



purplepatch noun: A period of excellent performance, when nearly everything seems to go right, work properly, and is in perfect balance. Everything seems to fall into place and flows, making it seem like you cannot do anything wrong.

Case Studies of purplepatch pro's

The challenges of change, the value of progression

Last weekend *purplepatch* traveled to The Big Easy for the highly anticipated New Orleans 70.3 (along with a little fun). Representing *purplepatch* from the pro ranks were **Linsey Corbin** and **Meredith Kessler**. This would be Linsey's first full outing of 2010 and only her second big race since joining *purplepatch* last October, while Meredith was taking part in the opener of her first professional season. I was excited to see both women race for different reasons, for Linsey it was the first race since going through tremendous alterations to the way that she approaches training, and for Meredith it was her first race of her first season in the professional ranks.

After watching them race this weekend I was struck with a key theme for each of their experiences, both of which may well relate directly to your own approach to health, fitness and performance.

Linsey - CHANGE. Linsey has made sweeping changes in the way that she approaches her training, racing, nutrition and health in the last 6 months. 2009 was a rough year for her - dealing with a tired body and numerous injuries. She decided she needed to change and approached me for help 6 weeks before November's Ironman Arizona, where we managed an impressive second place. This was mostly the result of massive rest, rather than a tactically produced training program. Since that race she has gone through a progressive program of pure recovery (from

several bruising seasons of training and racing) followed by a training program with heavier emphasis on recovery, stability, specific intensity and speed. Our plan was logical, and cognitively we agreed it was a sound route to performance. Despite believing in the the plan, making real change has not been without challenges. For many athletes adopting a program with more recovery imbedded can be a massive challenge. They lose the 'self-validating' feeling of big volume and fatigued legs from repeated tough workouts, something that they have often persuaded themselves is a stepping stone to optimal performance.

Linsey had to face big changes in her approach with a fresh mentality to *what it takes to perform*. This is not an easy task. I quickly understood that what Linsey lost was any frame of reference on how she was doing in her training relative to previous seasons. She certainly felt good, and was running at good paces and holding good wattages on the bike, but had no real reference markers to all of her previous years of training. Ultimately she had to learn to only look forward, and gain validation from how her body felt and believe in the plan.

This Weekend was Linsey's first real test of her new approach. She was healthy, injury-free and pretty fresh, but she had not had a chance to test the new training regime in race conditions. The results were very good! She came in second overall behind a wonderful performance by Sam Warriner. This strong outing has provided her with the confidence

that we have built a platform for further gains for her this year. Her best racing is almost certainly ahead of her.

What we learned - No matter if you are a highly competitive athlete or just trying to optimize your fitness and health, change is an extremely challenging process. Most people I meet are terribly resistant to truly assessing where they are, deciding to make changes, and/or following through with the new approach. I see so many people stuck in a rut - either with hard training and little good results to speak of, or frustration and a cycle of injuries or failure.

Meredith - PROGRESSION. I have coached Meredith for over two years. She came to me after already finishing more than 15 Ironman races, with a best time of around 11 hours and 15 minutes. She told me on the first day that she wanted to be good. Really good. The caveat was that she was going to continue to work full time, remain a good, supportive spouse and continue with her busy social calendar with friends and family. True to her word she still maintains all of the above, but has evolved into a full professional athlete over the course of two and a half years. She is a prime example of patience, progression and smart training. At the start of 2009 she had the opportunity to move into the professional ranks, but held back to gain more experience with less pressure as an amateur. She won almost everything, breaking course records in many of her races.

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- ** Customization within the group environment - train at the level right for you!
- ** Progressive Training - avoid random fitness classes, come on the journey to your performance.
- ** Coaching - everyone benefits from expert coaching, with Matt be your coach every week.
- ** Community - the only thing missing in these classes is ego! We have a great group; come and join us!



purplepatch

THE PURPLEPATCH NEWSLETTER

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purplepatch professionals begin 2010.

continued from page 1 These experiences, along with a patient progression in the intensity and type of training, provided the platform to not only evolve physically and emotionally. Meredith began a couple of years ago with a dream of racing at the top level, without really knowing if she could. She would love to have raced professionally on that first day we met, but she was smart enough to realize that patience progression - 'the journey' - was going to be the key to long-term success.

This Weekend provided the first glimpse of her year ahead. I have told a few friends to keep an eye out for Meredith this year, she will shock a few people. Second out of the water, and a strong 4th place finish is a marvelous professional debut. I am excited to see her step up in two short weeks at Ironman St George for her first long-distance race of 2010. Two years ago she was talented. Now she is talented *and* ready to race at the top level.

What we learned - Meredith might have tremendous gifts for high performance, but all of us can draw from her experience. So many people decide on something they want to accomplish and lack the patience to enjoy the *journey of progression* toward the goal. The 'Zero to Hero' approach is one littered with injury, frustration and failure. By understanding you *current fitness and position relative to the goal*, developing a logical roadmap to progress toward the goal, and embracing and enjoying the journey, you will be set up for success. You *can* become whatever you want - just realize it will not happen overnight.

Change yourself. Embrace the process. Become what you want to be.

Faces of purplepatch. A monthly profile of the people who are purplepatch



name: Mike Mauze

age: 46

what should we know?:

personal - Founder of VMG Partners, a private equity firm which specializes in acquiring consumer product companies

athletic - Grew up playing team sports. These included soccer in college.

how are you part of purplepatch?: I was introduced to purple patch through VeloSF and joined the weekly rides. I started then to work with Matt to improve my performance and conditioning while balancing a busy life/work/travel schedule. I have enjoyed joining the PP group at races; it is a fun community which everyone supports each other.

How has purplepatch helped?: The customized training program has been the key. With my extensive travel and fluctuating work schedule the training plan has helped me maintain my training whether at home, or on the road, in an effective and time-sensitive manner. In addition, by having group to work out with, whether it be a VeloSF class, weekend ride or a race, I have been able to push myself to a new level in my performance.



TRX Suspension Training

Ever wondered what tools we use for improving core, stability and mobility in our purplepatch and run2become participants? From the professionals to the newbies - all our programs include an element of TRX Suspension Training. This versatile training tool and system has a wide range of applications and is central to our training philosophy. Check it out: www.fitnessanywhere.com



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purplepatch - in brief

At the races this week. purplepatch is off to Galveston, Texas this week for *Ironman Texas 70.3*. Representing this week will be Chris Lieto, in his first half-Ironman distance outing since his second place at the Hawaii Ironman World Championships last October, and James Cotter who is emerging from a great winter training block as an evolved athlete. You can follow the event through *ppfknowledge* on Twitter, or at www.ironman.com

Update on Rachel Joyce purplepatch professional, Rachel Joyce cut her foot badly in the Abu Dhabi Triathlon in March, severing three tendons in her right foot. In what could have been a season ending injury, she is on the mend, back to cycling on a trainer and swimming with a heavy 'protective boot' on her foot. We expect her to be back racing by June and ready to hit the US scene in July. She still has a great season ahead!

powered by purplepatch
run2become

It is not too late to join this session of **run2become** - but act now! Our primary goal of this *Run Stronger* session is to improve core and stability - becoming a stronger runner and preparing for our goal event - **The Giant Race on June 12**. You do not *have* to participate in this race to be part of the program, but you will get to round the bases and finish at home plate if you do! If you are new to running, or looking to elevate your running performance, this program promises something really different. You are always free to join us for a trial session to see what you are missing! Just drop us a note at Willow@run2become.com or check out the **run2become** website.

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