

Javeno McClean - Episode 800

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SPEAKERS

Javeno McClean, James Geering



James Geering 00:00

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can get them to every single person on planet earth who needs to hear them. So with that being said, I introduce to you Cervino McLean enjoy what's up? No, I want to start by saying firstly, just thank you so much for taking the time. I know how busy you are, but coming on the behind the shield podcast today.

 Javeno McClean 03:49


Oh, thank you, brother. Thank you for inviting me. And listening to my nonsense. Any opportunity, any opportunity to listen to express my nonsense talks with shit. I'm always going to do

 James Geering 04:00

beautiful well I don't know if you know this, but I'm about to have 800 episodes on the podcast and I say this one to be 100 because each person like at the 100 neither there any more valuable than the other ones but it's always kind of that little book book end of each 100 and knowing you and your work I thought this would be the perfect conversation so thank you sir. All right, so very first question where on planet earth are we finding you today?

 04:29

We're finding me in a very cold and lonely Manchester in the UK. The United Kingdom. So yeah, it's a it's a bit wet and miserable today as it is most days.

 James Geering 04:40

I won't show you the view outside my window then this is going to

 04:46

don't take the mick

 James Geering 04:48

so I would like to start at the very beginning of your journey where obviously a lot of people are familiar with what you're doing at the moment but I want to walk through so I know you're originally not from from England. So tell me where you were born. And tell me it little bit about your background what your parents did and how many siblings.

 05:03

Wow, so long story short, I was born in the beautiful island of Jamaica J and that's where I was born. My beautiful island came to England when I was very young, probably four or five. And

my journey my parents, my parents are amazing. My dad is the coolest man you'll ever meet in your life. He's nothing like me. I'm just allowed idiot. My dad is just the coolest man his style of style of having seen his style and just live in a just very cool calm. My mom's my mom's and Crazy Cycle. They like me. She's loud, and just knots. And yeah, man I've got I've got really impairments when I can't. Everything that I do now is I'm nearly 40 years old. And I've still got this mad drive to make mommy and daddy happy. And I think most men no matter how old you get mad just to have that approval of your parents to sit in. I mean, that's what that's what means the world and I've got a I've got an older brother. Again, he's not he's polar opposite my brother is six foot four, and five foot seven. My brother is cool and calm. And I'm loud. He's just it just my family is so different matter. But I've got a very close crap family. Like I've even I've got one global poor, I always say that I've got four. Because I've got three wonderful cousins who are calling them cousins names as justice. These are my brothers. You see, I'm saying I've got two sisters. Again, they're my cousins. What I call them my sisters, because the way we've been wet raised from when we was little, it's not a typical cause in relationship. These are my brothers and sisters. You know, I mean, so I've got very close family. Everything's about family with me, everything's about family. And I think



06:50

growing up having a parents that I've got with the with the



06:56

with the start in life that we got in a poverty country, I think I've been asked a lot the kindness come from and I think you become a part of the environment and growing up all we ever had was a family unit out just based on love and kindness. Because when you're from a country that's poor, you can't give me money. You can only give me your heart and soul and you only can give me emotions. You see what I'm saying? You can only give me that. And I felt that's what kind of just was it was me from from a from early. What my story was a bit different things were my story as regards to what I'm doing now, it wasn't purposely so the only way I can explain it is for the Americans out there. If you know what cricket is. God, if you don't know what it is Google it, YouTube, cricket, one of the greatest sports in the world. When I was a cricket player, James, I thought I ever wanted to do man was be a professional cricket player. And obviously, coming from Jamaica as our national sport in the West Indies. And I thought I have work to do. All I ever wanted to do and, and thank God, I got there. I started playing elite level cricket. And pick it was my first love. But it wasn't my true love. It was a weird, weird time in my life where I love what to do is play cricket. And a lot of athletes will say the same thing where when they get to a certain standard, you start to lose love enough for that particular sport sometimes because politics and you see things that we should that should really be happening in professional level sport. And there was a turning point for me, James was I was in India, I got a contract out to play in India, some of the best players in the world. And I don't want from nobody James like when it comes to fitness and health. I don't run for nobody. And what I mean by that is I don't get intimidated by people I don't. I just believe in how I believe in exercise, I believe in fitness. And I remember when I was in India, some of the greatest plays on the planet. I was in contact with them. And I was playing with them. And I was training with them. And I wasn't scared to challenge them. I wasn't scared. If there wasn't pulling the weight. I wasn't scared to say no step up. And their situation happened in India where the conditional of the team and South African man got injured. And he had to go back to Durban. So they asked

me because I was the fittest player on the team. Do you want to take over the conditioning? I said hell yeah. And for six weeks, I got more enjoyment out of what I could do with other people than myself. And without being boastful. I was always the best athlete James. I was always going to win the agility test the speed test explosive tough a dynamic and got really mean that respectfully not boastful. It got to the point where I didn't get much out of being the best athlete. I've got more enjoy my work with with other people. So after I came back from India, I kind of said to myself, yeah, I got more enjoyment out of not making it easy to get myself in shape. But what I did with them boys in six weeks, it blew my mind and As I was already kind of in and out of what I wanted to do anywhere else, I really can fall in love with the politics of professional sport. That's, that's what nailed it for me. I've been training people from when I was 16. I've been I've been training people, especially the disabled people, disabled community and the elderly. I've been training them free for 23 years, James. So even when I was playing cricket, and before I became an elite cricket, I will always say any people. But as I've gotten older, it's not about the fame. A lot of people get into sports because of the fame and the money and this and that, to me, it was just so much challenging. Being the best cricket or being the best athlete I could be. And when I realized that I've mastered being the best I can be, I found it easy to get that into other people. There's not there's not a person, I found it I thought for a long time ago, I found it easy to there's not one person on this planet that I can't make fall in love with exercise, nobody. You could get me a man in Goody in the north pole with polar bears who's never done exercise in our life, our currency, I can find something that you're going to enjoy, I can find something that you're going to go you know what this is not true. But let me stick out it. And I found out from a long time ago, gyms,

J James Geering 11:14

just tie a fish around his waist and watch him run from the back. So just to touch on that want to go back to your parents in a sec. But I parallel my parallel careers with the fire service. But before that, it was stunts, I was a stunt man, and still still do to this day, on and off. But I found it kind of what you're talking about when I was in the entertainment world. There are some great people in there. But ultimately, they wanted to be the center of attention there was looking at me, I'm the actor and the stunt person, whatever. And then I'd go to the fire service. And it was the opposite people were risking their lives for other people. So it was very selfless. And so I kind of got to see both of those. And there is a lot of you know, gratification of being good at acting, stunts, dancing, whatever it is, but there's a certain point where that okay, well, yeah, I can do this. But how can I use this to help other people?

 12:06

Yeah, yeah, definitely. Man. And this is, this is we live in a we live in a world. That's so weird at the moment, James, I swear to God, I'm still getting used to it. Like I said, you look, you look a little bit older than me.

J James Geering 12:22

I'm 49. So yeah, you're right.



12:24

Yeah. We live we live in a world James where it's just,



12:31

I'm not gonna lie. I struggled. The last five years I've struggled just to get used to the way the world is what I mean by that is, I've been training people so many years, I've never, ever once thought when I first started, I didn't think about pulling out my phone, James. Everything that's going on with me right now something in the last five years, my approval, my big brother had to beg me to open an Instagram badnik because I said, I help people because I want to help them. And as long as that family and the family members, and that person appreciates it, and are benefited benefited, they benefited from their experience with me. So that matters. And then accidentally. Many years ago, one of my clients was just she was blown away what you see when I was doing Oh AP class with a bunch of a stroke survivors and cancer survivors. And she filmed as she put it on, I didn't know she's filming. And she put it onto Facebook. And within one day, James, I think I was about 800 messages of people saying oh my god, where's this and after that I've been doing this for 20 years, like a long time. And then the amount of messages that I've got that I've got that day from not your typical social media idiots that love themselves. It was people saying My mum is into well, can she come see us? My father fell down and he's struggling he's got he's had a stroke and you help an asset. That one video opened up my eyes to I've got to get it out there. Because one thing with meetings is I can't stand to some trainings. I hate when it comes to this fitness and gym industry. There's people in industry that are fantastic. Yeah. And I've seen I've seen that you've interviewed a few people that I really respect that are elite at what they do. But one thing that you'll never see with me teams is you know when I see when my top off trying to flex with my six pack or my with my ass out, I was told I understand what you're trying to sell as far as being what are people trying to sell, health and fitness and well being. That's what I'm trying to sell motivation and inspiration and trying to sell sets and the industry. Now I know you've seen it when you see all these personal trainers. They're just they're just selling sex. And an art form from Debbie earlier said I'm never ever going to be that guy. I'm going to be in elite shape. What is for me? is for me a power lift. Even my my wife and my family Miss got an even my manager she got she got pretty mad at me because a powerlift after I finished cricket, I started powerlifting. And I got to the national standard and Representative Team GB. I went to the European Championships and I won a gold medal. What it was for me, James, I didn't put it on social media for so long. Because it was about the I am an athlete, I do things to punch it in, or I want to challenge myself. Or since I stopped playing cricket, I needed something to push myself. Well. I mean was it's about me challenging myself to be to be the best I can be. And then they will say, Jay, you've just won a gold medal at the European Championships. That's something to be proud of, and post it out what my theory was, if I post it out, I don't want people to be like, Oh my god, Jay, you're amazing. And that was that was the opposite of what I was. With the work that I'm doing. It's just amazing where when I captured a magical moment, James and I put it out. That person now receives hundreds 1000s of comments from people around the world. telling them everything that I'm telling them like I've got a lot of youngsters, an example being little sweet Amy, Amy's my baby. I love her to deaf. Amy's a young girl with cerebral palsy, and she's James this lady man, she's, she's special man. She was a I gotta give you the background on me. I



James Geering 16:23

know I'm waffling a bit, but he's pleased and loving it.

 16:26

So Amy was in the Ariana Grande bombing in Manchester. And my brother. He had an ordeal to the point where she thought she was gonna die. People were climbing over a wheelchair. It was disgusting. And she she made it out. And then she became a recluse man, she didn't leave the house. And then one day somebody rang me. And the other night you had a downside fax, and then I've got a girl who's a massive fan of yours, and can even go and speak to her. So I assumed it was somebody in London. So Vanga and I heard the accent. And I found out she was in Manchester. She was in a place called Stockport, which is about 15 minutes for me. So I'm on the phone and I said Where were you at? She went Stockport put the phone down. James. I put the phone down. And then she rang back and I said listen, I don't want to talk to you. I want to see you. If you're near me. I want to give you a hug. I don't want to chat on the phone. I thought he was in London. And she only told me this about probably eight months after me and I started training. I was the reason that she got out of bed. She has not been out of a bed in since that since the incident. And little Daphne was it easy to make her get out of bed. And now she's got a life back. She's a young, beautiful 24 year old, great band. She goes out she goes. She's living a life again. And I was the person that made her get out of bed. And the problem is I tell her every single day how beautiful she is. She messages me every day are beautiful. She's our armor. She loves me. Sorry. Everyday. Jay, I love you even 20 minutes before 30 minutes before me and he was speaking. Amen. I don't think you can hear it tells me messages me every single day that she loves me. And I tell our beautiful, she's our strong, she's our most large she's got enough almost memory. She's got to make our sensational. She's, and the beauty is I'm like I'm a big believer. So I'm supposed to say that just like you're supposed to say to your kids, you're good. You're amazing. You this you that. Now if I pause the video with Amy, she's got people in California, New York, in Dubai, in Africa, in Sweden, in Germany, in Bulgaria, saying, Amy, you're amazing. And I think that's the side of social media that I really love. That's the side of social media that I love. Where now that beautiful young girl couldn't get all them empowering comments from people around the world. And James, there's people are trading with Goodman. I don't care what anybody says. I think it's about gratitude. I don't know wherever I don't know what it is and almost my opinion for every day in England every day in America is a blessing because it's a bad day in America look at where you are now James you look out your window you saw me on a beautiful view. There's people are knowing the world that they're wishing want that's them that's a that's a an illusion that they'll never have. So when you especially in England, there's so many people that moan about this, this and that and I think shut up about in England is paradise for somebody else. Have a dice man. And sometimes I get in what it sounds like I'm a bit bipolar but I'm so passionate about this because every single day I don't think people know how it's hard for me James I'm not gonna lie.


 19:52


Because these people that I train how Oh, I can't fail. It's impossible for me to fail. And what I mean I don't mean that again in a big headed way, James.


 20:08


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I mean, if I was trading trading you James in the in the gym if I'm you trying to get slim I trying to get some muscle trying to get more defined ABS if I don't achieve that it's all good. You still going to be okay? It's all good for James when somebody comes to me saying, I've got terminal cancer. I've got six months to live and this is this is happening in Lourdes. And they've chosen meat as a blessing. So similar we are let's be all wheel. The most important thing in this world is life memories. Man when my auntie passed away two years ago, three years ago, that was the queen of our family broke her heart broke at that house. It musters up for what does everyone say, James? Everyone always says, when somebody I love when a loved one dies. Oh my God, I'll do anything to spend one more day with that person. One more minute with my auntie I say all the time. I wish I could spend one more minute with her. So when somebody comes to me, and there's been a there's a countdown to when they're gonna take their last breath. And they've chosen divino How can I fail now? I got to make sure that every time you come across me, I give you the fucking best. I've got to give you the most magical magical experience. Because you told me you've got a countdown to when you see what I'm saying. You've got a countdown about people James a suicidal, very suicidal and Trey after our, our experiences together for them to come out of that that mental state. I want to smile again. Like it sounds corny, a lot of things that I say James, it sounds so corny


 James Geering 21:54
as it sounds.

 21:56
When people have got real issues. You don't want someone pretending to be happy things. A lot of people you're going through stuff, especially with disabilities. They're pretending to be happy. Or when you make somebody genuinely smile, they're going to want to live again and get away from that mental state of I don't want to live. That was the start of it. And I wanted to make sure you don't ever go back there. I need to make sure that you never ever go back there. The only way I can do that is by bringing this energy every single time making you do amazing things and reminding you that you're fucking unbelievable. Every single time. I can't fail. I can't fail. And even though it's a beautiful journey, and it gets captured in this what everyone's seen, and it's amazing. There's let me tell you this. There's a flip sides of the coin. James. There's a lady you're being floated around either. Do you say yes.

 22:50
Last week. Last week, a lady in Florida messaged me. A lot of people who were suicidal have got mental issues.

 23:00
Even if this lady is just this disabled lady and she's just starting off man. She's been fighting so many battles. But it's just to get the right just to get rights and opportunities that she deserves for so long. She's like No, I don't want to be an almost she decided that she's going to end the lock. And she sent me a voicemail saying that she's that she's she's she's at peace with it. And

she's got no help. She's got there's nobody. There's no she's not got family members that support. It went for weeks without anybody the ring into check on. And she's decided that it's been going on for too long. She's 57. And this, she just didn't want to be what she said. If I was in Florida, I would be the reason that she would maybe consider not doing naughty not not not doing what she wants to do. And I said Oh my How do you respond to that? James says that's a scenario that I get quite often and how do you respond to that?

 James Geering 24:07

Well, firstly, I would say find out where in Florida isn't on let me see if I can find a human being like yourself that we can connect with.

 24:17

It's, it's horrible. It's a horrible scenario to be in. So even though the work that I do is amazing, and I love it. I love the power in it and the law. Then there's a flip side to it. And there's also a flipside to when you train people who pass away your elbow It

 24:35

is heartbreaking. What is the thing? I believe that I've got a gift I don't want from these things.

 24:41

I believe that your gift James is what you can do better than everybody else but effortlessly and again, respectfully not forcefully Georgie best families and power and poor Gascoyne how many stories deemed to be. We heard about them to win a turn up to a football pitch drunk as a skunk works Guess what? You put them on the pitch, they can still score goals. Wayne Gretzky on the hockey pitch Michael Jordan and the basketball fish, Tom Brady. Their gift is that they can do that effortlessly. So much better than everybody else. I believe that my gift is awesome scenarios that I've been putting with these special people. And ever scared my mom, my response is never Oh shit. My response is always give me 30 minutes, I bet you I can change your mind. And I truly believe that is my gift. And I don't want that to sound like that can big head if what? I believe I believe it. I believe that I can get the magic out of people. I think everyone's got a view inside him. And I think sometimes as humans, we forget that the world at the moment is thought the world at the moment is a bit mad. And I think people that are disadvantaged, are not ever what not even people at a disadvantage. James I think humans, I think if you can always remind people are amazing. The I think it's important to say we know people don't compliment nowadays, it seems like I'm a big I'm a big fan of compliment. And I'm a big fan of art. If I see you and I like what you're wearing, or what what you're doing I've got no problem saying James like this is not normally compliments, like the gateway to smile. Like a conversation, be nice to somebody is letting that person know that you positive also that you want them to win. And a lot of people feel like the way life is at the moment with the cost of living and COVID people don't want to win as a simple thing like the saying something nice, or reminding somebody of how likable they are the traits that they've

got that are likable, that could change someone's life, James, I can change my life. And I truly believe that my name, like I said, it's nothing that I can prove because I'm not a scientist. This is just off experience.

 James Geering 26:56

Well, you talked about Amy correct me if I'm wrong? Wasn't that the beautiful young girl that was rapping to Stormzy in one of your videos? Yes.

 27:03

Yes, yes and Stormzy. And she doesn't know this yet. Stormzy is going to send them a video and she's going to lose the excellent video, but she's a Well, that's what it means. So when people see that video, James, she saw energetic and, and bouncy and energetic if people can see a years ago. It's apps. It's not a miracle. It's just a power of care and the power of love, and actually seeing fucking people. And I think in a lot of places, I know what happens in America a lot. People don't really see people free people rather than them actually look, if you actually look at somebody, and actually really pay attention and look in someone's eyes. You can see if they're pretending to be happy. You can see if it's just false. Look at Robin Williams, one of the greatest comedians of all time, one of my favorite comedians, when he passed away, I couldn't believe it, James, I couldn't believe it. And I think that's the that's the state of the world we're in at the moment. And like I said, Money took me a while to get used to the social media because what I'm gonna suddenly be seeing this James, it used to discuss me and I never wanted people to everything I did this, where somebody might see imagine us a homeless person, James, and I want to give you a sandwich. Instead of just giving you the sandwich, people will get out of forms, and filmed Hi guys, I'm just here with James, I'm gonna give him a sandwich. And I think that dilutes what you're actually doing. Now you're doing it because you want people to see that you do no good. You see what I'm saying now 100% And that's why I never did it. But once I seen how inspiring it was to other people, and I quickly through I said, I'm gonna start documenting it, and I'm good at it. But when I document it, I make it very clear to people, especially on PTS, I get hundreds of PCs every single day from around the world ask for advice. And I said listen, let's be careful we want what you portray yourself as a trainer, at least of what I do. I don't give a shit how I look James, I don't care my hairline go when you see that things. A bit the fears looking patchy, about knee surgery, and Achilles surgery. So I've got one skinny cow, I don't give a shit. When I film. There's no take one off, there's no take two. It's a free record. And as a post it, I don't care what I look like, as long as I'm showcasing the magical fucking people. That's all I care about. And I'm glad I'm like that. So when people watch my video, and they see what's going on. I also always want people to say to be nosy himself and he's showcasing real people real emotions and the lack of real connection between two people, rather than what a lot of these PCs do now where it's just all about themselves. Their six packs, their house are strong they are almost done deadlifting and benching and This is why even yesterday I got in an argument with some random dude, someone who's from London questioning how much as deadlifting? And why don't post you should be posting. I said, if I Why do I need to post what I'm deadlifting? Was the relevance enough to show you how strong I am. I'm just so far, I rarely post training videos, but every now and then I post a lot of training video. But I've never ever say to neutral kg squat 250 kg deadlift, because guess what? It's not about that I know what it is. So what do you mean, and I think people get obsessed with numbers. And I suppose it's a bit too much. And I'm just trying to eliminate that.

 J

James Geering 30:41

It's such a fine line between humility and narcissism when especially when it comes to this because there is power in storytelling, and I agree with you, 100% in nauseates, me, you know, people say, Oh, look at this kind of act of kindness. And it's staged, that, you know, who do you think is fucking filming them? It wasn't just to do it came across someone. So you know, but at the same time, as you said, when you curate your community, and you're putting positive things out there, a video now is extremely powerful. And what I think that a lot of people probably like yourself, is we're actually kind of deterred from putting our face out there because of this kind of rampant narcissism that's going on. But there's someone said to me recently, well, there's humility, and there's being meek. And don't allow yourself to be meek, where you are not you know, people don't people don't want to see that. But that kind of third person perspective of what someone is doing when someone else catches an act of kindness, that person didn't know they were filming, but they did. That is what's so powerful. And what people are seeing, as I've heard you talk about in the be it to the SIOP podcast is by using this platform, you are physically a Manchester but you're able to touch people all over the world and whether they have access to a gym or not, you're sowing that seed of ICANN into so many people that believed up to that point that they could.

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32:06

Definitely James, and that was a turning point for me, James, but like I said, you've absolutely nailed it. I didn't ever want anyone to think what I was doing was stage. Well, then a few things happened. And I said, I need to get it out every single day. Where is this? So many things have happened but one occasion that happened that made me go oh my god. Was this your this lady I think she was from Wales. She had a, she was elderly, she had a stroke. And I think she was early stages of dementia. And there's a video VMRC one of my stroke clients called tomatoes and stuff. She sent me a video saying I just watched a video with Tommy and I was absolutely blown away. Um, similar age to Tommy and other similar health conditions with a stroke. And that's I've got, she lives next to a grocery store. She's never had the balls to go to. Because she's even impoverished, ashamed that she's going to walk slower. She said, I've never had the balls to go. She said after seeing what Tommy did on your video, I'm going to give it a go. Saying she sent me a video that before she went the shop was only probably less than five minutes from her flat. She sent me a video before she left. She was nervous. She was crying, she sounds gonna give it a go. When you give it a go, especially certainly an older video when she came back. Then I took her for him and it's what she was James. And then she stopped at a lamppost. But she walked a bit more stuck to a bench sat down. She went into the shop and she bought some software, she walked back and did the same back. She'd been there 20 years. And she's never done that in 20 years. And she watched a lot of video. And that made her do something so on video. And when I started receiving messages like that from people around the world in Australia, Germany, in countries I've never heard of called like Nepal. And what's the other country? Yemen Do you notice a country called this Yemen there's all these countries that wasn't working. I didn't know they existed. People saying I watch your videos and it's made me want to try this and they said they send me videos of them trying it at home. In the gardens. Somebody in Uganda sent me a video of copying something that mean Amy was doing recently mean Amy to the job. I've got a walk in and she's just kicking the combs and I've moved her and she gets another call that one of the videos were asked to have storms. Or somebody in Uganda sent me something with this, this man with his little sister doing the same

drill in Uganda James. And I thought oh my god. So when I started seeing that The impact of how it was going around the world. And it's actually physically making people want to try and be better. I seen the power in it. And I thought, yeah, I need to keep on going. Because it's not about me. It's one of them is the most powerful movement now, that's out there as regards to seeing real people trying things and not just disabled people, able bodied people will watch certain videos, and feel inspired. And I think that you know what it is, it's always going to be real, it's always going to be powerful if it's just organic. And I think that's what that's all I'm trying to do people as organic as possible. Every time you see a video is never space, never stage is never scripted. Every time these TV cameras come to the gym, and they want to try and film I always say to him Don't ever fake. What others said, if you're going to come to the gym, when ITV News came, and BBC News came, set searched the product, the main priority here is that I'm actually training these guys giving them an exercise session. It's not a talk show. So if you're gonna come and film best believe that I'm actually training Josh, like a PT, like a real client. And then all you have to do is press record. And when we're finished, you can have a shot. But the priority is always still to make sure that my guys are getting the exercise. You see what I'm saying? And as long as I'm here that will no matter what happens with my journey, as long as I'm here, they're going to always get the training. That's, that's, that's, that's the most important thing. And if somebody wants to take a picture of him at the end of it.

James Geering 36:37

When you look back at your early life, that yeah, when we look at many of the men and women that you know, are in our communities, and let's say even some and I'm using air quotes, leadership positions, kindness and compassion doesn't seem to be, you know, top of the priorities in discussion. You don't listen to the, you know, the, the Houses of Parliament, people saying I think we need to, you know, be kinder to each other. We need to foster community, we need to pull the country together, especially the last two or three years. What was it about your upbringing that sowed the seeds so deeply, which I think you know, that happened to me when I was young as well, that made you kind of go in a slightly different path away from well, I'm just going to do my nine to five, and I'm going to come home and be with my family. But get that service, I haven't done enough, I want to do more, I want to make an impact, I really want to help these people get out of some of their suffering.

37:32

You know what, James, I asked this question a lot. And I'll be really honest with you, I don't know. Money's never been my god. Money is never ever been my God. And I think a lot of them, like you said before, a lot of them people in positions of power and leadership. I could have been a very rich man a long time ago, for 23 years, I've never took a penny at these guys, I could have charged with it. Money has never been my God. And I've just, if I see something, I'm gonna have to say, or see something I'll always say, I'm from a long time ago, when I was younger. If I see injustice, I have to say something. And just growing up, I see people the pattern as the patronizing nature, people were getting spoken to elderly people or disabled people. And I said, I'm gonna have to say something. And better yet, I'm gonna have to do there are so many situations where we're not, I can't explain. I'll tell you one that I told the other day, James. I was in a, I was 16. And I was doing a cricket session in the park local park. And now I'm there with my guys in session, and in the corner, there was an Asian family playing cricket. And there's one gentleman in the Asian family, we're in a wheelchair. And you can see

that he just so involved, he was gay what? He was watching him and he was he wanted to be there. He's watching them one about, unfortunately, for five minutes, I'm saying to say, right. Say, right, man. I went over to her when I say excuse me, what's that? He's called every. I said, What's his relationship to you? One person said I was my bad. Somebody else that was my is my uncle. Somebody else that was my brother said How dare you not not getting involved? How dare you not not getting involved? There? What do you mean, there were a lot of them spoke broken English. I said, What? Because he's in a wheelchair. Does he not exist? So I said, this is what we're going to do. I said, Abraham, so I rolled him over and put them on a cricket wicket. And I give him the back. And he looked at me, but the way he looked at me was like he won the lottery James. And I couldn't believe that they didn't see this. I couldn't believe that they didn't CSR. So I made him back. So I said, this, we're going to do we're going to play a game. So I call my guys over. And I call their family over. We all had a massive cricket game, but I said this is what we're gonna do for 20 minutes. It's going to be a cricket fitness session. Ibrahim is going to back so everyone's going to go All and if you boil it in many misses, nothing happens. If you boil it in and he hits the bar everybody goes to burpees or to pretzels. After 20 minutes deems was missing and hit him and then they were doing at the end of the session James is wild come over to me and again this is gonna sound corny and I'm 38 years old now got two beautiful little boys right? And you know when you get that hog of you kids that's Words can't express it. You know when you've been away for a while and when you hug gives you that kiss touches you so this woman Give me a hug Jamia James I've never forget. She didn't let me go for about seven minutes and she was crying. I'm gonna bring in came over. And she spoke broken English. What I knew what she was she was just looking at me talking and saying, Oh, I can't believe like, why was she caught? Why? Why thank you. But why? Why did you help? And I said,

 40:58

and what I said I remember there was no words but that he come over. Check this out. Never forget it. James. He said this is the first time in 30 years I felt alive.

 41:10

So we wasn't born disabled up. To this day. I wasn't sure it wasn't my place to dig. Obviously, he was born able bodied and something happened and put him in a wheelchair. I said it's the first time in 30 years he's alive. I don't know what made me go over. I could have I should have my I could have they could have easily said to me fr who will you get out? This is our family. What I had to go over I didn't even hesitate. James. I didn't hesitate. And I can tell you why I did porn. That was one of the early situations where I've seen injustice, and I've seen somebody that was getting messed up. And I couldn't I couldn't stand it.

 James Geering 41:49

Let's be been a real kind of evolution of the entire kind of adaptive, you know, spectrum of people that you say whether it's strokes, or autism or cerebral palsy. And I think sadly, a lot of that came out of the wars and a lot of our men and women coming back with, you know, missing limbs and TBI isn't things. But I've watched it shift which is beautiful. And we had a high level wheelchair athlete in my gym and was able to kind of figure out some adaptations for

her to be able to do rope climbs and muscle ups and some things in the CrossFit side. I watched your videos and what I see is playfulness and ingenuity. So talk to me about you know, as you've watched yourself, become more and more experience that that thing, I mean, a lot of coaches, you know, you Okay, we're gonna do cleans, we're gonna do this, we're gonna do that. Alright, you know, stretch, and we're done. But you've been able to kind of remove the kind of alleyway as it were, and be so creative in what you do with each individual person.



42:51

Yeah. Well, my theory without jeans is guys, I trade Monday. I rarely get somebody who's fully mobile through the shoulders to the to the elbows and wrists. My guys are severely disabled, they won't mind me saying I'm severely disabled. So one thing that we all and it's funny that you said this, because I've had a few issues with people over this. Where you always get obviously I don't really read the comments. There's there's too many, but you always see one or two. And normality, James normality. That's the most powerful thing in the world treating somebody normal and obvious situation. I told this story many times about one young lad actually means, again, early days, was just a young lad in the gym getting trained or somebody that are hired, and it was just a shittier session. It was the worst session I've ever seen in my life. And the trainer went to the toilet. And as he got into the toilet is this young lad came out to a part of his wheelchair, walked over to the drinks and poured himself a water and I walked in. And I said to him, don't ever ever let another man dilute your power. If you can do more, you do more that that that that wheelchair doesn't define you. And then when the trainer came back and says, All right, I got this you go home. The 20 minutes I made him stand up, because I knew we could have made it lifted free kg Donovan's a little one, he's a strapping 18 year old lad. And at the end of the session, meet me and his parents are gonna have a magical moment. And I'll never forget how big his dad was on the fourth, we're gonna get massive. What they said, all we want as parents is people to treat us are normal. And I was the first person to do it, where this training was all patronizing. If you're a lazy kid, I'm gonna tell you whether your wheelchair whether you got stole the body, whether you got cancer, whether you're blind, you're if you're lazy, I'm gonna tell you, cuz I don't see disability. I don't see your wheelchair, I see you. And for me, that was so many years ago, and then I said, normality. That's the power. And also now when you're talking to me and somebody normal Is it normal James to walk in put somebody in a heist and treat him like a cow or treat him like a piece of machinery? I've asked so many stupid people say, Well, you've seen the videos JAMES Well, I'm carrying my guys because I'm touching them I want to touch you. I want you to feel human connection. Because a lot of care homes in England James You know, you get fired if you touch a disabled people. I've got people at my house that I've worked with over the years who've said to me, in a certain facilities, if you touch somebody disables, you will get sacked. So how normal it is to pick up a man with a heist, and press a button to heist a rope and then have to turn that's not actually in her normal. That's not treating her normal treating her normal as art and baby we're gonna get up let me get you up. That human connection touching, talking, and then cut the world. So what's at the moment? It's always going to be even to this day, I don't ask my I'm so glad James i Everything's happening now at this stage of my life. Because I know who I am as a person. My morals and principles are so strong, where I'm gonna give you a kiss. I'm gonna give you a kiss. Man or woman if you don't something amazing. I've got no problem giving you a hug and say the boss. Well done. I don't care. I don't care what anybody else thinks. Because as long as that person knows where that kisses come from that that kiss on the forehead is coming from a place of love. You see what I'm saying? And feeding people normal is is about what I would give to my sons on my little brothers. I'm not I'm not I can easily go out and spend money getting electrical equipment to house people look, No, Uncle Jim. I'm strong. I'm

capable. I'm gonna pick you up. Pay me, Josh. I'm gonna pick you up today. Me and Josh was wrestling. I'm going to post it to mobile meal Josh was wrestling actually wrestling on the floor? Because he is somebody normally has given him experiences other people have received, why shouldn't you receive? Why should I put a harness on you to pick your lack of ability piece of machinery? I'm not into it. And so with my stuff that I do, I try and be as creative as I can. Purely because how can I replicate normal, normal experiences for my people. And that's where the creativity comes in. So a lot of the stuff that you see my guys doing slightly stuff that he said with a mate or a video that went Bible with me and one of my youngsters, Marley kicking a football, and I'm not sure if you've seen that video was me and Marley, Marley, same as me. So we're pausing. So I pick him up there, and I'm walking with him. And he's just scoring a hat trick, he scored a goal, I'm gonna make somebody feel another bar. And people will look at that. And what I want people to see that is, is a young boy. He's a man city obsessive. Fan, he loves football. So how normal is it to? Like he's never kicked a football. So if I can replicate him, I'm not saying that he's going to want or he's going to jump. But that, that half an hour, where me and him are playing football? You know, I'm saying to him, do you see the maths is so, so simple, but so powerful. And it's not about saying, I'm going to try and make Molly work again? No, it will never work. His family know that. And I know that for half an hour. Let me give him an experience that takes him to a fantasy where he's playing football man. He's playing football for Man City, and he scored a goal that there to me is what it's all about replicating just real life normal experiences in creative ways. And yeah, I put a lot of effort into it, James.

J

James Geering 48:51

Well, it's amazing. And I when I when I think about some of the videos that I've seen, you know, again, you're just figuring out how, and you know, just to go back also on the human contact thing. I mean, I, my son's almost 16 Now I still hug him and kiss him and because that's what normal people do. You know, obviously, there's some people that are creepy. That's a whole different section of people. But your average person is you know, that that contact is what human beings actually need. But I think listening to you talk, one of the areas that people probably struggle with is you you have this pre programmed or this is normal, someone with two arms and two legs, and they walk like this, and they jumped like this. But to get a young boy with cerebral palsy to be able to relive their dream, they don't have to walk like you or me, they don't have to be able to, you know, hold their body weight up in a certain way, but they're still experiencing that same joy. So totally kind of disassembling our pre determined ideas of what normal should look like. And instead going, okay, you know, you're an individual, how can we make this work for you? That's just you know, it's a beautiful way of looking at each individual, whether they have a disability, whether they're obese or whether they just broke their leg or whether they're, you know, hearing impaired or whatever it is.

i

50:08

Yeah, definitely. I know. A lot of times people say to me, can you make a program online that you can send out to people and the answer is always going to be NorCal. Any elite coach, an elite coach, where we stand on Steffi Cohen, you've asked Steffi on where we stand for your stand. Every human's different, you can get to having people with cerebral palsy, and they've got 10 Different levels of mobility. Like Josh is very mobile few shoulders, where I've got a lady called Francesco, wonderful, wonderful leader lover today. He's very mobile, who shoulders sometimes I will pause it, it varies so much. So everyone's different. And it's just about

understanding, embracing human differences, realizing what that person's level or capability is, and wherever that is, once I work out your level of capability, I want you to decorously had within that level. And I think what a lot of people don't realize is it's an escape. An escape for people just like when we go gym, it's no different nobody else is an escape. It's an opportunity to be challenged. And it's an opportunity just to be normal. Either artists. I'm going to take you by the story. One of my young lads man he's amazing man. He's a he's a lot of shit when he wants to be. He goes university he plays quite Abdl the man is blind and plays football for GB is a striker for Team GB is a university kid. So you know what they like back home James You know what university kids are like, always pissed or whatever. Abdo is blind. So if you're late for my class that able bodied people when they come late to my class, you're doing burpees or you're doing puzzles that even my wife she turns up late I don't care you my wife go up and give me them burpees so app two came in handy came in late two years ago and then I said you like is that oh you're the sound of a fork give me a stick hockey stick often said drop and didn't burpees stop and do them trestles and people will go looking around going



52:26

to tax planning I said so. You think he's anything you think he's any different to anybody else?



52:32

You think Abdul is different to me you or anybody else? No. So get your alas down there and give me them trestles and he was laughing his head off. And I guarantee James if I if Aptos heard me give people close ups and burpees for being late if you would have walked in 15 minutes late and I didn't give him a punishment is actually in a novel that's treatment different and out of out of really let my staff know this is that's starting to people normal training people normal isn't just a word is it's with the actions through the actions and I'm glad that my guys get that normal experience and sometimes they even look at this now the work that I'm doing is bought me and you together to have a chat and I think why I'm not I'm not a scientist like obviously there's people I know in the industry that are ridiculously intelligent and scientific with certain things



53:27

look at the booty call not too geeky was to call it that but the secret of



53:36

the mad scientist is on Instagram the mad scientist, ridiculously intelligent Duffin, Dauphine crystal filled with dolphin, Steffi Cohen intelligent out of her head, I'm a big fan of stuff we stand. They've got knowledge with with the with the bodybuilding and powerlifting. And I've got knowledge with that as well don't get Don't get it wrong with this section of my work has gone global. Not science. It's not rocket science. All it is, is treating people normal. And it's gone global James Dean, people nice and normal, and including people is now put me on a global stage. And sometimes it baffles me. That's what everyone should be doing. I mean, that's what everyone should be doing.

J

James Geering 54:18

I really believe that there's going to be a paradigm shift. I think the pendulum swung so far, one way and I want to get to that in a second, where people were divided people were made to be scared of each other for a number of reasons, you know, touch touching each other was, you know, heresy at that point. But I feel like now it's swinging the other way and a lot of the nastiness that was very popular on social media, I really believe which is why I think you know, when you create a videos of what you're doing, I think that's why there's so much demand because I think people are craving that community they're craving that compassion, kindness that inclusion, all the things that you know, I talk about this a lot people go to Holy buildings, whatever their religions And what I'm pretty sure what they're learning is Be kind, don't be a dick. You know, it's a pretty universal conversation. But then they walk outside, and then they step over the homeless person and you know, and then they look down their nose at the drug addict, you know what I mean? And then they carry on about their day. I feel like now, because of such division and nastiness, and some of the horrible things that we've seen on television and social media, that now there's this absolute craving for exactly the kinds of things that you know, that you're permeating, which is why I think people around the world in this incredible technology that we have, are looking, you know, from Istanbul, into a gym in Manchester and going, Holy shit, that's, that's me. He's, he's training a version of me, I can do that in Turkey. So it's, it's absolutely amazing to watch.

U

55:48

Definitely. One thing that I've tried to do recently, James is I try and protect myself, James, I try and protect myself as regards to because I know the power and what people are witnessing. I think it's very important to protect yourself. So what I mean by that is, I don't make myself available to bullshit. I'm not wanting to get engaged in nonsense, or if I get a lot of videos, let's say for videos got 10,000 comments. Not every comment is going to be nice. But I was going to be one person. So initially, because that person was doing, so I made myself unavailable. So I rarely, I don't read comments. I don't read. And I don't, unless I go on, and it's right in front of me. I don't really go through the comments section, because I think I want I want to be unavailable. So that bullshit. As long as I know that majority people are enjoying what they're seeing, and they're finding inspiration. That's all that matters. And as long as we're my guys come to me, and they tell me about all the amazing comments that they read, to Alaska, I don't mean nothing else. No need nothing else. Because this is not about anybody. It says this, it sounds silly. It sounds like I'm talking shit. But I'm saying it's not about me. Because I've got a big following on Instagram, I've got a million followers in six hours. So people might say, Oh, he's talking rubbish. But it's not about me. Not about me, what I realized a long time ago is it's about the family. If I train somebody, and I do something magical with that person, that take that person out of a really dark, deep place that they would take that there was a if I bring happiness to that person, James, that happiness then filters through to the family. And then the family members come to me and say, Thank you so much, because Because of you, somebody passed away a few months ago, gentleman, only training for about five months. But I said that the happiness you bought him gave was an extra five, six months, but when you see what I'm saying, and that there to me means more than money or anything. And they say the thing is sometimes people just get people try and they don't believe it. But I say to them, I've never it's never charged for 20 years, they don't believe it. Or doesn't that is the truth. And one thing that I think is gonna help somebody from the deepest, deepest part of your soul. There's no

There's no NatWest. There's no, but there's no cash point. There's no checkbook, if you really want to help somebody on the pure as part of whatever's inside you. Money can't come into that conversation. If I've got advantage somebody with cancer or stroke or dementia, and I genuinely from the bottom of my heart, when I make that person, smile, I'll be happy again. If I then take money for that service. I'm talking shit. I've not trained you because I want to train you because I'm gaining financially. So therefore, you will never ever catch me out. Because I genuinely want to help people. So therefore I'll never take money off anybody who requires help. Because therefore I'm doing it because of what I want financial gain. And I'm happy that I'm like this man. I'm happy that about the journey that I've had. I'm happy that it's happened to me at this stage in life. Because it takes a very strong mind, James, the things are told you and I can go on for so many hours. Where now I feel guilt every single day as it's like it's a bit like being bipolar, no offense to anybody with bipolar, but I'm so energetic and gassed. But then I feel so much guilt every single fucking day James, because I can't reach people. Even this morning. I have somebody in Argentina where I'd love to help strokes or assault survivor. Quite a few illnesses in bits and bobs and help us I'd love to click of a magic one that I can click in. I can transport myself to Argentina but I can and the mess is actually certainly I won't go into it because it is personal but really require self managed to believe that I could really help her and I could really change the life and I believe I could get sore so I'll get a lot of messages like that every single day money and it breaks my heart a little bit because I can't get to but this is one thing with this job created here in this niche. It's show me the real definition of strength James one last round is what we're not as an athlete. Trump was always almost mostly you got how much can you do this and you know what it's like in a male flag in a sport in locker rooms. Or thanks, man deadlift That is why when I this is why I trained so hard because whatever is on that bar James high strength strength is when someone's got sermon or cancel but it's still they've made the choice to carry on living and come to the gym strength is when someone's got dementia and they not have been the person with dementia the thoughts of last like two weeks ago I had a wife we bought a husband and he's got dementia doesn't remember the marriage for two years so once was going to change the saints for me you see who's that lady? That heartbreaking? That must be for somebody who's been I mean that a strength the strength that she's got to everyday say by the common household we still gonna go to the shop. Yeah, but I don't know who you are who are you know, so Caleb, that's that's more that that kind of Sherman is more than any fitness on a squat bow or deadlift or anti Vivanco any opportunity sock about antiguo monoclonal antibody Monica is one of my old ladies that passed away last year rest in peace on TV she's strong sassy Irish lady man she used to work and everything she used to work she's crazy she's a never forget it man. I spoke about recently in another podcast man and is brought so many memories back it was a level 57 And that very rare that I've got on my wall in my office they're all AP class starts at 12 o'clock jeans are chained them for 50 years. To two amazing just elderly ladies. 1157 She came in my room and she went j because I'm gonna tell you what, don't tell nobody promised me so of course on TV. Pinky promise to me. Exactly. Word for word and never forget it. Say I've got cancer. I don't know how long I've got left to live. Don't tell nobody. I don't want no sympathy. I don't want nobody feeling sorry for me. I want to slip me like whatever time I've got left. And I just started crying my eyes out. Eventually wiped out James I kid you not. Did you not she wiped her eyes. She was crying. Because I was crying. She wasn't crying for her. She's crying because she's never seen me cry. She flies. She went on with the show. We went outside and I'm doing a class. I'm not really in the best way that people st Jay y'all came over you okay? I said Yamaha just a bit. A bit Paulus. And I remember looking at the clock and halfway through the class, and to the one that is dancing, the tail off she's on the she's in the gym dancing and singing. There's an Irish song I'm not sure if you've heard it. There's an Irish song us but you're famous. Tell Matt tell me ma when I come home and the boys will leave the girls alone. And they all start doing the iris trick. And Jane she's they're just chugging away. And I'm looking when you

just told me that you're dying. What fucking strength you got inside of you to tell me that. And 15 minutes later, you are dancing your life and soul of the party. And I realize that strength and that strength I hope one day man I've got that kind of stuff. And this is why the powerlifting ins of the gym I don't find it impressive to myself other people will Oh my God. You're the deadlift European champion. And oh my god if you can benchpress test Michael Q. To me that extra you I mean, to me that's not strength. It's is what these guys show me every single day. Amen to that with the reverse situation, Francesco to make Josh, the sole patients to dementia patients. They're the ones where the dust, man, I don't care what anybody says. And I'll tell you experience being in people's presence and witness these things like I witnessed every day. I don't think a lot of people can actually Fathom out what it is. I mean, it's a very powerful thing to be around

 James Geering 1:04:50

and listen to you here listening to you talking about you know, this this human connection, the touch the the lifting the carrying around with football. You've got all these people All that their lives are being changed. And then a couple years ago, a lot of our countries are told, gyms are closed. Now, this isn't a political comment. It's not about politics at all. But for me coming from the wellness background, it seemed like all the things that people needed were taken from them and all the things that would make them more scared and more unhealthy, you know, alcohol, fast food delivered to houses, you know, don't don't do anything till we tell you was the opposite, but for people, and I witnessed this in the gym, or I train and coach, that was their community as well, whether they're disabled, whether they're just a member of the community who is fortunate enough to be able bodied. That is their mental health. That is their physical health. So just talk to me about your perspective. You know, you have this amazing community, and then all of a sudden, one day, everyone's told to close their doors,

 1:05:51

cried my eyes out James was a woman. One of the worst experiences of my life, I'll never forget it. Where it was, everything was happening, we crawl and we are a few things people say and a couple things are gonna cause and I never thought nothing of it. And I never forget it was Friday. Like not many people notice things. Yeah, he's mastered you got some stuff on me today. It was Friday, and on Friday at six o'clock, I've got a kettlebell class, the last gasp of the week 6pm And about about 12 o'clock, my phone's ringing James and people saying, you got a quote today. It's been announced that you've got to close today. And I think you know, nothing. Close a few weeks and whatnot. Come back. I didn't know how serious it was. I think the 6pm class and I was finding that I wasn't one bit bothered. And as I'm putting much put my key in an uncertain in the short term. Things are going down. Like crying hysterically crying hysterically. And a few people were my members with a fucking I turned me back like that seems I thought I've been watching you about it. Yeah, yeah. Yeah, more like, I'm gonna wait for him to go. I just spoke in screen. Because only when I was running through my head, James is what am I people going to do? This is not about a booty. This is not about six pack. This is not about your bicep or tricep. The majority of my people come to me for something more, more than the aesthetics. What the fuck are they going to do? I can't go to them, they can't come to me and know what's going to happen. And as I seen it, I started seeing into the future. As I see people going into a downward spiral. Because this has been taken away from well, this is actually what keeps them alive. This is what keeps them ticking over. And this has been taken away and I

can't do nothing about it. I can't do nothing about it. And it literally happened. It was a two minute free screen cried and a fork is horrible. This is so important. And I'm just praying to God, that the work that I'm doing now the amount of gyms and gym owners that I'm speaking to seeing what I'm doing, and it's opening their eyes a lot more as regards to including people inclusion. And I'm glad I'm glad every single day the amount of messages I get from trainers asking for advice on how to train people with cerebral palsy. And I'm glad I'm glad that I've become that guy that Pete that people around the world can ask and try and get some creative ideas of I think it's powerful is it just be emotional man like is marginally got took away from those dreams being the health and well being is something that everyone should have the right and opportunity to invest in health and well being and as some people haven't sadly and that's one of the some of the most simplest things in life which was it to get taken away it's amazing major incident and then when that happened to Corona it was a setup a food bank man I spent a lot of money on certain grounds set up a food bank at the gym where I hand delivered to all of my oldest every single one of them hand delivered all their food onto the Monaco is ice to get of course to creams daily never. I used to get dog food. And I remember dropping some software our house still got a bit a separate video on my phone. So that the video on my phone because I made my wife film. My wife film, remember posting things out, saying listen, I'm Phil I'm sure I'm showing people do some socials, not to say Look at me. Look at me. I'm saying that I'm sick of people talking shit. People talking like awkward gonna say go and check, go and check on your grandmother. It's not It's not words, it's actions. So I want people to see the community. If people the community think I'm a leader, well, look what I'm doing. I'm physically going out there. I've dropped off the food, and I've walked away. And I said, uncle Baba, and I still got the video on the phone. And yeah, it's about actions. It's about action. And I think that's going forward when it comes to health and well being and just hope people start doing having more options in words.