

Owen Dockham & Robert Naranjo (August 2020 Live Q&A)

Lawrence: Welcome everyone to the August 2020 [HIT Business Membership](#) Live Q&A. We do this every single month, and we alternate between an expert in personal training or an expert in business. Sometimes we have people who are expert on both, but we tend to focus on either personal training, exercise science or business. We have people like Dr. McGuff, John Little, Luke Carlson. We try to get real top people in the field of high intensity training to bring you great information, answer your questions.

Today, we have people just like that, so we have good friend of mine, [Owen Dockham](#) and [Robert Naranjo](#) whose name I probably butchered again after being told how to pronounce it. Just some brief intro on both. Robert is a personal trainer at [Live Oak Strength](#) but been working in the field for a little over 10 years. He has a degree in Kinesiology and has worked in various settings such as sports coaching, physical therapy, rehabilitation, and radiology. Quite diverse. And Owen Dockham, probably many of you know already, he's been on the show multiple times. He's been on the Q&A before I think. Co-owns and runs [Live Oak Strength](#) with his wife Lucy, and also played a role in the success of [EverstrongSF](#) and [ARX](#) focused strength training facility in San Francisco. He's more passionate about resistance training today than he was 5 years ago and knows it is the best solution for so many every day busy people looking for a better quality of life. He and his team of instructors have helped hundreds of individuals realized how strong they can become. He looks forward to helping thousands more the process of building to multiple six figure businesses has been a long journey with many lessons learned and

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he's always happy to share his two cents with other aspiring entrepreneurs and which I'm very grateful for today. So, thank you both for joining.

For everyone who's in attendance, to ask your question please raise a hand using the Zoom interface, and I will unmute you and then you can ask your question or you could just type it in the Q&A. I think there's a Q&A, I'm trying to find it. There some kind of Q&A chat box somewhere where you can actually type questions. But if you can speak, that would be great. It is just a bit more productive that way because I think then the guys can ask refinement questions and just get a better overall answer to your question. This is recorded so bear that in mind. This will be recorded and hosted in the [Membership](#) for other members to listen to who weren't able to attend today. Just bear that in mind in terms of be careful of what you say if you don't want it to be recorded but just also know that this is a private community, this isn't being put out into the public domain. So that's it.

To start with, so Chuck, if you got a question, raise a hand or type it and I'm just going to actually try to find... Oh here we go. Okay, so just found the Q&A. You guys see I'm learning on the job here. Cool. Alright, so I'm going to kind of... I've got a couple of seed questions. It's actually what I want to get straight into. I'm going to probably point this at both of you and then you can decide who might be best place to answer this. I've been training a client with virtual workouts. I should say that it be great if we focus today's session mostly on virtual training. I've been working with

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a client and we do most of his upper body stuff with one of his routines with resistance bands. So he'll anchor the band at the top of the door and we'll do things like seated standing rows or we'll do chest presses and things like that. What I've noticed especially with a standing row, and probably also with chest press is trying to, it's challenge-y. He's not really a HIT guy. He doesn't really understand HIT that well apart from what I'm teaching him as we go. He either gives up too early, he'll get to that point like the final rep where he's not completing the rep and you want them to continue to contract for like 5 to 10 seconds right, just to try. But he will just sometimes just drop the bands, so I tell him not to do that and I think we kind of working on that. But then the other fit issue I have is that I sometime can't tell if he's actually at muscle or near muscle failure. So, that's the challenge I've had. I'm just wondering how you guys, when you're working with clients virtually who uses resistance bands, how do you make sure they're actually using a really high degree of effort or actually training to muscle failure? And yeah, whoever... I don't know, who's best to answer that.

Owen: Great question. Robert you want to take that to start?

Robert: Yeah, I'll go for it. Usually in that situation for me, you can kind of see it coming on the discomfort in their face. We utilize either half reps or going to a static hold early and just kind of you'll get a little time, maybe an extra 10 seconds and normally would have just doing reps super slowly, feeling

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that burn and then just hitting the exit button really quickly itself. That's been a good technique for us personally.

Lawrence: Okay. Yeah, because I, and just a follow up. I find that I do that. I do like an isometric let's say at the end like in the midpoint, something like that. I'm just like not sure if it has really done the job. Then I can get concern because I'm like, if he's not getting a good stimulus or a good training experience then he's not likely to stick around, right? So, that's slightly going to affect retention, so I just want to make sure that I'm really optimizing the experience. Yeah, I don't know, is it, I guess you get the grimace on the is a good one because he usually backed to me when he's doing resistance band work which isn't that helpful, so positioning the camera so I can see his face and I could maybe get a better sense of where he's at in terms of how close he is to muscular failure might be actually of the way to go I think so I appreciate that. You two got any further thoughts on that at all?

Owen: Yeah. I'll take a couple things on it. One, a lot of the people we're training virtually we've built relationships with through years in person so we kind of are coming at this with an advantage. I can almost speak to it if this is somebody that you're training that you haven't trained in person-

Lawrence: Correct, I haven't trained him in person.

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Owen: Yeah. That's a different scenario, right? Whereas most of the clients we're training virtually have the experience with our coaching, built the relationship, they get what they're trying to accomplish, overriding their instincts to take the path of at least through this and actually beat themselves up and so to do hard work. I think most of the people we're training they know the point is to do hard work mechanical tension. That being said, I totally agree with you. The bands are hard to dial in personally for me, so I always check in. Don't be afraid to ask feedback right then and there like, "Hey, do you feel like you emptied the tank fully on that? Do you feel like you could have kept going? Was that awkward for you? Do you feel like you're feeling anything in your chest for that chest press or the chest fly?" Or whatever you're doing at the row or at the back. If the answer is no, put him right into negative only pushups or dips or something like just seal the deal.

I've definitely learned from transitioning in person to virtual to improvise more and to just ask for response and feedback. How was that? Level 1 to 10, where do you feel like that was? Was that mild, medium, spicy? However the language you want to use. Add some humor in there, why not. That's what I would say. And then, pre-exhaust has been really helpful going into band work. I feel like, so maybe that chest fly adduction with a yoga block into a 50lbs red or whatever color it is for most people. We've told clients to get this specific brand of bands so then we're kind of stream lining it. But, pushup hold in the midrange into 50lbs resistance band flies, something like that. So they're already coming in with a little bit

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of pre fatigue. That can be helpful to get a little deeper stimulus in my experience with clients with the resistance bands.

Lawrence: When you say hold in the mid-position, what is that, just half way up a push up you just have them hold there?

Owen: Yeah, just have them hold. up. Or if they are not at that advance level just have them hold it at the very top. Maybe some will do 20 seconds at the top, 20 seconds mid, 20 seconds really low. That's pretty tough for most people. Might have to drop them to their knees and just really adapted to the client that's in front of you.

Lawrence: Will you opt for bodyweight often over a resistance band work? It seems like it is easy to get a greater stimulus like pushups versus chest press or resistance bands for example would you say or not?

Owen: I think that's a fair statement. I mean, many people may not agree with that but I think the value of the band is variety, and it's something new and fun for a lot of our people who have just used of working out on the [MedX](#). And then in the beginning of shelter in place when we rolled out virtual training not many people had tools like bands. But now that this is kind of going on month 5, right? People are like, alright. They bought tools. They bought some dumbbells. Our virtual clients have a little bit more toolbox, bands included.

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Lawrence: Cool, okay. Guests, please feel free to raise a hand or ask questions although I have plenty more I can ask. I'm happy to do so if my own benefit and the benefit of people who haven't been able to attend or all those that just want to stay pass and listen, that's totally fine. Guys, I'd love to, and I guess Robert like feel free to chime in if you feel like you can add value on anything we're talking about here if Owen takes the question for example. I'd love to hear about your routines. I'd love to hear what you guys are actually doing with clients like easy. medium, hard, that kind of thing. That would be super interesting, so any of you want to take that?

Owen: Yeah. I mean, I'll start Robert, and then you because you've got some clients that have more equipment like TRX off their doors and things. Here's like a standardize routine that's a very like big muscle groups and then working up to smaller, and I'm just going off on top of my head. So, a wall sit, cap them at 90 seconds if they get there just so doesn't drag on too much and do some sort of timed static contraction either seated like hip abduction with a yoga strap around their knees and build up 20 seconds set, subject it to 50% effort, subject it to 75, and as hard as they absolutely feel they can safely sustain at max contraction. And then, some sort of single leg dominant work like a Bulgarian split squat. Maybe if they're advanced they are holding some dumbbells for some extra weight or those partial range of motion lunges are brutal, alternating lunges, and then go back into... You could switch it up for a variety of neutral wall sit or wide stance wall sit. You could add the yoga block into the wall sit and do a little adduction focus. You could also do the yoga strap for abduction

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on wall sit. I also really like taking a medicine ball if they have it or even a foam roller. And if they've got a flat wall, they can finish with some super slow squats with their back against the roller rolling up and down the wall. That's just the brutal finisher. I would say that's pretty advanced because that's four leg exercises, bam, bam, right in the row. That might be a little too much for some people. You might do two leg exercises and then move on to upper body and then come back to legs a little bit later in the routine. I do that often.

Then, so after that, for a lot advanced what I maybe do a chest pre-exhaust with a yoga block into some sort of pushup or pushing movement, so pushups or dips on a chair, bent knees is little easier than straight leg. And then, I might even it out with an upper body pull so we do like a you supinated, you just lay on your back and dig your elbows into the ground to contract your upper back muscles pre-exhaust that into maybe they've got some dumbbells, do a single arm bent over row or resistance band row or scapular traction type of reverse fly with the band. That's really effective on and that doesn't take a very hard resistance band to on be pretty effective after like a static row. And then if they've got bands or dumbbells, a lot of people wrap the strap under their chair and you can do a lateral raise timed static contraction of the band into an overhead press with the bands. Kind of come up with like to mimic a pull down movement but with a high anchor on the resistance band and you literally bend over 90 degrees that your hips and have them pull in that kind of... I mean, it's a horizontal plane but it's more on a vertical plane to

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the body, right, so that's a great one. And then some sort of direct trunk work is good. We kind of come up with this seated lumbar extension aka seated deadlift that's pretty effective for the low back. And also do a little superman or super slow crunches. We've even dabbled with a couple plank variations, two side side and then neutral plank. So that would be a good routine I think for anyone. More important than what exercise, is you choose it is like how well can you execute and how hard can you make them work. That might be way too many exercises for somebody who is new. That might just totally wipe them out.

Lawrence: I've also found that is quite a tough to sometimes get all of those in a 5-minute window. That's a whole challenge, like, there is so much I'm learning doing this. This is ridiculous like it's intense. There's so much going on, and one of those things is trying to fit all of that into that time frame and not having too much chitchat. I'm terrible for that as you guys already know.

Owen: Definitely prioritize immediate instruction on the next exercise right when they fatigue or you're done. Okay, grab your belt, go over to the wall and get ready we're going to do a wall sit, whatever it is. You got to move super quickly between exercises but also be cognizant that if they just did experience some really intense, they hit fatigue, the brain might be overwhelmed with too much instruction so you got to also be cognizant to that.

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Lawrence: Yeah. Okay, so Chuck, thank you for being so patient. I'm just going to allow you to talk here. I think you might need to unmute yourself. Yeah, there you go.

Chuck: Can you hear me?

Lawrence: Hey Chuck! I can hear you loud and clear.

Owen: Hey, Chuck!

Chuck: I have the pleasure of meeting both Robert and Owen, and great facility. I want to know, it took me kind of a grueling little workout using the [ARX](#). I was quite humbled by that, and also experienced the [CAR.O.L Bike](#) for the first time. It was a great experience as well. I highly recommend anybody that hasn't done that to give it a go. Felt great. The question I had is on the front end, what kind of organizational effort look like for getting equipment, scheduling, program, getting it all in order. What is that initial kind of front end process of point for you?

Owen: For virtual training specifically?

Chuck: For virtual training. I'm sorry, yes.

Owen: Yeah. We use [Wellness Living](#) as our scheduling software and we actually switch to that April 1st. We're playing on it through February March right away when shelter in place and all of these happening in the world. We

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beat them to the punch doing virtual sessions. They came out maybe in May having the option to have appointment and you're check boxing that this is an in-person or a virtual service. Through this process we kind of... the software is caught up with what we're offering which is really nice, so now we can schedule a virtual training session and the Zoom link is forwarded to that client and they can also login and click the join their appointment time. That's logistics wise. How that's working for us? It's going to be different for people using [MINDBODY](#) or whatever they're using. You can definitely use Google Hangouts and just create Zoom links and send an invitation. What was the other part of that question, Chuck?

Chuck: Well, in terms of organizing what they have and in terms of equipment and then program design based on whatever they have to their availability.

Owen: Right. I mean, literally I mean if they're signing up to do virtual training for the first time, we've got a little template that is like - Have you ever strength trained before? It actually gets sent in the appointment reminder like how to best prepare for your virtual training session with [Live Oak Strength](#). One, sign in early, five minutes. Technology doesn't always work so give yourself an opportunity to save yourself up for a successful session, arrive on time, get all the quirks out, gather everything so you're not like, "Oh, I forgot my towel" or "My 10lbs dumbbells were upstairs in the office. Let me go get them." Boom! 5-minutes out window. We're trying to set our clients up for success with that.

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For the first session, we will take a tally and get back to us. Let's know specifically what fitness, I think the term we use knickknacks that you have laying around. Let us know, if you don't have anything, a towel and a chair, and some free wall space, and that's we're going to use. That's really it. We want to know if they... A lot of our virtual clients are in-person clients or have been so we know them. We already have that relationship and so communicating with them is pretty easy up to this point. Yeah.

Chuck: Great.

Owen: We definitely set them up for success. Tell them what to expect.

Chuck: Yeah, thank you. Very helpful.

Lawrence: Cheers Chuck. If you got any questions, just let me know and I will unmute you for those.

Chuck: Yeah, I have one.

Lawrence: Go ahead.

Chuck: This is going back to the previous discussion talking about bands versus doing like a body weight, callisthenic type exercise. Do you find, and maybe you said this but I missed it, any difference in client effort in terms of bands or being able to assess client effort in bands versus doing a

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callisthenic type exercise or like a super slow squat or something along those lines. Make sense?

Robert: Yeah, I could take this one. I would say, the pre-exhaust. If you're going to go bands like Owen mentioned earlier, pre-exhaust is key because people tend to take the foot off the gas and get comfortable with it. And as we know the benefits still kick in as long as you're uncomfortable. You need to feel that burn and that's where all the good stuff is.

So, bodyweight, a lot of people are coming to us. They're not as strong yet to be able to do things like pushups for reps, super slow or enough time. Air squats are okay but usually their legs are strong enough to do super slow squats. But, you'll find that you're running to different road bumps basically if you're only utilizing calisthenics, so combination is good. I have one client with the [TRX](#) and I feel like that's a great investment because on a given day, if they're feeling stronger, you can have them skew a little closer to the wall if they are doing a row and just get a little more a bodyweight in there versus just doing it with a band. They can activate the scapula... retract the scapula activate the rhomboids. But if you are doing it with a [TRX](#), you're going to get everything. You're going to feel more the deltoids, more the biceps. Just more weight that's more meaningful for them.

If you're going bodyweight, I would say keep it super simple and have something for them to use as a prop. Like, if they're going to do super

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slow lunge, have a chair next to them so that they could grab it if they need to. They don't have the balance yet always. And if they're going to do something like a pushup, prepare them to bring the knees down slowly and going to like an assisted pushup. That way they don't fail and bang their knee now they can't do squats later. You just have to keep an eye on things more when they're doing callisthenic work. A little more detail.

Chuck: Very helpful. One more last question. You mentioned the resistance band that you use. Can you tell me what that specific brand is?

Owen: I can't recall, Chuck, but I'll send you the link. It's like \$70 on the Amazon for a 5 pack; 10, 20, 30, 40 and 50 pounds and you can link them all together. It comes with one set of handles, a door anchor, and like ankle straps.

Chuck: Great. Thanks.

Owen: Don't remember the brand but we'll get that to you.

Chuck: Alright, thank you gentlemen.

Lawrence: Chuck, I'll keep you on the line. You don't have to ask any further questions but since you're the only person in the attendance right now, I think I just keep you there and if you've got further questions, please feel free to ask.

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Chuck: Thank you, Lawrence.

Lawrence: Owen, send me that link after this and I'll put it in the [Membership](#) so that people can get those resistance bands. That's super helpful. Question I had on routines again. If you've got a someone come to you who is very deconditioned, senior, untrained person, what does the easiest routine look like for you?

Owen: Lot of seated stuff and timed static contraction, really – hip abduction seated, adduction. They've got do like a pullover crunches so digging the elbows down onto a surface, maybe their countertop, maybe two yoga blocks stack on their lap. Tote bags full of books or wine balls or whatever were great for kind of front shoulder raises and holds and side lat raises. Often times senior clients won't be able to do a squat or wall sit their knees just for too much, so we just keep it pretty simple with that. It doesn't take a lot to give them a good feeling that they worked hard with these simple ones. I always try to get legs, push, pull and some trunk work in somehow. It's pretty amazing what you can do with a towel. Like we said, you can do this kind of low back things that actually [Logan Herlihy](#) taught me from [Discover Strength](#) where you essentially lean over for about 45 degrees, you step on the towel in a chair, retract your scapula, wide chest, engaged the abdominals and have them try to essentially pull up to extend their lumbar spine. It kind of feels like a seated deadlift. It's a great move.

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A lot of seniors too will work with towels or if they have a belt or yoga straps. You could do like arm out horizontal side pull. You can do at the top. You can do pull apart, pull down reps so just have them kind of raise their face with the towel and trying to aim right between their collar bone and stern them, going up and down, and then each rep maybe adding this subjective 5-10 more percent effort. It gets really shaky. Love the towel row, and I love utilizing the wall or the floor to contract against for anything for the upper back. I'm always interested and senior clients are usually interested in improving their posture. I would say we really emphasize that pulling and upper back and back strength.

Lawrence: I wasn't clear on the legs stuff. If someone like you say, I can't perform a wall sit or squat, what would you have them do for the lower body? I'm sorry I missed that.

Owen: Just the seated adduction or abduction with the yoga block and use a strap or a belt, so they're pushing their knees apart or squeezing in. Yeah, that's a good...

Lawrence: I think most individuals even those really like deconditioned would be able to do a wall sit. It's quite rare is that that they wouldn't or not.

Owen: Yeah. You might do a little shallower, might not be quite as deep. I mean, I don't have anyone who hasn't been able to do some form of a maybe a

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shallow squat hold or a wall sit. There are few that just cannot go to parallel for one reason or another.

Lawrence: Okay. Do you ever have them used like a chair for assistance with a squat, like a chair in front of them, that kind of thing, or behind them?

Owen: Yeah, absolutely. Behind or on their side for balance, so do like a timed static contraction lunge too is good. Maybe a two bar stools they could put on either side, kind of rest their elbows on and just focus on trying to improve their depth and the range of motion a little bit at a time and just hold that. It almost looks like I guess it's a warrior pose in yoga or something like that a little different.

Lawrence: Chuck, feel free to cut me off for any moment because I'm just going to keep going here.

Chuck: No, this is very interesting.

Lawrence: You get yours in when they come to mind. But, guys, I'm interested in progress, changing the workout to invoke as much more progress as possible, right. This is the challenging thing with improvisation. You have a workout that's just a mess, right? Because you got your standard template and then you go off piece so many times to try and get a little bit more juice out there from movements. And then trying to think, okay, I want to take this individual and want him to always be improving, right, and

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getting stronger. I know they are going to be doing that if they are challenged appropriately but maintaining that kind of empathy and trying to keep that balance. How do you then if you've got a workout that just a mess, post workout, like how do you then take that and make sure that you're creating a progression there? What does the next workout look like? Like you just talk me through your kind of mindset for something like that.

Owen: I take on this, and then Robert, I know you have a lot to say about this. But, just because the workout improvised it may seem like a mess, I mean, personally. What I do to stay organized is I actually use a notebook. Pen and paper for the virtuals for me, designing it, writing it out has been preferable to Google Docs or whatever software app there is. It's quicker. I can close all my windows on my computer other than Zoom, so I can be 100% with the client. Otherwise, I'll hear Slack or email or whatever distractions. Get rid of them.

I will always you know, I have a plan A, but I'm open for a plan B and I will not number the order of the workout of the exercises until the workout is done. Because maybe we skipped something, maybe there's a time in strain I'm going to leave an exercise out. I know the order is solid and I'll design their next routine in that proposed order. So with bodyweight, I mean, there's so many different ways to progress. For bodyweight squats, like, maybe their range of motion can be seen as an improvement. Maybe their form, let's say they're advanced, their form is excellent. They can do

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like a super slow, 10/10 bodyweight squats. I'm going to make them hold the lowest portion of that squat a little longer on the next. Maybe they did 2-second pause, alright we're doing a 3-second pause. make it harder, 4-second pause. And maybe that brings the reps down and we're going to get to the same amount of reps with a longer pause on the next one. If it is taking more than two minutes, I'm going to pre-exhaust that exercise with something else. Those are little progressions.

And then with bands or dumbbells, as long as the quality of each rep is consistent and the order in which they did the workout consistent, I'm counting reps. I usually count tension but I'm counting reps. And I'm going to say, "Hey, Bob, you did a beautiful reps last time on the dumbbell chest press with 35lbs. Let's try to get up to 10 today but let's keep the quality consistent. Last time your form was so good, your turnarounds were flawless. Let's keep that up. That's the priority but let's aim for than 8-10 range today." Yeah, so pumping it up. If they get past 12 I'm usually pumping up the weights a little bit more for the next one... progressive overload for sure.

Lawrence: Go ahead, Chuck.

Chuck: I'm just curious. Once you get and established pattern and routine down given the equipment that they have or resources available, do you provide them any type of template so that from workout to workout they have some type of anticipation of what they can expect?

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Owen: No, I mean, some people are doing 2x a week some are doing one a week. And so if they are two they've got two routines. They pretty much know by this point what to expect. They've got a very similar routine. I will say though there is value in variety right now. What we are doing strength training wise is, Lawrence and our audience and HIT Business members, like we are all really into the science and prescribing the minimum effect of dose and how can we get our clients better results. Results are super important. Client experience is also important and how you deliver it almost more than. I don't want to say more but one-on-one connection these days is so valuable. I've almost become less concerned with proper progressive overload and strict like really concrete thinking around my programming. I'm really focused in and interested in client experience and how can I create 30 minutes that that client is totally focused on improving their health and not stressed out about their kid going to school or homeschooling or whatever, all the amazing amounts of stress around right now. Think about the how not just the what.

Chuck: Make sense.

Lawrence: Nice. Can you guys actually like describe what a session would look like. Maybe not introductory session because I mentioned that will be longer obviously for obvious reasons. But, like, a normal session like what it would look like in terms of, just give us like the high level like better chitchat, few questions, workout. I'm not necessarily asking for the whole

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routine, but I'd love to get a better understanding of the flow because as I was saying towards the start of this it is consolidating this into a 30-minute block virtually. We haven't got machines like, bam, bam, bam. It is actually really challenging especially in the beginning when you're teaching someone an exercise. I found myself a few times kind of running over because I could but I don't want to create a habit of that obviously. Sorry, just to go back to the original question, I love to just hear what does it look like? What does the flow look like during the entire session? Anyone of you would like to...

Robert: I'd like to take this one here. Just like Owen had said, it is really key not to have a set routine. As soon as we log in, "Hello! How are you doing? How are you feeling from the last workout?" Usually I would say 7/10x someone is going to throw you a curve ball. "Oh, I went on this hike and my knee is feeling sore", and you had all these leg exercises planned for them today. So having that secondary routine or other pieces you could plug in. Knowing what equipment they already have is key. And then, just utilizing good static hold at the start like Owen mentioned the wall sit. Just immediately get them feeling that burn, emptying some glycogen out of the muscle. I like to use the plank for some of my advanced clients, and when they can't hold that anymore I have them slowly bring the knees down, move down the arms just a little farther, just hold even longer, and they are shaking and it's great.

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When you are using something like [MedX](#) you like to do alternating push/pull, press/pull, that kind of thing. We like to just keep it stay in the pushing... Find three exercises that you can make sure they are squeezing, getting a little bit of variety, but most importantly emptying those tanks and not hanging on to anything, right? It is more fun that way versus saying, okay, wall sit, squats, wall sit, squats. Just utilizing the tools they have so they feel they are getting a nice variety, really nice squeeze, and then when they are fully gased on that exercise moving on to the next, “Okay, grab that band that’s next to you here. Grab a sip of water if you need it.” By the time they are ready for the next exercise they are already breathing harder and they are not going to want to chitchat with you which I found is working pretty well.

Lawrence: Yeah, unless you get someone who just doesn’t seem to get gased, right? We’ll get those people. That’s like my client who is... I think I re-failed today with him to be honest with you. I think I really sucked. Firstly, we ran out of time so we couldn’t complete the whole workout so the upper body portion we only got in a couple of exercises. I think it is really interesting what you said there about you don’t do like alternate push/pull. You actually do like little sequences for each because you are trying to get the most out of that body part. That’s what you have to do, right, with virtual workouts? Because you haven’t got the massive efficiency of like a [MedX](#) chest press which is just going to annihilate someone’s chest and tris, right. You have to be smarter about it especially if they are not an advanced person that can do like pushups with perfect form sort of thing.

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Do you know what, one thing was weird to me is he was doing wall sits today; and this guy can do a wall sit for like over three minutes and he had weight, like he had load. He is a 6 ft. 6 basketball player, very muscular, so he is like a beast. He had this 2L bottles of water in a bag, put them on his legs, and just there with a wall sit. Halfway through his wall sit his mother opened the door to chat him and he had a casual conversation with her in a wall sit. And then she shut the door, and then he like collapsed. I was like... there was no real high breathing. You weren't really in pain or discomfort. And he said to me, actually he said, "Am I doing this right?" I'm like, "Well, I don't really think you can cheat with a wall sit." I mean, how do you cheat in a wall sit? Can you? Am I missing something there?

Owen: No. They are always to make it easier and harder on yourself for sure. [unclear – 37:52] come back I'll make sure to stack and not tension up the shoulders. I think adding the yoga strap on a wall sit is definitely artisan. You can hit the gates, alright, get them into that wall sit. So for someone like him and have him start abducting at 50% subjective effort right out the gates and then pump him up to 75. I've told people I don't want you to be able to hold this for 20 more seconds so do it. You have to to fatigue yourself thoroughly. If you don't fatigue yourself in 20 more seconds you're not working hard enough.

Lawrence: Right, right...

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Robert: Can I add to that, Owen?

Owen: What's that?

Robert: I just want to add up what Owen was saying like client feedback again is so key. Just ask them. Depending on the relationship with them they might not be as comfortable as first but how do you think you could have made that harder. How was that 1 to 10? And then you take those notes, write them down in your notepad, and say... Okay, it was too easy. He had to chat with his mom for that wall sit. I'm going to ask him next time to or that time actually just, "What could I have done to make it more challenging for you?" They will really appreciate that especially at the end of the routine when it is all said and done. "Hey, did you like the mix of the routine today? Was anything too difficult, too easy?" And then usually from there they'll say, "Yeah, I love the mix but I wish there was more abs involved." So then next time I'll make sure they are doing a plank every three exercises, holding another plank, or doing a variation a side plank or a static hold with a band trying to anti rotation like towel press hold. Something like that just to make sure they are getting what they want even though you are trying to give them the most of what they need, and that just adds to the client experience.

Owen: Yeah, Robert is really good at that at the end of every workout on here and ask for really specific client feedback. I think that's clutch for you to plan to have a successful workout the next week with them or the next time.

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So you know take those meticulous notes, red band plus yellow band way too easy on the row for band. Let's pump up that to the red and the green bands. I'm just talking because I know that's what we use now, so you know. You might put they got 6 reps, but that's not enough information for you for the next one because you're going to forget if you are doing a bunch of sessions. 6 reps, no MMF, or MMF. Or you can have a little keys to yourself like tough, or A+ form, or keep the same next week, form issues. Set yourself up for success and don't rely on your memory.

Lawrence: Awesome. Thank you. Chuck, have you got any other questions top of mind? I've got some but I want to give you opportunity here.

Chuck: No, not this moment. It's very informative. Thanks.

Lawrence: You are welcome. Here is something I'd be interested in just knowing. Owen, you mentioned you've been writing this down which is super interesting. Make sense with all the improvisation that's happening. I've seen like [Discover Strength](#), I don't know whether this is just part of their marketing video reel and maybe they don't actually do it. In the marketing video, I think Luke is actually updating a spreadsheet whilst he is training someone. I'm like, that's not real. I'm sure they update that after the fact, right, for reference because I do that. But it just made me laugh because I was like, that's really hard to do, right? I mean, I've been guilty of not being focused enough and forgetting the rep count. I've got one of these clickers to get the count. I invested in one of those to help me out on that. But, yeah, you really have to be focused and managing a spreadsheet at

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the same time unless you've got mad IT skills, and you've got multiple monitors.

So what I'm doing... I'll just tell you what I'm doing and you tell if you think this could be improved. It would be interesting here how you guys do this. But I record the workout on paper. Sometimes I print off the sheet. But then I have a shared Google Doc with that ab routine, and then it just got reps. It is kind of like similar to [Discover Strength](#)'s layout. It is just like reps, and then load, and then I usually insert a comment for notes. You know you can in a spreadsheet you could just insert a little comment and you hover the mouse pointer at it and it pops up. I find that to be better than just having a notes section because you can be a bit more granular with comments per exercise without overloading the spreadsheet if that make sense. I share it with a client so they can actually see it. They can see what notes I've made and see how they are progressing over time. That's how I do it at the moment. It is just my current version of things. How do you guys do that?

Robert: It sounds like a great system. I'm just not really into spreadsheets. I mean, I have so many so I'm just like, "Dude, does this need another spreadsheet?" With our software there is like a client notes section per appointment so what we do. I should say, what I should be doing 100% of the time, Robert does it a 100% of the time, is transfer the information on my notebook into that client notes section of that appointment so it's in there. Our clients don't seem to care about the numbers. They don't want

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the data. I mean, I don't want to say all of them. Some of them do. But they are just really more interested in 30 minutes for themselves. I think they trust us that it's working and we get their subjective feedback. But, every client is different everywhere. You got to figure out what is that client in front of you want. How they are going to get that good experience. If that includes sharing the data, then do it. They don't care and it's going to create more work for you maybe you don't need to do it.

Lawrence: Yeah, that's good point. I've not necessarily had feedback from said individual because I only work with one person at this time that they really value the data. I guess I need probably a bigger sample size see if it's worth on doing on going. But that's a good point. I know also that we want to kind of get them to not be thinking about repetition count all the time. Because what I know, this is what he'll do is he'll say like, "How many reps is that?" I'm like, "Okay, the goal is not maximum number of repetitions here. We are just trying to get to muscular failure the best form possible." I know that's not always helpful when you are trying to optimize experience. Sometimes people like numbers. They like seeing the barometer go up in that respect. Would you speak on that?

Owen: I had a conversation with a client about that a bit of day. She is got in a habit of... I have trained her for four years, literally right after any exercise. And this is I'm talking in person like, "How do I do? Was that better? Was that more weight? Was that enough time?" It's been this constant education battle with her. I'm like, "I'm going to put this back on you. Do

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you think you gave it a 100%?” Good intentions of my aside. That’s never been a good answer for her, and she told me, she wants that quantification, the data. She wants to know and she’s like, “I get it, Owen. I get that it’s not important, my stress levels and protein and all this is going to account for it. I just want to know the numbers.” There are people like that that we train.

I have, as I am sure you have, and from all of our buddies so many cheesy analogies about what we are trying to accomplish, right? I’m like, your muscle is a gas tank and we are trying to empty that gas tank. You could poke a little hole on it or you could just put a huge hole and just empty it all once. As long as that tank gets emptied what more do you want? How long it took? How many reps it took? You took the marathon route or the spring route doesn’t matter as long as that tank is dry.

Lawrence: Love it.

Owen: They are like, “Wow! Cool. That’s a great way to think about it.” Others are like, “Shut up, Owen. I just want the numbers.”

Lawrence: Gents, I’ve got a bit of a curve ball on this one.

Owen: You can ask it to Robert then.

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Lawrence: Yeah, yeah, obviously I'm going to definitely give it to Robert. I had a client, he is feeling more "solid", so he is feeling more muscled harder. I sort of said to him, "You know, that may be from a bit of hypertrophy but you've probably also shed a bit of body fat perhaps as well that's why you are feeling that way." But then he said, "I feel a bit shitty in terms of my cardio." And then I kind of went, "Okay, that's interesting. Why do you feel that way?" He plays basketball and he hadn't been playing, so he hadn't been playing at all. I felt like that's a psychological thing. He is not doing the additional activities or he feels kind of shitty. But then I kind of explained to him... I sort of explained how resistance training will stimulate his cardio respiratory system and he will get "cardio." I kind of did a very quick overview of like aerobic and non-aerobic metabolism but I kept it at high level so he would understand it. If I went any deeper I would probably lose myself. I thought that was probably quite a good response in that I felt that it was mostly psychological. It is like he is used to doing all these other activities and now he is not doing it. Let's be honest, his cardiovascular function is probably now worse, alright. Before this he was doing more kind of 5 or 6 days a week. Actually, that's not true. I think he was doing a couple times a week like junk training. Not really training hard. Just getting a bit of a pump that kind of thing. I would just be curious, what do you guys make of that? And Robert, if you want to give your view on it. If someone said that to you, how would you react in that context?

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Robert: That's a tough one. Definitely they are more conditioned to being able to do something like high intensity training and then going for a run after or playing an hour of team sports. Again, just trying to subtly educate them like you did do is really effective approach like, "Hey, we're not here to get you there. We are carving your strength training specifically. Right now, yes, there is cardio benefits but it is not going to be the same as swimming, cycling, or running. You're welcome to do that after, but more is not always better." We've had some clients like that in person specifically that they are cycling 50+ miles a week, and they come to the workout, and if they are not sore they don't feel like it is meaningful. We have to educate them that soreness isn't always a good indicator of whether that workout was meaningful or not for you. We have the data. We are showing ourselves. Yes, they are definitely getting stronger. They are improving their time under tension with good form. They don't need that run after. It's not going to be the icing on the cake. It's more for their benefit that I'm doing enough.

If that what it takes for them, we usually try to point them in a better direction like, "Hey, instead of running maybe take a bike out. Just something more low impact with your knees not get beat up over the process." But for those, I would call them like lead athletes, I would just encourage them, "If you feel like you need to go outdoors and play basketball by yourselves, shoot around for a little bit, or take a jog if you need to. Go for it." I would just be careful it's too much information. It's playing with fire really at the cost of what. If you damage your knees, now,

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squatting or that wall sit is going to be out of the equation and it's really tough to replace those things with a leg curl, leg extension especially at home where people have minimal workout equipment. It's really just retraining people that you don't have to be in that red zone all the way up, full intensity, all the time after the workout. That's just an athlete mindset, like, I need to be drench in sweat. I need to be tired, shaking to really feel I got that pump. No, the science is showing you just go hard for 20-30 minutes, and great form, get the muscle to fatigue. And now it's all about recovery, and just educate them with recovery and not just digging that deep hole all the way down, right?

Lawrence: Yeah. Awesome, thank you.

Chuck: If I could weigh in, I think with a guy like that [unclear – 51:04] your documentation kind of comes in handy because then you could show, "Here is where you were. Here is where you are now." Where he may not feel he is accomplishing anything then you are able to demonstrably show him that, "This is where you are and this is where you started." And that shows improvement because if you have a goal or an exercise program which HIT is a very goal oriented, if there is an increase in time underload or increase in number of repetitions you are able to accomplish at any given weight then obviously you are getting stronger. That's a good way to present that to people when they argument it. When I talk about pump and feel, I always tell them, "You know pump and feel mean, right? Nothing."

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Lawrence: That was good. Right.

Chuck: But then also, because that's where keeping in objective and having that documentation I think is helpful for people when they pull the old pump and feel card, and I want to be sweaty and hot, and all this kind of stuff, and swole. Owen, he swole all the time like beast.

The other thing that I was thinking of is in terms of specificity, right. There is the strength training and endurance training, whatever is you are participating in in terms of training, the means to the end is to provide a physiologic base for whatever it is you want to be proficient in, right? So if it is going to be basketball, or baseball, or whatever throwing the jab on, there is that issue of specificity that comes from the... Obviously, if he is getting gased on a basketball court and he hasn't been playing basketball then probably he's got his own answer, right.

Lawrence: I appreciate you chiming in on that, Chuck. It was just good to hear your thoughts on the situation. Final question from me guys, and then we'll probably start wrapping up. This is a question I had from Steve who has been unable to attend. Something he actually asked me a while ago. I hope you guys don't mind talking about this, but, actually training team to do virtual. Rob, it sounds like you've come into [Live Oak Strength...](#) Remind me, how long have you been part of the organization for?

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Robert: Since December last year.

Lawrence: Okay, okay. And you are delivering virtual and it sounds you are doing a great job. I'd love to hear from you both actually. Owen, how did you think about onboarding Robert to be able to deliver virtual in the way you wanted it to be delivered? Because I know Robert obviously got tons of experience and expertise. But I think one of the really important things, I'm not the first to say this, Luke says this all the time, is about obviously refining your way within your high intensity training business and then having people come onboard to deliver it in that way but play the music in their own unique way as he would put it, right. I'd love to hear you both talk about that in terms of, Owen, how you on boarded Robert to deliver virtual and then how Robert's feedback on that would be kind of interesting.

Owen: I started doing the virtual and invited Robert to just come in to join the Zoom, and shadow and just observe how I was coaching and talking to the clients, and how the camera is angled. Just really to listen and learn, take notes, and then we would recap. I would be like, "What did you observed? Questions? Do you feel like you could do this?" Robert doesn't need a lot of instruction. He is a one-time guy and then he hits the ball go for it. I also put Robert through a workout. I'm very proud of made him hurt. I think that's incredibly important. You have to experience it. I had Luke Carlson put me through a virtual, right, when they offered, "Hey, we are giving a free intro." I'm like, I'm going to take advantage of

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that and learn and experience it. It was horrible. That's when I first got the wall sit abduction, partial into motion lunge wall sit beating. And so I'm like, "This can work. People are going to feel this."

So shadowed a few sessions, take notes, we collaborated. It is still work in progress but Robert is working on an exercise menu, virtual exercise menu - what flies, what doesn't fly, what is approved, and it is always evolving. And then we just kind of slowly had Robert take over some more and more sessions. It was a natural kind of evolution. We talk, we send daily recaps in our Slack channel so I know how the sessions with Robert are going and if I need to tune in I can. But pretty much everyone has been really happy. We are really glad we can do it because it opens up more possibilities to take in person sessions because we're not allowed to be at a capacity we used to be, so we can at least still have the same weekly numbers count almost as we used to in March with the combination of in person and virtual.

Lawrence: Also you have a... Knowing you, Owen, you guys probably have a pretty good hiring process so I'm sure Robert was one of those who got through that filter for you. That's really important because you have to start with a strong hiring process, right, to find people like Robert to be able to then be the type who can deliver virtual and be coached, and shadow, all those things, and be able to take that role. Is that a part of it as well do you think?

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Owen: Yeah, absolutely.

Lawrence: Yeah, yeah. What about you... what's your kind of experience been? Because, Robert you came from Rome. Do you have any high intensity training background before joining [Live Oak](#)?

Robert: Before, I did not. And then Owen actually showed me the [HITuni](#) certification, so I went through with that. I said, "If I'm going to do, I'm going full tilt with it." I just went with the masters because I could see myself doing this for a long time. Just to build off of what Owen was saying, I mean, I could have done any differently. He basically took me by the hand, walk me in the shallow water and says, "Is this for you or not?" And I just kind of went with it. We are always evolving so he does a really great job seeing if it's for me, asking me, kind of giving me instructions and what to expect. And then if it is not for me, I won't hesitate to tell him like, "This is not going to work. I just don't feel comfortable." But just like the training itself, you got to get comfortable being uncomfortable. People need this more than ever now so if this is what it takes to get people to fatigue without them having to think about buying a Peloton or something like that like we are all up for it. The feedback has been great. I think having the certification definitely made a difference too because I got a better, deeper understanding on what it's truly like after going through the workouts not seeing the benefits.

Being a strength athlete, I played high school football, I actually got injured. I had a [unclear – 58:59] I'm a young kid, 20 years old, deadlifting

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for max weight and power cleaning and cleaning jerk. I'm just like you don't need this if you want basic health. You don't need to be beating PRs every day. It just really changed my perspective on the weight training. Then having access to the facility we do it's like, wow, this is as good as it gets. I've actually put myself a little garage in here I got a leg press and a squat rack with some pulley systems, and I've been able to replicate, just because Owen has educated me enough, the muscles only do with those requirements. Doesn't matter how you are doing it. A bucket of rocks, a barbell, a kettlebell. It is just you're doing it safely and doing it right you can get that stimulation you are looking for.

The virtuals, we'll have to see what kind of more advanced clients we get. Because right now for untrained people or people who have taken of rest from strength training, it hasn't really been difficult transitioning to that. I would say for anyone starting with the virtual training just keep it simple. Don't overload yourself. Make sure they are getting a nice mix. Stay away from the split routines. Don't focus on just upper body specifically. Make sure they are getting a nice mix and then just ask for feedback all the time and it will build then your confidence to design the routines. Owen and I we'll jump right in there. We'll start get them going and then pencil in something. You know what I'm going to have them do this right in the middle of this, and the idea just start flowing and you just keep building off of that. You have your basic routines in your mind of what you want to do. Be ready for the curve ball, right, the client comes to you. I just bang my shoulder up. Now, you can't do anything upper body so what you're going

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to do to make sure they get those benefits and feel that quality workout. It is always evolving.

Lawrence: That is so liberating to hear you both sort of say just kind of improvise on the fly. I think I just went into this with like, no I must be so planned and the workout must flow just how I designed it. But I'm finding that not to be the case at all, and it's just constantly evolving now as I do more sessions. Luckily, this client is so forgiving and kind of very supportive of what I'm doing so he is a nice guinea pig for me to fail often.

Owen: Definitely have a plan and totally be willing to go off plan based on the immediate feedback from the client. If you feel they didn't get good fatigue, throw out something else in the next. They want to feel like they got a good. You essentially need to I think ensure that the client did something that they wouldn't have done on their own like they worked harder, or even just showing up and doing it. That accountability with the weekly appointment. Just give them a great experience and you can't go wrong.

Lawrence: Yeah. Final question for you guys. We probably perhaps should have touched on this at the start but I think to this point what have you done Owen, you guys over 350 virtual workouts? Well over that?

Owen: Somewhere around 350. Maybe approaching 400 now. I haven't looked in a couple of weeks. But, yeah, we are not taking on any new ones. I'm

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zoomed out, Zoom fatigue. It's really a nice mix to kind of be doing now in person a little bit and virtual. It just throws a nice bit of variety in. So if you are already doing in person, I think virtual is a really smart thing to add to your toolbox for a multitude of reasons. One, being obviously consistency and revenue generation. Most of our clients are on monthly autopay for fix amount of sessions. If they are out one week in the old school way, well, they have to miss a week or make it up on those other weeks. But now, they can just stay consistent schedule a virtual workout on the week that they are not able to come in. I think it's really smart to get on the virtual.

Lawrence: Do you have all your virtual clients are all existing studio based clients? You don't have any random new people just doing virtuals? There is a couple who have not been in but it's a wife of a client who has been in, so he has talked about it. She has become a great client. She is really into it. But for the most part, yeah, in person.

Lawrence: Yeah, cool. Alright. Gents, thank you so much for participating today. I really appreciate it. I just think this has been a great piece of content. I think you guys really dug into the different sort of nuances of virtual training. I'm going to be listening to this two or three times and taking notes so that I can actually go and put a lot of this into practice as I'm sure Chuck and many of the members will as well. So really can't thank you both enough. I really appreciate you taking the time out of your day.

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Owen, do you want to just, best way for members to contact you or find out more about what you're up to?

Owen: Yeah, owen@liveoakstrength.com is my email. You can visit our website liveoakstrength.com. That's really it. We're on Instagram too [@liveoakstrength](https://www.instagram.com/liveoakstrength). We don't post too much but every now and then.

Lawrence: You do a classic virtual social media post, big box gyms vs.... Not virtual, sorry. You did the whole big box gym vs. studio comparison which Luke just love. I know he is speaking about it on the show.

Owen: Yeah. I mean, I think that's... We're all going to have to put that at the forefront of marketing in the coming months and years. The future of fitness is really private boutique, one-on-one, getting get out. And there is going to be this cultural shift maybe away from the big gym lifestyle into, oh wow, exercise is not synonymous with a gym. It can be done a multitude of different ways and avenues. Yeah, definitely, I think time is valuable more than ever right now because we don't know how much we've got. Maybe if people figure that out and value time, efficient exercises is going to be something very appealing in the future for a lot of people.

Lawrence: Yeah. Robert, your is robert@liveoakstrength.com, isn't it? If people want to just drop you an email or any questions.

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Robert: Yes, definitely.

Lawrence: Awesome. Thank you. This is recorded and sort of be in the [Membership](#) in video, audio format. It will be transcribed as well, so if you prefer to read that's going to be an option too. For everyone who chooses to obviously consume this and is attending, thank you for being a member [HIT Business Membership](#). Obviously, I really appreciate it. Next month's Q&A we have no idea what that's going to be yet. It will probably be business related, maybe marketing orientated. I need to think of something that's going to really poignant at this time. I know Jeff Tomazewski wanted to do a really spicy title to a Q&A and call it something like, 'How to fill your studio with 200 clients super-fast', something like that. We might do something like that. We'll see.

But, thanks again guys. What time is it where you are? It is super early, isn't it? Or not too early?

Owen: ... Just afternoon.

Lawrence: Oh okay, cool. Good stuff. Alright. Thanks, Chuck. Thanks, gents. I will get this uploaded soon and speak to you all soon.

Owen: Alright. Thanks again, Lawrence.

Lawrence: Take care. Cheers. Bye.



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