



DANNY LENNON: Andy, welcome back to the show after quite an extensive period in the wilderness.

ANDY MORGAN: Thank you having me back Danny. It was very dark and cold out there and I'm happy to be hugged by the warm embrace of the Sigma nutrition family once more.

DANNY LENNON: No, it's great. I think the last time you were on was early 100s maybe like 102, 101, something like that? So with that in mind, there's probably many listeners who might not have been around at that time or who have more recently come across the podcast and maybe haven't come across your work before for. For those people, what... Let them know a bit about you and the kind of the things they should know about Mr. Andy Morgan.

ANDY MORGAN: I like fast things, cute things, and I shouldn't be taken too seriously generally speaking. In terms of a professional capacity, I train people online that's what I'm known for. I've got a blog over on rippedbody.com and I live in Tokyo. I've been here for, well I've been in Japan for 12 years and I've also got a Japanese site where I try to curate the best content in the English language translated into Japanese and put it out for the Japanese fitness community so trying to build and foster the evidence-base community here in Japan.

But what I'm mostly known for among English speakers is my blog over at rippedbody.com where I've just tried to write about how I coach my clients so that people can read that and do it themselves. And then also I co-authored the Muscle and Strength Nutrition and Training Pyramid books with Eric Helms and Andrea Valdez.

DANNY LENNON:

Yeah and I'm going to pull back into that in just a moment but just before we started recording, you were telling me there's some pretty exciting projects you have in the works and they certainly are interesting and probably be of interest to many people listening. Can you maybe touch on some of those things that you've got going on and plans that are hopefully going to envelop the over time?

ANDY MORGAN:

Yes sure. So a couple of years ago now I've decided to put my thought process when I coach people into a book. I called it "The Last Shred" eventually. I settled on that title. It's basically my decision-making process when I am coaching a client online, what data I look at, what questions I ask and then how I come to making the decisions. I try to do that as objectively as possible but obviously, I'm coaching skill in that and I've decided to put that into a video series because I think some people just prefer video. I know that sometimes I like to read things, sometimes I like to get it in a video. I think it's more personable. So I've decided to try and do that.

So currently I have just in front of me now, I've got this fantastic new camera, they're staring me menacingly and I'm trying to get things done in one take but it's just torturing me each morning because my perfectionist attitude and I just can't get things right Danny. So I'm hoping that it will come out okay. So there's a video project that I'm doing and then I'm rewriting The Muscle and Strength Pyramid books with Eric and Andrea and so when I say rewriting we're going to update them for 2018. So we're hoping to have those out... probably shouldn't say anything but in by... [laughs]

By summer let's say, and also the 3D MJ guys have just all met up in Austin and they've put together a video series on the 13 lifts exercises that are the people most butcher and they've put them together as a, like a how to lift a video

package that we're also going to have for people. So that'll be like a separate product that we'll sell and then the Muscle and Strength Nutrition and Training Pyramid books they will be free to those that have already bought.

DANNY LENNON:

Pretty cool. Just when you were saying that obviously you're well-known for your coaching, all the articles on your site, the pyramid books, your podcast, more and more people are really enjoying. I'm just interested, is there any particular piece of work whether that's one piece of content or a kind of group of pieces that you've produce that you feel either hasn't got the recognition it deserves or not even that at the least it be something that you would be keen to point people towards that they maybe not, might not have come across.

Is there anything that jumps out when you think about that because I know you've produced so much stuff and there's probably something that gets lost that you've a personal place in your heart.

ANDY MORGAN:

I think I'm good at taking difficult ideas and simplifying them. I don't know if I've had many original thoughts compared with the esteemed guests that you have had on your show in all honesty, but I'm okay at listening to those guys and writing things and explaining them in a simple manner. And then working with people and choosing to do the right thing at the right time. Generally speaking I try to do that when I coach.

One thing that I wish people would read more is the article on tracking that I've got on the site. It would save people a lot of heartache, I think. So I work with people online. I have done since 2011 and I've worked with over a thousand people now and I don't meet these people.

I communicate with them via email and the data that I collect from them and the feedback questions I ask is crucial to me making the right decisions and if people tracked their progress like I'm suggesting, I think they'll be able to make decisions far more objectively and they will be able to get out of their head and relax a little bit more because dieting is tough, bulking can be tough as well and yeah, I just think that's one of those topics that is just not sexy, but for the sake

of an extra 10 or 15 minutes a week, track your body weight, track your body measurements, track your sleep quality, your stress levels, your hunger, lethargy, I mean these are subjective markers but if you rate them on a zero to five then you know you have a look at these measures over the weeks and then if something doesn't look right you can have a look to see if these factors might have affected the, say the weight data or the measurements or cause you to hold on to water or whatever, you know.

Or affected your training. Let's say you had a crap week of the training but you look back and it's like, oh, my sleep is all over the place, maybe that's why. Because these things are really really easy to forget when you're in the moment but if you're looking at the data then that can really help you.

DANNY LENNON:

Yeah, correct me if I'm wrong but the way it strikes me, the way that I've seen, I suppose the system you have in place and the way you try and get, I suppose clients to think through things is essentially when you're coaching, it's going to be a learning process for them as you just described there. If they need to be able to track, having something you refer them to that shows them this is how you do it. This is how you learn so then you can do that in the future and the same way with some of those things you showed me before that you might send clients on the back of some skill they need to acquire, here's the steps you need to follow to learn how to do that as opposed to I'm just going to tell you this end thing.

Is that a like purposely very conscious decision you made early on when you were going to be coaching people that the best system to put in place is to have, how can I best teach these people skills through a very systemized manner so they focus on a as a learning process.

ANDY MORGAN:

I don't know if it was a purposeful decision or something I fell into, but I'd like to explain the reasons behind why I do something. If there's someone that wants a lot of detail then I can give more detail but I like to give brief reasons regardless anyway. Some people do just want to be told what to do but I just don't like to point out the reasons why. Because I want them to see that, you know, I'm not just putting these

decisions out of my house, like there is a rhyme and a reason to it and I think it's important that they have confidence in what I'm telling them. If they didn't have confidence in us, then they wouldn't hire us in the first place, right?

And they wouldn't pay is good money each month but still there were certain situations where so I get my clients to check in every couple of weeks and all really I need to say is, "Looking good. Don't think we should change anything. Onwards." Some people might be okay with that. Some people might feel, "Oh, well, I'm not sure I'm getting value here." Really you don't wish for things not to go to plan and we have to jump in and tweak things all over the place but I do like to point out things in the data and explain the reasons why, I think that is the case. And I think long-term, if I can have, you know that Kevin Kelly article that Tim Ferriss talks about a lot, 1000 True Fans.

Yeah I think, if I can... The faster I can get to my 1000 true fans, then the faster I can be free from the Facebook, Twitter, InstaFace treadmill and because they're always going to be sharing my work and so if I create independence in my clients, then they will be evangelists for my work, if that makes sense, you know.

DANNY LENNON:

Yeah.

ANDY MORGAN:

So we always want to try to leave people like super happy with the job that I've done, and I guess educating them is the best way that I can do that. I mean sometimes I'll turn around to some clients who I've worked with for a long time and I'll be like, "Okay. Well, what do you think we should do in this situation?" or I might say to them, "Okay." If maybe they're not at that point yet, then I'll say to them, "Okay. How has your weight been tracking over the last four weeks? What's the average? Have your sleep levels been and your stress levels been compared with that? Have we had any fluctuations? How has your training been based on what we're after? Now based on this what do you think might be the right decision?"

You know, so I'm getting them to think back to all of the check-ins that we've had before and then in their mind it will

twig and then more often than not, they'll come out with the answer, you know. And then that's a great feeling for them as well. And that's very very satisfying, you know.

DANNY LENNON: Yeah, I can imagine there's a... It's a very clear moment when that happens, when they finally get it. Like the reason why you're tracking these things. The reason why you're learning what these patterns mean when you start being able to interpret that, that kind of extra bit of mental effort is probably worth it on the back end for them I suppose.

ANDY MORGAN: Yeah.

DANNY LENNON: Yeah. That's how super interesting...

ANDY MORGAN: And then there's like, okay, so if I give the clients the keys to their independence, there's the worry that, oh they'll leave me. But I've tried not to ever worry about that because, kind of, the more I've given away in terms of the depth of articles that I've written, the more I've got back in terms of shares and then credibility and then people coming to apply for coaching anyway, so although some people they will then feel independent and want to move on I don't see that as a loss, I see that as a good thing that I've done and I'm happy for that.

Because for every one person that's like that there's someone else that's like, "Look, I kind of get what I need to do here but I still want you to take me out of my head so that I can outsource this decision-making so that I'm can focus on the other areas of my life. It's nice to know that you're there, you've got all of this handled and I haven't got to think about it at all."

DANNY LENNON: Right. Yeah, I think that's a very clear distinction and I often hear like the top coaches be very aware of that just the way you described of that rather than having a client dependent on them for information, it's more a case of you get them to the place where they're no longer dependent on the information per se, but what your value then is more guiding them through things and guiding those decisions that they're still making but you're maybe saying well let's think about it this way or guiding that as opposed to prescribing something which is I think is important you bring up because, like you

say, many people are afraid of getting up to that point because it sounds like, I'm going to lose clients right.

I need to create a system where they need to keep coming back or if they stopped and they'll lose all our access to this stuff I've given them and so on. So it's interesting to see those parallels quite often with like the best coaches that they kind of get that point.

ANDY MORGAN:

I think this is an abundance mentality versus a scarcity mentality thing as well. I try to have, I don't know if I try to have an abundance mentality or I just naturally have one but I just feel that the more you give, the more you get back generally. And even if you don't get anything back, there's a pleasure in giving anyway so it doesn't really matter either way so I always just try and be really super helpful and obviously that's not just with clients, that's with answering comments that's just in daily life. If someone needs some help, yeah I don't know. Do you think that can be trained?

DANNY LENNON:

I don't know man, like I think, to me what it kind of sounds like and it's something I've thought about before is that regardless of even if it didn't work out to be the best for that particular case as in that person moves away and you if you look at that in isolation you lose that client or lose that money or so on. The bigger thing of like what did you get from it in terms of skills or experience or all those types of things comes down to if you're consistently trying to coach someone in the best way you can like what be the absolute best thing for this person and you keep doing it over and over. That to me seems like a process to get you to be the best coach as opposed to how do I keep this person paying me the longest.

It's a different setup and you probably aren't going to develop the same coaching skills, I would imagine. Whereas what you seem to be describing to me is for this person what is what is the best job I can do for them and then regardless of even that doesn't work out, even if you had a like just a terrible person who like refused to pay or just like took all your stuff and was gone like that you still tried to do your

best for that person and then that will eventually pay off somewhere else down the line for someone else.

So that what kind of sounds like to me as what's going on if like no matter what tasks you do and even if it's not coaching, like whatever job is in front of you, like if you just are in the habit of doing that, the best to your ability, even like I'm what someone might think is a meaningless task, that will leach into other areas I think as well and you just get in the habit of no matter what I try and do, I will try and do it as best as I can.

ANDY MORGAN: The small things are representative of the big things.

DANNY LENNON: Yeah and I mean that's a hunt that 100% something that you've got down and that you've probably shown me in practicality more than anyone else of some of the things you talked about to me before or privately. I think even on the last podcast we did of those small details within that coaching process of paying detail to that and I've certainly seen it the way you are supposed on the back end of set up with your coaching of how important and focusing on making everything as best as possible is so yeah sorry I cut you off there but that's definitely something I've seen.

ANDY MORGAN: No, I don't really have anything. I don't really have anything further. I'll leave on that profound statement Danny. Thank you for having me and good night.

DANNY LENNON: One thing I was interested to ask is like an outset of the show you've been in Japan for quite a long period of time, you've been online coaching for a long period of time now as well, and been with in the fitness industry for quite long period, does fitness and training and coaching excite you in the same way that it did and if not is there still excitement but it's different or what is it that about being within the fitness industry that excites you now and is that the same or different to what it was previously if that's able to be quantifiable.

ANDY MORGAN: Yeah, great question. So I don't find it as exciting day-to-day, no, as I did initially because I was learning so much initially but now I'm learning gradually less and less. How can I say?

I'm not learning less, it's just I'm learning points that are like the sprinkles on the dessert that are kind of refining my knowledge rather than big groundbreaking nuggets of wisdom that are going to change the way that I coach and I'm able to help people and do you what I mean? Like it's interesting for its own sake but it's not revolutionary like it seemed to be at the start when I was venturing into these things, you know.

DANNY LENNON:

Right. At the start you're learning something and that becomes almost a core tenant of something you're going to do or something to base what you're doing on whereas now, you have this whole philosophy or thought process behind a certain idea amassed and now new things are, you kind of filter them through okay, how relevant is this to me and how does this fit into what I currently think as opposed to this is going to chip... I'm going to swap out what I currently thought I knew for this new thing which is kind of what we do in the beginning.

ANDY MORGAN:

Yeah. It is like, so here's a classic example so recently, Dr. Brad Schoenfeld, I had him on the podcast finally. I feel like my life is complete now and he put out a study just this week and it was a training frequency twice a week, looked slightly more optimal compared with four times a week. Now I think if I had seen that six years ago, I'd be like, "Oh wow. Okay so twice a week. We've got to hit every muscle group," and I wouldn't have been able to see that for the broader context of it.

Yeah, I bet you saw I mean, like now I look at each study as an extra piece of the puzzle to then be slaughtered within context if I'm smart enough to even do so and even and then I'll get the opinions of say Eric Gregor, Mike from Mass and then Alan Aragon and then you know the ERD from Examine and weightology.net's James Krieger and etcetera etcetera, right? From their research reviews.

DANNY LENNON:

Yeah. It's interesting that you bring up Mike because I was talking with him recently and he essentially made a point very similar to what you just said of that the point people need to get to is not looking at a study and saying oh look at

this protocol they used where you see a beneficial result and this is what I must do for training. It's instead looking at that and realizing that all studies are just kind of conceptual in nature and trying to get to the idea of thinking, "Okay, what was the general concept they were looking at here and how does that apply to what we already currently know or I currently know or I currently do," and then be able to make decisions off the back of that which is essentially kind of what you just described there too so that's interesting to see that parallel.

I know you've been over the past few months hanging out with some pretty fascinating guys and guys that are super well respected Mike Torchia being one. You got to spend some time with him.

ANDY MORGAN:

I like Mike a lot. He's an absolute... he's a gentle giant that I wouldn't like to see angry although I can't even imagine him angry. He invited me into his house. I stayed with him a couple of days. I had the opportunity to train with him but I didn't. I was scared, so I went for hikes instead. [laughter] The guy who's squatting five four five front squats last week, I mean, come on what do I going to do?

DANNY LENNON:

Yeah Mike's amazing. Is there anything that you when you're having, spending time with someone like Mike T and you have a couple of days to talk through stuff in a kind of very informal setting and you're going on these hikes, is there anything that you are consciously trying to pick up on when you're having conversations and obviously it's not like you're some sort of trying to trim mind for information all the time, you're just hanging out with these people and you're friends with them but when you get the chance to ask them certain questions, what are you trying to look for when you ask, say a Mike T, a question about training or coaching or his philosophy on something if that is not too broad of a question.

ANDY MORGAN:

I don't know. Maybe the underlying principles. Then I don't know if that's because I've got a book Ray Dalio's Principles set in front of me and therefore I've kind of been brainwashed by that word now or there. When I'm in a

situation where someone is just so much vastly more knowledgeable than me about a certain subject, I just try and shut up and listen.

DANNY LENNON: Maybe as a practical example then is there any small snippet of a conversation you might have had with Mike or it could be someone else if a better example comes to mind that you had recently maybe in private that you took something from or that you just particularly remember.

ANDY MORGAN: I remember sitting with Mike in his office room and he showed me how he writes his training templates and he has got this amazing system for his athletes because Mike builds champions. I think he's coached 10, 11, 12 medalists. Like we're talking about super super high level stuff and he's got this workout building system across multiple tabs of spreadsheets that helps check and cross-check that he hasn't screwed up anywhere with the volume or the intensities or whatever it was super super impressive. It was fantastically detailed. Yeah, it just blew me away. It was, yeah.

DANNY LENNON: As a coach, is that the kind of stuff that, going back to what we talked about earlier with excitement and enjoyment within, is that the kind of things now and again that keeps this stuff interesting or to some degree even like inspiring because I got a similar situation before of like you get to a point where yeah I think I've got my kind of coaching thing down and then you talk to someone who's doing something pretty cool, the same way when I've talked to you about stuff before, and oh shit this is amazing. And having that moment there where you looked at what Mike is doing, it may be a different way to what you'd seen. Do you find that stuff kind of keeps the excitement there and there no still stuff that you can change and differ with coaching?

ANDY MORGAN: Oh yeah, absolutely. I mean you saw the way that... I think you probably have people listening would have heard the way that my voice lit up then and you saw the way that my eyes lit up. It was fantastic because it just shows how much further there is to go. I mean currently for me, part of that is applicable, has been applicable to the way that I coach people. But I think it's important to understand though that

what he's done there is perhaps a necessity for the level of people that he's coaching and to go that far would be overkill with the level of people that I'm coaching because I'm not coaching world, like legit world champions, right.

I have no business coaching them, world champions either. But yeah it's really good to see. It's very inspiring to see that and it also makes me think that it totally makes sense that he's been able to produce champions consistently with that system that he's got because if he's gone... managed to go to that level of detail and it's not like he shouts about it unless people know about it. [laughs] I haven't heard him talk about like... Honestly it's brilliant.

DANNY LENNON:

Challenging him before and he showed me some of the stuff with the stress index that he uses to make calculations based on and like even a couple of those sheets alone just like, holy shit, he's got like this has been thought through like it's not just impressive that you can make all these calculations. It was like this is well thought through, like manually built from scratch. Like this is serious investment of time and effort in it and it again it is in some way quite I think inspiring to some degree to see the level of attention that's been put into that for sure, yeah.

ANDY MORGAN:

I think to answer your question, I get more pleasure now in instead of like new knowledge acquisition in terms of what's going to make a difference to clients because it's all tiny increments from here on, it's how can I improve the coaching experience and how I set things up for clients and what I do there that kind of thing excites me more and more now and in Japan and so it's the end of year. The equivalent is the Christmas party season and I traveled down to Kobe for the NSCA annual conference.

I didn't actually go to that, it was all in Japanese, I just went to the one party afterwards and I was hanging out with a dinner of eight other guys and girls and they're just some of the sharpest minds in the industry here and just seeing how the industry in Japan has, the evidence-based industry in Japan has progressed over the last few years and that we've been able to be a part of that and been able to foster that and

are actually making a difference is, how can I say? Exceptionally gratifying.

It gives me it gives me true meaning because this is like I can make a real difference, you know. I'm one of many in England. In the English language world, right? English-speaking world, but in Japan we're one of the few and I can see us like making a true difference to their industry not just like the clients that we work with but like the whole industry here in Japan and that's very cool.

DANNY LENNON:

Right, yeah. I think and that kind of makes sense of... That's the point where people, I think I suppose would love to end up where you have this like kind of purpose or this like underlying thing that's driving all the work that you do because, I mean initially just the excitement of the stuff we learn is enough to keep you going but as we've already discussed within your particular case and I think pretty much anyone's case you're going to get to a point where you're accumulating more and more this knowledge and in terms of facts and stuff you need to learn that becomes less and less and an even more irrelevant and so something else needs to kind of drive you to continue putting the effort in that's required to be a good coach I guess and I'm just interested of and it might kind of piggyback on something that we talked about before of is there... there's certain things that I pick up when I'm talking to you like we mentioned earlier like the attention to detail.

It seems to me at least, and you can correct me if I'm wrong on any of these that you seem to be someone who emphasizes things being done correctly in a particular way that's going to be most either efficient or effective for the end result. You are very measured in the way you deliver things. Even like talking to you here, there's no throwaway comments or clichés per se that there's time taken to think about what you're saying so with all these things, for me at least it makes sense of why they would be useful in a coaching setting. I'm just trying to work for some of those kind of traits or skills or characteristics.

Can you pinpoint where any of those came from. Are they, so, to kind of flip back the question you asked me before about is this kind of a learned thing or innate thing, can you, the way you coach now and the kind of those philosophies I suppose I just mentioned. Do any of those things stem from somewhere that has happened in your life previously, in your experiences that you think has shaped some of those or is that simply something that's manifested out of you trying to get better coach over time without putting you on the spot with a deep open question like that?

ANDY MORGAN: You said that, you promised me that you weren't going to ask me anything hard before we came on a podcast, didn't you, Danny, didn't you? Come on, admit it.

DANNY MORGAN: There's no wrong answer to this one so it's...

ANDY MORGAN: But I said to you, I'm feeling pressure on that like Danny Lennon, Sigma Nutrition, massive now, huge. I'm the little guy now and people are listening and then you're asking me these deep questions that I'm worried they're going to disappoint me.

DANNY MORGAN: No, they won't.

ANDY MORGAN: All right so. More seriously, I think... I have no idea whether this is just nature or what. Growing up, my mom became sick when I was around 11. She had Emmy chronic fatigue syndrome, it's otherwise known as, which was basically a fake illness at that time. It wasn't recognized by many doctors at all and which is obviously exceptionally stressful. She used to be super active. She was really into her aerobics; it would have been back then like early 90s and then just kind of like having a bad battery.

Sometimes you're charged, sometimes you're not and then even when you do rest to get charged, it can take a long time and you never know when you're going to have energy and so one thing I learned was to be quite quiet, around the house and not to slam doors and be careful and try to be considerate. I wasn't... I don't think I caused my parents too much trouble but I wasn't always... you know sometimes they got frustrated, you know. Teenagers are teenagers. I

think I could have been better. But I learned to have, I guess, attention to detail in small things from that. I don't know if that's where some of it comes from, no idea.

And then one thing at school, and then at University, and then in my job working as a high school teacher and now in my job working as a coach, when I was at school I would do... I didn't see any more any point in doing more than the minimum when I wasn't interested in a subject. When it came to getting the grades that I wanted. So if I wanted an A, well, I knew which bit of calculus I didn't need to learn because that's just going to get me what brownie points. That doesn't actually mean anything so why would I even bother with that.

So I ended up passing my... when I was at university I went to the University of Birmingham and what they did at that time, I don't know if they still do it, but they released the papers. You were allowed to download the exam papers of the subjects from past years. So I would speak to the students of the years before. I was already pretty confident that I wasn't going to do anything in finance and banking and I just wanted to pass. I needed a 2:1, which is an upper second-class degree for any American listeners so we're kind of ranked in terms like a first-class degree, second-class degree, third-class degree.

If you get a third-class degree, you're not going to get a job with a big company. If you get a lower second-class degree, again, you're probably not going to get a job. You needed a 2:1 to be in the door so I just calculated out what I needed for that and then I would work to do the minimum for that. Because the way I figured it was the less I could study, the more time I could be doing other things that I would enjoy and at that time it was the karate, it was riding my motorbike, and it was working with AIESEC which was like a charity, a student-run... It's a registered charity, it's an exchange program where we would help send graduates abroad on work placements two to 18 months and we would help find jobs for international graduates in Birmingham.

The idea being that if we have an exchange of cultures all around the world, then the world becomes a more culturally understanding place and the likelihood of wars happening becomes less. Quite, you know, quite a nice idea and so I'd always work to be really super-efficient and then what I saw was when I was at work in a high school, then the more efficient I became, the more free I could become in my lessons and the more flexible I could become. So if everything was planned out and I knew everything by heart then I could become much more flexible when I was teaching people in the classroom.

I could be much more individualized, much more personable with the kids because I just knew it. And then I guess that has kind of carried over into the way that I write and the way I coach. So I'll always try to improve the writing and I'll always try to improve the coaching and then the coaching materials I provide because if I do then that not only helps me but it gives a more satisfied customer and then it gives me more time to then elaborate in other areas that are all individualized as well.

So let's say that a customer is having issues with sleep, well now I've got a sleep checklist developed and some blurb about sleep and the importance of it and things that they can cross off to help them get more and that gives me some more time to talk about other things perhaps, you know.

DANNY LENNON:

It does make sense where to see some of that coming from and I suppose that they're kind of the more obvious piece to people maybe on the outside would be obviously if you've been in Japan for 12 years, culturally, very different to maybe where most the rest of us are familiar with and even beyond that, one of the kind of driving reasons was an interest in martial arts which has very strong ties with kind of philosophy in ways of acting and behaving and even thinking. Have those things had a pretty similar impact do you think or is it, I mean, I suppose it might be even difficult to tell and that you've been in the moment. It's hard to tell of you sense you're trying to compare to if you hadn't gotten so, might not even make any sense to try and do so.

ANDY MORGAN:

Yeah, you make a good point I'm not sure either. I'll tell you my English and my British karate sensei usually in Codrington. You can find him at The Budokan in Birmingham, it's just outside of the city center. Fantastic guy. Absolute absolute 100% attention to detail that man, fantastic grounding in karate, not a thing is missed ever. Everything is broken down. It was actually way better than the training I got in Japan. [laughs] Honestly, yeah. Way better. Way way better. Perhaps that influenced me.

I'm not sure and then after being in Japan for a year, year and a half, then I started Aikido and with the Aikido, it's not like karate where you know, brute force can win. With the Aikido, if you haven't got the technique on, you're just not going to, you're not going to put someone down and so the attention to detail that you need there is also high as well. I don't know if Danny, are we confusing correlation [laughs] essentially but...

DANNY LENNON:

I mean it's I think it's a... The reason why I bring up martial arts because that's an easier one for me at least to wrap my head around of like, to people listening it might sound quite abstract of, "Oh these things made me think about something in a certain way and then I ended up years down the line applying it somewhere else."

Like maybe it was just coincidence and maybe it was but to a certain degree what I found when I started doing Jiu-Jitsu and what I found with powerlifting and many other power lifters I know kind of corroborate this is that it definitely changes people in terms of just how they act in everyday life outside of that from things they learn and I was only chatting with my good friend Gaara and a couple other people at this recently of people they've seen come in the gym, just maybe to try and get a bit healthier, they end up getting into a bit of lifting, they do one or two powerlifting meets then they're just like fully into it, love powerlifting and they just become changed as a person because whether that's taught them that, they're able to do things that didn't think they were able to do.

That they have this kind of that it's nothing about being a weak person or a strong person, it's just some skill that you develop if you put enough time into it that's all it is and then they start seeing that in other areas of my life, okay. Oh I can actually do this stuff. I don't have to be stuck in this particular job I don't want to do, or if I want to achieve this certain thing, it's enough time and repetition of doing a certain action that'll get me there.

So that makes sense to me and I've definitely seen the same thing with Brazilian Jiu-Jitsu, so that's why I kind of touched into martial arts so, yeah, if it sounds a bit abstract to people, I get that, but I definitely think there is value in trying to piece together where ideas and thoughts came from things and...

ANDY MORGAN:

Yeah the difference between an effective technique and not could be an inch. You know, vertically or horizontally or it could be 10 degrees and to your point of what you just said about people, let's say with the lifting or they get their nutrition right and then they start... they change their body and they see those changes and he gives them a confidence and he gives them a belief in himself and then they're like, "Okay, right. Just like you said I've done this. I've taken charge of this. I didn't think I could do that but actually I could. Wow." And it leads on to other areas of their life and it impacts their relationship with their wife or their girlfriend or their family positively, that feedback never gets old. Does it? Like that is always exciting and always rewarding.

DANNY LENNON:

Yeah. That just reminds me actually, I must bring up actually a guy that works with you, one of your clients Darvindar who actually got to meet when I was in New York. He came and we grabbed coffee.

Super super nice guy and he's worked with you and when he was telling me his story and kind of all this like massive transformation he had with it with his body composition but he was like telling more of his kind of backstory and you could start to see as he was getting that in line all these other areas of his life he started paying attention to and looking at

like personal development and what he was doing is career and all these stuff part in place and sort of like planning out this process that was very similar to the process he had started doing with his nutrition and training when he started working with you and it was super cool to see because you could see that connection of those dots that this guy had started to make a change here and then just everything was started to change with the kind of almost the same blueprint.

And so yeah, I got to see that firsthand, so just as you mentioned it, it reminded me of that. He was a great guy.

ANDY MORGAN: Yeah I remember getting that picture. Thank you for sending it man.

DANNY LENNON: So that's fair. Before we wrap up Andy, I do want to bring back to a couple of training and nutrition things. One thing that I've been interested in asking myself recently is trying to think of when it comes to nutrition or health or training, what current biases do I hold because within kind of evidence-based fitness, we tend to talk about that a lot with but it seems to be this, oh these other people have these certain biases and not maybe recognizing our own, so I spent quite a lot of time thinking about my own personal biases and some I know I definitely hold and I still think they're useful ones to have but I definitely have them.

Is there any when it comes to either training nutrition whatever related to fitness that you can think of that you feel either you have a bias currently or you previously had a bias in that area and something recently has caused you to change your stance on it.

ANDY MORGAN: I've become far less dogmatic and I think just getting injured again and again and again and just coming to accept that my body hates me deadlifting. There is something about that hinge that just upsets my back and it might actually be nothing. How can I say it? I don't understand pain science that well, I'm sure you've probably had on someone that is absolutely brilliant in this area but it seems that my body has just convinced itself that certain movement patterns hurt even though structure there's nothing wrong, and so it keeps firing pain signals.

So I've to become far less dogmatic as about how I train myself. I went through a period of being very very down about keeping on getting reinjured and I was... There was a time when I was exceptionally stressed. Someone close to me was sick and nothing seemed to be working for them and they were dying frankly and I distressed from there. I didn't realize it at the time but it was actually causing me more physical pain.

As in because I was stressed, the pain that I felt was higher, does that make sense? It's like because I know when I found out that they were going to be okay, the pain that I felt day to day was halved immediately which was obviously wonderful but fascinating. Really, you know. So I'll get back to your point. So I'm far less dogmatic about lifts that I use to get the job done. And more so, I used to be biased in favor of huge sweeping simplicity when it came to training, so we're going to use barbells and maybe some rows and maybe some chins.

Now, I'm much more open to throwing in a lot more variety in there using a broader range of reps, rep and set schemes. And this comes down to just learning as a coach and just having to change things when you come across certain difficulties with clients as well. And also the things that I've learned from, you know, Brad Schoenfeld's research and through working with Eric Helms and, you know, just reading and learning generally, I've learned to be less dogmatic. I think one bias that I need to check myself on still is I hate the supplement industry.

I hate them. [laughs] And so like whenever somebody throws a link my way about, "Oh, what do you think of this supplement?" my immediate gut reaction is just be like, "No, no, don't bother, you're fine." And although I know that in 99% of cases, that's going to be right, I think I need to be less gut reactive to that. It's like if someone comes to me... no I'm not going to... I'm not going to go down this negative road. But you know I mean, if someone if someone comes along and they're like. "I've read this and it sounds amazing." I think I will quickly jump to shit on that idea when... just because years of experience have kind of crawled in my

enthusiasm, let's say for shortcuts. And maybe I need to be more open-minded about these things.

DANNY LENNON:

Yeah. No, I definitely get that as well it's particularly when things have like lots of hype and hysteria around them at the moment so for example if someone start saying, "Oh, I'm going to do Aikido. Should I do it?" Initially I want to say to them, "Look, you don't need that, blah blah blah," like it's this kind of lots of hype around it right now, whatever, but at the same time, this person that's asking maybe they are someone who has looked into all that and looked into the background and has tried these different things and is doing it for a specific type of reason and so maybe it's not a bad idea in that particular case but for most people who are doing it just because, "Oh I heard that I'm going to burn twice as much fat."

All right then yeah, sure, like that's no but I definitely get that initial reaction trying to pull back particularly when things are... it's the same stuff coming up or someone starts mentioning like I don't know. Yes, supplements are a good one, but I definitely get what you mean for sure.

ANDY MORGAN:

Yeah, exogenous ketones let's say or whatever. Let's...

DANNY LENNON:

Yeah and that's the interesting one because like sure we can find some stuff in the future and research on it. And I've talked to a few researchers about the potential for those but right now if someone was to come and ask me was like, just don't be even thinking about. Just it's... no, right. But that's not to say that they can't have an effect so that's an interesting one, yeah.

ANDY MORGAN:

But I think I need to be careful when someone's coming to me, let's take a ketogenic diet as an example, it's trendy right now. Someone's got very enthusiastic about it. They're not a client, they're coming to me, and they're kind of saying what do I think? I think I need to be careful to shit on that for them because if they're really highly motivated to give it a try and maybe they haven't been making any progress but maybe this is the thing that's going to spark them into getting into nutrition again and looking after themselves properly and then maybe it won't work and then at that

point, maybe we could say at that time, you know what, give it a go, see what you think.

If it doesn't, no problem, you can make a small tweak and then you could progress in some other way but give that a try and let me know what you think maybe that's the best approach to have rather than I don't feel I'm a negative person at all but, you know, I'm just trying to... Maybe that's just a better way of being.

DANNY LENNON:

Yeah, I think it's that clear distinction between if you were to make a public statement on a general topic or a type of idea like an evidence-based recommendation, this is generally what I recommend is very different to you doing a Skype at one particular client and going through a protocol. I think it's perfectly fine for someone to use a strategy with someone that's not like super evidence-based right or doing having someone do a low-carb diet or paleo or whatever type of diet. It's not like you're saying everyone is doing it.

For this person, this could be a really good idea. I've even found that it might even not... doesn't have to be for life, like I, way back in the day, have done low-carb diets, I've done paleo for a long time, it's like that stuff still taught me some cool things about nutrition and about foods and the palatability around food. It's just that the rules around that weren't necessary but it still didn't mean that was a waste of time doing so, yeah I think there's a distinction between what we can do on an individual case-by-case basis versus this is our overall recommendation evidence-based for the general population.

ANDY MORGAN:

Yeah, I think a lot of people that their entry way into getting finally serious, this sounds quite haughty, into finally getting serious things is that they got enthusiastic about a fad and then they chased that down to the end and then it didn't work and then they chase something a little more evidence-based. So if we... I think for me personally, maybe that's something I need to be careful of not to poo on people's enthusiasm if they come to me with an idea that I know might not be the most evidence-based thing. Yeah.

DANNY LENNON: We're going to start wrapping things up, Andy. We're just almost up on the hour here. Before I let you go, just for people who are maybe in the audience who are coaches and quite considerable number are, is there a few things that you can... practical things you can recommend for them to check out I would say including the work that you mentioned earlier around your particular book that so have used to them, any other kind of resources and things you would want to point their way right now?

ANDY MORGAN: Possibly one of the things that's taught me the most is reading through research reviews. So I still find Alan Aragon's research review. I find it continually useful. Mass, I find that, that's by Greg, Greg Nuckols, Eric Helms and Mike Zourdos. I find that very useful. Seeing how they have a look at a study, pick it apart and then put together conclusions, and then further study recommendations is just, it's exceptionally useful to get inside their heads to see how they think and critically appraise studies. Yeah, it's probably the research reviews are the most important things for me right now and I guess that depends on where you are in your journey.

Like if you need to get more of a grounding in nutrition and training theory, then, I mean the books that I was part of with Eric Helms and Andrea Valdez, The Muscle and Strength Nutrition and Training Pyramids, they're really good and then in the back you'll find a big resources section for further study there, if that's something that you haven't checked out yet then you can go pick those up and I did say that we're going to be rewriting them, updating them rather.

You will get the updated versions for free, that's part of our promise if you get the set and, you know, I really I had helped Eric to write these books, I think is a fair thing to say. I've helped Andrew and Eric write these books and so I can sit here and say, "Right, they're really good," because without, yeah, being egotistical because they're at their work really.

DANNY LENNON: That's perfect I'm a forever on this and I will link up to all that stuff in the show notes if you're interested and going

checking that out. With that Andy, where can people find you on social media, on the internet, where're your articles, anything else you want to refer people to go and check out.

ANDY MORGAN:

Yeah, sure. rippedbody.com. And then you'll see all of the social media handles on the bottom there. If you like cars, and are interested in Japan sold, then you can follow my Instagram. I don't put much fitness stuff there. I just like to have a bit of a laugh and post pictures on there. That's [andy_rippedbody](https://www.instagram.com/andy_rippedbody).

DANNY LENNON:

Perfect and as previously mentioned, that will all be in the show notes for those of you listening. With that, that is it my man, we are done. Thank you so much for coming on and spending this time talking to me.

ANDY MORGAN:

Thanks for your time and thanks for the listeners for following this far. Hope that was useful.