

Mike Chadwick - Episode 828

Tue, Sep 26, 2023 9:30PM 1:50:42

SUMMARY KEYWORDS

people, athlete, military, soldier, ultimately, world, firefighter, training, train, single, physical, utilize, ensure, call, absolutely, good, paratrooper, years, country, standard

SPEAKERS

James Geering, Mike Chadwick

J James Geering 00:00

Welcome to the behind the shield podcast. As always, my name is James Geering. And this week it is my absolute honor to welcome on the show, former paratrooper Special Forces support group operator, Royal Army, physical Training Corps instructor and author, Mike Chadwick. So in this conversation, we discuss a host of topics from Mike's early life, his journey into the military, becoming one of the strength and conditioning gurus when training the British Special Forces tactical athlete, working with UFC fighters, the importance of recovery, training, the aging athlete, and so much more. Now, before we get to this incredible conversation, as I say, every week, please just take a moment, go to whichever app you listen to this on, subscribe to the show, leave feedback and leave a rating. Every five star rating truly does elevate this podcast, therefore making it easier for others to find. And this is a free library of well over 800 episodes now. So all I ask in return is that you help share these incredible men and women's stories. So I can get them to every single person on planet earth who needs to hear them. So with that being said, I introduce to you Mike Chadwick enjoy Well, Mike, I want to start by saying thank you so much for taking the time and coming on the behind the shield podcast today.

M Mike Chadwick 01:45

Absolute pleasure, mate. It's a pleasure to be here. Finally got it. We've booked this in last month. For them. I was fashionably late, which is quite rare. But yeah, I do apologize. We're here now on it.

J James Geering 01:56

No worries at all. Like I said, it gave me a chance to run my dog. So that made her happy. Not a big deal. So we're on planet earth are we finding you this afternoon.

0 00:00

 02:05

So I'm over in Liverpool, England, and travelled around the country. Around the world very issue. And it's where I lived as a soldier and where was as what we call a pad brat. So my father was a soldier as well. So I've never settled anywhere. But I'm finally settled after leaving regular service, and opening up the first tactical athlete Performance Center in our country, and up here in Liverpool, so I can be home every night with my little girl.

 James Geering 02:34

Beautiful. Well, I want to get to that. Because obviously, I mean, the military and first responders, a lot of us spend a lot of time away from family. But let's start at the very beginning of your timeline first. So tell me where you were born. And tell me a little bit about your family dynamic. what your parents did? How many siblings?

 02:51

Yeah, so I was born up near New Castle in England. My father was a soldier. And ultimately, we never settled in one place. As I just mentioned, we traveled around the law, from, you know, various places around the world. Most lovely, most nice was Cyprus. And, and then ultimately, when I was 17, just left school, I joined the military, as well said plenty of times you for many podcasts. I joined the military, not for Queen and Country, I joined because it was the quickest way I could put food on the table. As I just mentioned, my father was a soldier, he left us when he was very young. My mom got very sick, and it was up to me to go on provides for everyone. So it was up to me to go and pull the money and the quickest way I could get money was to join the army. A lot of officers and commanders don't like me saying that. But that's the truth. And and I think that's the same across the board for many people who end up in tactical athlete development as what it's called now. But then. But yeah, that's where it started, and then ended up in Liverpool.

 James Geering 03:54

So I started this podcast seven years ago now, which is, I guess, kind of early in the podcast world. So I've been on this 822 Now episode journey of learning. Like I'm this perpetual student. One of the real kind of aha moments for me was when one of the guests talked about the number of first responders and military that came through his mental health retreat that had childhood trauma. And when we talk about mental health in uniform, it's not normally something that comes up. It's like, oh, it's what you saw in Afghanistan, or, Oh, James, you cut that kid out of their car. But when I'd have so many people on here, I'm like, Holy shit, this is a real thing. Because now when we start early life, you know, trauma is comparative. You know, some people's is horrific on paper. Some people may look at other people's like, Well, that wasn't as bad but it is, you know, for a vulnerable child that needs security and protection and stability. It can be very, very detrimental if it's not addressed. So when you look back, you know what, what age did your dad leave and then talk to me about the family dynamic. If you don't mind like were you kind of forced to be an adult a lot sooner than a child should be.

 05:03

100% So my dad left when I was around about nine or 10, I've got a little sister seven years younger than me. And ultimately, we ended up moving to a place called sang silence. And the only reason we moved there and again, people from St. Helens hate me saying this was it was because it was the cheapest place we could go. We bounced from house to house, whatever the council would give us. And, and listen, either from that might have a lovely upbringing, you know, no one was hurt me, no one was beating me up. So I've, my trauma wasn't what wasn't as bad, I just had to grow up, I didn't score really quickly. And we realized very, very quickly that the absolute moment I left and 60 in school, I had to join the army, because it was the quickest way I could get money. Now, someone then told me that if I joined the parachute regiment, I would get an extra two in Japan. And so I thought, hey, I'm in. And little did I know what that meant? Or how hard that would be and how much I would have to earn that extra two in Japan a month. But ultimately, that define my life because I was so naive to the situation that when I turned up the parachute regiment, depo, which is notorious being absolutely brutal, has only just turned 17. So I was meant to start. A junior entry is where the only one of the only countries you don't have over in America, we have a junior entry here, which I went to redesign the pathway many years later, but you start at 16. But someone told me if I, if I can possibly become a British poetry, but which you have to be 17. To start, I can initiate from Japan and I'm going to pass sound where do you want me Samuel? There was nine out of 65 was the survived. I was the youngest by a long way. And ultimately, I genuinely believe this is whether the first chapter of a book is called this is because I had a stronger why than everyone else. Now there's a study out there, isn't it there whereby trauma can define someone. And it just so happens to be the right amount of trauma too much. And you can go off in one direction. But just enough, it can give you the push to go and do something incredible. I wouldn't say that I had a traumatic upbringing. But I had an upbringing that had an element of trauma. And in regards to a miss that father forget, I became the father figure of every very earth sister. So I went away to depo somehow survived, by all means possible, I just held on for dear life. I didn't really prep for it, if I'm honest with you, and I'll do not advocate that to absolutely anybody do make sure you prep for it. That's what I do now. And you know, when it hurts every single day, but ultimately, if I didn't win, then we didn't get fed. That was the bottom line. And therefore no one was beating. No, that you could drive as much pain. Give me as much press ups and sit ups and wrongs as much as you wanted to. I'm not going anywhere. There's no way I'm ringing that bell, and day after day, what's wrong, then break and ring the bell, and I'm still still betting and every day I grew up. And as horrible as that sound. Every time someone rang that bell, I grew as a person. And I was just standing there thinking I've survived another day. These are not getting rid of and they probably tried so hard, because I can imagine it was awful. Just a gobshite who felt the world owed me something. And but every day I turned up. And everyday, I just did my absolute best to make sure I got over the line. And somehow I did and provided unfortunately my mom passed away a few years later, but my little sister now has got a master's degree. And she's doing okay, so we could okay.

J

James Geering 08:39

There's something that has been echoed a lot on here. The trauma, if it's a dress can become a superpower. And I think if it's left unaddressed, you know, we go into a profession where now we're serving now we have purpose. Now we have a tribe around us, you know, and then eventually there's a certain point where that foundation starts to crumble if you haven't addressed it. But if we were able to bring on our young men and women that enter the military, the fire service, whatever it is, and make mental health such an important conversation that we addressed that at the front door as well. So as many times as you're doing PT, maybe you're

going through counselling sessions to and maybe you haven't got much to offload, maybe you got a shitload to offload, but you now that post traumatic growth that turning that trauma into something that is a strength for you that gets you through in a Power selection, or whatever it is. I think that's the conversation we need to hear because then that gives people hope, like I'm not gonna live with PTSD. I'm going to turn turn it from PTSD to PTS G, I guess it is all post traumatic, but PTG so hearing all these people who use that as their driving force, and Shawn Strickland is a perfect example. He just won the championship in the UFC, and I saw a little clip and he said something like, Thanks, Dad for such a fucked up child. You know, this is why I'm here. So it's kind of it's good to hear because I think so many of us in uniform. When you look back we have got trauma. That's what drove us to this life is Nervous



10:02

blunderbuss and I couldn't agree more i i became privy to Sean the many years ago because he fought one of my friends who I went through training with in the UFC Jack marchment. So I went through depper with Jack marshman. And Jack and Shawn got chit chat and I'm gonna ramble on Sean's that's a chance to chat throughout the whole fight is just that there was another level. And and there's so much similarities there that Shawn could probably have joined done what we did, because he's got that same thing. And that's why that's how I became. And you'll look across the board now. And pretty much I would have thought, You know what, there's something I've never looked into. But if you still look at the non originals that passed, when I did, I would put my house, the 90% of them probably have a similar upbringing.



James Geering 10:48

Absolutely. We talked about not doing the physical preparation, what were you playing sports wise when you were a kid.



10:55

So I played a decent level of football. And just when my dad left, I was on a Liverpool Academy, and I got dropped and I wasn't good enough to go and get housed. So when you when you can't get to like train or something, so if I respond like London or from Wales, and he was good enough to move your family to basically in around the age of us country, I wasn't good enough for that. But I played at that level. So when I couldn't get to the game that was the end of that, we then move to St. Helens, where they do not play football, all they do is play rugby, we was a feeder club for the saints who was like world champions at the time. So I never kicked the ball again. And that hurt. But ultimately, it was I didn't really do anything, I was just a lot of genetics naturally. Okay. And still, I doubt I was good enough for my why was so strong that they could not break me. And as long as I didn't get injured, now I didn't because I was so young, and so that I wouldn't get injured. You know, if I was to probably try that now I was a 25 year old or, you know, even as a 2122 year old, then I probably would have broke because he didn't have a foundation of strength to help me to survive. That's what I try and preach now that PowerEdge depo is a survival place, you obviously have to showcase that you have a level above from a performance outcome on spectrum. But ultimately, those who survive when so there was another study women that were pretty much the top third who go there fail. Because they've never felt pain, they don't understand what that feels like. So as soon as something gets a little

bit tough to go, don't like that. Do not like that. So those who test and when like the first time, I can remember all of them think Well, I can remember when I first turned up my first first few days, getting tested, and being way back in the pack thinking our thoughts and don't there's no way in this world. I can keep up with that, you know, there's people, you know, lapping me, and I'm thinking, How do I how do I possibly keep going, maybe I should have trained for this and have all of them every single one of drop by the wayside. Time and time again, those bad that bell was getting ringing. So what happens when we went through depo is the bell would get wrong. And if he was on the block, you would all run out into the corridor. And maybe it'd be almost like a parade and the person would have to be stood there outside the office and everyone who stood down the corridor, all the all the fall screws to like the corporals, the staff will come out and you say like, what's going on, they go and such and such such and such. And I rang the bell, I'd like to leave. And it was okay, turn around, they're coming back, we'd all have to stay in the corridor, and they've walked back past us with the kit. And every time they'd be walking past me and thinking, wow, how you going? Like, you're like the fittest here? Where are you going? Every single time and you don't get the time to question because they got. So the idea behind is they don't they don't get what they say is they don't infect anyone. So to get rid of them straightaway. Because you can become very negative very quickly. And you can pass that around and become you know, as I'm sure negativity spreads. So what to do is to get rid of them straightaway so that they're nowhere near you so that they can't possibly go off. They can can't tell you the better side they can't say Oh, I'm leaving because this is this is shit or this is I'm going to do this. They shouldn't have done that whatever they get rid of them straightaway. So you There you go back straight into practice. They get shipped out to go to another block we crack on with the day.

J James Geering 14:17

I wrote a chapter in my book about a similar thing in the fire service and it was once you finish the Fire Academy you can go to some organizations that you test and they'll send you to your applications to a bunch of fire department because here it's not national, every city and county is its own entity. And at the beginning there was these two like bright orange bodybuilders just strutting around with the cut off shirt and everything and the way they were walking around. I'm like well they must be the gods of firefighting. And I was a brand new dude I had no fucking idea I didn't even have any family in the fire service. And so you know, we all start and it's just a simple thing. If you ever seen the combat challenge it was kind of like that just you know you're running up the stairs with the hose and everything. They only made it three story marries up with a dry length of hose on their shoulder when they tapped out and literally one do did tapped out. And then the other do did. And it was just that realization, like you said, when you grew up, and I'm 49 now, so you grew up with the, you know, the Rambo's and the terminators and all that stuff. We were told, that's what a man is. That's that elite performance. And then you realize, no, that stringy looking kid over there, has a mind of steel, and he just smokes it, you know, and this, these two orange cockerels fucking fall apart in the first, you know, two minutes. So it was, it was interesting. And then you talk to these saps and seals and everything else, it's not the six foot four 250 pound dude, that makes it through every time it there are obviously shapes and sizes in every military unit. But it's, it's between the years that ultimately, obviously preparation, and we'll get into as part of them, but that mindset, and if you're going to Hierarchy of Needs focus in like yours did, like I need to eat, I need to put a roof over my head, you know, especially if you've come from a place that was, you know, kind of deprived of that security. It's such a motivator that can absolutely, you know, supersede your physicality.



16:09

Yeah, and I've got a theory on it there. But by it's, there's a mixture of cycle psychology and physiology, whereby I believe that psychology gets you started your why physiology keeps you in there. And it will take psychology to kick yourself over the line when shit gets tough. And we now need to start relying upon willpower, that's what's going to pull you over the line. But the biggest portion of that for anything that's got some sort of arduous element to it, are you going through parachute regimen depo will rely upon your physical robustness to get through it. So and the way that I do it now, the way I coach people now, and the way I talk about it in my book is we push willpower as far right as we possibly can, to the harder we prepare, the better we prepare, the less we need to rely upon that mindset. Now we are going to rely on upon it at some point because stuffs gonna get really, really hard. And it's going to revert you back straightaway to that. Why? Why are you here? Why do you want this? Now, my physical presence probably in paragraph step or ran out earlier than others. So I was going to rely on psychology straightaway. And that willpower would then come full circle. First question, why am I here. And the moment I can answer that to myself, which the reason was my little sister, I've got an I'm gonna go to another level. Now I've got another level and I've got another gig. That's not to say that that can't went out because your mind is in fact, a muscle and it will run out the same as the way you bias it wherever you just keep bicep curling. But I just got over the line, I just had enough in there, that would get me over the line. And I did and I struggled all the time. And we could probably laugh about it now. Because where I went to after that, and the heights, I got to after that. It's a far cry from who I was in depth. But I did what I had to do with the tools that I had to survive. And that's what that is



James Geering 17:56

going back to the timeline for a second you went into the military because of necessity because of you know, your love your family and being a provider. Prior to that you've gone to the Liverpool Academy. So obviously football was in your mind at one point. Were there any other careers that you had in your mind prior to the military?



18:14

I knew in Yetta so I don't know what that equivalent is over with over there in the States. But I was about 15 years old. I couldn't join till I was 16 That's what I was doing. So education became a back burner. I was doing odd jobs, legal and illegal. And I was doing whatever I possibly could at that age to pull money in. But I realized I needed sustainability of money I needed it permanently income and the army was the was the thing that stood up straight away for me. And so that's what I was going to do. And I knew that all the way and I remember back with teachers and you know, I called him out a few years back. Mr. Banks isn't any worse and I'll never forget him telling me that I'll never amount to nothing. But I'd never amount to anything he did say he was an English teacher as well. So it pulled me straight up on that and and yeah, and that stuck with me. And I still think about him to this day. I don't regret it I don't I'm not I'm not upset about what he says I probably agree with you if I look at myself, but then I probably agree. But he gave me a little push



J James Geering 19:23

Yeah, it's funny like this. There's people that that lifted me up when I was in school my PE teacher for example. But there's one guy Mr. Blair's that was just that it wasn't negative cycle. It wasn't reverse psychology. It was just he was a dick. It's just how it was a terrible teacher. But it's amazing how you do use that and you're like I'll show you you know and again some people may be planning it some people don't but I part of a Facebook group with my old school and you know you put that name and all of a sudden everyone else's like Yeah, yeah, yeah. So you realize that you know, you can either elevate as a mentor or a teacher or you can discourage because you use it as fuel. How many other kids listen to that? And we're like, yeah, you're right and didn't.

i 20:07

Yeah, 100% And how many fell off the bandwagon just upon that, that knowledge, that knowledge alone is basically pushed them. So? Yeah. I mean, if you could stick a number on it be great Hindsight is a wonderful thing. But ever every step of the way, even when leaving the military, you know, you've got that such a huge safety blanket, why are you doing it? What are you going to possibly do, and in my head every single step of the way, and I've got where I am, every single step of the way from mishap and misfortune by everything outside of my control, but I've made it work every single step. And I've thrived in those moments of where I might just not make it. And maybe that was because when I left school, that's what I went straight into, that's my only notion of adulthood is I might not make it. That's all I've ever lived in, I've lived in that void of where there's a huge chance you're not going to be successful here. I will fucking watch this. And I've sat there my whole life. So those that same same notions that I utilize and depo, those people who have what we call, we stayed in the locker, we have struggled with weave in a physiological sense, we call it the accommodation principle. And that's what that's what we do. We call it from from a physical standpoint, but the same will be the same probably be said in psychology, whereby you will accommodate the load with the same as what you do. Now, when you walk up the stairs, your body just does it because you've done it that many times you accommodate it, like a mother, when she carries a child around on their hips, you accommodate that load. When I got my baby, I'm thinking, I'm stronger than my missus. And he's heavy. And you know, and she's just sitting around all day, if she wants you to clean, you know, everything, but she's accommodate the Lord. You can do that with your mind as well. But you'll have to put yourself through stress, stress is really, really positive and really powerful. But if you put yourself in there enough times, and you allow adaptations to take place, or you rest, because you only adapt from the stress that you can recover from, you will accommodate the load. And you'll get better in those voids. And I've spent my whole life in there, where I might just not make it. And that fear of failure is what's pushed me forward. And I love it. And now I think I just delivered a presentation at the International fitness summit as a headliner. And I sat in and loads of people will ask me, I'm a nervous and those people that were just drinking for the first time, and this is the biggest danger ever splits spoke on. I said, You know what have you in this room, and you're on that stage, and you're talking in front of these people and you're nervous. Good, you're in the right place, you've done something really good to be here. thrive on it. We are exactly where we should be. Let's go. And that's where I'm at now. And as you know, I like to say to people as well, you're not stressed out nervous about the situation like no one's trying to shoot me. Not one person's tried to shoot me this weekend. I think looking chilled, and massively children. This is easy work for me. Not to say that I wasn't nervous because it was but live in it. You know, and I think that's really helped me out the fact that I have always been under stress.

 James Geering 23:12

Well, speaking of that, when did you enter the military?

 23:16

What year? Yeah. 2000, November 2007.

 James Geering 23:20

Okay, so what was your 911 experience? If anything? I know it's a little different in the UK versus America now. But um, what was that if you remember it, and then talk to me about the environment that you found yourself in when you actually got to the combat side of the British military.

 23:38

So I was only 10 I believe when 911 happened. I remember it vividly. I was on my way to school. I just I just moved to St. John's, I'd literally just moved to St. John's. And I remember making a friend. And I think it was in my final year of school. And I'm knocking on his house. And as he was on our way to school, he says, come in. And I just remember seeing the telly whilst he was with me. He was completely naive to the situation just don't get into stuff. And I remember seeing on the telly this finger and fall. And his mom just like gasping and be like, Oh my God, oh, and I'm just thinking, I don't really understand what's happening. And that was my first view on it. Probably didn't quite understand the severity of it back then and how that would go on to shape the rest of my life. But it's played a huge part in my life. You know, it was it's absolutely massive. And it's it's restructured the world I can imagine, you know, it's every single person one way or another post de, who lived through it, who lived after it was born after it has been shaped by it in one way or another. And I don't think we quite realized the severity of it back then. And obviously then I went to war as a soldier, so it shaped me. Incredibly.

 James Geering 24:56

So a question I want to ask you I asked everyone that was in In combat, and the reason I do is maybe not so much in the UK, I'm not really well aware of the news back home anymore. I've been gone for 22 years now. But certainly in America here, they get a very polarized view of war see the very, very pro war, you know, kill them all that God sought them out very anti war, the whole baby killer thing. But in the middle are basically children that we send off to war a lot of times, and I think it's important to hear the perspective of the soldier, the Marine, the the airman, etc. So two part question. Firstly, regardless of the politics that sent you to where you were deployed, was there a moment where you realize, okay, there is there is a job to be done, there were some atrocities or whatever was going on that solidified your position where you are actually standing.



25:50

So remember why I joined. And it wasn't to do with anything like that I didn't join as you young, you know, who you are, and all that type of stuff. We're in it. That wasn't me, I didn't join for the queen. I didn't join for anything like that. I joined because it was the quickest workup of you in the table. Now. I became very patriotic whilst I was in. But ultimately, I went to these places to do a job. And I did exactly what was asked him every step of the way to the best of my ability. And, and that's all I had to do, because that's what fueled me, that's what kept me that's what kept the food on the table. This was all I knew. And therefore I did exactly what I had to do. I don't know if that's the most political answer your last but



James Geering 26:33

no, it didn't mean that every answer is just that everyone's unique perspective. So flipping that on its head for a second. Another thing that we don't hear about on the news usually is the kindness and compassion that I hear so many times in stories from either the soldiers themselves, or the people that they were there to protect. Because, again, there's a lot of touring with the same brush. Oh, we're at war with Afghanistan. Well, we're not we were at war with extremists within Afghanistan, who are terrorists, terrorizing their own people? So what about kindness and compassion that you witnessed?



27:03

Amazing, the Afghan people are unbelievable, you know, and we, you know, we help people make schools for young girls, and the Afghan people themselves are lovely, the place is unbelievable. It's so lovely. And you know, what, and even flipping it on my list will go, I have respect for the fighters as well, because they believed in something just the same as what we did. And, and I think that's, you often find that and I think you'll find that with those who have fought, those people who have been in the octagon, have respect for their opposition, whether they like them or hate them, by the end of it, they have respect for in it, they have respect for them. Because they're the ones stood up and be the center because they believe in something. So I still respected them and what they did, but like I said, I went, then I did a job to the best of my ability. And and yeah, that's what I did.



James Geering 28:02

Well, that's something I've heard from a lot of people, obviously, there's, you know, within every military group, there are some complete sociopaths. And we're aware of that, obviously, I mean, you know, if you're throwing Jewish people into an oven, you're not just serving anymore, you've crossed that line. But I always say, you know, how do we go from that toddler that was just laughing, and you know, chasing a ball and playing with whoever would, regardless of skin color, or religion, we're just kids, when we see the goodness in life, to the point of being divided and labeled and pitted against each other. And this is what's so sad. And I think we saw it on, you know, World War One obviously, is a classic example with the truce with a play football. Like these are men, neither of whom really have a dog in the fight, they were just told to go and fight the opposition, the Hon, you know, whoever it was. But when you

take a step back, I mean, ultimately, we're all the same kind of people and what's sad is over and over again, you know, a tyrannical few managed to create so many problems for the masses in their country.



29:03

You know, what I would do what I would love to do, I would love to walk the paths of water in battle with the enemy. And I'd like to get their point of view. And more so from a, from a, from a tactical point of view, what was your thinking there? When we did that? Why did you do that? And I would genuinely, and I've always thought this because that person opposite probably thinks the same way I do. They probably talk about girls the same way we do. And you know, they talk about the football and they do all that type of shift. But I'd like to see their point of view and their opinion, and I'd love to walk the paths that we walked one day, I would love to do it, you know, and because, you know, those those ground shapers in some incredible ways, and I grew up very, very quickly out there. And we did some incredible things as human beings, some incredible feats, some incredible acts of man have happened out there. I've seen some atrocious things. I've seen some wonderful things. But loads have been reshaped in that country. And I would genuinely like to walk back, I'd like to walk the paths and and I would like to see the enemies point of view, genuinely.



James Geering 30:17

One of my guests rich Rice was one of the very first Delta operators in Vietnam. And it actually is initial one was Vietnam, his last service as Mogadishu. So he took about a storied career. But he got to actually go back to Vietnam, ironically through go rock. So it was purely just to think they were making boots, and they were searching out certain materials for it. But they got to sit down with what was used to what used to be a Vietcong, I believe, and probably the people that were hunting him or vice versa at the time, and they sat down as two men, and they shared stories. And it's, I think, as we sit here recording this on 912, yesterday, I saw so many videos, and when being a firefighter, we lost 343 firefighters in New York, the the Instagram wall is just nothing but you know, smoking towers and voicemails from all the passengers on the plane, and it's all sadness. But 912 Today was when the the country came together. And this is the part I think we need to remember. And as we seem to be divided more again, I mean, especially the last, you know, three years, there was a lot of division, I think, to learn from these wars that you served, and that so many people in the past have, we have to realize that when we work together, when we pull people together, we're less likely to be sent into another war and less likely to create another war. So learning, as you said, getting these combatants together if you could create a scenario where they would, and learn from each other and realize, I bet if you look up the chain, the commonalities that that led to the beginning of the insurgency, or, you know, whatever element that created a war, you'd probably line them up and go, Well, shit that happened with us in this war in this war in this war. And then you realize, okay, there's a pattern history is trying to teach something, if we just mindlessly replay the event of the day, we're missing the lessons, we have to look at our quote unquote, leaders or lack thereof recently, and be like, Alright, let's put some good good people in positions that pull our country together, so we're less likely to send our children to war again.



32:19

Good people don't make money though.

J James Geering 32:23

Yep. Well, the thing is, I think that unity is a scary thing to a politician as well, one of my guests recently said, Imagine you're in medieval England. And you're looking over the castle war war, the Lord and the lady. And you've created separation in the village, and now they're arguing with each other. You guys were the village is not looking the castle. And I'm like, That is That is beautiful. That is it. You know, that's all of us down there. But when we're fighting amongst each other, we're not looking at the house of parliament, the White House, whatever it is, and going, Wait, why are they there again? So I mean, it's a very simple analogy, but it's true. If our system doesn't allow us to get put good leaders in in positions of power, then we need to change the system. It's that simple.

 33:10

Change the system. Yeah.

J James Geering 33:12

So all right, I digress. So what point did you get into focusing on the tactical athlete side, the human performance side when you are within the military.

 33:24

So I spent a bit of time in the parachute regiment then moved on to Special Forces support group and then ultimately it went up and took up a position as a physical training instructor at parachute regimental wrap up. So coming full circle, where I went through when nine of us survived, I then went back as an instructor as a physical training instructor there. As you can imagine, everyone in the power is is pretty fit. So for me to get a PTI course, and then go and be an instructor back, and the chances were very, very slim, but I got it. And that again, what shaped me so when I went there, for all I want us to be at this point was a soldier who had no intention of becoming a physical training instructor. And I thought to myself, rather than sit still, I'm gonna get myself on a degree. So I want to sign up to university didn't tell them I was in the army didn't tell the army I was in uni, and took up a full time degree, I do not recommend that to anybody. I decided to get rid of every external influence I had, all I had in my room was a bed, a table, a laptop, and a series of books. And I would study every single day and implement theory into practice the subsequent day, every day for two years, teaching between 50 and 200 people every single day on group sessions. And so my experience and my knowledge was going through the absolute roof. Now, what I realized when I was at depo, was that we were doing the same shit that they put us for it. There was no foundation. People was getting spat out very, very quickly. Fit people. Those top top third I mentioned already getting injured or just leave them because it was too hard for them. I came up with the notion of tactical athlete. I wanted to treat these young potential soldiers as potential paratroopers as athletes, I wanted them to believe that it was an athlete because what that would ultimately do was changed the way before. Listen, I went on to create some incredible programs. But as I mentioned this

weekend in this national fitness Summit, it was those three words that changed the game, the tactical athlete, because you know what happens when you call someone an athlete, they start acting like an athlete, they start believing, and eating and sleeping, hydrating, like an athlete, going out in the pitch on the weekend, when an athlete do that. The lovely looking food and a scarf on would an athlete eat that. And all of a sudden, before I've even done anything, the games getting changed, because people are starting to believe in themselves and start believing. And I mentioned this to other people, when you when I do like mentor ships for personal trainers and coaches. If you call someone a client, they act like a client, if you call them an athlete, and that doesn't matter whether they just want to get off the couch for the first time ever, or they want to run the first 10k Or they want to do an Ironman, or they want to join Special Forces. If you call them an athlete, they will act like an athlete. So before you even write a word on the program, they're already thinking and believe like an athlete. So the psychology has started, then we fill it with physiology, then we finish with psychology. But we start with why don't we start you are now an athlete. And it completely changed the vision on what we was doing. Because of my degree, I started realizing I was actually pretty good at this ship. And I then got selected to be a Royal Army physical Training Corps instructor when I was about 24. And I sort of got promoted to sergeant. And then I then became one of six known as the brains who traveled around the country and was basically in charge of upskill and physical development for 80,000 people. And that's what I did, I kept running and kept pushing. And all I wanted to do is ensure that I was the best I went into competition. You mentioned perpetual growth before and I utilize that as well. I do have athletes now. But I had that in my mind as well. I had to be a better coach. And you know what yesterday, and I realized very early, which most coaches and PTs get confused with and is often where they fall down. I realized that no one's giving a shit what I could do as a coach physically. I've done that I've proved it became a British paratrooper at 17 Special Forces support we've been selected for the Royal Army physical training cook, I don't have to prove my fitness to anyone anymore. They don't care what I can do. They care how much I care. And that's what I realized very early and set me apart from everyone else is that I ran and ran to ensure that my athletes were getting the best possible service every step of the way. Don't get me wrong, I still kept myself healthier. So keep myself fit. I still train every single day. But I'm showcase. And oh, nice to see it. So you realize what's the known as a super athlete. I used to love nothing more than 10 up to these courses and these tests and fucking destroy, and absolutely everyone on there. And if you're thinking, he doesn't even train, they're little do they know and what before the study before them, I've trained before them. And then we go to breakfast, and then we start the day, and you've got no idea what I've done. And I used to think it's so powerful. And I utilize that an hour every single athlete, whenever they come on board with me. And it's terrible for marketing, by the way, but really, really powerful for winning, I say from this day forward, you are the secret athlete. So gone one step further from the tactical athlete. You don't tell anyone you work with us. We don't tell anyone we work with you. We trained in science winning science, what we fucking win. And we shocked people. And you realize that now, and it's became very, very powerful. But that was the idea is I ran with a tactical athlete notion. And I just kept running and running and running. And it was the idea that we could be absolutely ready for anything. I then went and redesigned pretty much every training program in the army. Just with that notion that we must be able to call upon any component of fitness at any given time, utilizing my experience and what I've done before. And in order to do that we have to train like athletes, because it's not a loss of points, or a loss of pride and sporting context. We get this shit wrong, someone dies. And I put money into that.

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James Geering 39:12

See, I agree completely. I've even had, ironically, a well known trainer in the tactical athlete space who went out and was like, I don't think first responders are tactical athletes. And I'm like, I think you're full of shit because you're like you said if you're playing the game of football, or cricket or whatever it is, you know, you're asked to do X amount but it lives on a stake. You know if you can't finish the 90 minutes so you just you know fall over grab your leg and someone will bring another football player on. If you're halfway out Grenfell tower. You don't get to do that. There's people waiting for you at the top. So I love that that phrase as well, because sadly, and I'm going to ask about this in the British Army, but in the first responder professions in the US, we hardly any of them have an actual physical standard that we have to meet every year. So The Fitness has been opposed to MMA genuinely opposed by unions or administrations or whatever, wherever the kind of demon is in that particular organization. But when you frame it as tactical athlete, like you said, it does shift everything, because one day you will be on Grunfeld, or you'll be in the World Trade Center, or you'll be at the Vegas shooting, or the London bombing, or you know, whatever. And you are going to go from zero to an expectation of a special forces level strength and conditioning. And if you haven't taken that seriously, through your whole career, you're going to be the one seen to you know, to tap out, you will have to have it because you won't have a choice because you don't have a physical resilience, you don't have the mental toughness, and now people are gonna die, or you're gonna die, your partner's gonna die, because you allow that complacency to infiltrate your career.



40:50

Oh, 100%. And it's the same over here. No, I was in a fortunate position where I got that oval line through in the army. And it was hard. You try and tell someone to do less work and do more strength conditioning, and not just run, run, run, but it's very volume, heavy, very, very difficult for me to go and do that. Because the famous scene in the military is we bought, we've always done it this way. And now we've got some gobshite, 24 year old who's got a degree behind him telling us this is a better way to do it. But anyway, results, Spark confidence, and I tripled the parachute regiment pass rate, and went on to do very similar things across the military. But then branch down, and now I coached firefighters, police officers and first responders all over the world. And I delivered a presentation not so long ago, on tactical athlete development to pretty much every commander in the police force will be in the UK. My closing lie was very simple. I provide them all the rationale about why they are athletes, and when we must train them accordingly for anything, but I finished up with the following that if you're going to ask people to put their lives on the line, the absolute bare minimum you can give them is health. Now even talk about performance right now, just health, the bare minimum, the minimum we can give these guys, lo and behold, it was enough. It was it was a hard no budget and all that type of stuff. We're going in a different direction and whatever. And you know, and it's I do an alpha free, because I'm in a fortunate position to do so. But it hurts me. Because I do believe that there are people out there doing these incredibly wonderful things for us. And we owe them. We owe them health. We owe them performance. We owe them the right tools to go and do the job that we asked for them as the public. And if that's a police officer, getting out of his vehicle and Sprint's anathema sailing, we owe that ability in order to do that. If that's someone climbing Grunfeld or someone going through the bottom doors of 911, the bare minimum we can give that man and woman is health, the bare minimum. And I think as an organization should be ashamed yourself, you ain't going to do that.



James Cooring 42:04

 James Geering 45:04

Well, you're preaching to the choir. And here's here's an irony, seven years of listening to people, I mean, not just firefighters, but you know, strength conditioning gurus and nutritionists. And you name it psychologists, psychiatrists is, no matter who I talked to the same resounding fact comes out, when you don't take the health of your people seriously. Then, you know, Mike comes into this, Hey, I've got this this program, it can help. Everyone looks at a budget budget year. Well, you know, yeah, but Mike's program is this amount. And you know, I don't want to spend more money because we only have this budget. The reality is the money that is lost when your men and women's health starts diminishing 1015 20 years into their career, and now you're paying for all the health service, especially in the in the US, we don't have national health, which I think is amazing, by the way. So now we'll the expenses of these these people that are hurt and sick, and then the overtime covering them. And then the medical retirements and the line of duty deaths and the lawsuits because we made mistakes that we couldn't get to that person. They're bleeding money. And this is what's so frustrating with this conversation is the money is there. You just need courageous leaders leadership to say, I'm going to invest in my firefighters or police officers today. Not Firstly, because I'm a human being and I care and I want these men and women that are going to leave their families and serve strangers to be taken care of. But even if you don't care about that financially, 10 years down the line, you guys will thank me, we'll be able to put a fourth person back on a fire engine and better reopen stations, we're going to have such a better service. And there'll be money for you know, all these other programs too. And this is what the insanity is that by breaking human beings. You are also wasting a huge amount of money for a city or a county.

 44:51

Yeah, and so the US military as an example I think MSK I bill per annum is 1.6 billion, which is outrageous. So And it won't be that much advice service from the police service. But it'll be Hi. Now if someone comes along and you've got to put a business head on here, that type of thing, right as an investment, let's say the MS guy builds 1000 pound for the police. And I complain and say, Well, my programs 500 pound, but I'm going to wait your MSK I fell off the face of the earth, you are going to make 500 pound, and you're going to get very, very fit police officers. The same happened when we changed the game in the Military Reserve redesigned what's known as the common military syllabus. And every defense attache in the world came over to see me to understand what I've done for these new training programs. And I stood in front of all these defensive caches. And I basically explained that what we've done here is incredible. Me and my team have created this absolute monster of a program, we've tripled some of the most arduous courses in the world. Overnight, we had an 88.5% pass rate on the physical testing for British paratroopers P company, which probably hasn't been done since World War Two. probably know that. And I said, but that's not the best thing. The fruits of our labor are the fact that these young men will never get injured. A very small chance that maybe trauma injuries, but twisted ankle up a six foot wall, but repetitive strain injuries, your MSK eyes, your avoidable injuries are gone, because we gave them a foundation of strength for them to develop on for the rest of their careers. So the bill is gonna get reduced. You know, and obviously I was free because I wasn't serving soldier or free from a business point of view. But they were that that was the beauty of this whole game is that what you do will inherently affect what happens later. And if you do it right now, you will positively effective layer. But if you keep fucking ignoring it like you're doing in the police and fire service, it's going to haunt you and hurt you later on. That's the key to it now get it nit give your men and women health. And if you don't, you're in big trouble. And that's where we are right now. They're in big, big trouble where

you've got a wherever in Britain, overweight, underperforming police officers and firefighters and soldiers who can't do the job and are just a sap on the budget. We can help them I know guys who can help them right now. But it takes merit of individualization order to go and do it. How do you mean throwing some shitty program at the wall and saying everyone should abide by that it's one of the things that changed in the army. Everybody in the army had to fit in line with what the Army's program was. I said that's the wrong way to do it. It's not how we do it at football clubs. So here's what we do. Why doesn't the army fit into everyone's individual needs? Because that takes too much time? I said, Well, let me do it. And that's what I did I individualize every single training to ensure that the army fit into the individual, the aim may remain the same, whatever the Commander's Intent looks like. But how we get there will and always will be different, because we are unique. Every person that comes in front of me is inherently different to the next, biologically, physiologically, psychological, whatever you want to do. They're all different. So train them accordingly.

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James Geering 48:10

So we talked about, you know, the the number of candidates, you lost in the way that it was going, like you said, some of them probably needed to be gone should never have been in that particular profession. But I have this even with the psychological testing in the fire service, it's when you speak to all these mental health professionals, they're like, yeah, that doesn't. There's no no way in hell, this can tell you, this person is going to be a good candidate or a bad candidate for the fire service. This was never meant to be used for this way. And the same with the polygraph. It's all smoke and mirrors to get you to confess to something. So you know, without I've talked about all that, take that money and put in counseling at the front door, like we talked about before, you know, you've had this kind of childhood. Let's address that alongside your PT. But um, what was I going with this? Oh, my goodness, that was a there was a point to this. Oh, yeah. So the loss of the candidates. When you do background checks to Well, Mike, you know, was a shoplifter for one incident when he was 14 sorry, you can't be a firefighter now. Well, again, he probably be a great firefighter. That was one little blip that needs to be navigated, but by expecting choirboys to show up to the fire service or the military, again, I think we're shooting ourselves in the foot. But to lose candidates that were good because of a flawed selection system is also, you know, is a, you're missing a lot of good soldiers basically. So principles wise, what were you seeing and what did you change to make sure you didn't lose some of these good athletes just couldn't fit in that box that was created

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individualized training to suit every individual. And the only way that you can do that is by going through my try phase approach that I do now. A test the athlete, I train them, and then we compete to showcase what we've done over that period of that. So your competition, whatever that looks like, for us, the physical Justin was around about 20 to 21 weeks to train. So we want, it was for me to get a longer period of time, by the way, get to know them both physically, and who they are as a person for the athlete profile, that's what I do. I do the same stuff now. Exactly same stuff. Now, with some of the most elite athletes around the world. I understand who they are and what they're capable of, I then write a program based upon their physical capabilities with the timeline, and we got to play with, with whatever aim that looks like at the end. That's the only way to do it. By individualizing training by getting to know them personally, and writing a program that suits them, some people work better than others on

certain things and tasks. So we have to run down that way, you know, and then you can look at physical disadvantages and advantages that someone's extremely strong, but the shit at running, but we know there's a running test. So guess what we need to work on, we need to maintain what we've got all human strength, but we've got to work on your running. Otherwise, no one's going to care about how strong you are, because you're never going to be able to showcase it, because you're going to fail the running test. So we've got to get that net, we have to get that nets really, really early. And that's what we do. We understand the parameters of the athlete and the parameters of the training, and we make a program to fit into suit them. That's not to take away team training, because everyone's still going to train together team cohesion, psychosocial adaptations are still key, because at the end of the day, we're going to carry the logs and the structures together nearly when David Goggins is on yet. But ultimately, individualization is paramount for success. Because what we do when we get on those lugs and stretches, yes, we're doing it as a team, but your individual individual physiology is going to carry you through. When we get to that endpoint, we start with psychology, the center is about physiology. The ending is about psychology, when we get to that end, and you realize it's not just you, and the load still has to go from A to B, when we're talking about logs and structures, you're not going to drop it, because that's still going to go with or without you, you have two options. And the one, you let it go, the easy option, the easy road to take. The only benefit of that is that it doesn't hurt anymore. But option number two is you look to that left that night. And you see that other man or woman who sat on there, and then the same pain as you, and you fucking hold on for them, not just for you anymore. And lo and behold, they went through the roof, and Jonah did that the psychosocial, I got all the recruits to go out for pizza with each other every single Tuesday night. Easy, all I did was make them sit with each other and get to know each other. So the first time that they got to know each other wasn't when he was on an individual bias when he was left by thinking of a care, they would carry the load. They knew each other personally. So now when they looked over and fought shit, this is heavy, which it is, it ain't just about you anymore, you are not special. Look left and right. And don't just do it for you do it for that man over there. And that's how we changed it.

J James Geering 52:59

Well, that's shared suffering I've seen pulls men and women together so tightly. So in I worked for for fire services in the US in the end, the very first one, we were hired as non cert meaning just you know, boots off off the street, but about half of the class had all our certification because in in America, you go to fire school, you go to EMT school. So while they sent the the cities through, we were all just getting beasted every day. But the cohesion that was formed in that group, and then the next fire department in California worked for those relationships lasted a lifetime. So talk to me about that when when standards are lowered and people are asked to suffer less. What have you seen as far as that implication on that tribal performance?

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Well, you're a product of your environment. And if you so the military is a classic example. I can't remember what it was. But that's the other new us as well with lower standards. So the standard coming through the door is lower, genuinely. And across the board, I was an average because you don't have to work as hard. The parachute regiment still has a waiting list of a couple of years, because the standards haven't dropped. And therefore when you tell someone, go and join that unit over there, go and go and see what it's like you know, all you got to do is

turn up without giving you very, or you can wait in line for a year and a half and you earn every single thing. Even when you've passed as a paratrooper, you're still earning stuff to when I went to battalion and for Shinola I have made it I am the I'm a British paratrooper. Got my belt. I've got my berry fucking out and I still had to go and earn the right for everything whether that was a tattoo of the parachute regiment, whatever it looks like my awarding my own kit, the gloves award, the bag I was allowed to wear, everything was earned every single step of the way. The type of tattoo you want is earned, how far down your sideburns are earned. It's incredible. And that creates a different person, a different person. hasn't signed up for them. Or maybe even the same person is going to sign up for that unit. But they grow to meet the standard that you know, the notion of, if you give yourself four weeks to clean your room off four minutes, you'll clean your room in four minutes, the same details apply. If you have to go to that next level to achieve something great, he joined the Paris, you'll get to that level, if you need to your wife strong enough, you'll get the that's what I believe I believe your product, the environment, your lower the standard, you'll get a lot of a standard outcome doesn't make it doesn't mean we're gonna get better people through the door does it I don't understand the rationale behind it, maintain the standard. And if you can't get people to meet the standard and the training is wrong. Not the standard.

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James Geering 55:41

I agree 100%. And I've witnessed it. Like my, especially the second department, I tested against the 1000 recruits that were all certified already gone to school for the EMS side for the fire side, they had a volunteer firefighting experience at driven ambulances for a private company. I mean, their resume was stacked and there was 1000 of them. And we tested I think there was 30 spots total between the two classes, we got hired and and I actually moved back east because I had a little boy, my ex wanted to be by our family. So it broke my heart. But I left this department. But again, we have a thing called CPAP. I wanted to make sure even though I knew was in great shape that I would smash this physical test for this other department. So when did a practice test, and the guy was like, you live in Anaheim. I've never met a person who's left Anaheim Fire Department. But they were also renowned for losing 25% of every classroom in the fire services a huge amount and through attrition. Like there's the bar, you either reach it or you don't. And they had people lining up, you know, like you said, just for a chance to test. The last place I worked for protected a theme park and they were known to be a complete joke, especially the the orientation you got hired, you went around the theme park you rode rides, you fill in some paperwork, and now you've got a uniform, no attrition, you're no suffering whatsoever. And they could barely even find anyone even though they actually paid better. And how do you know a few more days off? And so when I hear people say, oh, you know, we we have to lower the standards because of the hiring crisis. I'm like, No, the fucking lowering of the standards is creating the hiring. Crisis. The people that you want walking into an application process for a fire service or a police service, are the ones that will fight tooth and nail to be in the best department they can be in where the standards are high and is grueling making it through it. But we have this kind of bullshit backwards 18 and a heartbeat mentality of like, well, if we just let everyone apply, and the PT is really easy, then we'll have all the seats filled a no you won't and be some of the people in those seats now going to be a fucking liability and uniform.

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100%. And how do we get out of that? You maintain the standard and if you can't meet the

standard, then the training is wrong. So affect the train and not the standard. The standard has been set. Because that's what the history of soldiers that we need. So the parachute regiment of certain standards, like an example is everything in the from a physiological side of life is associated to something ie the 10 mile loaded March that we do. Carrying 35 pounds minus weapons smoke and helmet for 10 Miles 11 minute miles to get one hour 50 to do it is the time that it took the boys when they perished within to get to the iron and bridge back in World War Two. The 20 miler that we do is to resemble what we did in the Falklands. And there are all of these things that Ben Platt put in place. Because the history of toll has we needed that at some point. So if we ever needed that again, here I am, send me an email because I've shown case that I can do the standard. If we take those away, we don't get better paratroopers. They'll have more people through the door we get worse and the powers had been testament to that by maintaining the standard. And lo and behold, we're still at the highest like, we've still got the highest attrition rate, obviously, but loads of people are wanting to come through the door.

 James Geering 59:07

I just had our Philip neme on the show. He was in charge I forget the rank. So forgive me. I'm a firefighter, not a soldier. But he was in charge of two parody company on the Falklands and I had another guy John. Geddes is author name, hearing those two perspectives from a conflict when I was a little boy talking about your 911 experience when I was I think eight was when the Falklands kicked off. And it's sadly I think it's a conflict that's been lost because we've had so much time in the Middle East but that group of men, you know, mainly men in that conflict. It's it's amazing to hear what they went through but again, I almost can't help but feel like they were kind of the Forgotten War generation as well, especially when it comes to the mental health side because what they endured and with with such little equipment and like you said so much suffering in that conflict. There's so many lessons in So much to glean from their story. So it was it was amazing to hear these two man's per sec perspective of a war when I was eight years old.

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Well, isn't it? Isn't it true that the Falklands is closer to World War Two than what it is to us now? Isn't that crazy scary stat

 James Geering 1:00:16

mind blowing? What blew my mind when I turned? I think it was 32 I think something like that, I realized that the World War Two was my lifespan prior to my birth. Because when you're little you think of World War Two was like 1000 years ago. And then you get to 30, whatever. And you're like shit, from me being born. So now that's only how Yeah, how far ago it was that this atrocity was was occurring all over the world. So it's, this is the problem when we bury down history and knock over statues and take books out of schools, is that these horrors need to be front and center. So we don't allow that to happen again.

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Scary Thing that we're all getting all?

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James Geering 1:01:00

Yep, absolutely. Well, with the recruitment, like you said, I wanted to hit one more topic and then go to go to suffering. One thing that we're seeing here in the US as a population, we are now 70%, obese or overweight, 70% of the country. So obviously, a lot of those are, you know, are younger people as well. So the pool to choose from, is starting to shrink a little bit. I've always been, you know, Uber, proud of Britain, you know, where I'm from, and what breaks my heart as I've only come home, like once a year. I'm seeing now more and more obesity happening in the UK as well. So through your eyes, is that a distorted lens? Or are you also encountering a smaller group of people that are physically able to be in uniform now?

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No, we will we will always follow the US. We always well, we're so we did a, I was selling a piece of technology back to the US military a few years back. And we realized that we're about five years behind from physical standpoint, and from a technology standpoint as well. And so we will always follow the US. And but what that gives me straight away is yes, people are getting fatter, people are getting lazier, because things are getting easier. And things are getting more easy to get, you know, you get a food delivered to your house now. And you can watch binge watch telly time after time and everything which was so easy. But with that gives opportunity. There's a huge gap there that I'm thinking straight away and it's not, you know, and there's think, Well, I'm not letting my standards, I'm still very disciplined to ensure that I grow. So there's opportunity there and people can you no testimony up the wall by drinking or they can eat the lives away from junk food. But ultimately, there's opportunity there for people who want to be healthy. And they want to grow in those moments. And he can they can go and do these jobs. I still believe that there are plenty of people out there to go and do go and do these jobs for for those people. But you're absolutely right. I think the pool gets smaller and smaller and smaller.

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James Geering 1:03:10

Now what about mentorship? One thing I've seen is absolutely the antidote to apathy, lack of leadership, you know, people sitting in their houses talking about kids today? Well, they roll their eyes are people that walk out their front door and go and, you know, mentor the kids in their community, whether it's a football program, whether it's a military prep program, what have you seen through your eyes, maybe it's through the military, that is creating an environment that kids especially you know, kids like yourself that maybe are struggling, maybe don't have that father figure in their life at that moment, are being mentored by people like yourself, so that we can prepare them to be soldiers, firefighters, police officers, etc?

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1:03:53

Well, I'll tell you as a father, first and foremost, I've got a little girl and a little boy, and my little girl loves ballet. And you better believe every Saturday, and the fucking number one dads in the country of ballet. And she and I like football. And I will run up and down that football pitches

time after time after time because I am committed to her and over what she ever she wants to do, and folly and to do it and I have to maintain a huge bout of health and fitness to in order to keep up with that because she has got some longer she's the fastest kid in the world. So that comes down to discipline but then I'll take it to the play center. And I will sit there and I will watch parents just play on the phones let the kids go and play and they're screaming and crying out for help. So it starts at home so how can these people go out and mentor other kids? They got the shit in order at home having it just go and have fun with the kids go and do something but it's they're just so fucking lazy that they won't bother and it winds me up and I think you know there's there's a but then we go out and we branch out and we go on social media at the law Have nothing more than if someone told me. I've heard it before. But I'd love it on a bigger scale whereby they're like, my son really looks up to you. If I had it ifs, someone said to me the other day, someone asked the question, my son really looks up to you. Unfortunately, he can't join the army, because you've asked me he wanted to know, can you? Can you? Would you get a picture of me? And would you sign some financial thinking, Who am I, but aspirin can in that moment, like, first of all, give a bit of advice, he can't control that he's got asthma, there's nothing he can do, he needs to find an array, if he needs my help, and that he reaches out to me, and I'll help him every step of the way will go and win. But if I could do that on a bigger scale, fantastic, I'd love nothing more than people come up to me and say, you know, this is helping my kids or whatever it is, I would love to give back, I had this conversation earlier with our clinical leader of the Performance Center, but how we're going to give back when we get to a position to do so. But ultimately, what that then gives is, I am one of 1 billion people on social media. So the scary thing then accounts that these people are looking at everyone, they're not just looking at me, and a console, so often go wrong, as we've seen social media by people doing stupid workouts and giving stupid advice when it really shouldn't be. And there's no scientific backing it whatsoever. So it becomes a very scary place that how do we distinguish who's right and who's wrong, and what's good for these kids and what's not. And all we can do is be disciplined enough as a person as a human, and provide our best or most knowledge to help these people develop. But as a kid, I'm an adult. That's what I do for social media. Now, as I ensure that I try my hardest to help someone. And if that gets drowned out by the shape left and right me, then that's too Soviet. But I've still turned up to do my very best in that moment. And I think if everyone just drives that will be alright, I think, but there's not much more we can do. There's very little we can do. Because social media is so big. The amount of knowledge is so vast and scary and inefficient is gone. Get to people don't do it. And what else can we possibly do?

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James Geering 1:07:03

Well, it's interesting when you said about my son Condor, because he's got asthma. I was told as a young boy that I was colorblind. And I could never be a firefighter, which is why I wasn't a British firefighter. And it took me moving to another country having an aha moment going, Wait a second, I can see colors. How do I get around this I ended up challenging the test and getting hired as a firefighter. When you look now at asthma, and you you think about you know, even things like CBD kind of dampening the the histamine response and the breath trainers that people are using a nasal breathing. It's sad, because so many of us in these these professions are discouraged, like, Well, the doctor said, I have this. So I could never do this. No, one person told you you couldn't do it. So find another person who's got around that. Because maybe, I mean, it might be that you have the kind of asthma that kills people that we run on that we have to give, you know, epi and intubate. That's probably not the asthmatic that we're talking about. But if you get a little wheezy, sometimes there's a good chance that you actually can figure out a way around it and be one of the best paratroopers or ever were. So I mean, I

understand, you know, stringent testing and everything. But I think one of the most discouraging things now these days is someone in a white coat with a stethoscope around their neck tells you you can't do something. I took it as gospel was a young kid. But I think the beautiful thing about all the information out there now is find someone who did, and ask them how they did it.



1:08:26

Yeah, 100%. And I massively agree with that. And I think we can take a little piece of that for absolutely a patient, you know, even over here, it's the women pass and arduous courses, some of the people who've never done it before. I love nothing more than putting people in places that they shouldn't really be. And there's something very powerful about that when you realize the secret athlete code of conduct. And we just turn up and shock people. And I love that. But I'm a very small fish lovers in a very big, very big pond.



James Geering 1:08:58

So I want to talk about suffering for a second. I've done CrossFit for God, 16 years now and I've always brought in other modalities as well. So I love the strongman stuff. So Julian pinos strong fit, I use a lot of his principles. I got into the wolf brigade stuff now. So a lot more meses and kettlebells. But I've always wanted to make sure that at least once a week, once every two weeks, I'm going through one kind of pain cave redline workout because it was certainly when I was in uniform, because when you get that ground fo incident when you get that, you know, wherever your Fallujah deployment, you don't want the last time that you really fucking suffered to have been six months a year ago, you know, your time in Fire Academy 20 years ago. So talk to me about that frequency have a really hard workout when you're programming, whether it's the on ramp into the military or maybe the Special Forces level



1:10:00

Again, going back to the original burning the foundation of strength, I used to call it earn right for flushing, I used to say to the people will turn its power to death or thinking they're gonna get fresh one week one day one and used to. And then I said, No, no, no, I'm going to make you earn every second of this, you are going to have to work really hard, just so I can go and destroy it. And that's quite a scary thing that you've got to earn, the rights don't get thrashed. But we grow in those sufferings we grow as a human being we grow as an athlete, we grow as a soldier, you grow, that's exactly where you want to be, in that locker is where you want to be. But remember, we only adapt from the stressors that we can recover from. So the harder we work, the more stress we get, the harder we rest. And the more we have to allow those adaptations to take place. And our family. And there's two ways that we adapt, we all we recover, sorry, we've recovered to adapt. And when we do that through rest, and getting a decent night's sleep and eating like an actual frickin adult, or we recovered to go again. And that's where we utilize the notion of like compression, and cold water therapy, etc. The two different ways that you do that. The harder you train, the more stressed you plan the body, the harder it is for you to recover from. Because you have to give more time and people don't like that. One of the one of the things that you find when I coach some of these most hardest elite athletes in the world, is that they don't think they've got the time to recover the to come up

again and again and again, and constantly apply a render stimulus, because we think that's going to adapt them. But it doesn't, you can't just keep growing and growing and growing and growing. It doesn't work like that, you have to let the body relax and let those adaptations take place. Now if we're competing, that's different. That's where we recover to go again, that's where in the moment that we don't need updation. Now we've done that we've achieved that we've rested with the load before this competition, men will be tasked with trying to compete, and then we repeat the cycle, your competition becomes your test. We repeat the cycle, because we should never be settled, we should never, ever settle on what we've just done. Winning one gold medal is pretty cool, but winning fucking multiple sustainability of performance. That's cool. So we keep going and keep going and keep going. What most people do is they try and compete, compete, compete, compete. That's why Olympians are four year cycles, because you want to see the very, very best of them every four years. So they have all these time, and it will be competitions, they go and compete to get there. But ultimately, the big one is there. And that's very hard to do that time and time again, that's where these elite athletes that I coach get very confused that when I come in and go chill out, just relax. Now, today's an easy ride, today's about spinning your legs, like I need to redline and instead, what you've just said, I'm going to do every single day. Because if it doesn't hurt, then I haven't achieved anything. And that's one of the problems that we see. And that's just through, you know, and you'd often get misinformation again online by seeing these crazy things that people do. People just go along with it, because that's all that we know the pain is correct. Stress is correct. But in the right places, I utilize the notion of minimal effective dose, we do the bare minimum to get the biggest bang for our buck. That's where we then go find out what that mental resilience is all about.

J

James Geering 1:13:14

Now, a lot of people listening especially in the US in the fire service, our average work week is 56 hours a week. So that's 24 hours with no sleep and the shift and then to a 48 hour period and then you're back. So basically every third day for 1020 30 years, you're not sleeping all night. That's just the fact of it because we do the fire and the EMS here. Talk to me about through a true a coach's perspective, the importance of sleep in the rest and recovery equation.

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sleep hygiene is so important. It is the most underutilized form of recovery out there. You get all of these people who come to me in the light of look at this new foam rolling thing of God, I get in an ice bath every single morning, I can sit there facing the sun for 15 minutes and I I journal I do all this shit. But ya know, they haven't got the foundation set. They're not sleeping as much as they possibly can. That's what you need to do cut all this bullshit out and start sleeping. It is like it's like a performance enhancing drug that people aren't utilizing because it's the thing that what winds me up as well as where you get people you could certainly off by here by the way. You get these people are like now you've got you need to get up at four in the morning. And that's great once but can you sustain it? And then you see these programs were like you better start work at seven so i can't i But traveling by six. I've got to get up earlier. Well, yeah, can you sustain it? And it's like, and that's absolutely fine. You can get up at four and get up at five and go and train brilliant. But you've got to go to bed earlier the night before. So can you get all the shit that you need to do? Can you go to work? And then as you just said

you've been these days will be You're not sleeping, and you gotta go home, be a father, gotta go home and be something you don't just go home and sleep I'm gonna look through not only athletes are not elite sporting athletes are the same. So there's so much shit that you got to do that you have to account for. Now, if someone rather than going and spending all this money on compression tights and Maya myofascial release, and, you know, whatever else it is that the latest trend that's going on out there, just got to just go to bed, just what we can get your head down for a little bit longer, and you will adapt so much more. If you train hard, you've got to sleep, you have to use sleep, hygiene, social important hates to have the US military out there, one of the biggest things is sleep hygiene. When I've read the report on it, it's really huge focus on sleep. Now saying, again, from a soldier point of view, often we have no idea when our next time we're gonna get our head done. But in that moment, we're competing, we're either testing training or competing, that's fine, because we've changed accordingly for that. But in training, that's where we have to let those adaptations take place. That's where you need to sleep. Now, on your cycle, if that's once every three days that we can train, and we can accommodate that, that's just then competing. So there's no point in us trying to train and get a huge stimulus out of that, if we ain't sleeping, because it's probably gonna have a negative effect on you. Because your recovery is going to fall backwards and fall down. So training really hard I can imagine. I bet there's a study I was probably not. But if we could do one where it'd be 12 hours, either side of that 24 hour shift, the likelihood of injury and the increase blah, blah, blah, like, that's what I would be doing straight away. Straight away, I'd be going in there saying, right, what is the likelihood of injury 24 hours episode? So I know if you could make them a case where it increases by 80%, right? Well, guess what, no one trains at that moment. Because long term sustainability, I need you every three days, the next 10 years, if you're getting injured, and getting someone else's got to fill that void, so that no one trains them. So as we're going to do, instead, we're going to train here, here, here. And here. These are the moments to train or the 24 hour asked to go and we have to bring other people in or whatever it looks like. But sleep is so so important. And it's very rare that we can talk about that as a tactical athlete, because we're in the competition phase of whatever that looks like. We have no idea how long we're gonna go. I don't even know what's going on the next door that I'm just about to breach to nevermind, I'm asleep I'm gonna get. So that's rare. But in training, we have to let those adaptations take place. If we want to become an athlete, you've got to sleep.

J James Geering 1:17:27

I've asked so many people this question from so many disciplines. And it's the same thing. I mean, Stuart McGill, one of the famous back health gurus, he's like, Well, it's not if you're going to get hurt, you will get hurt. If you're not sleeping, that's when you rest and repair. And and obviously, like you said, the cognitive side of making mistakes. And I would argue in the American fire service, a lot of our line of duty deaths were actually at least partially sleep deprivation related, you know, we record intersections, we fall off ladders, we get lost searching buildings. And the insanity of our work week is again, that false economy conversation and a good part of a research study in November, thank God, where they're going to collate a lot of this from the military from the sporting arena and present it to the fire service, like you are so far from human performance. But if we're not understanding exactly what you've just said, then we break like I've got meniscus surgeries on both knees, I had a back injury. And luckily, I was able to rehab with foundation training, which if you haven't heard of that, you got to dive into that. It's amazing, but and that was, you know, I was an athlete that did take my strength and conditioning seriously that did do yoga and meditation and at least offset some of the damage, but we've just break physically, we break mentally, I mean, you know, addiction and suicide are a huge and our professions. And I my whole argument is like if

we just need to put more time between shifts, we're going to ask someone to go from a dead sleep to climbing Brank Grenfell tower, then you have to give them more time to rest and recover. And the US the UK fire service, I believe the work week is 40 or 42 hours. In here, like I said, 56. So it's almost like two full days more every week that we work. So when if we can get to a critical mass where all these gurus are saying the same thing, then you can present the false economy conversation again, look, we put more people into the fire service, you will actually save a lot of money because they won't break and they will be able to perform when you need them.



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The simplest way as often the best people get wound up and confused about all these sorts of way but the simplest way is often the best. And if that's getting more sleep, then you know the the need drives the movement. So this the same as it was when we want to adapt something the need is driven by the movement. So that's to get more sleep and get more sleep. How is that how are we possibly in a position where if that's affecting people, why can't we change it? And it's not like it's not operational effectiveness is gonna go down because there must be a better way must be I don't want to done the patents I don't know any people you've got. But I'd like to think I could walk in there with absolutely zero experience firefight. And and God got a better idea to do this.



James Geering 1:20:11

Yep, absolutely. And I've been trying to preach that. And it's, like I said, the money is there. It's just, it's just not being the hero in that budget. Yeah. And that's the big thing. The ego side. We're speaking of longevity, obviously, especially in the military, you get a lot of people that you know, will do one or two, four year, three year periods, and then transition out in the fire service and police. Usually were there for 2025, sometimes even 30 years. And obviously, in the military, those veterans that do stay for the full 20. There's a lot of experience that comes with that. Through a Coach's Eye again, how do you adjust your training to the aging athlete, once these these, you know, soldiers start getting to the kind of like the either side of 40 and beyond.



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We individualize it the same as what we do to an 18 year old, it's individual to them and their environment. Now, we both know that as you age, things get a little bit stiffer joints a little bit creaky when you get out of bed. But that's because we did the wrong things back in the day. And it's also be what we asked of consideration of, there's just three and prior training, it kind of have to be spent a little bit more time on yourself. So warming up into that moment, or what you do post training, and how your training affects subsequent training. But again, it just comes back down to that individual bias, understand the person and create incredible programs to suit learn. Now, if they apply effort, the upper end of that prescription, you'll win every single time. But it's the same detail. It's a sacrifice thing.



James Geering 1:21:49

Now, what about the philosophy on Aging, I just did a firefighter competition I do every year. And it's like a fundraiser 911 tribute and it was awful. Again, and I always compete in the there's a Masters division, but I compete with with a friend of mine in the regular division because again, my philosophy in the fire services, the people waiting to be rescued, don't care if I'm 49 years old, or 18 years old, they just want me to get from where I was to them, and then back down. So we have, again, following the American model. There's this kind of mentality that like 40 years old, and it's normal to be on blood pressure meds and carry a little extra weight and that kind of thing. What is your perspective of the older soldier? I mean, how, how should they be looking at that because there's there's even in the the kind of fitness standard as well, we're going to lower it because you know, they're 40 an hour, they're 50. My thing is the ladder is a ladder, a hoses a hose, it doesn't matter. So male, female, gay, straight, you know, 18 or 50, we all have to move the same things, we will have to do the same job. Now I'm not asking someone to deadlift 500, I'm just asking you to be able to move the tools that we need to save a life. So has, does your perspective change on the age of the athlete? Or are you still holding them to a certain parameter as far as be able to do the job



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and on the job, but whatever job they're in, they have to be readily available to do that. So it doesn't matter what gender you are, how old you are, I'm going to share we changed its agenda free age free tests, and all the I was one of the people to do that. And that was just the case. If you are in that position, then you train God me to go and do that. And if you can't do that, so because of your age, it's because you didn't train effectively enough. You've not trained enough now we can train absolutely overwhelming individualization. But as you've just said, the enemy don't give a shit how old you are not going to ask the question, that ladder does not care, the holes and its weight does not care, it doesn't think you're special, because you're over 40, you get it done, you get the job done, you find a way. But ultimately, how we get each person's going to achieve the same thing is different. Because we are all biologically different. So it doesn't matter where I've got 121 year old stem in front of me, or 100 people ranging from 21, all the way up to 50. Every single person will be on an individual training program to ensure that they hit that A one of the examples of that is one of my first students who got his chilwell engineering unit. And it was also the pre deployment training for going over to various operations around the world. There was a HQ element there with everyone, probably double my age minimum. And when I first did the training program, it was when I was like No wonder you pass rates so low, it was really it was outrageous. By the way, it was very low. By time I'd left there at 100% of the people passing the test 100% Not one single person failed. And that was because I went to each individual and train them accordingly. Now this cost me so much time it was not efficient. But I made it happen because there's a way to go and do it. Whether that was calculate the distance around the HQ because these are bits Some people, so rather than them walk 20 minutes to the gym and 20 minutes back and only achieve a 20 minute session, I go to them, I would drag a row down from the gym workout, they Max robic speed in the exact amount of meters per second, they could travel on that rower and write a program for them in their office, don't they go do that do that only don't do anything else, no growth on many jobs. There's no excuses. I will individualize training, I will make sure that you do it. What happened over the first two weeks was hard work for me. But after that, they just started following. Because results sparked confidence and you can start to feel themselves getting better. You're an athlete, sir. I don't care how old you are, you are now an athlete, you have to train. It's 440 meters run HQ, I've calculated how many times you can run that in 20 minutes, we're going to work at 80% of your macro speed today, you're going to do

this many times. Go very, very simple, you've now got a target of an athlete, you don't have to think about it, you're so much shit to do, let me do the thinking up the athlete for one hour, whatever it looks like, whether that's eight minutes for that session, I don't care what it looks like, because we're going to have a go there the plan, we implement the plan, we'd make very go into practice, they'd be the athlete for whatever timeframe he had given that day, because I would check the program as well. And then go back to work. Lo and behold, everything went through the roof, whether that was tactical, technical, physiological, psychological adaptations, all went up, there was better soldiers, there was better commanders, and 100% of the people in that building passed. And I walked away. And then I got a one a couple of awards and went on to the next big thing.

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James Geering 1:26:39

Now what about mobility, I mean, when I was young, it was stretching, you know, and you're doing all that all the static stretches, or even the the guy that they call it when you like flinging yourself around. Now, obviously, we're understand a little bit more dynamic, in a movement warming up. But there's also the element of muscle imbalances are a big part of mobility. You have, you know, a bunch of young tactical athletes that are having to rock in boots that are having to have a huge amount of weight on their back. And especially as these people start to progress their career and do start getting older, what is your philosophy on mobility as a whole,

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keep moving movement is medicine, but moving across a plethora of range. So your range of movement should you know, and what you need is dependent on what the alien is. But just keep moving in all sorts of ranges as often as you possibly can. Lift and heavy and move and just keep doing it. And the moment you start mobility will take you know, take its toll on you. But that's what happens. What happens with absolute anyone you use it or lose it same as map reading, if you don't map read for a long period of time, you can't do it anymore. Because it's just so easily lost. Because it's not something that we do everyday like climbing the stairs, you use it or lose it in strength and mobility in everything.

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James Geering 1:27:53

Now, I know you've worked with fighters, that is a group of athletes that I like to train a mirror their training, I'm a combat athlete as well, myself, I don't compete, but I've been a martial artist my whole life. But the unpredictability of an MMA fight is very much like the unpredictability of God knows what we're gonna get. Because there's a firefighter and a paramedic, literally jack of all trades, master of none, you might have to, I've got tree trimmers out of trees before, you know going down sewers going into burning buildings, extrication tools. So it really does mimic it very well. When did you start working with the mixed martial artists? And how does that program? How is it similar or different to the soldier,

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same detail completely individualized to the person and their strengths and weaknesses. But what separates us, my team, and why we're so successful in what we do in whatever sporting

what separates us, my team, and why we're so successful in what we do in whatever sporting context is, whether that's tactical or whatever, if that's mixed martial arts is that we are very firm believer of staying in our lane to get better at your sport, do your sport. And we are very, very aware that the most beneficial things that our MMA fighters can do, whether they're at the top peak in the UFC, or whatever it looks like, the best thing for them to do is do the sport. So what they do on the mats and in the article is the single most important, we supplement that by understanding what the movements don't like. And we make them stronger, fitter, faster in every single area. The sack STEM is what I treat with tactical athletes. I've utilized sensory well physiological and psychological tactical tactical. Now when people come to me for programming, from fear to become a tactical athlete, mostly it's to get into some sort of special forces around the world whether that's your endurance and over in Britain. I make it abundantly clear that if you're coming to me for tactical and technical help a soldier it we're in big trouble. So it's gone really wrong about that game now. I will help you physiologically and psychologically to supplement what you do. But ultimately if you want to get in Special Forces, you better be a good soldier that's on you. I will make sure that fitness is never an issue ever. I will do it If in my power to ensure that your body won't break down, and you've got the physical capacity and competency to go and pass the course, but ultimately it's going to come down to disorder. The same with MMA guys, I'm going to make you fitter, faster, stronger, more robust, and give you an engine that no one else can match. But ultimately, you better go and match that on the mats in the octagon, as a fighter, that's plain and simple, we stay in our lane, we're very, very good at doing that. And I think that's why loads of people like to work with us.

 James Geering 1:30:27

And with the fire service, we're like I said, I did CrossFit, you know, muscular endurance, that kind of thing is excellent. But what I realized is we didn't really move way over distance in the CrossFit space. So that's why I brought in the sleds, the sandbags, those kinds of things. And it really did mirror a lot of the things that we do, what are some of the tools that you bring in for that particular community yourself?

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For and from a flight for a firefighters? Yeah, if it was a firefighter, exactly the same as what you just said. So even whatever job you just mentioned before, whether whether you get in that stream or not the tree or whatever it looks like when you're moving to there, and I utilize this notion, whenever guys are going over the hills for Special Forces, you're going to spend 100% of your time on one leg, Joe is going to be moving. So unilateral strength is really, really key for tactical athlete development, we can do a foundation can get very, very strong in the moment by ensuring that we're very, very strong bilaterally very, very strong, because we live in loads of weight and two legs. But the biggest one is cost ability. Now you Stuart McGill, as you mentioned before, utilizes big three, I call it the big three plus one. Because I've gone one step further, the plug, I utilize that as like a warm every single session. The Big Three is what Stuart does. The plus one is something that crosses over to the subsequent session, I if we're going to do a squat session, then I will have the guys hanging from a bar and lifting their knees up towards the chest, if you consider that as a squat, and that is a movement, triple flexion triple extension at the ankles, knees and hips, same. So it's something that crosses over, but still the cost of them all the work. So little and often core stability for a firefight that you are going to be required to move ridiculous things in ridiculous terrain under ridiculous circumstances, to how to remember that we have we can't just do traditional lifts, can't just go sit on machines that

don't ask questions, stability and stabilize the various parts of the body. So that's why I like to utilize unilateral stuff. Dumbbells are really, really good. But moving things like balls, like slides, anything that we can move into a functional element is key. But we have to earn the right to do that, by first of all create the foundation strength. And then we can start moving these things into all sorts of different directions. to mirror what you're exactly what you're gonna do. What you've just said is really, really good. You've brought in these things.

 James Geering 1:32:41

Beautiful, yeah, it wasn't a stream or a tree. It was actually a human being trimming a tree, but just a little lesson learned. If you're going to trim a tree, don't start to ask the question. Why he decided he was going to cut the limbs as he went up, and then dislocated his shoulder on the very last one, like 20 feet in the air. So we had to go up and bring his ass down. So interesting. Cool. All right. Well, then you mentioned your books. Let's talk about that first. And I want to throw some closing questions at you. So tell me about the book and people listening where they can get it.

 1:33:12

Yeah, so it's called the read on revolution. I believe it's just come back to number one this weekend after that talk I did at the International fitness Summit, which is pretty cool. And it's all about my philosophies of coaching and the lessons I've learned over the years, and how you can implement that into both as an athlete as a coach as a businessman or one. And the idea behind it is that when I when the book publishers, contacted me and I got the deal for the book, we we then went into an exclusive deal with audible to release it strictly as audio for the first five months. When I did that, I realized that I didn't want just my voice on it. I wanted to every single 40 minutes to change the voice and change the tone. So what I did is I came with the idea that I'm going to provide you with some rationale about how I got this fault. The science behind it the backup. The experience, I then utilized it and if you don't believe me, here's the world's strongest promise for as an example of strength. So I will talk about strength. Here's our utilized it in the military. This is all a science to back it up on if you don't believe me, is literally Tom and Luke stopwords. come on and talk to me and we talked about it, and then talk to again, moving into the functional space. I'm gonna get like Tom hospital, top five UFC fighter, he comes on and has a little chat and then have special forces guys come on in and tell us what makes them different. One of the best things that I found in the book and I don't want to ruin it for anybody who's gonna go and listen is I asked the question, so every single one of them and these are all elite people at the top end of the spectrum, whether that's a business, whether that's in the UFC or special forces the top of the tree in the strongest strongman competition. I asked the question about what's next? Because my final chapter in the book is what's next and where did we go? From here, and every single person used the word dominance, and it was so powerful and so on scripted. And I literally asked the same question to each person, what's next. And he all in one way or another utilize that same dominance. And it's so powerful, it made me realize straight away that we never, ever sell ever, under any circumstances. You know, and I've done that throughout every student, you know, I mentioned before Norman's trying to kill me anymore. Really, really good. I go home every single night, after spending years and years away in the various jobs I did. And I'm still not content, still not happy. Still want more, I'm so striving every single day to go and get more. And I think that's a really powerful thing that we can utilize. And we can take away from any walk of life, whether

that's business, whether that's as an athlete, as a coach, whatever it looks like, you just keep striving. If you just keep turnover every single day to be a better person, perpetual growth, use it perfectly before you'll grow, and you'll become a better person than you used to be.

J James Geering 1:36:03

Well, that leads me to a question I meant to ask you before we got to the closing. So let me slide in quickly. One area that a lot of people in uniform suffer from or struggle with is the transition out. So you have been in uniform now as as a first responder or soldier for a long time. That is now your tribe, that is your purpose, that is your way. And then one day, it's not your ID doesn't work and you're on the other side of that. What was your transition? Like personally? And then how did you navigate to where you are now with a successful business?

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Well, I got quite lucky because my transition started when I went over to PC Corp. So I left ultimately, in order to get into PT you got selected for it, you're gonna pass certain course and it's been nine months on this on this next course. So over that nine months, I was making the transition out I was also my final year of uni them, which was absolutely horrendous by the way to do both at the same time. I do not recommend that anywhere as well. But I was almost halfway out because the way I could see it, I was almost like I've gone from being a paratrooper three weeks out the four way all the time. Wherever, wherever I get sent to, I had no idea. I could go on leave, I had no idea where I was next next size and excellent. Next away. And so I was almost half UPS got very lucky. Now when I got I was well, I still work very, very closely with the military still got contracts in the military. So I'm almost half in and half out. So I'm very, very lucky that I haven't had just had to go from having all my friends around me that social development training every single morning, I used to walk out my room and it'd be my day would be on a piece of paper. And I would live by that every single day, which is so bizarre to think about as a soldier who used to call orders go out and read and just literally, I would skim it and look for money, and go brilliant, nothing into action today. And it would just tell me where I needed to be every single day. And I tried to tell my wife that analogy is like, the most bizarre thing ever, isn't it. And if you imagine living in a, in a hotel, with your best friends, and someone's going to tell you exactly what you need to do every single day, they're gonna feel better. They're going to give you everything that you need every tool you need to go and achieve what you need to do the following day. How easy is that as a life. So to get out and miss that is quite big. And as you as you rightly put before, people leave that a lot earlier than what they do in like the likes of the fire seven the police. So all of a sudden, they go from something to nothing very, very quickly. And I see I've got friends who've spiraled out of control. And the suicide rate is ridiculous. But I was very, very lucky. But what I have done is I've ensured that I've kept some good people around me. And I've utilized every tool I've ever done every create ever come across in the military and put that into practice on everything. So every single company on now is called Read on something. I own a company called Red Sox, the fastest growing sock company in the country. I've got the red on revolution, which is number one best selling book, I've got a top 100 fitness app called the red on challenge if it starts with red, and now on the red on Performance Center. And we have the world's most elite athletes coming through. Pretty much the hardest athletes in the world with and without weapons come from these doors, which is pretty cool. The radar has derived from the red light that flashes just before we leave the aircraft. So when we leave the aircraft as a bridge,

paratrooper red light comes on, you get ready to stand in the door, Jack equipment, green light flush, and you better be ready on that command to leave the aircraft because if you don't, you could end up in another place that shouldn't be. The red light is often neglected. We often don't think about it, we think about the green light and everyone talks about the green light and being ready on green. But the red is the most important and the red can be utilized in the analogy for every walk of life. At the start of a football game, when the whistle goes, that's your green line. But the red light is everything you've done prior. What did you do prior to make sure that you are ready for that green light when the call comes in? The jump in the wagon as a firefighter, that's your green light. But what have you done prior to everything in the build up to that day are all your red lights. So everything I do now is all about preparation for absolutely anything. If the lift goes out at work, and you got to climb those stairs, that's your green light, you're ready for that. You've got to be ready for absolutely everything. So my read on is all about that. Preparation is key. And I did that before I left I ensured that I was prepared for this moment, I ensured that everything was in place that first and foremost, completely my family was the primary concern. And the moment I could do that, and I started coaching these elite athletes all around the world. I was okay, I can make the leap. Let's go. But I ensured I was ready for that moment. I create a foundation of strength for every athlete when we're trying to develop them physically. I create a foundation for every single business and Shaka develop from there, my red lights to ensure that whatever gets thrown at me, that green light comes on, I am ready for it.

 James Geering 1:40:55

Firstly, I love that analogy. Absolutely love it. Secondly, hear in your backstory, being the kind of caretaker ultimately of your sister and your mother, sadly, how did that factor into the father that you are today?

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A lot of times I just picked up my dad do that. And if I think he would, then I probably don't do it. But I am. You know what, there's nothing I love more in this world than my two little babies would do absolutely anything for them. And I ensure that every step of the way, I'm there for them in whatever they wanted to. And no matter what happens, no matter what happens in my life, where I'm successful in business, even if my book flopped, and my app flops, and I didn't sell any sucks, which is still pretty weird. Whatever happens, I'll always be a good dad, no matter what we don't need money for that. We don't need success and fame, we don't need anything to be a good dad to just be a good person. I think that's all I want to be is I want to ensure that I'm there for them every single step of the way. And I will never ever leave this as and I want to long I want to have longevity and health. So that's why I train that's my wiener. And I'm there for them every day to ensure I'm the best at ballet to ensure I can walk them down the island the future and to ensure that I live as long as I possibly can to see every single second of them growing up. That's why That's what I'll always do. And that's why I think I'm a good dad.

 James Geering 1:42:20

I love it. I'm writing a second book at the moment. And the kind of core story is multi generational trauma. And the idea being that you can stop that pattern that one day, you know,

that especially with alcoholism, for example, you know, it was your father and your grandfather, whatever it was that it doesn't have to be straight away, you can go through an absolute, you know, dark place, but you can one day turn around and say the buck stops here. And I think as we talked about earlier, mentorship is so important. But there's a quote, If you want to change the world start at home, I believe that completely, you know, not all homes, sadly, have mother and father in them, as you will know. But whatever capacity we can we make sure that we you know, our home is as healthy as possible. And then as I mentioned before you walk outside your front door and go, who else going to have a little capacity to help some other people, you know, my daughter's friend, or whatever it is? How else can I help in my community. And if we all just did that, that is the leadership not the person in the fucking house of parliament or the White House. But every single mother and father in their home, stepping up a little bit more and trying to change, you know, if they if they're part of this domino effect, knock that domino down, don't they affect you and your children anymore?

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Of course, and that's all we can do on is this the only thing we can do, you know, if you if you, if you do one thing, let's just be a nice person, in whatever that was. And even if you haven't got kids, if you're just a nice person, you'll be alright. And as I mentioned before, you know, success often doesn't come to nice people, but it does come full circle. And all I want to do is be a great dad, and I will do absolutely anything to in order to achieve that.

 James Geering 1:44:06

Beautiful. Well, we talked about your book. So the first of the closing questions, is there a book written by someone else that you love to recommend? It can be related to our discussion today or completely unrelated?

 1:44:18

Well, I read atomic habits about two months ago, and the similarities between some of the things I write in my book, and that was incredible. And I was I was actually taken taken away by it a little bit. He meant he says it a lot more from an academic setting. I say a lot more from a practical and experience setting and how I've come to this conclusion. So he has a lot of data and science to back it up. I mean, it was good. It had an awful lot of quotes and all sorts of other sheets. I listened to the audiobook, actually when I was driving somewhere constantly. And every third paragraph is going to this link button that one we'll pull it up But I can imagine that the book is a lot better. But yeah, so I've always say that if you go read my book, and it's actually when you go on Audible now and listen to the read on revolution, if you look at books we recommend, if audible, you can see at the bottom, it always comes up at something capitalism, there's some great similarities in. And I'm a very firm believer, by the way, and is, is that I will never read or listen to something that that doesn't teach me something. And what I mean by that is I don't ever read like, fictional books or anything like that everything's got to be factual. Normally science based normally something to do that I will go and develop something along the lines of what I'm interested in. But I've always been a firm believer that. Never read it unless it teaches you something. You're not going to know that. So you read it both can start with can start with then factual books, and UBI.

 James Geering 1:45:56

Brilliant. Well, what about a movie or a documentary film a documentary?

 1:46:01

So there's some great documentaries out actually now about the Paris so one of them is called Paris men of war. That's pretty powerful. And it showcases sort of what happens in deffo. It's hard, a lot of the stuff but there's there's some good things in there. And yeah, that'd be something I'd highly recommend, especially for the guys over in America, they probably don't understand that part. But Paris men have was pretty cool.

 James Geering 1:46:24

Beautiful. All right. Well, then, speaking of great people, is there a person that you recommend to come on this podcast as a guest to speak to the first responders, military and associated professions of the world.

 1:46:37

There's a guy who's doing wonderful things now from a business second is a form of poetry for his name's Lee Matthews, a very good friend of mine, he was actually a world champion kickboxer. He now owns the largest, I believe it's the largest kickboxing business in the country. And I might be wrong on that. But he's incredibly knowledgeable and powerful in regards to how he's transitioned out of the military, out of that tactical scene, and into business and the things that he does, and he's taught me an awful lot about that. So I'd highly recommend Lee comes on is a very, very cool blog as well.

 James Geering 1:47:08

Brilliant. Yeah, if you can help me make the connection, I'd love to have him on. Thank you.

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Yeah. And then any of the, you know, the, as there's another guy called stars as well, he owns a company called through dark, and he's in my book as well. And what he has done is the essays, SBS is a good lad. Him, and you probably know that Middleton sit in the same unit, again, is in my book, he, those who are really good lads and make those connections they they've got some powerful antidotes that we can use for all sorts of walks of life, and they've been through an awful lot of shit. So Debbie good to have them.

 James Geering 1:47:46

Right. Yeah. So Stan has to be on the show. Actually, I had lunch with him in Dubai, I went around the world with some special ops guys. In February. We met out there so because through dark was one of the sponsors of that that endeavor that we were on, but ant is someone I've wanted to get on as well. So I would love that and

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Simon Jeffries and other guy as well all SBS for some reason. But yeah, Simon Jeffrey is a pretty cool guy, that people always say that Simon's May, but for the mind. So what I do for people's bodies, those go on and like SF courses and stuff. He does the same for the mindset. And he's he's also in my book. And again, really, really, really cool guy. I've just done a YouTube thing with them as well. So there's a couple videos called Hard to Kill, in regards to what it takes to make a special forces operator. Brilliant. He comes over to the center and testable there's

 James Geering 1:48:34

one where it sounds like another great person. So thank you. All right, well, then the last question before we make sure everyone knows where to find you and all the products, what do you do to decompress?

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Or I try and I get away from work or close my laptop and spend as much time as I possibly can with my family. My currency in life now is time. And I've had so much time taken away from me doing things all around the worlds that have been out of my control. And now my currency is time. So I spend as much time as I possibly can do the shit I love to do which is spend time with family and train women. It's

 James Geering 1:49:10

fantastic. So for people to find you online, find the book, find the socks or the and all the training platforms where the best places to go.

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So most people find me on Instagram at Coach Mike Chadwick. That's probably across all social media platforms, or you can go and coach my job.com. And there's loads of links there. But ultimately, the book is the read on revolution. And I also have an app called the read on challenge. But ultimately those who are going on any sort of special forces courses go on my tier one which you can get coached by job iq.com. It's an application only process and you have to go for a full screening call myself and my team in order for us to align and ensure that we're the right fit to go and do something very special. It's going

 James Geering 1:49:59

brilliant. Well Well, Mike, I want to say thank you so much. It's been an amazing conversation, another layer to, you know, to this physical and mental thriving journey that I'm trying to send people on. But your perspective not only from the military point of view, obviously from the personal point of view, but now what you're doing and especially your transition story, which I think is very powerful, is amazing. So I want to thank you so much for being so generous with your time and coming on the show today.

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Thank you very much for your time. I really appreciate

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