HIGH PERFORMANCE FOUNDER / FOUNDER TRAINING

FREE RESOURCE · FIVE

THE 5-EXERCISE FOUNDER PLAN

Free 2-day and 3-day programs built on the only 5 movement patterns you need. Gym and home versions. 30 to 45 minutes a session.

- 5-MOVEMENT CHEAT SHEET
- 2-DAY + 3-DAY GYM PROGRAMS
- 2-DAY + 3-DAY HOME PROGRAMS
- PROGRESSION RULES + 4-WEEK LOG



DAN GO

#1 FITNESS COACH FOR FOUNDERS, EXECS & HIGH-PERFORMERS

START HERE

TRAIN HARD. NOT LONG.

Most founders I talk to think getting in shape means 6 days a week and 90-minute sessions. It doesn't. You need a few basic movements, done well, done hard, repeated every week.

I've spent the last few years testing a minimum-effective-dose approach on myself and with clients. I train 30 to 40 minutes, three days a week. Two hard sets per exercise, close to failure, every major muscle hit twice a week. I've hit PRs on my main lifts doing less, and my body actually feels good walking into every session.

This plan is built on that idea. Five movement patterns. Pick 2 or 3 days. Pick gym or home. Repeat the basics and get stronger.

PICK YOUR PLAN

	GYM	HOME (DUMBBELLS + BODYWEIGHT)
2 days / week Slammed calendar, travel-heavy, or brand new	2-Day Gym Program (page 5)	2-Day Home Program (page 7)
3 days / week Can protect 3 slots on the calendar	3-Day Gym Program (page 6)	3-Day Home Program (page 8)

Not sure? Start with 2 days. Two sessions you actually do beat three you skip. When 2 days feels automatic for a month, move up to 3.

ABOUT DAN GO

I help high-achieving business owners, founders and executives get in shape in a way that fits their lifestyle. I spent 15 years coaching thousands of clients while growing one of the highest-rated gyms in Canada. In 2018, I left the gym world to focus on the patterns I saw in entrepreneurs that actually got long-term results. Since then I've helped over 1,000 entrepreneurs lose weight, increase energy and feel more confident in their bodies through proven systems and high amounts of accountability.

> **Before you start:** Consult your doctor before starting any new exercise or nutrition program, especially if you have a medical condition, an injury, or take medication. This guide is for education, not medical advice. Stop any exercise that causes pain.

THE CHEAT SHEET

THE ONLY 5 PATTERNS YOU NEED

Train movement patterns, not isolated body parts. Every program in this guide is these five, arranged differently. Choose a pain-free variation you can load and progress.

PATTERN	WHAT IT TRAINS	GYM OPTIONS	HOME OPTIONS
01 Squat	Quads / glutes	Goblet squat, DB front squat, leg press	Goblet squat, bodyweight box squat, reverse lunge
02 Bend (hinge)	Hamstrings / glutes	DB Romanian deadlift, cable pull-through, hip thrust	DB RDL, kettlebell deadlift, glute bridge, DB sumo deadlift
03 Press	Chest / shoulders / triceps	DB bench press, machine chest press, DB shoulder press, landmine press	Push-up / incline push-up, DB floor press, DB overhead press
04 Pull	Back / biceps	Lat pulldown, seated cable row, chest-supported row, assisted pull-up	One-arm DB row, chest-supported DB row (on a bench or incline)
05 Core	Trunk strength	Pallof press, dead bug, side plank, farmer carry	Dead bug, side plank, reverse crunch, farmer carry

PICK ONE PRESS PER SESSION

Rotate between a horizontal press (bench, push-up) and an overhead press across the week.

ROW AND PULLDOWN BOTH

Include a row and a vertical pull over the week so your back gets hit from both angles.

CORE IS TRAINING, NOT ABS

Train your trunk to brace and resist rotation. Visible abs depend on body fat, which comes from your nutrition.

PAIN-FREE BEATS "BEST"

There's no perfect exercise. Pick the variation that feels good on your joints and that you can add weight or reps to.

THE RULES

HOW EVERY SESSION WORKS

The exercises matter less than how you do them. Read this once, then follow it every session.

1. WARM UP 5 MINUTES

Brisk walk, bike or rower, then 1 to 2 lighter ramp-up sets of your first exercise.

2. LEAVE 1 TO 3 REPS IN THE TANK

Every work set should be hard. Stop when you have 1 to 3 good reps left. Never grind through broken form.

3. REST WITH PURPOSE

Big lifts (squat, hinge): 2 to 3 min. Press, pull, core: 60 to 90 sec. Short on time? Superset a press with a pull and rest 60 to 90 sec after the pair.

4. RECOVER BETWEEN DAYS

Leave at least one rest day between sessions. Mon/Thu for 2 days. Mon/Wed/Fri for 3 days. That's when your muscles repair and grow.

THE SUPERSET SHORTCUT

Traditional training has you do a set and stand around for 2 to 3 minutes. The superset method pairs non-competing exercises back to back. While one muscle works, the other recovers.

PAIR	DO THIS
A	Squat pattern → Press. Rest 60–90 sec. Repeat for all sets.
B	Hinge pattern → Pull. Rest 60–90 sec. Repeat for all sets.
C	Core on its own, or paired with a carry.

One study found supersets cut workout time by 40% with no difference in muscle activation or performance. For busy founders, that's the ultimate efficiency hack.

> **Good form first.** Especially over 35. Every progression in this plan assumes clean reps through a full, controlled range of motion.

PROGRAM 1 · GYM

2-DAY GYM PROGRAM

Alternate Day A and Day B with at least one recovery day between. Start with a 5-minute warm-up. About 40 to 45 minutes.

DAY A E.G. MONDAY

#	EXERCISE	SETS × REPS	REST	SWAP
1	**Leg press**	**3 × 8–12**	2 min	Goblet squat
2	**DB Romanian deadlift**	**3 × 8–12**	2 min	Cable pull-through
3	**DB bench press**	**3 × 8–12**	90 sec	Machine chest press
4	**Seated cable row**	**3 × 8–12**	90 sec	Chest-supported row
5	**Plank**	**2 × 30–45 sec**	60 sec	Dead bug 2 × 10

DAY B E.G. THURSDAY

#	EXERCISE	SETS × REPS	REST	SWAP
1	**Goblet squat**	**3 × 8–12**	2 min	DB front squat
2	**Hip thrust**	**3 × 10–12**	2 min	Glute bridge
3	**DB shoulder press**	**3 × 8–12**	90 sec	Landmine press
4	**Lat pulldown**	**3 × 8–12**	90 sec	Assisted pull-up
5	**Pallof press**	**2 × 10 / side**	60 sec	Side plank 2 × 30 sec

Short on time? Superset exercises 3 + 4 and rest 60–90 sec after each pair. You'll save about 8 minutes.

PROGRAM 2 · GYM

3-DAY GYM PROGRAM

Monday / Wednesday / Friday (or any 3 non-consecutive days). Two hard sets per exercise, taken close to failure. The 2-set approach I use myself: 30 to 40 minutes.

DAY A MON

#	EXERCISE	SETS × REPS	REST	SWAP
1	**Leg press**	**2 × 8–12**	2–3 min	Goblet squat
2	**Romanian deadlift**	**2 × 8–12**	2–3 min	DB RDL
3	**DB bench press**	**2 × 8–12**	2 min	Machine press
4	**Cable row**	**2 × 8–12**	2 min	Chest-supported row
5	**Dead bug**	**2 × 10**	60 sec	Reverse crunch

DAY B WED

#	EXERCISE	SETS × REPS	REST	SWAP
1	**Goblet squat**	**2 × 8–12**	2–3 min	DB front squat
2	**Hip thrust**	**2 × 10–12**	2–3 min	Glute bridge
3	**DB shoulder press**	**2 × 8–12**	2 min	Landmine press
4	**Lat pulldown**	**2 × 8–12**	2 min	Assisted pull-up
5	**Side plank**	**2 × 30 sec / side**	60 sec	Pallof press

DAY C FRI

#	EXERCISE	SETS × REPS	REST	SWAP
1	**Reverse lunge**	**2 × 8 / side**	2 min	Split squat
2	**DB deadlift**	**2 × 8–12**	2–3 min	Kettlebell deadlift
3	**Incline push-up**	**2 × 8–15**	90 sec	Push-up
4	**Chest-supported row**	**2 × 8–12**	2 min	One-arm DB row
5	**Farmer carry**	**2 × 40 sec**	60 sec	Suitcase carry

> **Two sets, done right.** Most of the benefit comes from the first few hard sets. Make both count.

PROGRAM 3 · HOME

2-DAY HOME PROGRAM

All you need is a set of dumbbells and some floor space. Alternate Day A and Day B with a recovery day between. About 35 to 40 minutes.

DAY A E.G. TUESDAY

#	EXERCISE	SETS × REPS	REST	SWAP
1	**Goblet squat**	**3 × 8–12**	2 min	Bodyweight box squat
2	**DB Romanian deadlift**	**3 × 8–12**	2 min	Glute bridge
3	**Push-up**	**3 × 6–15**	90 sec	Incline push-up (hands on couch)
4	**One-arm DB row**	**3 × 10 / side**	90 sec	Chest-supported DB row
5	**Dead bug**	**2 × 10**	60 sec	Reverse crunch

DAY B E.G. FRIDAY

#	EXERCISE	SETS × REPS	REST	SWAP
1	**Reverse lunge**	**3 × 8 / side**	2 min	Split squat
2	**Glute bridge**	**3 × 12–15**	90 sec	DB hip thrust off couch
3	**DB overhead press**	**3 × 8–12**	90 sec	Pike push-up
4	**DB row (both arms)**	**3 × 8–12**	90 sec	One-arm DB row
5	**Side plank**	**2 × 30 sec / side**	60 sec	Farmer carry

> **No dumbbells yet?** Do every exercise with bodyweight and slow the lowering phase to 3 seconds. Push the reps toward the top of the range.

PROGRAM 4 · HOME

3-DAY HOME PROGRAM

Dumbbells + bodyweight, three non-consecutive days. Two sets per exercise. Stop with 1–3 good reps in reserve; don't train to form failure.

DAY A MON

#	EXERCISE	SETS × REPS	REST	SWAP
1	**Goblet squat**	**2 × 10**	2 min	Box squat
2	**DB Romanian deadlift**	**2 × 10**	2 min	DB sumo deadlift
3	**DB floor press**	**2 × 10**	90 sec	Push-up
4	**DB row**	**2 × 10**	90 sec	One-arm DB row
5	**Dead bug**	**2 × 10**	60 sec	Reverse crunch

DAY B WED

#	EXERCISE	SETS × REPS	REST	SWAP
1	**Reverse lunge**	**2 × 8 / side**	2 min	Step-up
2	**Glute bridge**	**2 × 12**	90 sec	Single-leg glute bridge
3	**DB overhead press**	**2 × 10**	90 sec	Pike push-up
4	**DB row**	**2 × 10**	90 sec	Chest-supported DB row
5	**Side plank**	**2 × 30 sec / side**	60 sec	Dead bug

DAY C FRI

#	EXERCISE	SETS × REPS	REST	SWAP
1	**Split squat**	**2 × 8 / side**	2 min	Reverse lunge
2	**DB Romanian deadlift**	**2 × 10**	2 min	Glute bridge
3	**Push-up**	**2 × AMRAP***	90 sec	Incline push-up
4	**DB row**	**2 × 10**	90 sec	One-arm DB row
5	**Farmer carry**	**2 × 40 sec**	60 sec	Suitcase carry

*AMRAP = as many good reps as possible, stopping 1–3 reps before your form breaks. Write the number down and beat it next week.

PROGRESSION

SAME PATTERN. MORE PROGRESS.

If you don't force a muscle to do more than it's used to, it has no reason to change. That's progressive overload, and it's the whole game.

THE DOUBLE-PROGRESSION RULE

HIT THE TOP OF THE RANGE?

All sets at the top of the rep range with good form? Add a small amount of weight next session.

STUCK AT THE BOTTOM?

Keep the weight and chase one more rep next time. Reps first, then weight.

Example: goblet squat 20 lb × 8 → × 10 → × 12 → 25 lb × 8.

YOUR 12-WEEK ROADMAP

WEEKS	FOCUS
1–4	Learn the technique. Record sets, reps and load every session.
5–8	Add reps before adding weight.
9–12	Increase load when all sets reach the top of the rep range. Swap an exercise only if it helps (joint comfort, boredom, equipment), not automatically.

OUT OF WEIGHT AT HOME? 6 OTHER WAYS TO DO MORE

1. Same weight with a bigger range of motion (deeper squat, deficit push-up).
2. Same weight and reps with less rest between sets.
3. Same weight with better form, more control, and a slower 3-second lowering.
4. More work in the same amount of time.
5. The same work in less time.
6. Train the same workout more often across the week (2 days → 3 days).

Adapted from my Top 12 Ways to Use Progressive Overload. All of these assume good form.

PRINTABLE LOG

4-WEEK TRAINING LOG

What gets measured gets managed. Write the weight × reps of your best set for each pattern, every week. Print one per program.

My program: _____ My training days: _____

EXERCISE (YOUR PICK)	WK 1	WK 2	WK 3	WK 4
Squat: _____				
Hinge: _____				
Press: _____				
Pull: _____				
Core: _____				
Extra: _____				

SESSION CHECK-OFF

	SESSION 1	SESSION 2	SESSION 3	WALK 7K+ STEPS (DAYS)	SLEEP 7H+ (NIGHTS)
Week 1					
Week 2					
Week 3					
Week 4					

Tip: log as you go, between sets. Written as weight × reps, e.g. 35 × 10.

YOUR NEXT STEP

YOU HAVE THE PLAN. NOW RUN IT.

Here's the whole thing on one page:

- **5 patterns:** squat, bend, press, pull, core.
- **2 or 3 days a week**, at least one rest day between sessions.
- **Hard sets:** stop 1–3 reps short of failure, good form every rep.
- **Progress:** reps first, then weight. Log every session.
- **Walk daily** and sleep 7+ hours. Recovery is where the change happens.

Systems beat motivation. Pick your days, put them in your calendar like a board meeting, and track every session. What gets measured gets managed.

Want a coach to build this around your schedule? Reply to the DM and we'll set up a quick call.

On the call we'll look at where you are, where you want to be, and what a plan built around your calendar, travel and family would look like. No pressure. Just clarity.

Onward and upward,
— Dan

Consult your doctor before starting any new exercise or nutrition program, especially if you have a medical condition, an injury, or take medication. This guide is for education, not medical advice. Stop any exercise that causes pain.