

# LONG TERM ATHLETIC DEVELOPMENT PROGRAM (LTADP)

Insight Strength and Performance

[www.insightsp.ca](http://www.insightsp.ca)

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## UNLEASH YOUR POTENTIAL

Develop using the latest strength strategies combined with field-tested training to perform when it matters most — now backed by professional-grade athlete management technology used by elite collegiate and professional programs across North America.

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## THE INSIGHT ADVANTAGE

### PHASE 1: MOBILITY & MOVEMENT MASTERY

**Build a solid foundation.**

- Optimize joint mobility
- Prevent injuries
- Establish efficient movement patterns

### PHASE 2: HYPERTROPHY & STRENGTH BUILDING

- Develop muscle mass crucial for peak performance (without the bulky bodybuilding approach)
- Focus on functional strength gains specific to football

### **PHASE 3: POWER EXPLOSION**

**Harness your newly built muscle mass.**

- Increase intensity with powerlifting movements (squat, bench, deadlift) and their variations
- Maximize your explosive power

### **PHASE 4: OLYMPIC LIFTING AND AGILITY**

**Prepare for game day.**

- Positional drills, ballistic movements (tire flips, sled pushes, etc.), and Olympic lifts combine to mimic the demands of the field
- Implement a strategic, tiered-recovery system to enhance performance and prevent burnout

### **PHASE 5: ATHLETIC PERFORMANCE PEAK**

**Fine-tune and perform.**

- Field-specific drills and movements designed to translate directly to game situations
- Peak training loads calibrated to your competition schedule

### **PHASE 6: DOMINATE**

**Step on the field ready.** Everything you've built comes together — strength, speed, power, and confidence.

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## **YOUR TRAINING, IN YOUR HANDS**

Every athlete enrolled in the LTADP receives access to our professional-grade athlete management platform — the same calibre of performance technology trusted by NCAA programs, professional teams, and elite training facilities worldwide.

### **What This Means for Your Training:**

#### **Personalized Programming — Delivered to Your Phone**

- Access your individualized training program through a dedicated mobile app (iOS and Android)
- View exercise demonstrations with video to ensure proper form between sessions
- Log your lifts, track your reps, and record your progress in real time

#### **Performance Tracking and Progress Monitoring**

- Track personal records, one-rep maxes, and training volume over time
- Monitor your development across every phase of the LTADP
- Visual dashboards that show exactly how far you've come

#### **Athlete Readiness and Wellness**

- Complete readiness questionnaires so your coach can adjust training based on how you're feeling
- Track wellness, soreness, and recovery to keep you training smart — not just hard
- Prevent overtraining and burnout with data-driven adjustments

#### **Direct Coach Communication**

- Stay connected with your coaching staff through the platform
- Receive feedback, program updates, and session notes directly in the app

## WHY INSIGHT?

### Safety First — Every Session

- Movement quality and strength development to reduce injuries
- Technique mastery over intensity

### Proven Results — On the Field

- Training adapted to your age and development stage
- Skill development that translates to game situations

### Professional-Grade Technology

- Athlete management platform access included with your enrollment
- The same calibre of tools used by professional teams, now in the hands of your athlete



### Group Training

- Individual attention
- Faster progress
- Peer learning
- Safety focus

### Every-Day Drills

- Position specific
- Muscle memory
- Game situations

**DON'T JUST BE STRONGER... BE BETTER!**

## INVEST IN EXCELLENCE

Choose the training plan that fits your athlete's goals and schedule. Every plan includes full access to our athlete management platform, individualized programming, and coach-supervised sessions.

Plan	What You Get	Monthly Rate
<b>Elite Performance</b>	12 sessions/month — In Person	\$300/month
<b>Hybrid Premium</b>	2 sessions/week — In Person	\$250/month
<b>Hybrid Basic</b>	1 session/week — In Person	\$200/month
<b>Online</b>	3 sessions/week — Online	\$150/month

All rates are in Canadian Dollars (CAD) and subject to applicable taxes.

### Locations:

1. The Lab— Bedford Place Mall
2. Chain Lake Sports Field — 531 Crown Dr

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## COMMITMENT TO DEVELOPMENT

All athletes enrolling in the LTADP will be asked to sign a **Player & Parent/Guardian Training Services Agreement** outlining the commitment between the athlete, their family, and Insight Strength and Performance. This agreement covers:

- **Monthly training plan commitment** — A fixed monthly rate based on your selected plan, paid regardless of attendance. This structure keeps your athlete on pace and ensures we can maintain the coaching staff, facilities, and technology your athlete relies on. The benefits of training do not come from lack of attendance.
- **Flexible plan options** — Choose from Elite Performance, Hybrid Premium, Hybrid Basic, or Online plans to match your athlete's needs and schedule.
- **Cancellation and pause policies** — 30 days' written notice to cancel. Structured pause options are available for medical situations, extended travel, or exceptional circumstances — because life happens, and we've built flexibility into the program.

- **Program expectations** — Clear guidelines on what we expect from athletes and parents, and what you can expect from us, including a Code of Conduct, medical disclosure, and session scheduling.

This agreement exists to protect both our athletes and our program. Development doesn't come from sporadic attendance — it comes from commitment. The contract ensures every athlete stays on track and every family understands the investment they're making in their athlete's future.

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### **YOUR ATHLETE'S FUTURE STARTS WITH ONE DECISION...**

The decision to train with purpose, science, and excellence — backed by professional technology and a commitment to getting better every day.



INSIGHT