tickets.

Jim Keen: Yeah, well, I have my fingers crossed. I need to be employee of the month, just these next couple of months so that I can get invited out on that install. So I've got to be on my best behavior. But then... So we've got a guy in Madrid, whose got a couple of machines at a facility in Madrid. There's a couple of... There's some guys in Zurich who have... they just now opened their second facility, and they're actually... We were talking to them before about the [Carro] bikes off camera, and off the record, these guys have a very... It's like a... I don't know if you're aware of In-N-Out Burger, it's an American fast food chain?

Lawrence Neal: Yeah, yeah.

Jim Keen: Their menu is famously simple. Hamburger, cheeseburger, double cheeseburger, fries, drink. And that's the menu, that's all they do. And it's classic and it's great. So these guys in Zurich, they have an ARX and [Carro] bikes, and they go, "Here's the protocol..." because I think they do just kind of legs, push, pull of some kind,

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

and then throw you on a [Carro] bike, GTFO fitness, and off you go. And so in fact, that's still in the [crosstalk 01:15:10]-

Lawrence Neal: That stands-

Jim Keen: ... but it's [crosstalk 01:15:10]-

Lawrence Neal: That stands for Get The Fuck Out.

Jim Keen: GTFO business, which someday I'll open a [inaudible 01:15:15]. But they... It's like 20 or 30 minute sessions, you get your ARX, your [Carro 01:15:21], and then you fuck off for a number of days. So they just opened their second location in Zurich there, but other than that, it's a lot of opportunity to make a lot of sunshine out there in Europe.

Lawrence Neal: No, it's just good to know, because obviously, as I said, I'm thinking about ARX for a future opportunity, but before that I might want to just do some more testing of ARX locally to me. So we were talking about, before we went live, sourcing trainers. One of the biggest problems, or challenges in personal training, and especially in High Intensity Training personal training, is finding good trainers, because you... Obviously, it's difficult for a lot of business owners to empower people, and to see a future where they are being replaced by trainers, because, and this is the same for all business owners, you like the way you do things. If someone can't do it to your standard, you struggle with empowering them, and then letting go of that.

Lawrence Neal: But I do sort of empathize, because when it comes to High Intensity Training it's difficult to find people that perhaps really appreciate it,

especially if they've been indoctrinated by a lot of conventional wisdom in health and fitness, and then trying to get them to learn and appreciate this other way of looking at things. And so there's a challenge there in terms of finding those people, and retaining those people, and getting them passionate about it. And then the other challenge... Or, well...

Lawrence Neal: But in the case of ARX, what makes this a little easier is that, there is a little less onus on the trainer. And clearly, as you state in this podcast, it's not like you can just leave the client in the machine and let them get on with it, you still have to supervise them, you still have to make sure they use it properly, but you don't necessarily have to be an absolute ninja when it comes to controlling turnarounds, and some of those finer details.

Lawrence Neal: So in your experience, how have you... what have you seen in terms of your clients, ARX business owners, do in terms of successfully finding trainers for an ARX business? And maybe you can comment on what I said there about, maybe it's easier to find a trainer and retain a trainer, because you don't necessarily need to find someone... How do I say this? You've got a much longer list to choose from, because you don't necessarily need that special individual who can really embrace HIT so to speak.

Jim Keen: Yeah, you don't need someone to show up on your doorstep, whose like, "Yeah, I'm really into Arthur Jones, and I've read Body By Science, and I'm really..." I just end the tragedy there.

Lawrence Neal: I've got Arthur Jones' tattoo of his face-

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: Right, yeah. [crosstalk 01:18:08]-

Lawrence Neal: I've got his face tattooed on my chest. Yeah.

Jim Keen: Check this out, just look. See.

Lawrence Neal: Yeah, yeah.

Jim Keen: Yeah, it's-

Lawrence Neal: Yeah, I don't need to interview.

Jim Keen: Yeah, my chest hair is his mustache. See we got it just right, and I've manicured the entire... I did some chest scaping. The point here is, it's a tragedy when you have someone show up on your doorstep, and they're all ready to go and they're excited, and you don't have anybody for them. You don't have any clients for them. Because let's say you haven't built your business to the point where your systems and processes are in place, and everything's just one-off, word of mouth, they like you so they come here. So when someone shows up, and the opportunities are all around us. So when you have an opportunity for a young go-getter whose really interested in this, it would be so great to have a process in place, like an evergreen funnel, where you could say, "Hang out here for three months kid, you'll have 30, 40 clients. If you're good, you'll retain 30 or 40 clients by the end of that three, or four, five months, and we're doing things."

Jim Keen: It's easier to have someone join than to say to someone new like that, "Hey, go ahead and create your entire business. You can work people out here, but you're on the hook. Or, you have to do your

own advertising, your own marketing and bring people in. We're going to do nothing, we're not responsible for that. We have the machines, we spent a lot of money, we pay rent here, and we have the machines. And so you'll bring everybody in." You want to avoid that situation, even though it feels very righteous. It feels like, "Well, screw these Johnny-come-lately mercenaries, thinking they can just come in and take advantage of my advertising, and my positioning in the community, et cetera, et cetera." No, no, no, you might think you want to feel righteous, but what you actually want to do, is to help the people in your community. And by adding this great new trainer, you can do that, by bringing more people in.

Jim Keen:

But most often it's not that people show up on your doorstep like that, it's that you're in need of people, and you have a good system built out, and you've taken the classes, you've learned, you're listening to podcasts like this one, and you've taken some of the ideas, and your business is growing, but you don't have people up to your standard. And so without... Before even mentioning anything about ARX, it's just talk. You have to have something other than just a, if you built it they will come sort of attitude. You might feel proud of what you've built. You might like feel like, "I have the best tools available. I have top of the line MedX, or even I've invested in some RenEx stuff. I have this very unique, very valuable, highly desirable set up, why aren't the trainers flocking to me to come train with me? And I feel like me, myself and mine, and I've done it, and it's valuable." And you have that sort of idea. So that can be a little a bit of a bummer.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: And when you go to look for people then, you have that chip on your shoulder, and you have that idea that, "It's going to take so long to train them to my standard," that sometimes you just, "Why do I even start? Why would I even... You know what, let me just... I'll just..." You'll convince yourself, "I don't want to expand anyway. It'll just be a big pain in my ass. More money more problems. I'll just stay in my big fish in a small pond, and do my thing." But then, with that, you're not helping as many people as you could be if you took the time to invest in, what should you do? "How about a system or a process for training people."

Jim Keen: So that's what Luke Carlson, for instance, does so well. Not a lot of people have thought about building out this giant process from beginning to end, like cradle to grave, like, "Here's your pathway for how you can start with me here, and you do these things, you're going to get to this level. And then you do these things, you're going to get to this level." If I am a new trainer, and I walk into a pitch like that, "Holy shit, this guy knows what he's talking about, the facility, there's all these other trainers I can talk to. I'm in. I'll do this."

Jim Keen: But if I walk into a guy who says, "Yeah, here's the SuperSlow manual, and here's the RenEx manual, and I'm going to have you just kind of hang out with me while I do my training. And read this stuff, and in a month we'll give you a little test, and also, it's going to be this many months before you can even train someone. And then after all that investment of time and your own money and time, we don't really have any systems in place for you. So this is the end, and whether you have two clients or 100, it doesn't really

matter to us. Just do your thing." So your failure to prepare, has prepared your new hire to fail. And so that's a bummer, and that's why it's so hard.

Jim Keen: And then when ARX comes into the picture, the principles are all the same, but the tool changes. So now... For instance, when I was training SuperSlow, I mentioned this on our first episode, but the idea that everything that was a pain in my ass, is all solved. I didn't have a stopwatch, or a trip counter, I didn't have a manila folder, there's no chart, there's no pen, there's no hanging it on the machine and forgetting where I put it. I don't have to pin any weight stacks, nor be trained in how to pin the weight stacks. I don't have to do all the seat positioning, nor be trained in how to do the seat positioning. I don't need to try to guess what weight to use for someone, nor be trained on how to guess what weight to use for someone.

Jim Keen: So each of these things I no longer have to do, I also don't need to be trained how to do. So that saves a lot of time. And all the principles, all the rhyme and reason for, "Here's why we count down from ten seconds, and here's why that's important. Now these turnarounds, we're going to have this... I'm going to talk to you for an hour about how to coach a turnaround." Cool, but what if that was done for you, now you've just saved both of us an hour. That's great. So the speed is done for you, the weight selection, all done for you. The turnarounds, smoother than a human could do them, and it's perfect every time, and you don't have to coach it.

Jim Keen: The data is all captured automatically, I don't need to spend time, "Here's how we do our filing cabinets, and here's how this works, and you keep the... And the blue colored sheet is for the A work, and the pink one is for..." It's all done. And so for everything that in practice is all done for you with ARX, that's another thing you don't need to train someone how to do. And in the perfect world, they would know the rhyme and reason for why ARX is doing all these things as they take people through the workouts, but if you give me 60 minutes with a person who has a vague fitness background. They just feel like they want to do this, they've spent some time in the gym, and they want to be a trainer, I could teach them how to give safe, effective, efficient, maximally optimal ARX workouts in not more than 60 minutes. And the quality of the workout they gain, would be the same quality of the workout I myself, would get.

Jim Keen: Now afterwards, they wouldn't be able to answer any questions, they don't know shit, but the actual act of giving the workout is now the easiest part. And then as they go on... They're given workouts, they're providing the service to the public, as they go on, you can have them do some research, "Hey, here's Body By Science, go read this. Hey, here's the RenEx manual, there's a lot of cool background information on what's happening inside the muscle when this happens," and so forth and so on. So ARX just takes the learning curve and shrinks it down to, like I said, not more than 60 minutes. I can have someone... They wouldn't know why... It's like Antonio Banderas when he did Desperado in the '90s, he didn't speak a lick of English, but they taught him his lines phonetically. So he didn't even know what he was saying, he just learned the

syllables, and it worked, they made millions of dollars. So it provided the service.

Jim Keen: So they would, in a way, be giving the workouts just by wrote, they'd be giving it mindlessly, but it would be just as effective. At first, they would be doing it by wrote. Now as the weeks go on they learn and get a background, and they can explain why it was working, in the same way that Antonio Banderas eventually did actually learn English. But for the movie goers, they don't care, they want entertainment. And for the public, they need a strength trainer. They don't need the grand Puba of all physiologic knowledge to be administering this thing. You don't need that anymore.

Jim Keen: And so yeah, that's how ARX can sort of shrink the learning curve, where your field of applicants that opens up very, very wide. You could take a young, good-looking, good attitude kid fresh out of college, it could be like a kinesiology major, exercise science major, or just someone who's a go-getter who likes this field and wants to start somewhere, that person can, if he's personable, or she is personable, can attract clients and give maximally effective workouts right away, and then catch up knowledge wise after the fact. And ARX allows you to do that.

Lawrence Neal: Yeah, that was awesome. A couple of things I just want to highlight of what you said really well is that, you still have to have the principles of hiring the right people, and the systems in place to ensure that they succeed, and they're a good fit for your business. And that's... As you said there, Luke Carlson and Discover Strength do that so well, because they're very staff orientated, they build a

business around the personal trainer, and they've got cradle to grave... I've not heard that before, I love that, systems in place to help them progress through their career. And obviously, that's a win-win. It's a win in terms of making sure they're getting better, they're being fulfilled in their career, but then also they're adding maximum value to the mission in your business.

Lawrence Neal: Something that echoed what you said is, the chaps over at Everstrong, Owen Dockham and Abe Williams, who've both been on the podcast, they've done a wonderful operations manual for their staff, and they kindly uploaded that to the membership, which is a great template for other colleagues to use in the industry. And what occurred to me is that, unlike other... unlike non-ARX gyms, you could literally give that manual to someone, and they'd almost know what they need to know to run a workout. Obviously, I'm sure there would be a few gaps, and it's not ideal, but it's amazing what you could do with just that manual. It's very detailed, and it's got instructions on how to deliver workout protocols on ARX, all that kind of thing. But that solves that problem in terms of the enormous amount of time consumed in trying to train someone and get them up to speed.

Lawrence Neal: So there's a number of different benefits here. There's the... Firstly, you've got a bigger pool of people potentially to choose from. And then secondly, it's less time consuming to actually get them up to speed, and it's far more scalable, and allows you as a business owner to focus on other things and grow your business. So yeah. And I'll obviously put links to all of that.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Lawrence Neal: Luke's actually coming on the podcast in a few weeks to do an episode on the Goose and the Golden Egg, which is all about looking after your trainers. It was a great presentation at REC this year, but if anyone's like me, I don't take notes. I used to take notes, I don't take notes anymore. I know people say, "If you take notes you learn better."

Jim Keen: Yeah.

Lawrence Neal: I feel if you try and write down everything, you miss everything, because you don't actually really absorb it. So I tend to take down keywords, but I try and take as little notes as possible. I try just to absorb the information. But it was one of those presentations where it was so dense, that I felt that it would be better if we did a podcast on it, to actually go through the details. So that'll be good.

Lawrence Neal: But that was awesome. And I think what you said there was helpful to new and existing people in the HIT and ARX space in terms of the strategy around finding trainers, and how they should think about that.

Lawrence Neal: Last question for you Jim, before we wrap up. What have you changed your mind about in the last year, related to exercise or High Intensity Training? Is there anything that comes to mind?

Jim Keen: Yeah, two things that come to mind are, one, is a process that started in maybe 2014, 2015, and is just continuing on. And that's the process of things falling away, that I used to think were necessary, or important, or required. And that idea of you... For instance, as a matter of safety, I for instance would in 2013, 2014,

would always start every movement in the concentric, because obviously, if an injury is going to occur, it's going to occur with a high force output. So high that it exceeds the structural capacity of the involved tissues. And so that is going to happen in the eccentric, and so especially with ARX, you want to start in the concentric.

Jim Keen: So okay, off I go starting on the concentric. And then a couple of times I kind of mess up, I accidentally start someone on the eccentric, especially at trade shows. Everyone's going real fast, "You get in, now you get in. All right, now I'm going to give you four reps chest press, we're going to do this." And so then I was doing negative only with several of my clients, and then when I wanted to add concentric work back in, I wanted to somehow retain the fresh eccentrics. Because if you look at the data, when you do a maximum concentric and then turn it around instantly into an eccentric to the second phase, the peaks are not nearly as high, and the staying power of the force production during the eccentric, is not as robust. The peaks are skinnier, instead of with more width.

Jim Keen: And so I thought, "Well, how can I get those same high peaks, and that same width on the eccentric, but still get the glycogen depletion of the concentric?" And so I thought, "Well, let's just start on the eccentric with every rep." And so you'd have a fresh eccentric without the impediment of the preceding concentric. But then I thought, "But that's dangerous." And then I thought, "Well, where did I learn that that was dangerous?" I said, "Well, that was like in 2009, it was years ago. Someone told me at some point and said, "You never want to do that." Well, let me try it. Maybe I'm

driving 20 miles an hour in a 70 mile an hour zone." So okay, I tried it, turned out everyone's fine. It's not big deal, it's not a problem.

Jim Keen:

And so you're just, "Oh, I can go faster than 20 miles an hour on this four lane expressway? Oh, cool." And so that and a couple of other... We were talking about, I think in the first episode, form discrepancy. Form discrepancy is not desirable and it's not good, so that's one of the reasons you want good form. With weights, another reason you want good form, because the lack of good form, produces injury. You can have that big weight you selected, which is acting on you all the time dangerously, if you messed up your form, the weight doesn't adjust to you, and snaps... you'll pull something, strain something, tear something, rupture something. But with ARX, it's no longer that death sentence. If you get wonky form and you mess it up at some point, the resistance just drops because you can't produce that much force through rickety form.

Jim Keen:

And so I became less of a form Nazi when people are using ARX, and everything was fine. And now I still encourage good form, and good form is still optimal and desirable, and that's the goal, but I wouldn't freak out if someone does something weird. Especially at trade shows when you're just showing people the technology. They don't know anything and how to do anything. I used to be very nervous, and now after years and years of seeing nobody get hurt with all sorts of weird form things, even though I still encourage proper form, and like you saw at REC, telling people all the usual, relax your neck, shoulders down away from the ears, breathe smooth, all the usual stuff we know and love, if someone geeks out a minute, I don't freak out anymore. If someone needs to start, for

their protocol, they need to start on the eccentric, sure, there's more latitude there now.

Jim Keen: So that's a process that's been ongoing until the last... even up till just even months and weeks ago, things falling away. Things I used to think were required. Limitations that used to apply, that no longer apply, and I'm just now realizing that they no longer apply. Or, that's along the same lines, if you work out more than the once per week, or more than the twice for value, your muscles are going to fall off and your central nervous system is going to... I had someone say just the other day who was doing a demo, like, "So, how do you avoid central nervous system burnout if you're doing ARX more than the once per week?" And I said, "Well, what do you mean?" "You know, the central nervous system burnout." "All right." "Well, how are you measuring that?" "I feel like I might be getting sick more often." "Okay, so out of all of the variables that could cause a sickness, you've been able to remove the confounding variables and really identify that it's your training frequency?" "Well, yeah, it's just... the burnout, I read about it. CNS burns out."

Jim Keen: And I think, "Well, okay. I'm not saying you're wrong, I'm saying, give me some evidence." So I've had with the ordering, I think we showed this last time, that a lot of people have is the sense is, one of the thing it senses is heart rate variability while you sleep, which is an indicator of nervous system fitness, and then also just your pulse rate, and your breaths per minute. All of which are surrogate measures for how capable and adaptable your nervous system currently is. And so I've done, even every other day, for a couple of weeks of ARX work, and it's just fine. It's no big deal. It's not...

You've been told that this thing's going to hurt you, and it just won't.

Jim Keen: And what you find, and we went through this a little in the first episode, but what you find is that if you psychologically understand that you're doing this every other day, even your voluntary, 100% maximum isn't going to be a life or death effort. But if you know that you're only going to do this once every 14 days, and it's the 14th day... Oh man, it's the old joke about, it's an adult sex ed class, and the teacher says, "All right, so who here has sex once every week?" Half the class raises their hands, and, "Now who here has sex once every month?" And others raise their hands. "Once every six months?" A couple of stragglers. "Once a year?" And there's one guy with the biggest grin you've ever seen in your life, and his waving his hand, "I do." "Sir, you only have sex once a year?" He goes, "Yeah." She says, "Well, why are you smiling so big?" He goes, "Because, tonight's the night."

Jim Keen: So when you only work out every 14 days, that's going to be the most intense big central nervous system smacking workout, and from that workout, sure, spend some days recovering. But unless you're an elite level athlete, or you're doing something like that, you simply don't need to worry about it.

Jim Keen: So those are some of the things I've learned and changed my mind about in the last, say, year or number of years, was just piece by piece all these things I used to think were required, are still desirable, they're still something to think about, but they're no longer strictly deal breakers for how I should organize my training.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Lawrence Neal: No, that's really, really eye-opening, and an interesting point of view. And this is the weird thing about, we're recording this, but we've not yet published the first part, and you may listen to that, and that might have... But it's good-

Jim Keen: Oh yeah.

Lawrence Neal: ... it's good that you remember what you'd said about auto regulation, about how the body does that, and people can listen to part one to get more on that as well.

Lawrence Neal: Jim, this has been a lot of fun. I've really enjoyed this conversation. I think we've gone into territory which I've not explored much before, so hopefully the listeners really enjoyed it.

Lawrence Neal: Anything... Oh, actually yeah, before I ask best ways to contact you, any kind of parting thoughts on what we talked about today that you want to share before we wrap up?

Jim Keen: Not really pertaining to what we talked about, but just in general. We touched on it at the beginning of the first episode, speaking of the first episode, how I seem to be always in sort of a good mood in general.

Lawrence Neal: Yeah, that's right.

Jim Keen: One of the things, I glossed over like I didn't give any-

Lawrence Neal: It's ARX, right?

Jim Keen: Well, it's just you can't help but be in a good Goddamn mood. So the idea is I kind of glossed over one of the mechanics of it, and the

mechanics of it are, it all kind of starts with your mood. And a lot of people say, "Well, yeah you're in a good mood, but why's that important?" That's changes... A lot of peoples mood just changes on what they're observing. And it turns out there's a little... I don't know if you know about Joe Dispenza, the brain researcher who does some talks and stuff, but [crosstalk]

Lawrence Neal: The name rings a bell.

Jim Keen: ... a bit. I've been following his material for a while and something that was very salient, years ago I heard was, your mood, if it persists, it becomes your temperament. And so your mood, if you control that, it becomes your temperament. And if your temperament persists over weeks and months, that becomes then your personality. And so, "Jim's a happy guy, he's just like that." So I go, "No, he's not just like that, the mood is where it starts. And small hinges swing big doors." So your mood seems like a small insignificant thing, very, very important. And when I'm in a good mood, I think better, I talk better, I make better decisions, everything seems to go better when I'm in a good mood. So it's a very practical, and efficient tool to use to maximize my own productivity and effectiveness in the world, is to have this good mood. And then shit, if that can persist all the way till it becomes a personality, well, that's huge momentum and leverage that you have going for yourself.

Jim Keen: So I just wanted to mention that's one of the things I forgot to kind of suss out in the first thing, but that's why I'm like this, so to speak.

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Lawrence Neal: No, I appreciate it. I mean, as I said to you at REC, I meant it as a compliment, although I was like... Sometimes when I'm really curious about something, I can come across quite harsh and offensive, because I was like, "Jim, is this... Are you faking it? What's going on?" But actually it was because I just admired your energy, and your optimism is really, really infectious, and made you very fun to hang out with. So no, I appreciate you saying that.

Lawrence Neal: And what's the-

Jim Keen: I appreciate that.

Lawrence Neal: What's the best way for people to find out more about you?

Jim Keen: Nothing really about me personally out online, except like I mentioned last time, at Travis County DA Office. So you can send me at [jim@arxfit.com](mailto:jim@arxfit.com). If you have any questions, if you have, "Hey, you mentioned this, can you talk more about this?" I'm happy to answer personal e-mails and get on the phone with someone, chat, that's cool. Other than that, the ARX Instagram page and Facebook page, you can follow on what we're doing there. Our You Tube channel has a bunch of videos with yours truly on voice over on some of them, and some of the trade show videos with a certain mustached gentleman blowing minds and melting faces, and giving people the medicine. So those are some of the best ways to keep in touch.

Lawrence Neal: Sounds good. And as always to find the blog post for this episode, please go to [highintensitybusiness.com/jim-keen-2](http://highintensitybusiness.com/jim-keen-2). I couldn't think of a better domain than that, it's probably not very-

[Jim Keen – The Complete ARX Exercise Selection \(#212\)](#)

Jim Keen: Yeah, that's a sexy name.

Lawrence Neal: ... [crosstalk 01:42:01]-

Jim Keen: Yeah. Electric boogaloo.

Lawrence Neal: And for episodes, please go to [highintensitybusiness.com/podcast](http://highintensitybusiness.com/podcast).  
And until next time, thank you very much for listening.

Interested in ARX machines? [Order Here](#)

Looking to start and grow your ARX Business? [Join HIT Business Membership](#)