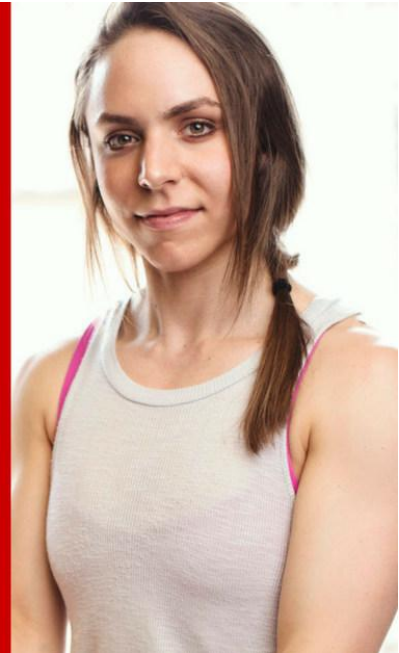


**Katie Anne Rutherford**  
**The Importance of**  
**Perspective in Chasing**  
**Strength & Physique Goals**



≡ Episode 187 ≡



DANNY LENNON:

Katie Anne welcome to the podcast it's great to have you here, thanks for joining us.

KATIE ANNE RUTHERFORD:

Thank you I appreciate you having me on.

DANNY LENNON:

Let's maybe start off by getting a bit into your athletic background. So I mean what was your initial interest in sports and exercise and type the stuff that got you really into the field?

KATIE ANNE RUTHERFORD:

Yeah, definitely so as long as I can remember I've been into athletics or been involved in athletics in some form. I grew up with two -- I just had two older brothers so I was always watching them play sports and kind of my competitive nature I was like I want to keep up with my brothers.

So my oldest brother played tennis very seriously so I played tennis for a while and up until high school actually and then my other brother was just two years older than me ran track and I thought that was really cool. Then I was like I want to run track and then I actually discovered that I was really good at track.

So I started my fitness I guess you could say endeavor sort of started seriously in high school with track and cross-country and I know now I'm bodybuilding and powerlifting and so it's like you're a cross-country runner? But, I did run distance running so I ran the 5K. for four cross-country and then in track and field I ran the 800 meter and the 1600 meter.

So those were my two events that I did and so that was that was my initial start in athletics was in track and field and I was planning on running at university or at college and then I suffered a stress fracture that was actually misdiagnosed for a while. So I wasn't really sure what was going on and it was during an important track season essentially where it determines kind of what scholarships you'll get for college.

And I had offers from some different colleges to run but it was a little bit early on so I was really banking on this season and you know now in hindsight looking back I'm like wow like you know everything worked out just as it was supposed to but at the time I was devastated because I wasn't able to run in that season.

And so then that kind of threw off my just plans essentially it kind of like as a high schooler I was so focused on this track and field and cross country and running in college and getting a scholarship and that's where I saw my life going and then I had this injury and it lasted for about six months because some doctors were telling me different things.

They were like, "Oh, it's just this oh it's just that you need you just need a shot of like Cortisone," or whatever you know and then another doctor was like, "No, you need to you need a boot," and so I was like just confused and I ended up missing two seasons or a track season and a cross country season.

And that's when I found weight lifting. So I got an MRI and I had a fracture in my tibia and so I had to wear a boot. So I couldn't run obviously and so I was

left to just by, I still wanted to be active so I went to the gym and I was like well I'm going to look up a bodybuilding program online and kind of write my own training program and do whatever I can in the gym.

So that's when I first started weightlifting was in high school when I was injured from track and then I kind of snowballed from there I decided I just think that some different things happened. It was a series of events obviously I was being led away from running in college.

But at that time it was pretty devastating I had a sickness my senior year in high school. I'm still not sure what it was but I was sick for about like four months. Looking back it might have been like mono or something like that or some sort of-- the doctors really couldn't figure out what was going on.

I just was constantly fatigued. So basically, my plans for diving into college athletics were taken off my path and then I just fell in love with weightlifting and decided that I wanted to get more serious about that since I wasn't going to pursue college athletics.

DANNY LENNON:

Yeah, there's just plenty there that I want to dive into because I think any time we think of these different phases that someone's gone through I think it can maybe show us a lot of what it teaches someone how that ends up shaping the rest of their journey and their philosophies.

So particularly when you mention those early phases around when you were involved in athletics and obviously the injury and having to I suppose overcome the adversity of not just the injury but missing competitive time and then maybe how that influences your future in that sport afterwards.

Was there anything that you took from that that ended up being a major positive in that that whole process of the injury and missing out on the sport and

particularly, if you had planned to see yourself in this for a period of time, what did you take away from that that you think has been in some way an influence on what has happened since?

KATIE ANNE RUTHERFORD: Right, well, there's definitely two major things that I think any sort of adverse time or frustrating time that we can think about and use and two big lessons. And the first one is that; are you finding your identity in what you're doing as opposed to the person you are? And for me I was finding my identity solely in track. And as silly as it sounds like a seventeen year old high school athletics are a big deal. Your friends know you as the track runner and then your results are in the paper and then the pictures are in the paper and it's like they announce over the live at school before the weekend when events were going on like who was running and who was competing at states and you know all this sort of thing.

So it was like everyone knew I was the track you know the track everyone knew that I was just like the fast girl. That's what I was known as. And so I really did put my identity solely in that and then when I --when this time when I was injured my...essentially my identity was stripped away and I had to figure out it's like okay are you putting your self-worth in something that is temporary, that's not going to last with you for forever.

Obviously, I was going to be a runner forever. I wasn't going to be the high school 1,500 meter runner for the rest of my life but at the same time I was treating it as if it was going to be forever like I was like oh this is what I'm destined to do blah, blah, blah.

Obviously, at different points in your life you should give passions, you should give pursuits, effort and your all and if you feel like you're being called to do something then absolutely. Actually it's interesting that I'm talking about this because I just wrote a blog post about this but it's when it starts to become an

obsession and it starts to become it's basically your god.

It's like what, are you worshiping your endeavor or you know is that solely your identity or is your identity found in the person that you are not in what you do? And so that was a major lesson and it's still something that in different instances in my life I have associated my identity with certain things and each time I have a set back where I have some sort of frustration it's kept me in check and it's like okay Katie, like if you weren't the track runner are you still okay with yourself or if you weren't the powerlifter and the body builder, if your squat P.R. wasn't what it is, if it was half of what it is like would you still be okay with yourself?

Or are you putting too much of your identity in what you do and not the person you are. So that is definitely the first thing for sure, it's like re-evaluating every time you have a step back it's like this is an opportunity for you to re-evaluate and see okay, why am I feeling so devastated?

Obviously, a passion, a pursuit something you're really good at. Yeah, use your talents use your gifts use your abilities to be greater and make a difference and make an impact but at the same time it's like is it becoming an unhealthy obsession or an unhealthy idol that you're placing in your life. And then secondly, the second biggest thing I think that came out of that time and other frustrating times that all of us go through is just realizing if I look back and I look at my path I could not have planned it the way that it happened.

And right now, I feel very, very blessed and very fortunate to be in the position that I'm in and I love what I do and I honestly I feel like I'm probably one of the luckiest people. I love what I do. I can work from anywhere because I do a lot of coaching and I can travel and I've traveled more in the past two years than I did in my entire life combined.

And I look back though at my life and it's like if I would have run in college I never would be doing what I'm doing right now. So I think looking at each setback or each changing direction not as a huge, "Oh my gosh my life will never be the same." Well, yeah maybe your life will never be the same and it's actually going to be way better than you anticipated. Because for me I can't look back and plan each step. It's like these adverse things that happened or these disappointments actually set me up for success and to overcome and to be the person I am today.

DANNY LENNON:

Yeah, two huge things and I mean going back to that first one I think the whole issue around self-worth and particularly in athletes is such a huge area because you see so often especially high end athletes run into issues where like you said they attach all their self-worth to being good at this one thing and there's no distinction between being good at that thing and them as an actual person.

KATIE ANNE RUTHERFORD: Right.

DANNY LENNON:

And then you run into issues when something goes wrong whether that be an injury or whether you fail in a competition then that gets correlated with being a failure, you as a human being, right?

KATIE ANNE RUTHERFORD:

Yeah, it is and I know just from my own experience and from what I've seen in other people it's like sometimes the hardest times for a lot of individuals are coming off of the seasons where they've been. It's like so much focus on your endeavor like a college sport if you're in athletics. And a lot of times college athletes, they struggle with the post-college because it's like, "Okay, what's my purpose now?"

My purpose before was just whatever pursuit that I was doing and it's it can become very dangerous at that if that becomes your idol or that becomes your you know I use like the god-like term because it's like what you're worshipping every day and it's like you're only focus and then other things in your life kind of

fall down around you because it's like the only thing you're focusing on is just this one pursuit.

And so it's like well then once that's taken away then how do you even live your life? So I think in any time that you're pursuing something with a lot of effort it's important to keep yourself in check and make sure that you're not letting it become the sole center of your life because it's not something that that is lasting for eternally or... It's going to be taken away. So are you investing all of your energy in something that is temporary or are you focusing more on the big picture and it's a constant check and that's why too it's good to have people in your life who are keeping you balanced and keeping you in check and reminding you of those things as opposed to just having to do it on your own.

It's like you need a community of people who are supporting you who aren't going to just be yes people to you, who are going to be saying like, "Okay, like you need to keep a perspective." Seriously that's why relationships are important and good people in your life and people that you trust to help you along in your journey as well.

DANNY LENNON:

Yeah and since kind of making that realization and like you said it's probably a thing of having to constantly keep that in check and remind yourself of it. But since having that realization do you think that allowed you to I don't know if the right word is enjoy maybe if the success you've had in both body building and powerlifting and we will talk about that later on but enjoy that success a bit more than you maybe would have otherwise?

KATIE ANNE RUTHERFORD:

Yes, 100%. I specifically as you say this I remember in 2014 when I first competed in figure and I won my figure pro card in my O.C.V show. So it's a natural organization here in the United States and I won my natural pro card. And I remember thinking it was kind of like a breakthrough moment for me because always



before it was like these times like if I competed in a track event I kind of got this like a little bit of I wouldn't say depression but a little bit down like after an event.

Like I would just be like, ugh like I have to wait until next season like I miss it, I miss the spotlight, I miss you know the lights the whatever because state track me here in Ohio is like a huge deal you know and you have all these people watching you know and you know college recruiters and everything and it's like oh my gosh like you just feel like so special.

And then the after time it's like no one's watching you know and you know but it was after that show I literally remember sitting in my hotel room with my mom. My mom came and watch me and I was thinking I just want to like go lift weights like I mean I care like this is awesome like sweet you know I did I did great and I won.

But, like I just want to go like lift and get back to training like I just love the training and I just love the process and I just want to get better. And I still remember a post that I made afterwards and I said like I got some critique and I was like you know something to work on I was like I'm really excited to work on this .

Let's go back to the drawing board and that was such a different mindset because I wasn't the after the show, I wasn't like there's no more shows like what do I do what's my purpose what's you know I was just like sweet it's over like now I can go back to my life that I actually really enjoy because I'm you know not just focusing on this as my sole identity.

And I think that's the first time that I remember having success in it in an event or an athletic you know endeavor where I had that perspective. Now, of course in the times in between I've had times I've had different ups and downs in times with that and I've had to keep myself in check and I haven't always had



that perspective for example, last year when I was power lifting. But it still was like kind of this turning point where I've been more in that mindset since that time and body building really helped me get back to... because that bodybuilding was what I originally got into and then it led to power lifting.

But, bodybuilding sort of reminded me that it's a process and it's, do you enjoy the process or are you just looking to the end result because the end result will never bring you that satisfaction that you think it will. It's actually about enjoying the steps along the way because that's what makes up 99.9% of your life.

The .01% is the show or the event but that can't bring you satisfaction for the rest of the 99.9%. So you really have to find some sort of satisfaction in the journey as opposed to just that event because the joy might last a few days or a few weeks but it's never going to be there for a long time

DANNY LENNON:

Yeah, it's pretty phenomenal how virtually across the board when you talk about someone who's had quite a lot of success in pretty much any area how common it is to hear that they're the people who take the most so that actual process of getting there. And sure they have an end goal that's kind of, but it's more a kind of just a check that they did all the things along the way that they should of rather than them striving for that thing alone. It's like they genuinely enjoy that process.

So it's interesting to hear you say that as well. And one of the thing that was really interesting was the second point you mentioned earlier about how you can have planned it the way that it came out and things turned out in a way that you never could have foresaw. It really kind of relates back to I think maybe an issue of over planning that a lot of us have.

Of we have to try and have everything mapped out and I have to have X by the time I'm Y years old or something like this and then if something deviates someone off that path they're again set up for a place

where they can freak out as opposed to maybe go along and again just trusting as things are a bit more.

It's interesting to hear you say that.

**KATIE ANNE RUTHERFORD:** Exactly, because you can't plan life. I mean as much as we try to as much as we want to have control and I think it's a control issue because a lot of times you just want to know what's going to happen and you want to plan these things out but you really can't. I mean you just have to do the best that you can with the opportunities you're given.

But at the same time there's blessing that you don't even know about that can come along the way that can be even better than you even anticipated. And I definitely believe that because it's happened in my life a lot where disappointments can actually turn into the biggest blessings in my life, the biggest opportunities for sure.

**DANNY LENNON:** A lot of what we've kind of touched on so far really you think ties into the whole if one of people want to use the term mindset or whatever kind of karma they want to use and I think based on when you're working with a client whether that's on their nutrition or training, how much emphasis or focus at least initially with a new client do you put on that mindset piece and how would you go about that? What's the kind of what would that even look like for someone or is there any examples that pop up to mind of things that commonly have to be maybe reframed for someone for example?

**KATIE ANNE RUTHERFORD:** Yeah, a huge component of my training and with my clients is on perspective and it's on mindset and developing more than just your physical. Also developing your mental and it's different for each client. So depending on the client's background because each person has different struggles that they have dealt with.

I have some clients that love the process, love just training so it's they have a little bit more -- they have a different focus as opposed to someone who maybe is coming from a background where they've struggled with eating disorders or struggled with being really hard on themselves.

But I think a common thread through all of this is focusing on and the fact that progress does not just have to be a physical progress. It doesn't have to just be you're lifting more weight or your body is leaner or you're whatever, you're building muscle. It doesn't always have to be a physical change.

A mental change and a mental improvement from your perspective and also from just your change in mindset, it is just absolutely priceless and you need that first. So I really truly believe that any sort of physical change that we have or any sort of improvement because most of my clients that come to me they want to improve their either body composition or improve their strength or just have a structured plan.

But the thing is any sort of physical change that happens first that's to start with some sort of a mental shift or a perspective shift because you can't expect, I really do believe that your physical improvements or your physical change is really just a reflection of internal improvement. And what I'm talking about is sustainable change not just like following some sort of extreme diet for two weeks and then losing weight.

That's not doing anything but if you actually take the time to improve your perspective and improve thinking about why am I doing this? Well, I want to be healthier and I want to enjoy my life and I want my fitness to compliment my life as opposed to you know I want my fitness to complement my life not the other way around.

I don't want my life to be run by my fitness. So having that perspective I think is a breakthrough for a lot of

people or I've seen in a lot of my clients because then they start to enjoy the process and then it's like I enjoy this and I enjoy it enjoy seeing changes and then it starts to become a lifestyle as opposed to just something you have to do.

It's complimenting your life and it's a part of your life. It's not running your life.

DANNY LENNON:

Right, it becomes this feedback loop almost where they just tie into one another and snowball effect. I'm really glad that you mentioned how important that kind of change in mindset is because we can often maybe we can even view it as sometimes more important because I'm sure you've seen this as I've certainly seen in some people where they can make tremendous changes in their physique but there's never a point where they end up still being happy.

It's like there's always leaner to get or there's always more muscles or they're always negatively look at themselves anyway whereas if they had just a slight change in their perspective they might realize do you know what I'm actually kind of good where I'm at right now.

KATIE ANNE RUTHERFORD:

Right and I think that goes back to what I mentioned earlier about identity and the fact that if you place your identity and solely how lean you are or your self-worth then you're never going to be happy. Clients who maybe make a lot of progress but then they're still not happy well that's an issue because we're placing too much of your self-worth or self-worth in you just your physical.

It's like yeah as you said like taking a step back and realizing okay, what are we trying to do here? What are we trying to accomplish? It's this like this ever changing balance or ever I don't really like the term balance because it's like there's no objective way to determine balance. But, at the same time a balance in someone's life it's going to be different for every single person.

It's obviously very, very subjective but finding this harmony that's kind of ever changing is so important as opposed to focusing so hard on one thing that it becomes just everything to you.

DANNY LENNON:

So if we start relating that back to maybe your own journey or the process you've gone through because certainly from people looking from the outside they would have seen that over the last number of years from the time point you mentioned of being involved in athletics and then getting into the lifting and so on to the point where you're at now.

There's obviously been tremendous changes in your physique not only decreasing body fat which pretty much most people are kind of looking for if they come to you coaching. But, tremendous gains in muscle mass, strength and looking really good at this kind of probably presumably new higher body weight given your weight class in powerlifting.

So how was that process played out for you of having to that kind of being that long term thing over a number of years. How you've kind of gone from the point you're at to being now viewed as someone where so many people are probably looking and saying like, "Oh, that's just what I want. I want to be just like that and be super lean." And seeing that from...

KATIE ANNE RUTHERFORD:

Right and find this kind of strike, this balance. Well I'll be the first to say like it's a process. I mean it's constant it's not like I don't feel like I've arrived or anything. When individual say that to me I think I'm complimented and I say, "Well, thank you so much." I've been working at this for years and years and years and it takes years and I'm still working on it.

I am no more arrived than you are. It's like it may look from the outside like I have found and I have found what works for me in terms of how I like to set up my training seasons and what I like to focus on at certain times but it's really taken working with different

coaches and figuring out what complements my life best.

But it is a journey. It is not just something that's a you know like overnight where you can just it's like, "Oh, okay." Now I know what to do and how to get how to get to this place. It's a long you know any athlete that you talk to I think especially this combination that's becoming a little bit more popular this power building or people who do body building and power lifting.

And a lot of times people look at them and they say, "Wow they're strong and they're you know pretty lean. " It's like, "I want that," and I think any sort of 'power builder' that you talk to and you look at their training history it's a long time. It's not just something that happens overnight and it's a constant process. And so for me really this, the journey started when...so in as I mentioned before when I was in athletics I first established this base of muscle mass and I guess you could say the base of my physique in as I was focusing on bodybuilding and really giving it time.

I wasn't in a rush to compete. I wasn't in a rush to do anything really with bodybuilding. I just love, it's like finding what do you love, because if you hate bodybuilding and you hate powerlifting well just because you have to have a nice physique it's not going to make it any more enjoyable for you.

So you're still going to hate the process. So you need to find what is it about the process that you love and for me it was really the bodybuilding that was my first love and really finding joy in that process and taking... I took a couple years to really just build up my base of muscle mass.

And then I started to diet down in 2014 for the first time. Well, I don't listen eating disorder issues in college but for then once I finally I found flexible dieting and more macro based diet. I was able to focus on just fueling my body. I just wanted to be healthy. I

wanted to be strong. I wanted to build muscle so focusing on that for a couple years.

And then I dialed it down to do my first show and at the same time I started incorporating power lifting but then in the offseason it's like just striking that balance between... you can still be strong and you can still look good. You can add in both into your training.

But, figuring out what is your main priority and how are you going to structure your training around what your goals are. So for me it's kind of goals between different seasons. So if I'm focusing on powerlifting then I'm focusing a little bit more on strength and then if I'm focusing on bodybuilding I'm focusing more on hypertrophy.

So it's different seasons call for different things but overall adding in strength work and adding in hypertrophy work that that can help you accomplish both of those things but it's definitely going to be different for each person and I think a main thing to keep in mind is just like what training do you like to do?

Is it are you just wanting to look good? That's fine too but figuring out like what is the appropriate balance with your training in order to help you accomplish those goals which I think helps having a coach to keep you in check and to help with that for sure.

DANNY LENNON:

And you mentioned that obviously you've gone through various different cycles; whether that's been going through a strength phase, whether that's right aiming to put on muscle mass primarily then going through a cutting phase for example with that I think that's something that is maybe overlooked a lot of the time especially in female clients who are trying to say attain a physique.

They look and they see maybe someone like you they like super lean and like I want to be like that but a lot of people end up getting caught in this perpetual



almost seem to be dieting all the time. How do you go about breaking that mindset for say clients that come to you particularly for those that have an issue or get hung up with the scale weight and they're constantly looking at that and not wanting to see that go up at all and always conflating that with the gain in body fat? How do you break that mindset?

**KATIE ANNE RUTHERFORD:** Right, well, a lot of times I use myself as an example because it's so true. I mean I struggled with the scale for so long and there was a time, a period of time as I mentioned when I was focusing on really building up in life just being healthy and building muscle and fueling my body and being healthy and establishing this base that I now have.

I didn't weigh myself for probably a year. It's something that is just sometimes it's like you see that number on the scale and it can like ruin your day. And I know for a lot of times females they have this ideal body weight in their head like I dealt with scale issues for so long it stems back to like elementary school which sounds so silly.

But I just remember being the heaviest girl in the class and weighing more than all the boys. And then I remember one teacher had us weigh each other in front of the class and I was the heaviest and I was so ashamed and embarrassed. Even though I mean I was not over weight it was just athletic and I had muscle. Even back when I was ten years old because I did sports back then and I was now my gosh and I was lean back then.

I look at these pictures and I'm like oh my gosh I'm like I see these you know and I see these other young girls and I'm like they're probably thinking the same thing. And so I really have a passion for just helping young women because I know how hard it is like you get this stuck on this number. So for me it's been times where I haven't weighed myself so that helps me kind of break through that.

But then also two I help them, I remind my clients I say, “Okay, so the goal is we want to build muscle, right. Well, we can't do that in a in caloric deficit. It's physically impossible to be putting on significant muscle mass while you're eating less than your body requires in order to sustain and to build muscle. We need a slightly surplus and we need to eat at maintenance or surplus.” And so then two, I think tried to emphasize on my social media platforms or with my clients like look when I ran track I was 130, so I'm saying pounds. I don't know how many kilos that is. 130 I think I was well... I think 130 is like 58 kilos or something, yeah.

It's like fifty eight kilos and now I'm sitting at about seventy two kilos but I'm the same body fat. So it's like you know and I show them the two pictures and it's like okay. So look at that you know obviously I'm speaking from my own experience but there's so many examples. I have other friends that I follow and I share those transformations with my clients and just show them look gaining weight is not necessarily a bad thing.

You have to go through times where you're putting on weight because my stage weight last time I competed was 142 pounds which I'm not sure I can. I don't know that the... It's about 64 kilos I think. So, 140 pounds and whereas when I was running track I was close to 130 pounds with the ten pound difference and I was way leaner for stage.

So it's like looking at those body composition changes it's like you have to go through times where you're putting on weight or putting on muscle and it doesn't have to be fast. There has to be times where you maybe you're putting on a little bit of body fat. But, what is your long term goal or are you always just wanting to be shredded or are you wanting to make improvements and make strength improvements?

And I think that's where focusing on more of a strength aspect in your program can be very helpful in the 'off season' because it can be a little bit more of a freeing mindset to be like okay my lifts are going up, I'm feeling stronger and feeling better in the gym. Okay, so what the heck. My scale went up a little bit. Okay, well you're putting on you know in the off season the goal is to be putting on muscle.

So it's going to increase a little bit and that is fine and that's good. We wanted to increase because you cannot have long term body composition changes and increases a muscle mass significant increases in muscle mass if the scale stays the same.

It's just not going to happen. So, yeah having that mindset and that emphasis and two, sharing from my own experience and saying look like at one point I weighed 30 pounds less than I do now. And that would be I would be not alive if I weighed thirty pounds less. If I lost 30 pounds right now from my body composition.

So just trying to have that perspective and share that I think is so important. Yeah because I'm a huge... yeah I see that so much especially women it's this constant struggle. It's like constant dieting and not spending enough time in a caloric surplus or in an improvement season or where you're actually eating enough to sustain and fuel your body and be in a slight surplus.

So yeah, it's something that I for sure am a big proponent of is giving it time and giving it the appropriate amount of time to actually make improvements.

DANNY LENNON:

Yeah, thanks for sharing that I think it's such an important message and especially where you mention the value that there is in strength training and I was going to ask about this because it could be powerlifting but it could be strength training just in general. Having that ability to say yeah the scale has going up but it gives like some sort of objective

feedback to show someone what your body can do as opposed to something negative. It's... you've found that people who've either taken it up or get involved that kind of objective numbers it gives you, right?

**KATIE ANNE RUTHERFORD:** Oh yeah and I've had so many clients that you know may have come from a bodybuilding background or whatever it may be. I can think of several off the top of my you know I have my clients are coming in my mind where they maybe competed or they were trying to compete or they were trying to get on stage.

And then once we...and I say just to them I say, "Well, let's focus on strength a little bit more. Let's... heck maybe you want to do a powerlifting meet," and we start focusing on their strength and they really find this passion and they're like I feel so empowered because I'm hitting these numbers that I never thought I'd hit. And sure maybe my weight is up a little bit but I know I'm gaining muscle, I know I'm healthier, I know I'm strong and it's almost more about the mental aspect of it and focusing on something that is more objective in nature.

And it's like yeah I'm stronger I came into the gym and I hit these lifts that are... I'm getting stronger. I'm seeing myself do things I never thought possible as opposed to just looking in the mirror being like all right so did I make improvements in the past month? Well, you're not going to see those in the mirror unless you're in a fat loss phase and you can see progress.

But, in the muscle building phase it's like gosh especially as a natural athlete I mean. It's very hard to just see progress in your own at least I struggle with these with myself ...seeing progress and in my photos or in my physique because you see yourself every day. And It's like muscle gain is so slow too. It's focusing on something other than just what you see in the mirror.

It can be very freeing, a very empowering and I've got clients who were previously physique athletes and they compete in they're either a first piloting meet or whatever it may be. And recently I had one of my clients, she just like I just saw her light up at the meet and just absolutely it just I'm like getting chills thinking about it. But she was just like, I love this and she's like this is just so fun as opposed to just focusing on your body.

Now, I mean I love bodybuilding still and currently I'm focusing a little bit more on bodybuilding so not to bash bodybuilding at all because it's a passion of mine. But there are different periods in each individual's life that maybe it's appropriate to focus more on a strength program for sure.

DANNY LENNON:

Yeah I think like you say it could just be momentarily for like a shift in focus can be really useful. I think the even as a way for many people particularly who are newer to training and dieting to even improve their body composition, right? Because they forget about this constant dieting mindset and instead if they're set up to say, "Okay, you have to eat in such a way that's going to support your training."

Then it kind of stops them from dramatically under-eating. They are suddenly eating enough protein. They can't just eat junk food all day because they'll feel tired eating that crap. So, suddenly then their numbers are going up. I mean it's extremely unlikely you can eat to support your training consistently get stronger for like three months or six months or whatever and end up looking worse, right. It just doesn't happen.

KATIE ANNE RUTHERFORD:

Right, exactly and I think that's an important point you just made. Focusing on performance will actually...for a lot of times people start to establish better eating habits because they're eating sufficient fuel before they workout. They're like, "Okay, I need to have my pre-workout carbs now and my protein and then post workout I need to recover."

So, they automatically start establishing these habits that maybe were a little bit more difficult to establish before because they're trying to improve their performance exactly yes, yes 100%.

DANNY LENNON:

For sure. So before we start wrapping up here Katie Anne, what's your current focus with training right now? You mentioned you're kind of focusing a bit more on the body building side of things. Let people in on what's going on with you at the moment and kind of your next immediate term goals?

KATIE ANNE RUTHERFORD:

Right. So currently I am focusing more on bodybuilding as I mentioned. So I'm still incorporating power lifting I still have a power hypertrophy type split but it's just a little bit different right now for the summer. I just wanted to take a break just give my body a little bit of a break from squatting so much.

I worked up to four days a week of squatting for about a year and it was just and it was my squat went way up and I had amazing results and I had really good meets in the past year. But just taking a little bit of a break and focusing more on body building work and leaning down. So, I spent as you know kind of going off what we said.

I spent about two years on a caloric surplus or maintenance/caloric surplus. So, I eat and I eat into the 158 or 72 kilogram class. So what that means is I slowly put on weight to fill out that class. Because when I first started in 2015 after I was done with bodybuilding for a while I weighed about 145 pounds.

And now, I'm at about well I was at about 160 pounds. So in the course of a few years I actually did put on about 15 pounds which people are like oh my gosh. Then again to reiterate my point, it's important to spend time in a caloric surplus and actually put on weight and put on muscle and my lifts went up tremendously during that time.

So I spent about two years solely focused on power lifting and so now I'm just re-shifting my focus a little bit and I still I'm doing power lifting movements and squatting and dead lifting and benching. But with a little bit less frequency in giving my body a little bit of a break from in terms of that and adding in some variations and then leaning down a little bit.

So I think the next time I compete it will be in bodybuilding but I'm not exactly sure of that time frame. Just right now focusing on business, focusing on just really enjoying the process. I've been adding in some more athletic training so a little bit more. When I was power lifting I couldn't go out for a run because it would just destroy me for three days.

Now, just running once or twice a week with sprinting so that kind of takes me back to my track roots which has been awesome and I really enjoyed that. So a little bit more of a well balanced I guess you could say training program currently right now and not too focused on one thing.

And I've really been enjoying it just for the summer getting outside more and yeah. So that's been a little bit of my focus the past couple months since the Arnold where I competed last in powerlifting. So that's my plan.

DANNY LENNON:

And plans to compete at royal nationals or this year's plan to skip it?

KATIE ANNE RUTHERFORD:

Yeah, I plan to skip this year. I was planning to compete up until a couple months ago but this year I just think I need some time off not just a month or two from powerlifting. But, a couple months from the very intense powerlifting training that I was doing previously but I still love it.

And I still have so many clients that are powerlifting and I'll definitely be back to competing one day. But for right now yeah just taking a bit of a season off because I really have been ever since 2014 just



competed back to back to back in powerlifting. So, taking a bit of a break now. So I won't be at nationals. Now I mean I might physically be there but I won't be competing, yeah.

DANNY LENNON:

And that 15 pound weight gain you mention over that couple of years, what did that look like? Was that kind of linearly you just kind of that it gradually kind of creep up or was it kind of programmed phases that you were gaining a specific rate you were aiming for or was it just to train ... ?

KATIE ANNE RUTHERFORD:

Pretty linearly, yeah. So I started working with my current coach, Jacob Ormes and he's with De Novo Nutrition back in 2015 and oh wait! What year is it? 2015 and we just discussed and he said, "I want you to gain weight." It was the first time that I really had someone telling me as a coach in powerlifting saying you need to gain weight at this rate.

I was like, "Okay." I was like yup I'm in agreement with that but it's just nice to have another person affirming that. So from then until...so it was probably about a half a pound, a month or so like at a pretty steady rate like a pound, a half-pound or a pound a month so not like jumping up like five pounds at a time at all.

But, in a very consistent and steady rate. And so over the course of those couple years I put on about 15 pounds. Well, at one point I was up to about 162 pounds. So yeah like 17 pounds which is gosh do my junky killer math, mostly using my calculator. So about eight kilos and are seven to eight kilos.

So, during that time just and I put on a lot of size than a lot of strength and so now I've been down to the point where I'm sitting at about 155 pounds which is the leanest I've ever been at this weight. So it's interesting for me to see the benefits of that and already see the body composition changes.

So I'm definitely living out what I preach to other people is that you need to spend time in a surplus and gain the necessary weight and not always be stage lean. Of course at certain points in order to make improvements and put on size, so yeah.

DANNY LENNON:

Awesome stuff and a great message to give and before I wrap this up and go to the final question, where can people find you online in your social media and all that type of thing that people know where they can check more of your stuff out?

KATIE ANNE RUTHERFORD:

Oh yeah definitely. So on Instagram I have two Instagram accounts; so my personal fitness one is Katie Anne 100 and then my coaching where I post more form tips and nutrition tips is power fit performance. So it's just @powerfitperformance and then my website is perfectperformance.com and then my YouTube is youtube.com/katieanne100. So I have some free workouts on my website and then some content on my YouTube and then also on both Instagrams. So if anyone has any questions or anything they can email me at katieanne@powerfitperformance.com and I will get back to them so yeah.

I try to get back to everyone who messages me. So usually email is the best way to contact me because I know I get it sometimes messages get lost, so yeah.

DANNY LENNON:

Perfect and for everyone listening I will link up to all of that stuff in the show notes. So make sure you can go and click through and check all of that out. So with that again brings us to the final question that we always end the show on.

And this can be to do with pretty much anything even outside of what we've talked about today and it's simply if you could advise people to do one thing each day that would have some positive impact on any area of their life, what would that one thing be?

## *Katie Anne Rutherford*

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KATIE ANNE RUTHERFORD: Okay. Yeah for sure and this is something that I've started doing more regularly recently is investing in yourself. Taking the time to refocus and reset your mind is so important. It's so easy to get lost in the task that you have to do, in the work, in the training in the you know just get overwhelmed and right when you wake up it's like you're just go, go, go.

Taking that time to whatever it may be so for me it's reading. I have a devotional that I read and I listen to a different podcast or different sermons or what you know something like find what is your purpose in this life and what do you need to remind yourself each day to keep focused on that purpose and keep focus on the big picture?

Because it can be so easy to get lost in your tasks or in your day to day and forget that as I mentioned before that your identity is not found in what you do, it's in the person you are. So how can you remind yourself of that? And for me it's taking time to really invest in myself and in my spiritual health because you're not just you know you're a spirit in a body not a body.

You know your body is you know going to deteriorate eventually but your spirit is everlasting. So that is definitely something that you need to invest in as your spiritual, your mental, your overall wellbeing as opposed to just the task that you have to do in front of you. So taking that time each day whatever that is for you if it's meditating, reading and investing in yourself for sure.

DANNY LENNON:

Awesome, a wonderful for a way to wrap up this episode. Katie this been a really good discussion. I've really, really enjoyed this and I think there's lots of stuff for people to take away and I think they're going to really enjoy it. So thanks so much for taking the time out.

KATIE ANNE RUTHERFORD: Yeah, well thank you. I really enjoyed our conversation. So I really appreciate you having me on and hope that people enjoy.

## ***Katie Anne Rutherford***

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DANNY LENNON: Yeah, for sure and maybe somewhere down the road we end up doing around two because I'm sure people would want to hear more. So yeah, thank you so much for coming on.

KATIE ANNE RUTHERFORD: Awesome. Well thanks Danny.