



**THE FITNESS  
COLLECTIVE**

**OUR 3-STAGE JOURNEY**

**TRIAL  
FUNDAMENTALS  
ATHLETE**

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**FITNESS ISN'T  
A DESTINATION**



**IT'S A  
JOURNEY**

IN IT FOR THE LONG TERM

You'll hear the word 'journey' used a lot at TFC. It's because we don't believe in quick fixes and fads; we're all about the long term. To achieve and maintain real results, it's the only way. Sure, interim goals are great, and short periods of focus can be hugely impactful, but they only make sense as part of a broader picture.

## THREE STAGES FOR SUCCESS



Our three-stage journey is designed to get you started, help you reach a base level of fitness before focusing on more advanced goals. In sport, there's a phrase: 'General athlete first, specific athlete second', and it's a mantra we embrace at TFC.



**01 TRIAL**

DAYS 0-30



**02 FUNDA-  
MENTALS**

12 - 24+ MONTHS




**03 ATHLETE**

OPEN ENDED

# OUR 3-STAGE JOURNEY

01 TRIAL → 02 FUNDAMENTALS → 03 ATHLETE

↳ These three stages are designed to give your fitness journey some structure. How far you go is up to you. Many people stick at Stage 2, and that's fine. With our help, you'll make your own journey.



# STAGE 1: 30-DAY TRIAL



*TIMELINE: DAYS 0-30*

↳ Get to know us and gain confidence in the gym. Start to build fitness into your life.

## TYPICAL MEMBER PROFILES

- Completely new to the gym
- Dislike or lack confidence in the gym environment
- Uncertain about what to do at the gym
- Lapsed gym membership
- Once fit but now out of condition



## TRIAL SPECIFICS

- Understand your initial fitness level
- Start integrating fitness habits into your life
- Feel confident about our gym and approach
- Become comfortable within the environment and community
- Begin to learn but without an information overload
- Take part in TFC team events
- Finish knowing the right membership for you

## NUTRITION PLAN

- Get an introduction to basic nutrition principles
- Receive guidance and resources appropriate to your

# STAGE 2: FUNDAMENTALS PROGRAMME

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*TIMELINE: 12-24+ MONTHS*

↳ Build a foundation of strength and fitness. Develop technical proficiency and autonomy.

## TYPICAL MEMBER PROFILES

- Your goals are for general fitness only
- You have a short training history
- You're not technically proficient or autonomous
- Your goals are not specifically time pressured



## PROGRAMME SPECIFICS

- Focus on volume, density and technique rather than load or intensity
- Receive education, support and coaching through personal reviews
- Build a foundation of strength and fitness
- Understand what works for you, in both training and nutrition
- Begin to develop technical proficiency and autonomy
- Own your programme

## NUTRITION PLAN

- Know your nutrition needs and develop an approach that works for you
- Get in-tune with how food affects you and learn to control your approach

# STAGE 3: ATHLETE PROGRAMME

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*TIMELINE: OPEN ENDED*

↳ Discover advanced training methods. Focus on specific goals.

## TYPICAL MEMBER PROFILES

- Confident in the gym, technically proficient and autonomous
- Enjoy the gym but want more stimulation
- Keen to learn advanced strategies
- Want a more goal-specific, outcome-led approach
- Looking for an outlet for your fitness



## PROGRAMME SPECIFICS

- Receive an assigned coach and bespoke programming
- Get monthly check-ins [minimum]
- Learn advanced training methods
- Attach more specific goals to your training

## NUTRITION PLAN

- Support as required

**01 CONFIDENCE**



**02 TECHNICAL  
PROFICIENCY**



**03 AUTONOMY**

# AUTONOMY IS THE ENDGAME



*In progressing towards the goal of self-sufficiency, you'll pass through three phases: Confidence, Technical Proficiency and, finally, Autonomy.*

↳ Coaching is at the core of what we do at TFC - educating, motivating and inspiring people to be the very best they can be. But as crazy as it sounds, our ultimate goal is to make ourselves redundant by getting you to the point where you're empowered to do it yourself.

# NOTES

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