

<https://youtu.be/sjjU1CHkJyQ>

[00:00:00] From the global headquarters of The Aasgard Company in beautiful, downtown Wichita Falls, Texas... From the finest mind in the modern fitness industry... The one true voice of the strength and conditioning profession... The most important podcast on the internet.... Ladies and gentlemen... Starting Strength Radio.

Mark Rippetoe: [00:00:28] Artillery. I've talked to a lot of people...at heart. That's the... that's the prime. I think the fucking psyops fucking effect of artiller is one of the primary effects.

Grant Broggi: [00:00:41] When any kind of thing from the sky falls when you're not expecting and explodes.

Mark Rippetoe: [00:00:48] And you can't do. You're just standing there going "Well, fuck." You know. What was that book that was out a while back written by the the the Serbian or Croatian guy. Oh yeah. Shit hits the fan book. Yeah well that's what he said.

[00:01:09] It's some guy lived through the...Bill Clinton's little situation over there in Serbia Croatia back in the 90s when the Serbians were shelling every civilian target they could find and shit. And this guy was one of those poor bastards on the receiving end of it. And he said it's just it's nothing else compares to being shelled.

[00:01:34] I've heard that several times. It's just you know. My dad told me that. You know you can't...something falling out of the sky, you don't know if this is the last breath you're going to draw. There's absolutely nothing you can do about it.

Grant Broggi: [00:01:51] The push into Baghdad...they took the whole 11th Marine Regiment and you can google the YouTube video of it. So you got four battalions with three firing batteries each, 18 guns per battalion and they shot a regimental twelve. So you got 18 36. Plus another 18 times 12 rounds per gun. And it is like unreal. I mean that's why when they rolled up the whole place was just gone. That's a lot of rounds.

Mark Rippetoe: [00:02:18] It just kills everybody's ass, I guess. That's saturation artillery would you that. Is there a term for that?

Grant Broggi: [00:02:26] Massing of fires. Yeah massing of fires. I like saturation of artillery though.

Mark Rippetoe: [00:02:31] How long does it take to do that?

Grant Broggi: [00:02:34] Shoot that many rounds? I mean, they're shooting four rounds a minute you know. I mean you can do even faster turnaround times, but...

Mark Rippetoe: [00:02:45] Say four rounds a minute - 15 seconds.

Grant Broggi: [00:02:49] Yeah, I mean each gun shooting eleven rounds...so two minutes.

Mark Rippetoe: [00:02:55] The whole damn thing takes two minutes?

Grant Broggi: [00:02:56] Because they're all shooting at once. Yeah, they're all shooting at once.

Mark Rippetoe: [00:02:59] Oh goddamn.

Grant Broggi: [00:02:59] So that's why...

Mark Rippetoe: [00:03:00] Can you imagine...that fucking death falling from the sky in two minutes and just everything around you is gone. And I think what he said was the most devastating effect of this is watching your buddy over here, 50 feet away, just disappear.

Grant Broggi: [00:03:17] Right.

Mark Rippetoe: [00:03:18] You know red mist.

Mark Rippetoe: [00:03:19] Pink mist. Yeah yeah yeah.

Grant Broggi: [00:03:23] I'll show you videos later.

Mark Rippetoe: [00:03:24] Oh Jesus. Yeah.

Grant Broggi: [00:03:27] Be glad you got the...

Mark Rippetoe: [00:03:28] You can't unsee that shit, can you? Godalmighty.

Mark Rippetoe: [00:03:31] Uh, well anyway... What do you wanna talk about?

Mark Rippetoe: [00:03:40] Oh welcome to the podcast by the way.

Grant Broggi: [00:03:43] Oh we're getting started now.

Mark Rippetoe: [00:03:44] Yeah. Might as well.

Grant Broggi: [00:03:45] Yeah, might as well.

Mark Rippetoe: [00:03:46] Ah, we'll probably use all that. You know, why not?

Grant Broggi: [00:03:48] You know it's good stuff.

Mark Rippetoe: [00:03:50] Why not. Starting Strength Radio podcast number whatever the hell this is. We're here with Grant Broggi.

Grant Broggi: [00:03:57] Broggi

Mark Rippetoe: [00:03:57] Broggi. I though that's what I said.

Grant Broggi: [00:03:59] Said Broggi.

Mark Rippetoe: [00:04:00] I did?

Grant Broggi: [00:04:00] Maybe you just said it in Texas.

Mark Rippetoe: [00:04:01] I meant to say Broggi.

Grant Broggi: [00:04:02] There it is.

Mark Rippetoe: [00:04:03] Broggi. Is that right?

Grant Broggi: [00:04:05] Broggi.

Mark Rippetoe: [00:04:05] Bro- Bro-Guy.

Grant Broggi: [00:04:09] Like the I-talians.

Mark Rippetoe: [00:04:10] Like the I-talians.

Grant Broggi: [00:04:12] Broggi is what they said...

Mark Rippetoe: [00:04:13] But how is it...the original pronunciation?

Grant Broggi: [00:04:16] Broggi, but my grandfather is an eye doctor, was an eye doctor, in Boston. And he said the Irish couldn't say it. So he just quit it and changed it. They couldn't say Broggi. So they just changed it to Broggi.

Grant Broggi: [00:04:31] My other half is Irish. I say it just fine.

Mark Rippetoe: [00:04:35] Why can they not pronounce Broggi? Where's the accent? First syllable? Second syllable. Broggi. Broggi.

Grant Broggi: [00:04:42] Broggi.

Mark Rippetoe: [00:04:42] Broggi...first syllable. Well that seems reasonable.

Mark Rippetoe: [00:04:46] So anyway Grant's here with us and we are going to talk to Grant about several things today. We've got several topics to discuss. Among other things, Grant is an officer in the United States Marine Corps. He's in the artillery department and he's also the owner of two?

Grant Broggi: [00:05:12] Two gyms.

Mark Rippetoe: [00:05:15] Gyms in Orange County, California. The Strength Company. And are you planning on a third location?

Grant Broggi: [00:05:25] Hopefully this fall there in Orange County.

Mark Rippetoe: [00:05:28] He's going to have a conglomerate before this is over over global. He'll be global.

Grant Broggi: [00:05:34] Worldwide.

Mark Rippetoe: [00:05:35] ...is over with. Global at least within Orange County. And oh you know he's a Starting Strength Coach. He does things the right way.

Mark Rippetoe: [00:05:50] So let's do the gym shit first. How's business? Good?

Grant Broggi: [00:05:55] It's Good. Yep. One July 17 opened the first one. December, this past December of 18, the second one.

Mark Rippetoe: [00:06:04] So coming up on two years.

Grant Broggi: [00:06:05] Coming up on two years...

Mark Rippetoe: [00:06:07] For the first location.

Grant Broggi: [00:06:09] That one runs at, you know, five...five classes per day. Runs full.

Mark Rippetoe: [00:06:12] How many square feet is the first gym.

Grant Broggi: [00:06:18] First one's 1280. Second one's fourteen hundred.

Mark Rippetoe: [00:06:22] So it's not a huge place, but it's just, just the right size. We were in Starting Strength Austin this past weekend. She's at sixteen hundred square feet. And I was amazed at how big the place felt.

Mark Rippetoe: [00:06:35] You know across the street over here, here in the global headquarters of a...

Grant Broggi: [00:06:40] Beautiful.

Mark Rippetoe: [00:06:41] Beautiful downtown Wichita Falls.

Grant Broggi: [00:06:42] I knew there that had to be saved.

Mark Rippetoe: [00:06:44] Global headquarters of The Aasgaard Company. Our building is 8,100 square feet. And of course it's a...it's a sprawling, mansion-like building and...you know swimming pool, movie stars, that sort of thing.

Grant Broggi: [00:06:59] All the lights are on all the time.

Mark Rippetoe: [00:07:00] All the lights are on all time as long as the sun's out.

Grant Broggi: [00:07:03] That's right.

Mark Rippetoe: [00:07:03] And...because the skylight's you know.

Grant Broggi: [00:07:06] You know someone was sleeping on the platform when I walked into that.

Mark Rippetoe: [00:07:09] Happens. I mean, you know, we...there are homeless people.

Grant Broggi: [00:07:14] Got to go somewhere.

Mark Rippetoe: [00:07:15] I mean we've got the same problems San Francisco's got. We just don't let people shit on the floor of the gym. You know. We we we we run them off if they do that. But..has happened..anyway.

Mark Rippetoe: [00:07:33] Yeah. Sixteen hundred felt big. And I was surprised at that, but really I shouldn't have been. We when we looked at the footprints we went over there and looked at the section of the gym that's occupied by our seven racks on the on the south side of the building. And it's it's about fourteen hundred feet. And then all of that.

Grant Broggi: [00:07:59] Yeah I see.

Mark Rippetoe: [00:08:00] Just the platform layout's about fourteen hundred feet and the back of her place is a a bathroom and a changing room. And then there's a small lobby up front and it looks great.

Mark Rippetoe: [00:08:14] All of this had had been planned just on paper. And I'm looking at the the floor plan and I'm thinking this is going to feel cramped but uh Nick had seen it before before Rusty and I had.

Grant Broggi: [00:08:33] Ricky...Ricky.

Mark Rippetoe: [00:08:36] And he...we got down there and..uh, that was a bug by the way.

Grant Broggi: [00:08:43] You got him. That was...artillery.

Mark Rippetoe: [00:08:45] I'm telling you that's what it's like being artillery.

Grant Broggi: [00:08:48] Right out of nowhere.

Mark Rippetoe: [00:08:48] Just out of the sky, you're just dust.

Grant Broggi: [00:08:51] He's a squirter. Get him the second time.

Mark Rippetoe: [00:08:56] Gotta put him down. So... Yeah it was nice and big. It was...I was impressed with the with the design of the thing having only seen it on paper previously and it worked just fine. So how many platforms and in your small...

Grant Broggi: [00:09:12] I've got seven and the small one, eight in the big one. You just don't need that much space.

Mark Rippetoe: [00:09:17] But how many did she have? nine? No, it was eight...

Grant Broggi: [00:09:21] ...seven and a weightlifting platform..

[00:09:23] So it's it. We've got plenty room. It's gonna work just fine. And she's in the shopping center down there on the on West Anderson. And it's a nice location. And the most amazing thing about Austin is that there's good food all over the fucking place.

Grant Broggi: [00:09:48] What's in the complex. What's in there. I got sushi in my complex.

Mark Rippetoe: [00:09:52] We went over across the street to another complex and there was... What was that place called? One taco? Well, I got two tacos. And...

Grant Broggi: [00:10:00] Dos.

Mark Rippetoe: [00:10:02] Dos tacos. And why did they call it one taco instead of "Uno Taco"? I know. I don't know. Marketing. So they...real, actual, didn't know what the hell you were talking about in English Mexicans working there. It's in Austin you know. And there's...

Grant Broggi: [00:10:20] Is Austin not a part of Texas?

Mark Rippetoe: [00:10:20] It's good. Yeah, Austin's kind of a part of Texas. Austin has seceded. Austin. All right, let me let me rephrase that. Austin's "intellectual elite" has...are...they are under the impression that they've seceded. But you can't secede from Texas. Texas can secede from you, but you cannot secede from Texas. So y'all just give it up.

Mark Rippetoe: [00:10:55] I mean if you guys want to vote Democrat down there y'all go ahead, but you don't like it. And and we're not going to we're not gonna treat you nice, if you do that. but you... Austin has got a... Austin has this self-awareness problem. They're extremely self-aware. All have you seen the bumper stickers? "Keep Austin Weird." You've seen those. Is there a danger of Austin not being weird.? Why would you print something stupid.

Grant Broggi: [00:11:29] Yeah, but I was going to say isn't that a...

Mark Rippetoe: [00:11:31] Oh no, Austin's been saying that for 40 years. Oh yeah. Before anybody knew where Portland was, there was Austin.

Grant Broggi: [00:11:41] We say things in South Carolina like "Friends don't let friends eat imported shrimp." Those are the kind of bumper stickers you see where I'm from.

Mark Rippetoe: [00:11:49] That's pretty that's pretty specific.

Grant Broggi: [00:11:51] Well it's it's pretty important.

Mark Rippetoe: [00:11:52] That's a specific deal. They eat shrimp in South Carolina?

Grant Broggi: [00:11:55] Oh are you kidding me? Nothing but shrimp boats off the coast. I imported 30 pounds this past weekend...overnight.

Mark Rippetoe: [00:12:01] Is is better than Gulf shrimp?

Grant Broggi: [00:12:03] It's Gulf shrimp.

Mark Rippetoe: [00:12:05] Same thing. So we get...

Grant Broggi: [00:12:06] It's better in South Carolina.

Mark Rippetoe: [00:12:09] If you bring it from the Gulf to South Carolina...

Grant Broggi: [00:12:11] From the Gulf...the Gulf shrimp in South Carolina waters.

Mark Rippetoe: [00:12:15] Oh you're talking about a Gulf shrimp as a species of shrimp.

Grant Broggi: [00:12:17] What are you talking about? ...from the Gulf. Oh yeah, no..it's all ...you just don't want imported shrimp. Imported farmed shrimp.

Mark Rippetoe: [00:12:25] Well, where would that come from? China or some place?

Grant Broggi: [00:12:28] Taiwan.

Mark Rippetoe: [00:12:29] Taiwan is places...farmed shrimp from the Pacific.

Grant Broggi: [00:12:32] It's not as good.

Mark Rippetoe: [00:12:35] Uh...You know anything about oysters?

Grant Broggi: [00:12:38] Know a lot about oysters.

Mark Rippetoe: [00:12:40] When you buy those cans of oysters in the...

Grant Broggi: [00:12:41] Ah don't eat... Oysters should be come out of a burlap bag on a table covered in newspaper.

Mark Rippetoe: [00:12:48] It's Wichita Falls, Grant.

Grant Broggi: [00:12:49] Well, maybe you should travel a little bit.

Mark Rippetoe: [00:12:52] You know that's something I've considered. You know like maybe just I've been here a year like this. I will stay within three square blocks.

Grant Broggi: [00:13:02] That's why you sleep on the platforms.

Mark Rippetoe: [00:13:03] 90 percent of the times I...I crash here in the office. Sleep on this table every once in a while. I eat, you know, Stan Efferding's food over in the gym. We need to plug Stan at some point.

Grant Broggi: [00:13:18] Vertical...get vertical.

Mark Rippetoe: [00:13:19] Vertical diet. Oh it's good.

Grant Broggi: [00:13:22] But do you buy it?

Mark Rippetoe: [00:13:23] Great guy. Yeah, I order it from him. And that's what that's what Nick had for his lunch. For the money, it's a great value. The shit is good. You don't get tired of it.

Grant Broggi: [00:13:35] Where is he based out of? Is it frozen when you get it?

Mark Rippetoe: [00:13:39] He lives in...Vegas area. Henderson there someplace. Well, I don't know where the food comes from. He has it prepared is the..Utah is the X elevator element whatever whatever the name of the company is. But just look up Stan Efferding, buy the shit. It's a good.

Mark Rippetoe: [00:14:01] They...say nice things about us and we, you know...

Grant Broggi: [00:14:05] Say nice things back.

Mark Rippetoe: [00:14:07] We say nice things back. It's kind of a, you know, mutual deal. Stan came to our seminar in Phoenix and what a gentleman. What a great guy. He's a great guy. And he was just as gracious as he could be with all the people there that knew him and wanted his autograph. He was just... I can't say enough good stuff about Stan. Maybe we'll get him to sit down talk with us one of these days on this podcast.

Mark Rippetoe: [00:14:36] At which time by then...by which time we will have another one or.

Grant Broggi: [00:14:39] Two good microphones.

Mark Rippetoe: [00:14:42] So if if you people are listening to Grant talk and he sounds like oh a girl or...

Grant Broggi: [00:14:49] Like I'm from Austin?

Mark Rippetoe: [00:14:50] Like you're from Austin or like you're from South Carolina or...

Grant Broggi: [00:14:54] Carolina Carolina.

Mark Rippetoe: [00:14:56] It's the microphone.

Grant Broggi: [00:14:57] Broggi.

Mark Rippetoe: [00:14:57] It's the it's the microphone. All right so anyway the gyms are doing well.

Grant Broggi: [00:15:03] Gyms are good.

Mark Rippetoe: [00:15:03] All right now. We just did a thing on the military, military PT. And as is usually the case, when particular facts are in question I fuck stuff up. I try to remain generally headed in the direction of a correct diagram, but oftentimes I am wrong. What I'd like to know is what is being done for PT right now?

Mark Rippetoe: [00:15:48] What do the tests for that ability consist of in as many of the services as you are familiar with and what you think we ought to be doing as opposed to what we're doing now. And I don't want you to get court martialed for talking to me about this, but...and I don't know how sensitive everybody is over there. But let's just let's discuss that and let's get the kind of the facts on the table here. Let's see what's what.

Grant Broggi: [00:16:18] So what they've done recently they - DOD - since the previous Secretary put women in all ground combat MOSs is they've developed test that

says, "Hey way before boot camp but when this person first walks in to a recruiter's office we need to assessed assess their physical ability of what they can do." Right and so I believe the Marine Corps called it the IST Individual skills test...strength test.

Mark Rippetoe: [00:16:48] This is when they first show up.

Grant Broggi: [00:16:50] When they first come up...as you're signing the contract. Get them to sign, but then figure this stuff out.

Mark Rippetoe: [00:16:54] We want to know what we're working with here.

Grant Broggi: [00:16:56] Right. And so then they took all the MOSs and they they added strength requirements to them. So like in the artillery community you have to be able to pick up and press - "press" I use loosely - get to overhead a hundred and fifteen pound barbell three times. So if you get assigned MOS 0811, cannoneer, you go to Fort Sill. You have that time that you're in Fort Sill - this is after boot camp - to do that. If you don't do it, you get re-designated. So they do...the problem is this all the kids from Nebraska they end up being to be able to be artillery, right.

Mark Rippetoe: [00:17:39] Right.

Grant Broggi: [00:17:39] But they have all these other Marines that show up and they just don't have the strength because they've never strength trained.

Mark Rippetoe: [00:17:44] People from California and New York, for example.

Grant Broggi: [00:17:48] And now those people they don't do anything to get them stronger. Now at certain school outside another captain...

Mark Rippetoe: [00:17:54] But you you're responsible for this yourself.

Grant Broggi: [00:17:58] Yes. You as the individual need to...

Mark Rippetoe: [00:18:00] Here is the requirement and.

Grant Broggi: [00:18:01] You want to do their job. Yeah. Figure it out. Exactly. So that is the problem and you've spoken about this in terms of it should be initiated in the boot camp. It's just tough. I mean, they're trying to make changes now. They have an MOS where you're a fitness instructor. Right. But I mean we know no one...most people don't know how to teach this, right?

Mark Rippetoe: [00:18:22] No no.

Grant Broggi: [00:18:23] But what I mean...so when I get Marines in hey two days a week make him strength train. Make him do it mostly right. You know, make him do it mostly right, and still do all other stuff.

Mark Rippetoe: [00:18:33] Right.

Grant Broggi: [00:18:33] And the results are still way better. They've changed some other things. You have to do more pull ups now in the Marine Corps. Used to be up to 20, now you have to do 23. So maybe they want you to be stronger? Why it went up, maybe now?

Mark Rippetoe: [00:18:47] Or lighter.

Grant Broggi: [00:18:49] Or lighter.

Mark Rippetoe: [00:18:49] Which is...

Grant Broggi: [00:18:51] Which is a thing too.

Mark Rippetoe: [00:18:51] A bad decision.

Grant Broggi: [00:18:52] Yep.

Mark Rippetoe: [00:18:56] All right. What do you know about organized PT in the Marine Corps? Is that...as I understand it that is a company commander level decision. It's not an institutional thing from...the from the Joint Chiefs of Staff down.

Grant Broggi: [00:19:16] It is it is...I'm a captain. I'm a company great officer. It's at this level and below who decides what Marines do when they wake up every day for PT. Now as an institution, because of our physical fitness tests being a three mile run, crunches, and chin ups...that running is just like a part of the culture. But it's going away. So you see a bunch of different stuff. I mean in mine, everyone's lifting weights, right. But you'll see a lot of that CrossFit flavor to some. Then you know it kind of depends what those people are into.

Grant Broggi: [00:19:50] But as a general rule Marines are running, they're running and doing calisthenics.

Mark Rippetoe: [00:19:56] And are they running because the company commander likes to run?

Grant Broggi: [00:20:00] They're running a lot of times because it's just easy, right?

Mark Rippetoe: [00:20:05] Sure.

Grant Broggi: [00:20:06] So I'm a sergeant

Mark Rippetoe: [00:20:07] There's no sort of skill involved in it.

Grant Broggi: [00:20:07] I'm a sergeant I got nine Marines and the lieutenant says "PT the Marines tomorrow at 6:00 a.m. I'm going to come with you, but you plan it out." And the guy just wakes up and ties his shoes and they take out it for a run.

Mark Rippetoe: [00:20:17] Doesn't have to teach you anything if running is the PT.

Grant Broggi: [00:20:19] But once they do it, once they lift, everything changes. I mean so I did and you know with with our platoon as... We had a big whiteboard up and every Marine's name on there. And they didn't know how much better they were getting from strength training, but they just wanted to come in and move themselves up on the whiteboard. Right and show that they got stronger. And so I teach the sergeants and the sergeants would go and teach the Marines, you know.

Grant Broggi: [00:20:45] But yeah no, it's not like the Joint Chiefs of Staff are saying you must wake up and run.

Mark Rippetoe: [00:20:51] Right. And as I understand it all of the all the branches, the services, are in basically same boat. The Air Force, the Navy, the Army, the Coast Guard - at the at the top level does not mandate a PT program.

Grant Broggi: [00:21:10] But the test that's required mandates it to an extent.

Mark Rippetoe: [00:21:13] Yes.

Grant Broggi: [00:21:14] Right.

Mark Rippetoe: [00:21:14] They've designed the test to to produce an outcome from the PT. Right.

Grant Broggi: [00:21:22] Like the combat fitness test. So in the Marine Corps there's two tests. You have a physical fitness test - three mile run, crunches, and chin ups - and you have the Combat Fitness Test. That's a good test. It could be better, but it's a decent test. You start with an eight eight hundred and eighty meter run in utilities. Right. So about two and a half minute run. But you can... I squat three times a week. I never run except when I'm getting ready for my physical fitness test but for that one I'll go out and I'll max it out. Get a perfect score. Then it's ammo can lift. You get a full ammo can - 30 pounds or something - one hundred and ten repetitions overhead. If they would make that can sixty pounds even...

Mark Rippetoe: [00:21:59] Where you snatch it overhead basically is that what...

Grant Broggi: [00:22:02] No, you have to bring it down and then...everyone push presses. They just push press it. You know, lock it. 110.

Mark Rippetoe: [00:22:07] All right.

Grant Broggi: [00:22:07] Then there's a little course. You start out in the low crawl you go through a little zig zag. You get up and sprint. There's a casualty there, a Marine that

you drag. You then pick them up, run back, pick up ammo cans, run down, throw a grenade, do three pushups, and sprint back with your ammo cans. It's just like a little gut check. And it takes two minutes. If you if you if you get a perfect score That's a good test. If the ammo can presses were heavy in my opinion.

Grant Broggi: [00:22:37] But the guys that strength train crush that test.

Mark Rippetoe: [00:22:40] Always...murdered the thing.

Grant Broggi: [00:22:41] No, I mean the three mile run. It's hard to run three miles quickly at 240 pounds. You know, it's doable. You will pass it. But it's, you know, it's that's why that three mile run the Marine Corps keeps because it forces people to be lighter.

Mark Rippetoe: [00:22:56] Right. And I never really have understood the preference for a light combat soldier that doesn't... I mean what does mythology tell us? You know, what is the history of the human race? Tell us about effective combat guys.

Grant Broggi: [00:23:14] You don't want to be light.

Mark Rippetoe: [00:23:15] You don't want because... you don't want to be big and strong...

Grant Broggi: [00:23:18] But you got to be able to move. Well there's a medium there.

Mark Rippetoe: [00:23:21] Yes. You have to be able to do it which means you don't want to be big and fat.

Grant Broggi: [00:23:25] Right.

Mark Rippetoe: [00:23:26] But we're not suggesting that the best soldiers are big and fat. We're suggesting that the best soldiers are big muscular. And why this has not penetrated, I don't really understand.

Mark Rippetoe: [00:23:43] What do you know about the army?

Grant Broggi: [00:23:46] Not much... in terms of their physical fitness. I mean so.

Mark Rippetoe: [00:23:49] What's their standard?

Grant Broggi: [00:23:49] So their standard is...so I ran that test when I was in college, right. That was that was the test that was required for ROTC and it's uh...72 push up. This may have changed it's dated information. 72 push ups, a hundred sit ups, and a two mile run.

Mark Rippetoe: [00:24:05] Yeah. It's some version of sit ups, push ups, running.

Grant Broggi: [00:24:09] Yeah. That's what it all is.

Mark Rippetoe: [00:24:10] Air Force?

Grant Broggi: [00:24:10] Uh I forget what that... mile and a half run and sit ups and I think pushups or something like that. Same with the Navy, right now.

Mark Rippetoe: [00:24:18] Okay so uh Coast Guard you know anything about that?

Grant Broggi: [00:24:22] There's some swimming things in there, but...

Mark Rippetoe: [00:24:24] Yeah I want you to be able to swim if you fall off the boat, right. Try to chase the boat down.

Grant Broggi: [00:24:31] You've seen the movie Guardian when they jump.

Mark Rippetoe: [00:24:33] No.

Grant Broggi: [00:24:33] You've never seen this where they jump out of the helicopters in the ocean?

Mark Rippetoe: [00:24:35] No I haven't. It seems like an incredibly stupid thing they do to me.

Grant Broggi: [00:24:39] It does not look like a good time right. I prefer to be on land.

Mark Rippetoe: [00:24:44] I guess if it's required that's what you do. But Marine means water.

Grant Broggi: [00:24:48] It means water. Amphibious...amphibious is the word right, but I'd still rather be on land with my howitzers. I can get there via boat...

Mark Rippetoe: [00:24:55] Good clean dirt, you know.

Grant Broggi: [00:24:58] Your test is okay. I think that the run's a little too short.

Mark Rippetoe: [00:25:04] Well, let's for the listeners, the viewers.

Grant Broggi: [00:25:08] Let me see if I... 12 chin ups, double bodyweight...

Mark Rippetoe: [00:25:11] It's a double bodyweight deadlift.

Grant Broggi: [00:25:13] That's good.

Mark Rippetoe: [00:25:13] If it is a 75 percent 75 percent bodyweight press. Now these are both with a bar...with a barbell. A 75 second, no... 12 chin ups, right and a 75-second, 400 meters.

Grant Broggi: [00:25:33] OK. 400 meters.

Mark Rippetoe: [00:25:36] It's 400 meters seventy five seconds OK. Which in those last two requirements, a chin up requirement and in the 75 second 400. That's not a track star time obviously, but it does weed out fat people.

Mark Rippetoe: [00:25:53] So and my idea for this was that we can replace all of the body composition examination portions of all of the existing standards right now with just the physical standards. Because a big, fat, pie wagon motherfucker cannot do 12 chin ups and a 400 meter in 12 in in in seventy five seconds even if he can do a double

bodyweight deadlift, which wouldn't be surprising if he could. And a 75 percent ...75 percent of bodyweight overhead press which would be hard for him.

Grant Broggi: [00:26:34] Right.

Mark Rippetoe: [00:26:35] So the kind of the thing kind of is multi-purpose in that it it selects against fat people while at the same time gets us past the idea that a Marine needs to look good in his uniform.

Grant Broggi: [00:26:55] It's an element, that why people volunteer. I mean look at me, Rip. Everyone wants to be a Marine now.

Mark Rippetoe: [00:27:00] Of course, course...you're a handsome man, Broggi. But I'm telling you this is so silly to even articulate - the appearance of a Marine is somehow critical to his function in combat. It's just... this is stupid. You know I just don't understand the purpose of it. I understand that it's a tradition. I understand that for 7000 years Marines have looked a certain way under uniform.

Grant Broggi: [00:27:34] Since 1775.

Mark Rippetoe: [00:27:35] Absolutely.

Grant Broggi: [00:27:36] Tun Tavern, Pennsylvania.

Mark Rippetoe: [00:27:37] Absolutely. So...

Grant Broggi: [00:27:38] Excited now.

Mark Rippetoe: [00:27:40] It's it's a it's a bizarre standard to even articulate in 2019 especially since the advent of machinery. I think the development of machinery is one of the most important aspects of warfighting that that have that we we can articulate. Imagine when those when those guys that used to have to walk all over Europe finally got horses and wagons and shit and could ride all over Europe. That's a big deal.

Grant Broggi: [00:28:18] Huge deal.

Mark Rippetoe: [00:28:18] Big, big, giant-ass deal. And not only did they get to ride, the supplies got moved on wagons too, right? And then we invented the internal combustion engine. You know and the one of the first applications...

Grant Broggi: [00:28:32] Wait till we get the electric tank.

Mark Rippetoe: [00:28:34] Hey! Green!

Grant Broggi: [00:28:36] Call Elon.

Mark Rippetoe: [00:28:37] The green tank.

Grant Broggi: [00:28:38] The green tank.

Mark Rippetoe: [00:28:43] What about a nuclear tank? Why don't we have one of those damn things? Well I happen to know why we don't have one of those damn things because I've read James Mahaffey's book -- "The Atomic Adventures" is what it's called. You know why we don't have a nuke... a nuclear tank? Because it's stupid, that's why. It's stupid.

Grant Broggi: [00:29:03] You got that from a book.

Mark Rippetoe: [00:29:04] It's a fucking mess. Let's say you blow up a nuc... a tank with a nuclear engine in it.

Grant Broggi: [00:29:09] Yeah it's a mess. It's a mess.

Mark Rippetoe: [00:29:11] You've got a problem. You've got a serious problem. That's why we don't have aircraft with nuclear... They were working on that, believe it or not. They're working on it. They were working on aircraft with nuclear nuclear powered aircraft and then somebody realized one day... they might shoot this fucking thing down. That that really is a bad deal. You know, and and it would have been a horrible day.

Mark Rippetoe: [00:29:38] Like that accident they had... the B-52 to accident they had up at Thule. They never get that straightened out. It was... thing was a giant mess. And if the powerplant of the airplane got shot out of the sky. Oh shit. So anyway, they got rid of that idea.

Grant Broggi: [00:29:55] But you're saying machinery should let us be bigger.

Mark Rippetoe: [00:29:59] Machinery now allows for a soldier that doesn't have to walk everywhere he goes. And I think this is this is important in... for a couple of different reasons. First it allows for the guy who would be walking everywhere to retain more useful muscle mass bodyweight, strength, so that he... when it comes time to actually fight, he's in a better position to do so.

Grant Broggi: [00:30:26] Is this Texas rainwater?

Mark Rippetoe: [00:30:27] Who gets those? And second it... it permits more equipment, more people, to be delivered in a in a in a condition to to fight for the short period of time.

Grant Broggi: [00:30:49] The short duration and then...

Mark Rippetoe: [00:30:51] Duration and get on the truck and get the hell out of there without having to walk to and from, to and from the situation. And it's a changed warfare. Last hundred years have been quite a bit different than the previous, you know, situation that we had, you know, prior to mechanization. And yet here we are with a three mile run as part of that... which does not occur on a battlefield.

Grant Broggi: [00:31:19] But I do think it's trending correctly. Those ISTs. Yeah and it's trending correctly. If people want... but it's on their own, right. But you realize, "If I want this job I've got to be stronger." And then you have, in units like in artillery, for example. Look when you go to the middle of the desert by Joshua Tree and you spend 16 days on a howitzer, humping 105 pound HE rounds you realize, "I should probably do something about this, to get a little bit stronger."

Mark Rippetoe: [00:31:50] I would be better if I weighed another 40 pound...

Grant Broggi: [00:31:53] Right, because...

Mark Rippetoe: [00:31:53] I'm going to lose 20 pounds anyway. Right yeah I'm going to lose 20 and if I had 40 to lose I end up in a hell of a lot better position.

Grant Broggi: [00:32:02] But Rip, now I don't look like a beauty pageant star. That's the microphone.

Mark Rippetoe: [00:32:06] See what I mean. That's micro.. He didn't actually say that.

Grant Broggi: [00:32:10] I didn't say that.

Mark Rippetoe: [00:32:11] Cheap microphone.

Grant Broggi: [00:32:12] Cheap, cheap.

Mark Rippetoe: [00:32:13] Nick bought somewhere, used.

Grant Broggi: [00:32:14] But we used to we send marines over to the Strength Co. It's easy for me. I don't even have to coach them anymore. I just I just send them over, 6am.

Mark Rippetoe: [00:32:21] And you know it's not like this is difficult. You know my proposal of course, is that basic training should now consist of strength training and nobody runs a step until they can do a double bodyweight squat and seventy five percent press. And then if you want to, you know, have them start running a little bit that's fine. But the problem is as you've got old people, you know, guys my age and a little younger and a little older that were raised as runners in in the military and are just not prepared to rethink this. You're just not prepared to rethink the preparation equation here. And one of the all of the interesting things one of things I find interesting about my set of recommendations is that it completely eliminates this ridiculous conversation we seem to be having to have about women in combat service, if that's the standard.

Grant Broggi: [00:33:33] That's what I'm saying.

Mark Rippetoe: [00:33:35] If that's the standard and they can do the standard then what difference does it make?

Grant Broggi: [00:33:38] That is what I say all the time. People say, "So how do you feel about that?" I said, I want to look to the left or to the right to the Marine that's there and whatever I need them to do for them to be able to do it. It's all that matters.

Mark Rippetoe: [00:33:48] Doesn't matter what their plumbing is, as long as they can accomplish the task. Well to a certain extent you know it is kind of naive to believe that plumbing doesn't matter because you know boys and girls at that age tend to you know do things that may or may not be necessarily memorable.

Grant Broggi: [00:34:06] I don't want to... I don't want to get court-martialed.

Mark Rippetoe: [00:34:08] I understand.

Grant Broggi: [00:34:09] I don't want to get court-martialed.

Mark Rippetoe: [00:34:10] Yeah no. Just turn his microphone off. That's right.

Grant Broggi: [00:34:13] It doesn't work very well anyway. Ricky fucked it up.

Mark Rippetoe: [00:34:15] Right.

Mark Rippetoe: [00:34:17] So... but if something simple like this was adopted, a simple, realistic standard that was that was based on field combat circumstances that enables a person to enables for enables everybody in the platoon to be reasonably certain that everybody else in the platoon has got their back. Can have their back if they need their back had. Right.

Mark Rippetoe: [00:34:55] That is is it would solve so many problems and it would shut so many people up. It saves money. It's cheaper. People don't get hurt as frequently. The whole unit would be combat ready all the time. Nobody's hurt unnecessarily.

Nobody's got stress fractures from running. You know all of that... all of the shit that is associated with the inefficient PT just goes away.

Mark Rippetoe: [00:35:26] But, you know, here I am talking about it. Your microphone doesn't work. Nobody's.. you know... nobody's gonna... nobody's going to act on this. You know, not in... not for the next 20 years. That very well may be that some of your guys.

Grant Broggi: [00:35:43] It could. I mean...

Mark Rippetoe: [00:35:44] If you were on an officer track. You know will eventually in the year 2035 be in a position to actually make a more informed decision about this and change this whole thing around. But as long as you've got old runners making decisions and as long as - this is can't be really understated either - as long as you've got contracts for equipment that don't involve bars and plates and racks and platforms and cheap stuff like that, then you're going to have a whole 'nother agenda come in from somewhere else about this entire question, aren't you.

Grant Broggi: [00:36:20] Well you have all that, but then you also have warfare evolving, right. And that changing into brute brute forces. At the human level not needed as much. I mean how long we're going to put human beings in airplanes when I can just drone everything?

Mark Rippetoe: [00:36:35] Well that's a very good question.

Grant Broggi: [00:36:36] To fly a combat mission.

Mark Rippetoe: [00:36:37] If you can drone a B-52. I don't know that plans are in the works for that right now. B-52 is an interesting aircraft, isn't it? Damn things designed in basically 1949 and is still the only heavy bomber in the inventory that... You say they pulled an H model out of the out of the boneyard at Davis and... Last week they pulled one out of there and they're gonna make it airworthy and get it back in the sky to replace one that crashed. But we're still dependent on the B-52 and the B-52 is kind of like your artillery barrage. You know, it just...

Grant Broggi: [00:37:20] Conglomerate.

Mark Rippetoe: [00:37:21] It just freaks people out. And you take you take enough artillery and enough saturation bombing. You're right. The guy on the ground, the combat soldier on the ground, has a whole lot less shit to do. But if we are going to be in a position to have to take a city then there's gonna be people in... on the ground.

Grant Broggi: [00:37:47] That's never going away. You'll always have people...

Mark Rippetoe: [00:37:49] But it becomes it does in fact become less less critical if you've got better and better precision in terms of your air assets.

Grant Broggi: [00:37:59] Things you can do shaping before there are people are even there right.

Mark Rippetoe: [00:38:02] The better a job you do at that, with drones and artillery and everything else. The less we have to rely on on ground combat people and ironically the less we have to rely on your three mile run time.

Grant Broggi: [00:38:20] Right. Right. Yeah. I don't know that we're relying on that anyway.

Mark Rippetoe: [00:38:24] We're not relying on it. So why are we doing it? Why are we doing it and why are we paying lip service to this nonsense?

Grant Broggi: [00:38:30] I think from here on...

Mark Rippetoe: [00:38:31] We ought to just get this over with and get these... Can you imagine if everybody in the U.S. military left basic training with a 405 deadlift?

Grant Broggi: [00:38:43] It sounds great. It sounds like a U.S. military made of Grant Broggis.

Mark Rippetoe: [00:38:45] It does.

Grant Broggi: [00:38:46] The most fierce fighting force on the planet that...

Mark Rippetoe: [00:38:50] That's ever existed on the planet. That's ever existed anywhere. You know.

Grant Broggi: [00:38:55] And no it would be incredible. I mean we saw this at the platoon level.

Mark Rippetoe: [00:39:00] It's not hard to do.

Grant Broggi: [00:39:02] No not at all.

Mark Rippetoe: [00:39:03] Is it it's just not. How much trouble do you have getting your guys up to a 405 deadlift?

Grant Broggi: [00:39:08] None.

Mark Rippetoe: [00:39:09] And how long does it take? Three months?

Grant Broggi: [00:39:11] Three months.

Mark Rippetoe: [00:39:12] Three months. You're deadlifting 405. And once they're deadlifting 405, they're always, for the rest of their lives... you're stronger than they were before.

Grant Broggi: [00:39:21] Right. Once you get them up to there then they go on a big training exercise, they deploy, whatever it is, they lose some. But once you get them there they stay.

Mark Rippetoe: [00:39:31] They stay strong.

Grant Broggi: [00:39:31] Yeah they stay strong. They stay strong. What I want to know is - and this is the primary objection to this strength emphasis - how many of your kids that you've gotten up to a 405 deadlift suddenly can't run three miles? You see what I'm saying? This is an amazing straw man that these people keep coming up with.

Mark Rippetoe: [00:39:59] They want to pretend as though 405 makes a guy into one of these giant, fat powerlifters.

Grant Broggi: [00:40:05] That's not even required. I mean right. Like I see, I have Marines all the time that the most they gain on LP is 10 pounds. Right. And they never, they never get too big and nasty. And maybe they don't pull 405, maybe they pull 365. Right. But it's enough.

Mark Rippetoe: [00:40:22] But a better deadlift and.

Grant Broggi: [00:40:23] Way better.. Yeah.

Mark Rippetoe: [00:40:23] Does it slow them down in the run?

Grant Broggi: [00:40:31] It can.

Mark Rippetoe: [00:40:33] When?

Grant Broggi: [00:40:33] If they don't do things. So here's what I tell Marines all the time. And now I'm not talking about ones that I am over and make do this, but people that ask me. Right. Most people want to come with an excuse. "Oh yeah. I wanted to do that, but then I got to run and stuff." I'm like, "Hey, I run three times before my PFC once a year. And I go out and I don't..."

Mark Rippetoe: [00:40:53] Exactly what we tell people.

Grant Broggi: [00:40:54] I don't run an 18 minute three mile, but I run under 22 minutes. I run a seven and some change per mile and that's good. Now my score is way above average and it's ok right.

Grant Broggi: [00:41:05] It doesn't take away the ability for them to run right. This is. No it's not.

Mark Rippetoe: [00:41:12] This is the strawman.

Grant Broggi: [00:41:13] It might actually enhance it.

Mark Rippetoe: [00:41:15] Sure it does. Yeah sure it does. Especially.

Grant Broggi: [00:41:16] Force production against the ground.

Mark Rippetoe: [00:41:18] Right. Especially if the guy's only capable of, you know when he starts, off 135 on the deadlift.

Grant Broggi: [00:41:25] Which is how most of them are. They are 18 year old Marines out of boot camp that have... Yeah I mean they're they're sideways.

Mark Rippetoe: [00:41:32] I would suggest that if you've got one hundred and sixty five pound kid when he comes into boot camp that can't deadlift anything and you turn him in with a with a eight minute mile,.

Grant Broggi: [00:41:47] Right.

Mark Rippetoe: [00:41:47] With it with a twenty four minute three mile time. Right. And that if you get him up to a 405 deadlift and get him up to one hundred ninety five pounds of bodyweight with a 405 pound deadlift and his mile, his three mile time stayed at twenty four minutes. He's better.

Grant Broggi: [00:42:09] Oh of course.

Mark Rippetoe: [00:42:09] He's better. Because when he gets through running three miles he can still kill you. Whereas the kid that was 165 needs to sit down.

Grant Broggi: [00:42:20] Right. Yeah right.

Mark Rippetoe: [00:42:22] Yeah, this isn't complicated. So let's indulge Delgadillo here. What. What do you say we go ahead talk about this if you want to. But what do you actually do. What do you actually do to train people as if that's relevant?

Grant Broggi: [00:42:37] Wait at The Strength Co or in the Marine Corps?

Mark Rippetoe: [00:42:39] No, no I think he's talking about in the Marine Corp.

Grant Broggi: [00:42:42] Yeah well so I just open up gyms close to Marine bases so I could just fix your problem for you. No, I mean what I do... So there's elements right as an officer of... hey I'm going to PT with the Marines but there's a lot of leadership things going on right at the lower levels. So when I was Lieutenant I'd take all the sergeants and I put them on this, right. That's when I first e-mailed you. Right. I was deployed to Afghanistan and we're and we're training in this the little sandbox gym. And then they go and get the lower ranks and they do it. And I just put them on LP, three days a week. Like anything else.

Grant Broggi: [00:43:14] Now there are still other requirements happening. There's the unit run. You know there is a five mile hike with gear on. Right. But these Marines don't know what Starting Strength is at first. They just know "I am supposed to lift three days a week." And they still make progress. And do they start to fail sooner? Yes. Who cares, it's way better. It's way better than that. Right. Would it be optimal to not do the hike and to move this over? Sure. Yes. Who cares. Well, could I be stronger? Sure, but I have other stuff I have to do.

Mark Rippetoe: [00:43:43] But guess what a twenty one year old guy can do?

Grant Broggi: [00:43:47] A bunch of things.

Mark Rippetoe: [00:43:49] A whole bunch bunch of things. A whole bunch of things, if you just ask him to do it and convince him. And then he has to.

Grant Broggi: [00:43:57] They want to work out more anyway. They want to work out more anyway.

Mark Rippetoe: [00:43:59] Of course, they want to look better. They're physique minded. Right. And they understand.

Grant Broggi: [00:44:03] That's right.

Mark Rippetoe: [00:44:04] Look man.

Grant Broggi: [00:44:04] It's a beauty pageant over here. Right?

Mark Rippetoe: [00:44:07] Well you there's you know here we are back to that. Maybe there's a maybe there's a way that to leverage that. So you guys look better naked at one ninety five than you did one sixty five. We promise. You look better naked.

Grant Broggi: [00:44:21] "Nekkid."

Mark Rippetoe: [00:44:22] N-E-K-K-I-D That's how it's pronounced.

Grant Broggi: [00:44:26] Broggi.

Mark Rippetoe: [00:44:26] How do you say it?

Grant Broggi: [00:44:29] Naked. Naked.

Mark Rippetoe: [00:44:29] Does "Broggi" mean "naked"?

Grant Broggi: [00:44:34] I don't know, but I can't make eye contact during this discussion.

Mark Rippetoe: [00:44:37] I noticed.

Grant Broggi: [00:44:38] That's a little weird. Yeah that's right - court-martialed.

Mark Rippetoe: [00:44:40] Yeah. Yeah. We're all going to get court-martialed.

Grant Broggi: [00:44:46] But the other thing the other thing I do that I would say most people don't... Or I guess I'd say what's different than what I do at the Strength Co right. And that's: I make all the young guys power clean because I think it's worthwhile and they enjoy it.

Mark Rippetoe: [00:45:01] Certainly is.

Grant Broggi: [00:45:01] I would like for them to press twice a week and bench once a week every week, but every Marine wants to lay down and bench right. So let him bench. They all want to bench press.

Mark Rippetoe: [00:45:11] Oh kids, they want to bench press.

Grant Broggi: [00:45:11] And then a lot of sled work as a PFT is coming up right. Right. So just push the sled twice a week. You know we do it in a group setting. Hey you're there, you're there, there's four total you push it back and forth trading off. No you're not... you don't have to sit there with a watch. You just make it fun. 10-12 minutes.

Grant Broggi: [00:45:31] But if you train like that: LP, sled one to two times a week and then just open up your stride a couple weeks leading up to the test, you'll be fine. I got to run mine for June 30th. I went out to run the first one and I was 24 and a half minutes right. First time I'd run in a year. Yeah the second one, twenty three. And they just go down and...

Mark Rippetoe: [00:45:50] Yeah they go down all three times. And if you do you run it three times and then... You run three times take the test or two times take the test?

Grant Broggi: [00:45:58] Three times and then take the test. Like a month into it.

Mark Rippetoe: [00:46:00] I've had I've had guys do just fine just with two runs.

Grant Broggi: [00:46:05] You'd be fine, right? So I mean I'd have an above average test. Right.

Mark Rippetoe: [00:46:09] He's trying to pass it run twice. In this way it doesn't drop your squat and deadlift.

Grant Broggi: [00:46:13] But I got a point to prove to people that you can be very strong and still get a very high score.

Mark Rippetoe: [00:46:18] Precisely.

Grant Broggi: [00:46:21] Does that answer Nick's question. What I do to strength training people?

Mark Rippetoe: [00:46:25] I think it probably does.

Grant Broggi: [00:46:25] I gave him a video on this so we wouldn't have to talk about it.

Mark Rippetoe: [00:46:29] If it doesn't then he'll just do his own.

Grant Broggi: [00:46:31] Ricky probably lost the video.

(off-camera): [00:46:35] Who is this Ricky? It's Ricky.

Mark Rippetoe: [00:46:36] Grant, let's talk about the difference between an affiliate gym and a franchise gym.

Grant Broggi: [00:46:43] Where would you ever think of such a question?

Mark Rippetoe: [00:46:44] I just.. you know...

Grant Broggi: [00:46:46] Came to you just like that?

Mark Rippetoe: [00:46:47] Franchise, affiliate. We got two different programs. Franchise gym program is obviously a situation where - like McDonald's - you walk into a franchise gym and they look exactly the same. They have the same tables and chairs. They have the same colors on the wall, the same cheese-ball pictures up on the side of the building, of hamburgers that aren't actually what they look like when they come across the counter. Right. They've got a playground outside. But all of the - as it's called "trade dress" - is exactly the same. Everybody in the gym gets trained exactly according to the Starting Strength model. And when you walk into a franchise gym you're gonna get the same product in every one of these locations and that's the purpose of the franchise gym.

Mark Rippetoe: [00:47:38] The affiliate gym on the other hand is is a program that extends to Starting Strength Coaches who must be the owner of the gym and they're basically just doing what they want to do in their own gym. They're just there... by affiliating with us they're assuring the public that when you go to a Starting Strength Affiliate Gym you're going to be able to receive Starting Strength method. And the two programs are completely separate.

Mark Rippetoe: [00:48:13] And you've chosen the affiliate model.

Grant Broggi: [00:48:15] Well the franchises wasn't there yet. But no what I wanted to do when I called you and originally talked about it was I wanted to open a gym but I wanted to make it in a class format, right. Because I didn't want... you know I talked to Paul Horn a ton as I'm getting ready to open this thing. And I said what's the number one thing that makes people quit your gym? He said well when they're an intermediate and the workouts take longer than two hours. They think they want to do it. They care, but it just they run out of time. Right. And so I wanted to do it in such a way where you walk in, I'm in charge for 90 minutes. You show up on time. We get you through the whole workout and you're out in 90 minutes. Right.

Grant Broggi: [00:48:53] So I mean that was that. That's how we run it. And then there's different ways of doing things that... You know I talked to Paul about this all time. He's got half you know that almost looks like a Strength Co or a franchise gym, half of it all the racks there and the other half he has open gyms. And but you know he's got people to hang out in the gym sometimes for four hours and... If I'm in there I want to be coaching until everyone's done, give them their notes for next time. And leave.

Mark Rippetoe: [00:49:19] The and really the truth is that lots of the affiliates to do the same thing. They've they've found that it's the most efficient way to manage their time as a coach if they're if they're using the time to coach groups. And they... it's a class structure. It's it's rather thoroughly structured. It's not it's not just a wandering around doing curls kind of a kind of a gym. None of them really are.

Grant Broggi: [00:49:49] I don't think any of the affiliates are those. I just think it gets out... it can get to with a lot of open gym time more silliness comes out.

Mark Rippetoe: [00:49:57] If you but by the same token if you've got members that have been that have been with you for three years.

Grant Broggi: [00:50:02] Oh yeah. They go in whenever they want.

Mark Rippetoe: [00:50:04] They're not they're not going to be in a novice linear progression situation where they walk in and the things pretty much already structured for you. We know what this guy's gonna do. He's been here three years he's making his own decisions. He's learned how to train. He's learned how to program and we're going to allow him the latitude to do that kind of thing.

Grant Broggi: [00:50:25] But what I would tell you is that that guy, if he grew up in the Strength Co for three years, enjoys coming to the class. That's what this becomes right. I haven't added any... any weight to my squat in two years. I still train three times a week because I like doing it and I like doing it with people I know it's important. So you know it's a lot of that's the atmosphere that you build in there too.

Mark Rippetoe: [00:50:48] And every one of these gyms, whether they're franchised gyms or affiliate gyms, functions as a community.

Grant Broggi: [00:50:58] Correct.

Mark Rippetoe: [00:50:58] All, every single one of them is... has got a very, very strong element of community to it. And you know you find that in any any serious training. You don't find it at 24 Hour Fitness, but no Crossfit gyms are all the same way. Everybody knows each other. When you're training that hard together you you just develop friendships and relationships that everybody enjoys, you know. And this is a very important part of all these.

Grant Broggi: [00:51:28] It's what makes people keep coming. It's what makes people keep coming.

Mark Rippetoe: [00:51:32] It's not just the training. It's the fact that they're enjoying their training at a level.

Grant Broggi: [00:51:37] In person.

Mark Rippetoe: [00:51:38] A level over and above that physical aspect of the training. They're there they they meet people they respect and admire and share things with. And and this is a terribly important part of every functioning gym including Wichita Falls Athletic Club and all the affiliate gyms work the same way. And we've got some just damn good affiliate gyms.

Mark Rippetoe: [00:52:05] When we first rolled out this this idea back in April of 2017 there was a lot of... 2018 was it 18, 2018. There was a lot of lot of panic on the part of some people that you know because for one reason or another they didn't feel like they'd been involved in the development of this although it's you know we told everybody everything they needed to know as soon as we could.

Mark Rippetoe: [00:52:37] And people reacted negatively until they realized one day that we were not going to remove the affiliate program from anybody. Hell, we can't.

Grant Broggi: [00:52:47] It actually got way better.

Mark Rippetoe: [00:52:49] It got better. It's expanded since then. In fact it's expanded by four or five new gyms. And we have to have these affiliates because sixteen hundred square foot franchise gyms which cannot close on Saturday is not going to be a place we can use as a venue for a Starting Strength Seminar. We have to have some places to do these. We have to be able to travel around and put seminars on in bigger affiliate gyms and the affiliate program is never going to go away. What we hope will be the case is that both programs grow. And that's what we need to do. What we have to have happen, what we're working toward all the time.

Grant Broggi: [00:53:36] It's happening right now.

Mark Rippetoe: [00:53:37] Yes. So what do you got going on at the Strength Co right now?

Grant Broggi: [00:53:42] As it's as the gym's growing and get bigger and bigger. I'm one person. I need more coaches. So I have I just hired my seventh last week. And it's

been great with the Starting Strength Coach Development Program for me at the Strength Co. BBecause now I don't have to sit down and tell people look at this portion of the book, go read this.

Grant Broggi: [00:54:04] They want to be coaches right. What I give them is in person, in the room, I'm training you how to coach. Right. You're responsible for the theory. Oh by the way you're. You do the Starting Strength Coach Development program so you're gonna get all that. You're going to meet all the coaches. So as I grow, I mean, that's what I need is coaches.

Grant Broggi: [00:54:23] So the... Mike you know became working for us for a year, became a Starting Strength Coach. I'll have two that will test out this August. You know. So it it takes time, but it's much faster because these coaches are seeing a wide variety of issues. Even me, what did I coach? 18 to 22 year old Marines for years. Right. And then I got my first sixty year old woman right. Or the guy with drop foot or whatever it is. Whole different deal.

Mark Rippetoe: [00:54:48] Whole different deal. But the same program applies.

Grant Broggi: [00:54:52] The same program applies. But now this coach that's learning to be a coach is in the gym for six hours a day in every group of seven, has a different person.

Mark Rippetoe: [00:55:02] Broad demographic. Yes.

Grant Broggi: [00:55:04] And so you can make it, you can create a coach faster. So right.

Mark Rippetoe: [00:55:09] And you can get some stuff done with looking at videos online. I mean our technique forum on the on the on the web site StartingStrength.com forums technique exposes... You know we put those videos up for everybody to look at and you can get quite a bit done just looking at videos, especially if you're you're comparing what you see to the corrections comments that come from more experienced people in the thread. But there is nothing that is capable of substituting for you standing there, moving in a circle around the person.

Grant Broggi: [00:55:46] Moving the person.

Mark Rippetoe: [00:55:48] Talking to the person. Watching your corrections at least be attempted to be incorporated into the next rep. That that there's no substitute.

Grant Broggi: [00:56:00] Or during.

Grant Broggi: [00:56:00] I mean everyone that comes in and does our intro to barbells course where we teach you three of the four lifts. Most of them or a lot of them have heard of Starting Strength and they "Hey I've been doing this a month." I used to say, "Hey go ahead squat like you usually do." Right. Now I just start start from scratch.

Grant Broggi: [00:56:18] And every one of them says... two minutes every one, two minutes of pain and misery.... every one of them says, "I watched all the videos. I thought I was doing this right."

Grant Broggi: [00:56:28] So until you have it in person and then in the group setting they're getting coaches oh in between sets. Now I'm watching Ricky squat right. Right. And I'm the. Oh I see what he's trying to fix or whatever it is.

Mark Rippetoe: [00:56:39] Right. Right. Exactly we you know everybody that comes to the seminar has seen the videos. They've read the books. Most of them have read books. But they've seen the videos or are at least aware of some aspects of what we're going to be showing them Saturday morning. And by the time we get to the second set, around to the second set of squats on Saturday morning we see the same exact thing. That these people have seen videos and every one of them is still doing it wrong.

Mark Rippetoe: [00:57:11] And you can type until you're purple in the face and people will not incorporate these things until you mash them into a position.

Grant Broggi: [00:57:23] Mash mash mash.

Mark Rippetoe: [00:57:25] Into a position that they are reluctant to occupy until you mash them into that position and demonstrate to them firsthand that this way works better. All right. So yeah there's no substitute for hands on stuff.

Grant Broggi: [00:57:41] So you're coming to California for Horn's seminar. How about the Monday after, 45 minutes down to Orange County. I'll prepare you some Gulf shrimp, bring you to the gym, meet the great people of the Strength Co. Say hello.

Mark Rippetoe: [00:57:55] We'll talk about it.

Grant Broggi: [00:57:56] All right. All right. Sounds like you're in.

Mark Rippetoe: [00:57:58] Well it requires that I stay in California and extra day.

Grant Broggi: [00:58:02] An extra day. Just leave the seminar Sunday and come down.

Mark Rippetoe: [00:58:05] As you know. I don't like California.

Grant Broggi: [00:58:07] Gulf shrimp... in California.

Mark Rippetoe: [00:58:10] Oh what a treat.

Grant Broggi: [00:58:11] What a treat.

Mark Rippetoe: [00:58:11] Not Gulf shrimp in the Gulf.

Grant Broggi: [00:58:13] And I'll show you a Howitzer. I'll show you howitzer...

Mark Rippetoe: [00:58:15] Well that might get me down.

Grant Broggi: [00:58:15] There we go. Ok howitzer. We'll shoot Gulf shrimp with howitzers. There we go. From the gym.

Mark Rippetoe: [00:58:24] Talk about destruction.

Grant Broggi: [00:58:26] Yeah, there we go. Conglomerate.

Mark Rippetoe: [00:58:31] Grant, thanks for being here, man. Enjoyed it.

Grant Broggi: [00:58:33] Thanks for having me.

Mark Rippetoe: [00:58:34] Thank you guys for watching.