

2M PERFORMANCE

7-DAY PERFORMANCE KICKSTART PLAN

A NOTE FOR WOMEN

This plan is built on universal performance principles — but your biology is not universal. Pioneering researcher **Dr. Stacy Sims** has demonstrated that female physiology responds differently to training, nutrition, and recovery across the menstrual cycle and through perimenopause and menopause. Where you are in your cycle on Day 1 of this plan matters — your hormonal environment directly influences your capacity for intensity, recovery, and adaptation.

This plan gives you a strong foundation. A personalized Strategy Call with Des is where we build on it with your cycle and life stage in mind. (Sims, S. T., & Heather, A. K., 2018. Myths and Methodologies: Reducing scientific design ambiguity in studies comparing sexes. Experimental Physiology.)

BEFORE YOU BEGIN — PLEASE READ

This plan is designed for generally healthy adults and is intended for educational purposes only. It is not a substitute for personalized medical advice, diagnosis, or treatment. **Please consult your physician or a qualified healthcare provider before starting any new exercise or nutrition program** — especially if you have a pre-existing health condition, injury, or have been inactive for an extended period.

Every body is different. If any movement causes sharp pain, joint discomfort, dizziness, or shortness of breath — stop immediately and seek professional guidance. Discomfort from effort is normal. Pain is a signal. Know the difference.

Not sure if a movement is right for you? That's exactly what the free Strategy Call is for. Every program Des builds is personalized to your history, your limitations, and your goals. Book yours at: www.2mperformance808.com/contact

A NOTE FROM DES

In the Army, we had a saying: *Train hard, fight easy*. The idea was simple — the preparation you invest before the mission determines the outcome during it. That principle doesn't retire when you do.

Michael Singer writes in *The Untethered Soul* about the voice inside your head — the one that tells you it's too late, you're too tired, you don't have time. That voice is not you. It's noise. This week, you're going to learn to observe it, acknowledge it, and move anyway. That's not motivational fluff — that's the neuroscience of habit formation. Research by Lally et al. (2010) found that consistent behavioral repetition over 18–254 days is what builds lasting habits. Seven days won't rewire your life. But seven days of intentional action will teach your nervous system what's possible.

This plan isn't about intensity. It's about building the foundation of a system. Let's get to work.

HOW THIS WEEK IS BUILT

Three training days. Two active recovery days. Two rest and reflection days. Research by Ralston et al. (2017) in the *Journal of Strength and Conditioning Research* confirms that three-day resistance training frequency produces strength gains comparable to higher frequencies in non-athletes — with significantly better long-term adherence. Adherence beats optimization. Every time.

MOVEMENT	RECOVERY	NUTRITION
Compound lifts. Controlled tempo. Movement quality over load.	Sleep, breathwork, and low-intensity movement to rebuild between sessions.	Protein targets, meal timing, and food quality — simple, not complicated.

NUTRITION FUNDAMENTALS — CARRY THESE ALL WEEK

These aren't rules. They're anchors. The goal is consistency, not perfection.

- **Protein target:** Aim for 0.7–1.0g per pound of bodyweight daily. Research is clear — Phillips & Van Loon (2011) established this as the evidence-based range for muscle retention and body composition improvement in active adults.
- **Train, then eat:** Consume 20–40g of protein within 60–90 minutes post-training. Muscle protein synthesis peaks in this window (Schoenfeld & Aragon, 2018, *Journal of the International Society of Sports Nutrition*).
- **Don't skip breakfast:** Front-load your day with protein. It reduces cravings, supports cortisol regulation, and sets your metabolic tone.
- **Hydration:** Half your bodyweight in ounces of water daily as a baseline. Add 16–20oz per hour of training. Even mild dehydration (1–2% body mass) measurably impairs cognitive and physical performance (Ganio et al., 2011).
- **Food quality over calorie math:** For this week, focus on whole foods, minimize processed inputs, and eat until satisfied — not stuffed. Build the habit before you build the spreadsheet.

THE 7 DAYS

DAY 1

TRAINING — Lower Body Foundation

Mindset Anchor: Singer writes that the first step to freedom is simply noticing the resistance — and choosing to move anyway. Today, notice the voice. Then begin.

Warm-Up (5–7 min):

- 90/90 Hip Stretch — 60 sec each side
- Glute Bridge — 2x15 (bodyweight, focus on squeeze)
- Leg Swing — 10 each direction, each leg

Main Work:

- Goblet Squat — 3x10 @ controlled tempo (3 sec down, 1 sec pause, drive up)
- Romanian Deadlift — 3x10 (hip hinge focus, feel the hamstring load)
- Walking Lunge — 2x10 each leg
- Banded Clamshell — 2x15 each side

Cool-Down: 5 min. Pigeon stretch, lying hamstring stretch, deep breathing.

Research note: Compound lower body movements activate the posterior chain — glutes, hamstrings, and core — which are the primary drivers of athletic performance and injury prevention (Contreras et al., 2015).

DAY 2

ACTIVE RECOVERY

Mindset Anchor: Recovery is not weakness. It is the adaptation. The training stimulus is the signal — rest is where the response happens.

- 20–30 min low-intensity walk (outdoors preferred — sunlight regulates cortisol)
- 10 min foam rolling: quads, hamstrings, thoracic spine
- 5 min box breathing: 4 sec in / 4 hold / 4 out / 4 hold — repeat
- Prioritize 7–9 hrs sleep tonight

Research note: Walker (2017) in *Why We Sleep* synthesizes decades of research confirming sleep as the single most powerful recovery tool available. No supplement replaces it.

DAY 3

TRAINING — Upper Body Strength

Mindset Anchor: You don't need motivation to show up. You need identity. Who you decide to be determines what you do when no one is watching.

Warm-Up (5 min):

- Arm circles, band pull-aparts, scapular push-ups — 2 rounds

Main Work:

- Push-Up or Dumbbell Press — 3x10 (controlled, full range)
- Dumbbell Row — 3x10 each arm (brace the core, pull with the elbow)
- Overhead Press — 3x8 (light to moderate, shoulder stability first)
- Face Pull or Band Pull-Apart — 3x15 (rear delt and rotator cuff health)
- Plank — 3x30–45 sec

Research note: Horizontal pulling volume (rows) should match or exceed pressing volume to maintain shoulder health and postural balance — critical for desk-bound professionals (Kolber et al., 2014).

DAY 4

REST + LIFESTYLE FOCUS

Mindset Anchor: Singer describes the space between stimulus and response as where your freedom lives. Today, create that space. Move slowly. Be present in at least one conversation.

Today's focus areas:

- **Sleep:** In bed by 10pm. Dark room, cool temp (65–68°F is optimal per Van Someren, 2006). No screens 30 min before bed.
- **Stress inventory:** Write down the top 3 things consuming your mental bandwidth. Externalizing reduces cognitive load and lowers cortisol.
- **Nutrition check:** Did you hit your protein target 3 of the last 3 days? If not — what's the friction point?
- **Sunlight:** 10 min outside within the first hour of waking. Sets your circadian clock, cortisol rhythm, and mood baseline (Leprout & Van Cauter, 2010).

DAY 5

TRAINING — Total Body Performance

Mindset Anchor: The observer within you — the part that watches you struggle, doubt, and push through — that observer is constant. Train it as hard as you train the body.

Warm-Up (5 min):

- World's Greatest Stretch — 5 each side
- Inchworm — 5 reps

Main Work:

- Trap Bar or Conventional Deadlift — 3x8 (or Romanian Deadlift if new to deadlifting)
- Dumbbell Split Squat — 3x8 each leg
- Dumbbell Bench Press or Push-Up Variation — 3x10
- Dumbbell Row — 3x10 each arm
- Farmer's Carry — 3x30 seconds (grip, core, posture)

Research note: Full-body training sessions improve total weekly muscle protein synthesis by distributing stimulus across more frequent exposures per muscle group — especially efficient for time-limited schedules (Schoenfeld et al., 2016, *Journal of Strength and Conditioning Research*).

DAY 6

ACTIVE RECOVERY

Mindset Anchor: Stillness is not inaction. It's the space where the best decisions are made — in performance and in life.

- 20–30 min walk or light cycling
- Full body stretch routine — 10 min minimum
- Cold exposure optional: 2–3 min cold shower post-activity. Research on cold water immersion shows reduced delayed onset muscle soreness and improved perceived recovery (Leeder et al., 2012).
- Journaling prompt: *What did this week reveal about how I show up under pressure?*

DAY 7

REST + REFLECTION

Mindset Anchor: Singer reminds us that growth is not about adding more — it's about releasing what blocks the energy already within you. This week you proved you can move. Now build on it.

Today's focus:

- Complete rest from structured training
- Reflection: Score yourself 1–10 on sleep, nutrition, training consistency, and stress management this week. Be honest.
- Identify your one biggest lever for Week 2.
- Celebrate the fact that you finished. Most people don't start. You did. That matters.

WHAT COMES NEXT

This week was the proof of concept. You can do the work. Now let's build the system around your life, your goals, and your biology.

A free 15-minute Strategy Call with Des is where we get specific — your training history, your schedule, your performance gaps, and your next 90 days.

■ BOOK YOUR FREE STRATEGY CALL

<https://www.2mperformance808.com/contact>

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