

Do I Need a Coach, Training Plan, or Therapist?

(am I coachable?)



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Typical Start to Becoming a Runner

- Logical thinking
 - Run
 - Run more and harder
 - Race
- Find a training plan and follow
- Research a better training plan
- Plateau in race times
- Injury and injury management



What do you want?

- Health?
 - Weight loss
 - Cardiovascular health
 - Mental health
- Community/Social connection?
- Performance?

“I want to eat donuts, guilt free”



What do you need?

- Accountability?
- Optimized Training?
- Flexible Training?
- Guided Training?
- Teacher/Coach

“I need someone to get me donuts”



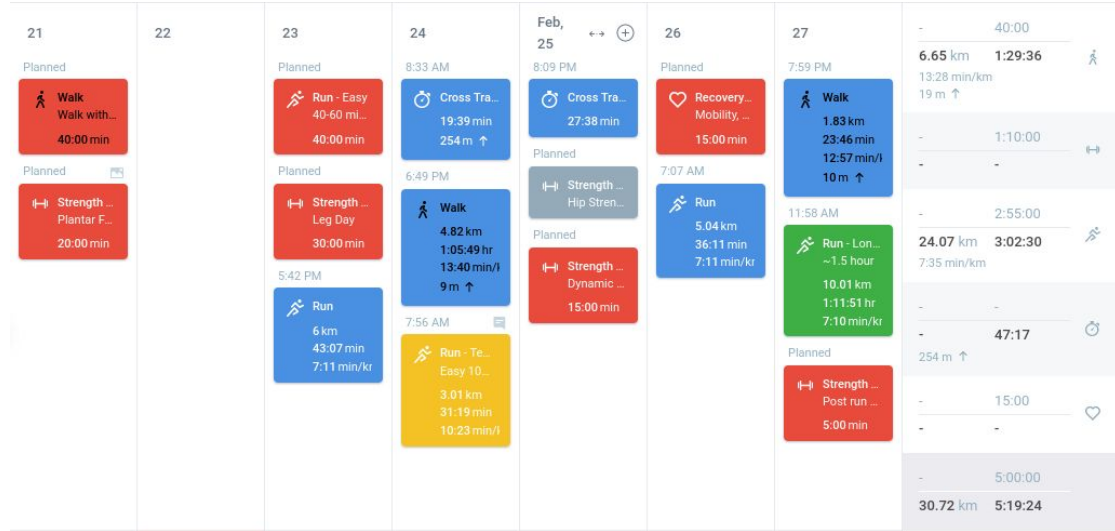
Aspects of Performance

- Sport Physiology
- Sport Psychology
- Injury awareness and indicators
- Race nutrition/hydration
- Run/sport training theory
- Event knowledge



The Training Plan

- None (run free!)
- A friend's plan
- Magazine article
- Book
- Computer Generated
- Artificial Intelligence (Garmin, CTS, 80/20, etc.)
- Custom Plan (human)
- Custom Plan with review/adjustment points (human)



The Support System

- None (I got this!)
- 24/7 spouse, partner, family, or room mate
- DIY - Book resources, videos, google
- In-person run clubs (Marathon Club & RS Race Team)
- Computer Generated (Bots)
- Online Coaching group (small team of coaches)
- Individual Coach 1:1
- Individual Coach within an organization

Am I Coachable?

- Have some control over your time (scheduling)
- Willingness to learn and adapt
- Conflicting strongly held beliefs?
- Family support/sacrifice
- Medium commitment to the goal



What Does a Coach Do (Art & Science)?

- Fit training into and around your life
- Adjust training load (minimum effective dose)
- Watch for Signs of impending injury
- Be creative with workouts and pre-hab
- Research race(s) requirements & logistics
- Race planning and execution
- Be the “Google” for running



My niche

- Adapting training into your life/family/work
- Running form: Agnostic and Adaptive
 - Mid-foot, Chi, Pose, Alternate Gaits
- Functional Movement Professional
- Menopausal Athletes
- Road and Trail/Ultra
- Police and Special Forces test prep



Price vs Cost (Dean's services)

- Custom training plan in app (using questionnaire) \$75
- Consultation (phone/video) \$50
- Run form assessment with correctives \$75
- Coaching: Weekly adjusted plans, discussions, planning
 - \$40 initial consult
 - \$135 per month (2 months minimum)

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“What is your time worth?”

Run Coach, Ultra Running Coach & Online Coaching with a difference, training 5k to ultras.

UTMB 2022

I have got into the lottery for the UTMB 2022. It is one of the epic Ultra races and is 170k long with 10,000m of elevation. After Jodie and I Everested Prairie last year doing 13 climbs, this race is only 17 Prairie's in elevation total!! Follow my progress on instagram @georgieruns

Helping you to:
Get fit.
Get healthy.
Have fun.



 Let's Chat!

One person shop, like me: georgieislip.com

ONE-ON-ONE COACHING

\$135.00 / month

+ \$75 onboarding fee (applied to first month only) - includes a start-up call + in-depth analysis of training history

One-on-one coaching is for athletes of all levels that benefit from ongoing communication with their coach. Each week your coach will analyze and upload a comprehensive training schedule into TrainingPeaks that is designed around your life and your running. Your schedule includes pre-run routines, clearly explained directions on each running workout and special directions from your coach. This plan includes:

- Schedule adjustments and ongoing communication with your coach via email and text
 - An expertly designed, periodized training plan that is tailored to your needs
 - A basic strength program
 - Access to the Skyline Run Coaching Athletes community on Facebook
- Option to add on a comprehensive strength program for 30.00/month via the Volt App

Small company - Skyline Running in Calgary (my friend Brenda Dryer) runcoach.org

Groupless Group Run	Group Run	Run Coaching	Personal Coaching	Premium Coaching	Accelerated Coaching
per 4 weeks (cad)	per 4 weeks (cad)	per 4 weeks (cad)	per 4 weeks (cad)	per 4 weeks (cad)	per 4 weeks (cad)
\$95	\$115	\$195	\$295	\$375	\$525
			Most Popular		
Strength & Prehab Program +	Strength & Prehab Program +	Strength & Prehab Program +	Strength & Prehab Program +	Strength & Prehab Program +	Strength & Prehab Program +
Endurance Curriculum +	Endurance Curriculum +	Endurance Curriculum +	Endurance Curriculum +	Endurance Curriculum +	Endurance Curriculum +
Periodized Run Program +	Periodized Run Program +	Individualized Run Program +	Individualized Run Program +	Individualized Run Program +	Individualized Run Program +
-	Group Runs +	-	-	-	-
Coach Email	Coach Email	Unlimited	Unlimited	Unlimited	Unlimited

Small Company (my friends Chantal E., Keely M., Alissa St. Laurent) - personalpeak.ca



BEST VALUE

Training Plans

Starting At \$24.99

Select your recommended McMillan training plan, for a goal race or year-round training

Best for any runner seeking a scientifically based, proven plan using the McMillan training principles

Plans are specific to you and your goals

Run Team

14 Day Free Trial, \$39.95 / month thereafter

Access the full library of McMillan training plans PLUS direct access to Coach Greg and other McMillan coaches

Best for any runner seeking a McMillan plan AND the benefits of coaching support

Ability to ask unlimited questions via the online platform

Personal Online Coaching

\$199 / month

Work with a dedicated McMillan Running Coach who crafts a custom training plan and guides your improvement

Best for the VIP runner who wants the best of the best

Unlimited communication with your coach via phone, email, text, video chat, etc.

CTS Coaching Pricing

Find The Coaching Package That's Right For You

MONTH-TO-MONTH	12 MONTH COACHING TERM		
Month-To-Month Pricing. No Contract.			
Select	Premium MOST POPULAR	Ultimate	Platinum
\$215/m	\$375/m	\$685/m	\$1295+/m
For recreational endurance athletes looking for a customized plan and regular feedback.	For the seasoned endurance athlete looking to show up on race day in peak shape.	For the experienced endurance athlete who wants to raise their fitness to a new level.	Fully customizable coaching for high level goals.
GET STARTED	GET STARTED	GET STARTED	CONTACT
✓ Expert Level Coach	✓ Senior Level Coach	✓ Pro/Premier Level Coach	✓ Premier Level Coach
✓ Custom Training Plan	✓ Custom Training Plan	✓ Custom Training Plan	✓ Custom Training Plan

Large Organization with Pro's: trainright.com



PROGRAMS CONTACT ABOUT US ▾ REGISTRATION



Indoor Track & Field

Indoor Track & Field is the discipline of the sport that occurs in an indoor arena. Aside from being held under a roof, the actual track is typically laid out as a 200m oval, or half the size of an outdoor track. This season runs



Outdoor Track & Field

Outdoor Track & Field is what most people associate with our sport. Running events occur on a 400m oval track with the field (jumping & throwing) activities occurring on the inside of the oval. This season runs from



Cross Country

Cross country is an outdoor running sport that occurs on courses over varied terrain. Our season runs from September to November and takes place at Nicholas Sheran park. Unlike the track events, Cross Country involves hills, rain, snow, trails, grass and

Local track club with indoor and outdoor season. lethbridgetrack.uplifterinc.com
Coach Danny Robdrup zephyrstriteam.com

Coach Dean's Certifications

- Running:
 - Certified Ultrarunning Coach (UESCA)
 - Road Running Coach (Lydiard level 1 & 2)
- Movement/Strength
 - Functional Movement Screen
 - Functional Capacity Screen
- Other Sports:
 - NCCP (youth football for 25 years)
 - Canadian Adaptive Snowsports (20 years)



Thank You

Questions?

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