

TIER 03 · HEALTH ADVISORY BOARD

Tier 03 · Eric Cressey

Strength Longevity for High-Output Professionals: How Elite Sport Trains for Durability

Strength is not just about getting stronger today — it's about staying strong for forty more years. Drawing on his work with elite professional athletes, Cressey lays out the strength-longevity framework that protects high-output careers from the slow erosion of compounding training mistakes.

KEY TAKEAWAYS

- 01** Why most strength training plateaus by 35 — and what to change
- 02** The four pillars of strength longevity: power, structural balance, mobility, recovery
- 03** Periodization for non-athletes: borrowing from elite sport without burning out
- 04** The most common training mistakes that compound over decades
- 05** Why 'maintenance' is the wrong frame — and what 'progressive durability' means instead
- 06** How leaders can model long-term-thinking for their organizations through their own training

AUDIENCE

Executive cohorts, founders, leadership development programs, audiences in their late 30s and beyond.

FORMATS

- 45-min keynote
- 60-min keynote + Q&A
- Executive off-site keynote

SAMPLE AGENDA

- 0–10 min — The 40-year strength horizon
- 10–30 min — The four pillars
- 30–50 min — Periodization for non-athletes
- 50–70 min — Compounding training mistakes
- 70–80 min — Q&A

SLIDE OUTLINE

- Slide 1 — Strength as a 40-year question
- Slide 2 — Why training plateaus by 35
- Slide 3 — The four pillars of strength longevity
- Slide 4 — Periodization without burning out
- Slide 5 — The compounding mistakes

Slide 6 — Progressive durability vs maintenance
Slide 7 — Modeling long-term thinking through training

SPEAKER POOL

Eric Cressey.