

fullpotential



be a better runner



Whatever your level: whether you're just starting out and are taking your first steps, are looking to get fit and lose weight or are an experienced athlete training **we guarantee to make you a better runner**



## OUR COACHING PHILOSOPHY

Our coaching philosophy is based on my many years of being an elite athlete, which culminated in my 2.17 marathon time, which I ran at the age of 40. I was coached by a top physiologist using heart rate zones and blood lactate levels, I had the opportunity of discussing coaching methods with world class athletes and coaches and I have personally coached hundreds of runners over the last 12 years, since hanging up my racing shoes.

Running successfully is about developing a number of key areas: endurance, strength, body condition, speed-endurance, running economy, flexibility, mental toughness and race practice. You will have your own starting point with these attributes but we will develop these throughout the training period.

There are many training plans available to download on the internet, in books and magazines, etc but they won't be specific to you and your current fitness levels and targets.

We want your training to be enjoyable (most of the time!) and be consistent to ensure you develop and progress.

If you think you have a better plan, need harder training or need to run further or faster then we are only too happy to discuss the training that we have set you and the physiological benefits of any element....

In fact, we encourage you to understand and take responsibility for your training. We're here to help you be a better runner.

Keith Anderson  
Founder • Full Potential

