



A SCHOOL OF FITNESS HANDBOOK

FUNDAMENTALS

*The standards, systems, and signals
that build a stronger, more capable you.*

BY LUIS GALINDO

INSIDE THIS HANDBOOK

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Eleven sections. One operating system for the way you train, fuel, recover, and live.

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01 / WELCOME

01 WELCOME.

Before the first squat, the first sprint, the first cold plunge, there's a decision. You made it. This is where it starts.

01 / A NOTE FROM LUIS

YOU DIDN'T COME HERE FOR A GYM.

You came here to feel like yourself again. To get stronger. To stop guessing. To be part of something that holds a standard.

This handbook is the operating system for that. Not a diet plan. Not a 30-day fix. Not a list of foods you can't have. It's the way we think about strength, conditioning, mobility, nutrition, and recovery, and how those five pillars stack into a life that actually performs.

You'll notice we don't sell intensity for its own sake. We sell *structure*. Programming that progresses. Coaches who pay attention. Recovery built into the work, not bolted on. A standard you raise one percent at a time, until the person who started this handbook no longer recognizes the person finishing it.

Read it. Keep it close. Come back to it when you need a positive rep.

We're in your corner.

Luis Galindo

CO-FOUNDER



01 / FOREWORD / JEREMY JONES

A WORD FROM JEREMY.

With so many exercise programs, diets, do this - don't do that messages out there, it's great to have some of the best info all in one easy to read place. The Collective Fundamentals ebook provides you an in-depth look into the best practices that will help you live a healthy lifestyle.

It's more than just how much you can lift, or how many grams of protein you eat.

A healthy lifestyle incorporates everything from hydration to sleep to mindfulness to eating to working out to supplementation and to surrounding yourself with great people too.

Since 2002, Luis and I have been working together and sharing these philosophies of a healthy lifestyle with family, friends, Team members, clients, members, and everyone else we have had the opportunity to positively influence.

The best thing about all the philosophies and tips shared in this book is that you can take each of them and apply them specifically to where you currently are in your health and fitness journey.

Every "rep" you do with the strategies shared here are part of the process toward living an optimal life. Continue to repeat the ones that benefit you the most and guide you toward your goals of a healthy lifestyle until they become a habit.

With a focus on getting 1% better everyday, you will feel better, look better, and move better by incorporating the fundamentals shared in small, bite size pieces. Remember, consistency is the key!!

Take the time to read through this book, and then keep it in a convenient place so you can always refer back to it on those days when you need a "positive rep".

It truly is amazing the impact of a healthy meal and a great workout (even just walking!) can have on our emotional state. So the next time you might be feeling a little down or low on energy, implement one of the practices mentioned here for a great pick up and be sure to share it with others too.

Luis has done a great job putting this together so that The Collective Fundamentals will set you up for your success. Enjoy the read and most importantly, take action on what you read!

Always strive to be 1% better,

Jeremy Jones

CO-FOUNDER

02 / THE COLLECTIVE STANDARD

02

THE STANDARD.

*We're not a gym. We're a school of fitness,
built for the people who are ready to train
with purpose and build something that lasts.*

02 / WHAT A SCHOOL OF FITNESS MEANS

TRAIN WITH PURPOSE.

TRUST THE PROCESS.

WE ARE

A boutique training environment built around structured programming, expert coaching, and recovery integrated into the work, not bolted on.

We coach the fundamentals of human movement: how to squat, hinge, push, pull, and carry. We add intelligent conditioning. We respect mobility and recovery as performance tools, not afterthoughts.

We measure what matters. We progress on purpose. We compete with the person you were yesterday.

WE ARE NOT

We are not here to chase trends, sell shortcuts, or overwhelm you with random workouts.

We are here to coach a system that compounds: structured training, recovery, nutrition awareness, and community support.

If that sounds like what you're after, you're home.

WHO WE'RE FOR · 01

The Comeback.

You're ready to rebuild momentum with structure, support, and a clear path forward. A place that believes in your next chapter more than your last one.

WHO WE'RE FOR · 02

The Driven.

You're already disciplined. You want intensity that's intelligent, programming that progresses, and coaches who can keep up with you.

WHO WE'RE FOR · 03

The Builder.

You're ready for more consistency and a system that helps you follow through. You don't need more information. You need a community and the kind of accountability that quietly changes everything.

03 / THE METHOD

03

THE METHOD.

Five pillars. One coherent system. Built on decades of practice, and on the only thing that actually works: doing the simple things, well, for a long time.

03 / OVERVIEW

FIVE PILLARS. ONE STANDARD.

Each pillar is a discipline. Stacked together, they're a system. This is what we coach, every day, with every member.

**STRENGTH**

Build a body that can do hard things. Squat, hinge, push, pull, carry, under load, with intent.

**CONDITIONING**

Train the engine. Intelligent intervals, hybrid formats, measurable output. Purposeful conditioning, not random intensity.

**MOBILITY**

Move well, then move often. Range, control, and the kind of body that ages forward, not backward.

**NUTRITION**

Fuel for performance, not punishment. Awareness over restriction. Consistency over perfection.

**RECOVERY**

The work happens here. Sleep, soft tissue, sauna, cold, breath, the unsexy multipliers.

THE PRINCIPLE

"Success comes from the consistent practice of simple fundamentals."

ROBIN SHARMA

Most people make fitness harder than it needs to be by skipping the fundamentals. We do the opposite. The work isn't complicated. It's just *consistent*. And consistency, applied to fundamentals, is the most underrated performance tool on earth.

/ PILLAR ONE

STRENGTH.

"Strength is the foundation for the development of every other physical quality."

PROF. LEONID MATVEYEV

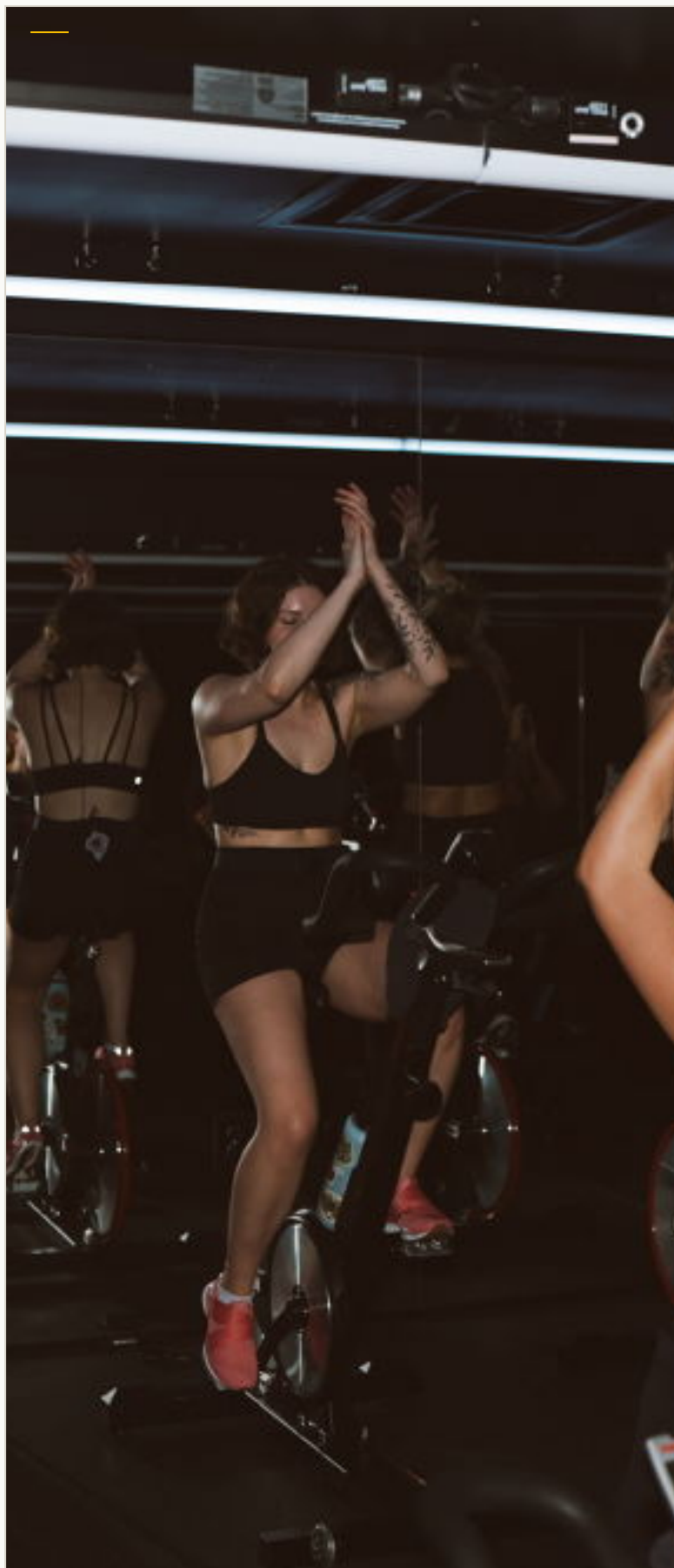
We coach the fundamental movement patterns: squat, hinge, push, pull, and carry, under intelligent load. Bodyweight before barbell. Mastery before max effort.

The reward isn't a number on the bar. It's a body that handles real life: groceries, kids, hikes, and decades without negotiating with itself.

WHAT WE TRAIN

Barbell strength · Kettlebells · Sandbags · Sleds
· Carries · Bodyweight progressions ·
Powerlifting principles applied for general population athletes.





|| / PILLAR TWO

CONDITIONING.

"What gets measured gets improved."

ROBIN SHARMA

Intelligent intervals. Hybrid formats. Output you can track and beat. Conditioning at The Collective is built for lung capacity, work capacity, and the kind of resilience that shows up in your real life, not just your workouts.

Our Ride+ bikes give you a number to chase. Our floor work gives you a body that can recover. Together: a higher ceiling, with less burnout.

WHAT WE TRAIN

Ride+ (cycling + strength hybrids) · Rower & SkiErg intervals · Assault bike efforts · HIIT circuits · HYROX prep · Calisthenic conditioning.

III / PILLAR THREE

MOBILITY.

"First move well. Then move often."

GRAY COOK

Mobility isn't a class. It's a practice woven through everything we do. A blend of yoga, Functional Range Conditioning, Animal Flow, and Functional Movement Screening principles, distilled into something simple enough to do every day.

The gift of mobility is instant. You'll feel better in the first session. The challenge is staying consistent, which is why we build it into the work.

WHAT WE TRAIN

Yoga · FRC ranges · Soft tissue & SMR · Movement screens · Daily mobility flows · Pre- and post-training resets.





IV / PILLAR FOUR

NUTRITION.

*Awareness, not
restriction.*

*Performance, not
punishment.*

The way you eat shapes the way you train, recover, sleep, and show up. We coach a simple framework, quality first, quantity second, consistency always, and we leave room for the way you actually live.

No "good" foods. No "bad" foods. No food jail. Just better choices, more often, until they become the default.

WHAT WE COACH

The Plate framework · Macro Coaching · Performance Eating Windows · Hydration · Sustainable habits · Real-world strategies for eating out, traveling, and living.

V / PILLAR FIVE

RECOVERY.

"Rest when you're weary. Refresh and renew yourself. Then get back to work."

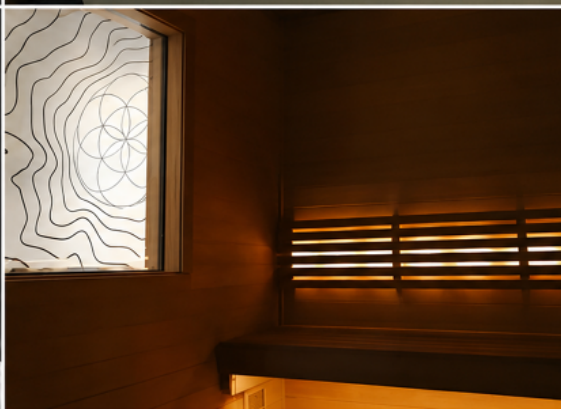
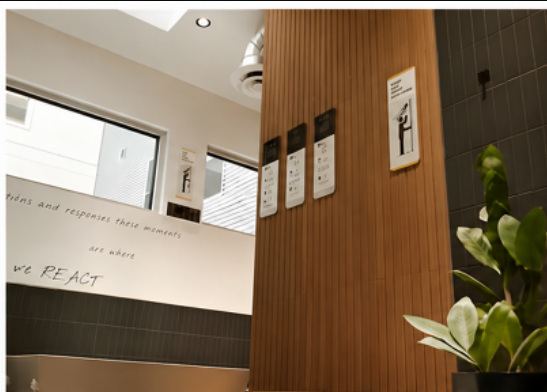
RALPH MARSTON

Training is the stimulus. Recovery is where the body actually adapts. Honor it and the work compounds.

We integrate sleep coaching, mobility, sauna, cold plunge, red light, breath work, and contrast therapy as core parts of the program, not optional add-ons.

WHAT WE INTEGRATE

Sauna · Cold plunge · Red light · Sleep protocols · Soft tissue · Breath work · Contrast therapy · Active recovery days.



04 / TRAIN

04

TRAIN.

*Structured programming. Honest coaching.
Progression you can feel and measure. This is
what training with intent looks like.*

04 / HOW WE COACH

PROGRAMMING THAT PROGRESSES.

Random workouts produce random results. Our programming is built in waves, strength blocks, conditioning blocks, deload windows, so your body adapts on purpose.

01**ASSESS**

Every member starts with an intake and an InBody scan. We learn how you move, what hurts, what's missing, and where you want to go. Then we coach to that, not to a generic plan.

02**PROGRAM**

Our weekly programming progresses in waves: foundational strength, hybrid conditioning, mobility integration, deload windows. You don't have to think about it. You just have to show up.

03**PROGRESS**

We measure. Loads. Times. Output. Body composition. The standards rise as you do. The point isn't to be wrecked. The point is to be better than last month, every month.

THE TRAINING WEEK

3 TO 5 DAYS OF QUALITY.

A typical member trains three to five days a week, a mix of Strength, Ride+, Mat Pilates, and Mobility. We coach you on the right "daily dose" for your body, your schedule, and your goals.

"You don't need to train harder. You need to train smarter, more consistently, for longer."

THE COLLECTIVE COACHING STAFF

05 / FUEL

05

FUEL.

Food is information. It tells your body what to build, how to recover, and how to perform. We coach the simplest framework we've ever found.

05 / THE PRINCIPLE

QUALITY FIRST. QUANTITY SECOND. CONSISTENCY ALWAYS.

Most nutrition advice starts with rules. We start with awareness. When you know what you're eating, why you're eating it, and how it makes you feel, the rules largely stop mattering.

The goal isn't to eat perfectly. It's to eat with intent most of the time, leave room for the rest of life, and quietly build the kind of habits that compound.

Think of it as a 90/10 standard. Ninety percent of the time, you eat to perform. Ten percent of the time, you eat to enjoy. Both are part of the system. Neither is a failure.

90

PERFORM

Real food.
Protein at every meal.
Plants. Smart carbs.
Healthy fats.
Water.

10

ENJOY

The dinner out. The birthday cake. The glass of wine. Without guilt.

∞

REPEAT

This isn't a diet. There's no end date. The rhythm is the point.



05.1 / THE PLATE FRAMEWORK

BUILD EVERY MEAL THE SAME WAY.

Five components. Real food. No counting required to start. This alone, practiced consistently, is enough for most people, most of the time.

01

PROTEIN

4 to 8 oz at every meal.

Beef, chicken, turkey, eggs, fish, seafood, pork, game. Aim for about 0.8 to 1.0g per pound of bodyweight across the day.

02

PLANTS

Half your plate. Leafy greens, cruciferous veg, peppers, cucumbers, mushrooms, herbs. Variety of color = variety of nutrients.

03

SMART CARBS

Earned, intentional, well-timed. Sweet potato, rice, oats, quinoa, fruit, beans. Bigger servings around training. Smaller when sedentary.

04

HEALTHY FATS

A thumb to a small handful. Avocado, olive oil, nuts, seeds, fatty fish, eggs, real butter. Skip industrial seed oils when you can.

05

HYDRATION

Half your bodyweight in ounces, daily. Water, sparkling, herbal tea, coffee. Add electrolytes around training and on hot days.

THE PATTERN

Eat real food. Mostly plants and protein. Pay attention to how it makes you feel. Repeat.

If counting calories or macros works for you, we coach that too. Ask any coach about our Macro Coaching program for personalized targets.

05.2 / CHOICES, NOT RULES

WHAT FUELS YOU. WHAT SLOWS YOU.

No "good foods" and "bad foods." Just foods that perform, and foods that take more from you than they give.

FUELS YOU

PROTEIN

Beef · Chicken · Turkey · Pork · Lamb · Eggs · Salmon · Tuna · Shrimp · Cottage cheese · Greek yogurt · Quality whey or plant protein.

PLANTS

Leafy greens · Broccoli · Brussels · Cauliflower · Peppers · Asparagus · Mushrooms · Onions · Carrots · Cucumber · Berries · Citrus.

SMART CARBS

Sweet potato · White potato · Rice · Oats · Quinoa · Beans & lentils · Fruit · Sourdough & rustic breads when whole.

FATS

Avocado · Olive oil · Coconut oil · Real butter / ghee · Nuts & seeds · Fatty fish · Whole eggs · Aged cheese in moderation.

HYDRATION

Water · Sparkling water · Herbal & green tea · Coffee · LMNT or quality electrolytes around training.

SLOWS YOU

ULTRA-PROCESSED

Anything you couldn't recognize as food 100 years ago. Cereals, crackers, packaged snacks, fast food, frozen entrees with 30 ingredients.

LIQUID SUGAR

Soda, juice, sweet coffees, energy drinks, sweet teas. The fastest way to eat 600 calories without noticing.

INDUSTRIAL OILS

Soybean, corn, canola, vegetable, cottonseed. Inflammatory in volume. Cook with olive, avocado, coconut, or butter instead.

REFINED FLOURS & SUGARS

Most breads, pastas, pastries, candy. Not "evil", just not what you want as a default.

ARTIFICIAL EVERYTHING

Sweeteners, colors, preservatives. Less is more. Read labels. If it's a chemistry set, leave it.

*This isn't a list of forbidden foods, it's a list of things that, in volume, work against the body you're building.
The goal is awareness, not avoidance.*

05.3 / EATING OUT, WITHOUT OVERTHINKING IT

YOUR LIFE HAPPENS AT TABLES.

Food is also community, celebration, family. We don't ask you to opt out of your real life, we coach you to navigate it without losing momentum.

FIVE MOVES THAT WORK ANYWHERE**01****PROTEIN AS THE ANCHOR.**

Pick the protein first, steak, chicken, fish, eggs, seafood, tofu. Build the rest of the plate around it. This single move solves 80% of restaurant decisions.

02**VEG, NOT BREAD, AS THE SIDE.**

Sub a salad, sub veg, double the green side. Save bread, fries, and starches for when you actually want them, not because they came on the plate.

03**SAUCE ON THE SIDE.**

Sauces, glazes, dressings carry most of the calories you didn't ask for. Order them on the side. Use what you need. Skip what you don't.

04**WATER, NOT LIQUID CALORIES.**

If you're drinking, drink, and own it. If you're not, water with lemon or sparkling. Don't accidentally eat your meal in a glass.

05**EAT TO 80%.**

Aim to leave the table satisfied, not stuffed. Box half the entrée up the moment it arrives. Tomorrow's lunch handled.

FOR THE 10%

Some meals are for celebration. Eat them. Enjoy them. Sit down with the people you love and don't apologize.

The next meal is always the next chance to come back to the standard. There is no "ruined day" in this system. Only the next decision.

05.4 / PERFORMANCE EATING WINDOWS

EAT ON A RHYTHM. NOT AT RANDOM.

Time-restricted eating is one tool, not the only tool. For many members, eating inside a 10 to 12 hour daily window simplifies decisions, improves sleep, and sharpens energy. Optional, but useful.

THE SIMPLE PROTOCOL

EATING WINDOW: 8 TO 12 HOURS

First meal to last meal lives inside a single window each day. Start with 12. Tighten to 10 or 8 if it suits your schedule and energy.

FAST: 12 TO 16 HOURS

The rest of the day, give your body a break. Coffee, tea, water, and electrolytes are fine. Skip cream and sweeteners during the fast.

TRAIN INSIDE THE WINDOW (OR SLIGHTLY FASTED)

If you train fasted, sip 5 to 10g of BCAAs or electrolytes during the session. Eat your biggest meal (protein, veg, smart carbs) within an hour after.

2 TO 3 MEALS, NOT 6 SNACKS

Most people perform better with fewer, bigger, nutrient-dense meals than they do grazing all day.

ADJUST FOR LIFE

Family dinner? Date night? Pregnant, nursing, recovering from illness? Open the window. The standard serves you.



INSIDE THE STUDIO OH-EIGHT FUEL BAR.

For a simple post-workout option, OH-EIGHT Fuel Bar is open inside The Collective with protein-forward smoothies, hydration, and grab-and-go options.

A NOTE

Time-restricted eating is optional. Pregnant, nursing, or managing a medical condition? Talk to your physician first.

06 / RECOVER

06 RECOVER.

Training is the stimulus. Recovery is where the body actually adapts. Honor it, and the work you put in compounds into the kind of consistency that changes everything.

06.1 / SLEEP / THE FOUNDATION

SLEEP IS THE HIGHEST-LEVERAGE TRAINING TOOL.

Not a supplement. Not a recovery boot. Sleep. It rebuilds muscle, balances hormones, clears the brain, and decides whether tomorrow's training is signal or noise.

FIVE SLEEP STANDARDS

01

SAME WAKE TIME, DAILY.

Within a 30-minute window, every day, weekends included. The wake time anchors the whole circadian system.

02

SUNLIGHT IN THE FIRST HOUR.

10 to 30 minutes outside, eyes open, no sunglasses. The single most effective signal you can give your body that the day has started.

03

CAFFEINE CUTOFF: 8 HOURS BEFORE BED.

Caffeine's half-life is longer than you think. If you sleep at 10, last coffee is 2pm. Earlier if you're caffeine-sensitive.

04

DIM LIGHT AFTER SUNSET.

Overhead lights down, phone down, no bright screens the last 30 minutes. Cool, dark, quiet bedroom. 65 to 68°F is the sweet spot.

05

PROTECT 7 TO 9 HOURS.

Treat sleep like a meeting with yourself. Put it on the calendar. Honor it. Everything downstream, training, mood, food, focus, depends on it.



OPTIONAL SLEEP STACK

Magnesium 145mg threonate or 200mg bisglycinate, 30 to 60 min before bed.

L-Theanine 100 to 400mg for mental quieting.

Apigenin 50mg for nervous system wind-down.

Start with one at a time and consult your physician or qualified health professional if you have questions, take medication, or manage a medical condition.

06.2 / MOBILITY / SOFT TISSUE

MAINTAIN THE MACHINE.

Foam rolling, mobility flows, and bodywork aren't extras. They're the quiet practice that keeps you moving well and training consistently in your 40s, 50s, 60s, and beyond.

01**DAILY · 10 MIN**

A short mobility flow before training. Hips, thoracic spine, ankles. Even on rest days. The cumulative effect is what changes you, not any single session.

02**POST-SESSION · 5 MIN**

Foam roller or lacrosse ball on the spots that work hardest that day, quads, glutes, lats, calves. Two minutes per area. Done.

03**MONTHLY · BODYWORK**

Massage, soft tissue work, a quality chiropractor or PT. Treat it like maintenance on the machine. An investment in staying consistent.

THE BENEFITS

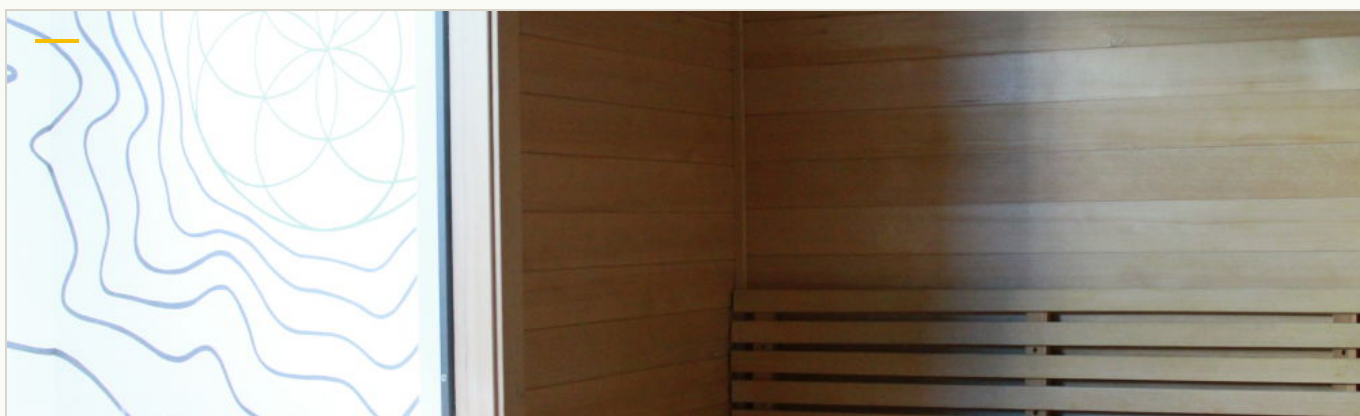
Increased circulation · Reduced soreness · Faster recovery from training · Lymphatic flow · Scar tissue release · Reduced injury risk · Improved range of motion · Better sleep · Lower perceived stress.

"The body you'll have in twenty years is the one you're building right now, in the mobility work most people skip."

06.3 / SAUNA / COLD / CONTRAST

HEAT MAKES YOU RESILIENT. COLD MAKES YOU SHARP.

The two of the oldest practices in human performance, available daily at The Collective. Use them with intent.



SAUNA · HEAT

Protocol: 2 to 4 sessions per week. 15 to 25 minutes per session. 170 to 195°F.

Benefits: Sauna may support cardiovascular health, perceived recovery, mood, focus, stress resilience, and recovery consistency when used appropriately.

COLD · IMMERSION

Protocol: 2 to 4 sessions per week. 1 to 4 minutes per session. 38 to 50°F.

Benefits: Cold exposure may support mood, focus, stress resilience, perceived recovery, and recovery consistency when used appropriately. Best used in the morning, not within a few hours of training if hypertrophy is your goal.

CONTRAST

Heat into cold into heat. 3 rounds of about 15 minutes in the sauna plus 1 to 3 minutes cold. End on cold. One of the most effective recovery and mental-resilience tools we coach. Ask any coach for a contrast protocol you can run in our recovery suite.

06.4 / BREATH / NERVOUS SYSTEM

THE FASTEST STATE-CHANGE YOU OWN.

You can't control your stress hormones directly. You can control your breath. And your breath controls almost everything downstream.

01

BOX BREATHING

In 4, hold 4, out 4, hold 4. Five rounds. Use it before a heavy lift, before a meeting, before bed. The Navy SEAL standard for a reason.

02

PHYSIOLOGICAL SIGH

Two sharp inhales through the nose, one long exhale through the mouth. Three reps. The fastest way to drop your stress response in real time.

03

NASAL BREATHING

Train low- and medium-intensity sessions breathing only through your nose. Builds CO₂ tolerance, slows resting heart rate, sharpens recovery.

WHEN TO USE WHAT

Morning · Wim Hof or Breath of Fire. 3 to 5 rounds for energy, focus, and a clean start to the day.

Pre-Training · Box Breathing, calms the system, sharpens focus, primes the nervous system for output.

Mid-Day Stress · Physiological Sigh, three reps, anywhere. Resets your state in under a minute.

Pre-Sleep · 4 / 7 / 8. Inhale 4, hold 7, exhale 8. Four rounds. Drops you into parasympathetic.



07 / THE SEVEN DAILY STANDARDS

07

THE SEVEN.

Identity, not effort. These are the things people who get results do almost every day, without negotiating with themselves.

07 / DAILY STANDARDS

SEVEN MOVES. EVERY DAY.

Start by adding one. Make it automatic. Then add the next. In 90 days you will not recognize who you've become.

01 MOVE WITH PURPOSE.

Train 3 to 5 days a week. Walk 8 to 10k steps. Be intentionally active twice a day when you can. Morning sun plus an evening session, or training plus a walk. The body was built to move.

02 EAT FOR PERFORMANCE.

Protein at every meal. Plants in half the plate. Smart carbs around training. Real food, mostly. The Plate Framework, repeated. 90% of the time.

03 HYDRATE LIKE AN ATHLETE.

Half your bodyweight in ounces of water, daily. Add electrolytes around training and on hot Arizona days. Coffee and tea count; sugar drinks don't.

04 SLEEP LIKE IT'S TRAINING.

7 to 9 hours. Same wake time. Morning sunlight. Caffeine cutoff. Cool, dark, quiet bedroom. The single highest-ROI habit you'll ever build.

05 RECOVER ON PURPOSE.

Mobility daily. Foam roll the working tissues. Sauna and/or cold a few times a week. Real bodywork monthly. Treat recovery as part of training, not the absence of it.

06 BREATHE BEFORE YOU REACT.

Five minutes of box breathing or a physiological sigh, daily. Before training. Before stress. Before sleep. Owning your state is the first skill of every other skill.

07 SHOW UP FOR THE COMMUNITY.

You are the average of the room you walk into. Be in the room. Encourage a newer member. Trade encouragement for energy. Identity is downstream of environment.

08 / YOUR FIRST 30 DAYS

08

FIRST 30.

*The way you start is the way you'll continue.
Here's the pathway we coach every new
member through, week by week, on purpose.*

08 / THE PATHWAY

FOUR WEEKS. FOUR MOVES. ONE NEW IDENTITY.

Most people quit in the first 30 days because they install everything at once. We coach the opposite. One thing per week.

WEEK 01 · ANCHOR

Show up. Three days. That's it.

The job this week is one thing only: **be in the building three times**. Don't overthink the food. Don't grade the sessions. Just install the rhythm of showing up. Everything else gets built on top of it.

- Book three sessions. Put them on the calendar.
- Meet your coach. Complete your intake + InBody scan.
- Introduce yourself to one new member in each class.
- Sleep 7+ hours every night this week.

WEEK 02 · FUEL

Add the Plate. Drop the liquid sugar.

Now we layer in nutrition, gently. Two moves only this week. Build every meal off the Plate Framework. And cut liquid calories, soda, juice, sweet coffees, energy drinks.

- Protein + plants at every meal. Add smart carbs around training.
- Drink half your bodyweight in ounces of water.
- Continue 3 training sessions. Try adding one Ride+ or Mat Pilates.
- Same wake time every day. Morning sunlight in the first hour.

WEEK 03 · RECOVER

Recovery becomes part of training.

Now we make recovery deliberate. The work you've been doing needs somewhere to land. This is where most people start to feel the difference, energy up, soreness down, sleep deeper.

- Add 2 sauna sessions this week. 15 to 20 minutes each.
- Add 2 cold plunge sessions. 1 to 3 minutes each.
- 10 minutes of mobility every day. Hips, T-spine, ankles.
- 5 minutes of box breathing before bed.

WEEK 04 · PROGRESS

Re-test. Re-set. Compound.

Four weeks in, you're a different system. We measure what's changed, and decide what's next. This is the moment most members realize: this isn't a phase. This is the new default.

- InBody re-scan with your coach. Compare to Week 1.
- Pick one Daily Standard to lock in as automatic.
- Set a 90-day goal with your coach. Strength, body comp, or skill.
- Ask a coach about inviting a friend, family member, or coworker into a first experience.

09 / TRACK YOUR PROGRESS

WHAT GETS MEASURED GETS IMPROVED.

Awareness creates better choices, and data creates real awareness. We track a small set of honest signals and use them to coach you, never to judge you.

WHAT WE MEASURE

- 01 INBODY 570 · BODY COMPOSITION**
A real measurement of lean mass, body fat, hydration, and segmental data. Ask a coach about scheduling your InBody scan.
- 02 STRENGTH BENCHMARKS**
Squat, hinge, press, pull. We re-test every 8 to 12 weeks. Numbers go up. Form gets cleaner. The body adapts on purpose.
- 03 CONDITIONING OUTPUT**
Ride+ wattage. Rower 2k. Mile pace. Concrete numbers that prove the engine is getting bigger. You can't argue with a clock.
- 04 SUBJECTIVE MARKERS**
Energy. Sleep. Mood. How clothes fit. How you feel walking into a room. The numbers don't matter if these aren't moving.
- 05 CONSISTENCY**
Sessions per month. Standards stacked. Streaks built. The metric that quietly predicts every other metric.



SIMPLE TOOLS

We recommend **MyFitnessPal** or **MacroFactor** for food awareness, especially in your first 2 to 4 weeks. The goal isn't to count forever, it's to learn what you actually eat.

10 / THE CODE

10

THE CODE.

Four values. The way we treat each other, the work, and our community. Hold us to them.

10 / CORE VALUES

FOUR VALUES. ONE STANDARD.

The way we treat each other, the work, and our community. Hold us to them.

01

WOW.

*Exceeding excellence through
Athletic Hospitality.*

02

EXTREME OWNERSHIP.

*Total responsibility, honesty,
and accountability.*

03

CONTAGIASM.

*Contagious enthusiasm, energy,
and positivity in the room.*

04

1% BETTER EVERY DAY.

*Small consistent improvements
that compound over time.*

10.1 / OUR PROMISE TO YOU

THE COLLECTIV

Gilbert-AZ

MEET YOU
WHERE YOU ARE.
TAKE YOU FURTHER
THAN YOU THOUGHT.

If everything in this handbook feels like a lot, start with 1%.
One thing. Today. Then again tomorrow. Then again.

You don't need to be perfect. You need to be present. We
will meet you exactly where you are, and quietly,
deliberately, take you further than you thought you could go.

*Welcome to The
Collective.*

EST. 2008 · GILBERT, ARIZONA

11 / WHERE WE GO FROM HERE

READ IT. APPLY ONE THING. COME TALK TO US.

This handbook isn't homework. It's a reference. Keep it near. Read it again in 90 days and notice which sections suddenly make more sense, because you've lived them.

Your coach is your single most valuable resource. Use them. Bring questions. Bring honesty. Bring the win you're proud of and the obstacle you can't get past.

We'll build the rest from there.

NEXT STEPS**BOOK YOUR INBODY SCAN**

If you haven't done one yet, ask any coach. It takes 90 seconds. It changes the game.

LOCK YOUR TRAINING WEEK

Pre-book this week's sessions on the app. The week you plan is the week you complete.

PICK ONE DAILY STANDARD

From Section 07. One. Make it automatic this week. Then add the next.

REACH US

WE'RE IN YOUR CORNER.

Website

thecollectivegilbert.com

Member Portal

my.thecollectivegilbert.com

Text Only

480.660.9050

Visit Us

The Collective
Gilbert, Arizona

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[@thecollectivegilbert](https://www.instagram.com/thecollectivegilbert) on Instagram

A SCHOOL OF FITNESS HANDBOOK

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*Strength. Conditioning. Mobility.
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DISCLAIMER

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Edition 02 · 2026
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