

SOLO SIXTY
RY SQUARE

YOUR BODY IS A BUSINESS ASSET.

A framework for executives who understand
that physical capacity is a strategic advantage.

SOLO 60 · PRIVATE STUDIO · CITY OF LONDON

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THE OPERATING SYSTEM NOBODY AUDITS.

Most founders conduct quarterly audits of their business. They scrutinise margins, pipeline, burn rate, and team performance. They do not audit the system running all of it.

THE SUBSTRATE

Your body is not separate from your business. It is the substrate on which every decision, relationship, and strategic insight depends. Cognitive sharpness, emotional regulation, stress tolerance, and sustained energy across a sixteen-hour day are physiological outputs, not personality traits.

WHAT THE DURABLE ONES SHARE

The executives who sustain peak performance over decades share one thing: they treat physical capability as a strategic priority, not a personal indulgence.

WHAT FOLLOWS

A framework built from the same rigour you apply to your business. No generic advice. Assessment, structure, and data — the three inputs your body has been missing.

You cannot manage what you have not measured.

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WHICH PATTERN ARE YOU?

Most high-performing professionals fall into one of three body composition patterns. Each responds to a different intervention. Identifying yours is the single highest-leverage diagnostic step — and one you cannot do with a bathroom scale.

01 THE STRESS ACCUMULATOR

Elevated readings at the umbilical and mid-axillary sites. Trunk fat driven by chronically elevated cortisol. Often relatively lean limbs with a midsection that will not shift despite consistent training. The problem is hormonal, not caloric. Intervention prioritises sleep architecture and cortisol load before any increase in deficit.

02 THE INSULIN RESPONDER

Elevated suprailiac and subscapular sites. Driven by declining insulin sensitivity — common in high-carbohydrate corporate diets combined with sedentary work. Responds to dietary timing and carbohydrate periodisation. Intervention centres on nutrient timing and resistance training prioritised over cardio.

03 THE HORMONAL PLATEAU

Elevated quad and pectoral sites alongside declining strength despite consistent training. Often indicates testosterone suppression from chronic overtraining, poor sleep, or age-related decline. Intervention begins with a training deload, sleep optimisation, and a referral for hormone panel bloodwork.

THE LIMIT OF A PDF

You can read the descriptions. You cannot run the 12-site assessment on yourself.

EXECUTIVE BENCHMARKS.

The ranges that correlate with sustained cognitive performance, hormonal health, and physical durability across decades. They are not aesthetic targets. They are functional ones.

MEN

AGE	OPTIMAL BF%	LEAN MASS INDEX	WAIST-HIP RATIO
25-34	10-15%	18.5-22.0	< 0.90
35-44	12-18%	18.0-21.5	< 0.92
45-54	14-20%	17.5-21.0	< 0.95
55+	15-22%	17.0-20.5	< 0.97

WOMEN

AGE	OPTIMAL BF%	LEAN MASS INDEX	WAIST-HIP RATIO
25-34	18-24%	14.5-17.5	< 0.80
35-44	20-26%	14.0-17.0	< 0.82
45-54	22-28%	13.5-16.5	< 0.85
55+	23-30%	13.0-16.0	< 0.88

OPTIMAL BF%

The range where testosterone, cognitive function, and metabolic health markers are simultaneously optimised. Below this requires trade-offs incompatible with executive performance.

LEAN MASS INDEX

Lean body mass (kg) divided by height (m) squared. More useful than BMI because it measures what you want more of. Below the lower bound indicates under-muscle for your frame.

WAIST-HIP RATIO

The single strongest predictor of cardiovascular and metabolic risk. More predictive than BMI, body fat percentage, or weight alone. This one you can measure at home — the other two need a trained assessor with callipers.



YOU CANNOT MANAGE WHAT YOU HAVE NOT MEASURED.

The framework that follows is built on measurement: a 12-site baseline, tracked over time, read against executive benchmarks.

STANDARD METRICS FAIL YOU.

You already know your weight. It is telling you almost nothing.

WEIGHT

Weight fluctuates by 2–3 kg daily on hydration, food volume, and stress hormones alone. Two people at the same weight can have body compositions so different that one is metabolically healthy and the other is clinically at risk.

BMI

Designed in the 1800s as a population-level statistical tool, not a clinical assessment for individuals. It cannot account for muscle mass, bone density, hormonal status, or fat distribution. For anyone with a serious training history, BMI is actively misleading.

WHAT ACTUALLY MATTERS

How much of your weight is metabolically active muscle versus stored fat — and where that fat sits. Visceral fat around the organs carries fundamentally different health implications than subcutaneous fat at the limbs.

THE REQUIREMENT

A baseline, tracked over time, with enough granularity to see what is changing and why. That is a 12-site skinfold assessment, not a set of bathroom scales.

THE THREE-LAYER FRAMEWORK.

Effective body composition work operates on three levels at once. Addressing one without the others produces temporary results at best.

01 / MOVEMENT FOUNDATION 02 / LIFESTYLE INPUTS

Before any loading protocol begins, movement quality is assessed. Joint-by-joint evaluation identifies restrictions, compensations and asymmetries that would otherwise be trained into dysfunction. You cannot build a high-performing physique on a compromised foundation.

Training stress is only one variable. Sleep quality, cortisol load, travel patterns, alcohol consumption and nutritional consistency all directly affect the outcome. A programme that ignores these will fail regardless of how well the sessions are designed.

03 / DATA-LED TRACKING

The 12-site skinfold protocol produces age-corrected body fat percentage and tracks individual site changes over time. That reveals whether fat is being redistributed — a hormonal signal — or genuinely reduced, and which sites are the priority for your profile.



FIG. 02 — MOVEMENT BEFORE LOAD

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THE 5-MINUTE READINESS SCORE.

Before you check your email, check your system. Five minutes, and a daily readiness score between 5 and 25. Use it to calibrate training intensity, your meeting schedule, and your decision-making capacity for the day.

SCORE EACH METRIC 1-5 (1 = WORST, 5 = BEST)

SLEEP QUALITY

Not duration — quality. Did you wake rested? 1 = broken sleep under five hours. 5 = uninterrupted, woke naturally.

☐☐☐☐☐

RESTING HEART RATE

Two fingers on your neck for 15 seconds before standing, multiplied by four. 1 = noticeably elevated from your norm. 5 = calm and consistent.

☐☐☐☐☐

APPETITE ON WAKING

Genuinely hungry within 30 minutes of waking, before caffeine? 1 = no appetite or nauseous. 5 = hungry and ready to eat.

☐☐☐☐☐

MOOD AND CLARITY

Before caffeine. Not whether you want to train — how clear is your thinking. 1 = foggy, irritable, unable to focus. 5 = sharp, calm, decisive.

☐☐☐☐☐

BODY COMFORT

Any new aches, stiffness or tightness beyond normal training soreness? 1 = sharp pain or significant restriction. 5 = moving freely, nothing unusual.

☐☐☐☐☐

INTERPRETING YOUR SCORE

- 20–25 Full capacity. Push hard. Test limits.
- 15–19 Good readiness. Train as programmed.
- 10–14 Compromised. Reduce load 20–30%. Movement quality focus.
- 5–9 Depleted. Mobility and walking only.



THE TRAVEL PROTOCOL.

Travel is the number one reason executive training programmes fail. Not because the client lacks discipline — because the programme lacks adaptability. A system that only works in a fully equipped gym is not a system. It is a dependency.

TIER 1 / HOTEL GYM

Most hotel gyms have dumbbells to 20–25 kg, a cable machine and a bench. Every exercise in your programme has a travel variant assigned before you leave. You do not improvise on the road.

TIER 2 / BODYWEIGHT

No equipment, room-based. The focus shifts to tempo and time under tension. A bodyweight Bulgarian split squat with a four-second eccentric produces more mechanical tension than a loaded squat at normal tempo. Sessions are 30–40 minutes, pre-programmed.

TIER 3 / RECOVERY

Red-eye flights, jet lag, back-to-back meetings. This is not a training day. Twenty minutes of mobility targeting hip flexors, thoracic spine and ankles. A 15-minute walk. Deliberate hydration.

NON-NEGOTIABLES ON THE ROAD

- Protein target stays the same regardless of location. The single variable that protects lean mass.
- Sleep takes priority over training. If you slept four hours, rest is the better investment.
- Hydration doubles on travel days. Cabin pressure dehydrates faster than most realise.

thewellness applies on the road exactly as at home. No ego adjustments.
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WHAT YOU ARE PROBABLY THINKING.

I do not have the time.

You do. You do not have the time to train inefficiently. A structured programme built around your actual schedule requires three sessions a week at 50–60 minutes. That is 2.5% of your waking hours. The executives who cannot find three hours a week are spending more than that recovering from the cost of not training — poor sleep, low energy, afternoon crashes, decisions made under fatigue. The programme does not ask you to find more time. It asks you to use a fraction of it with precision.

I have tried this before and it did not work.

That is likely true. It is also likely that what you tried was a generic programme delivered without assessment, without data, and without adjustment. If the programme was not built on your biomechanics, your stress profile and your schedule, it was not built for you. The failure was the system, not your discipline.

What makes this different from my current PT?

Three things. Every programme starts with a full biomechanical and body composition assessment, not a questionnaire. Programming is autoregulated to your actual recovery state every session, not fixed to a spreadsheet written weeks ago. Progress is measured on 12-site skinfold data, not a bathroom scale. If your current setup does all three, stay where you are.

I will start when things calm down.

They will not calm down. You know this. The founders and executives who build durable physical capacity do not do it during quiet periods. They do it because they recognise that their output depends on their operating system, and that waiting for a gap in the schedule is the same logic as waiting for the market to be perfect before investing.

The cost does not justify another experiment.

If the last three attempts cost you money and produced no measurable result, scepticism is rational. The difference is measurement. Within 6–8 weeks you will have two 12-site assessments showing exactly what changed, where, and by how much. If the data does not show meaningful progress, the programme is adjusted — or you walk away with hard numbers and a clear picture of your body that no previous provider gave you.

THE DISTINCTION

This is not a subscription to hope. It is an investment with a defined audit trail.



THE EXECUTIVE STANDARD.

What does optimal actually look like for a high-performing professional? 10–15% body fat for men, 18–24% for women. Below these ranges requires hormonal suppression, extreme dietary restriction and social disruption incompatible with executive performance. These ranges are the intersection of health markers, hormone levels and cognitive function.

MOVEMENT BEFORE LOAD

Every client begins with a full biomechanical screen. Training is built around what your body can do, not a generic template.

AUTOREGULATED INTENSITY DATA DRIVES DECISIONS

Sessions are calibrated to your actual recovery state. An executive travelling four days a week is not the same as that person rested at home. Loading accounts for this in real time.

12-site assessments every 6–8 weeks. Every programming decision is grounded in what the numbers show.



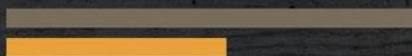
FIG. 03 — SOLO 60, CITY OF LONDON

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THREE CLIENTS. THREE PATTERNS.

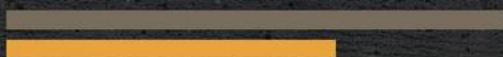
Three different professionals, three different starting points. All maintained full workloads throughout. None followed extreme diets.

26.2% → 14.0%



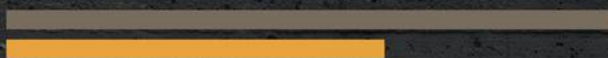
National Security Executive · 65+ hour weeks · on-call · Stress Accumulator. Lean mass 68.5 → 72.1 kg (+3.6 kg). Total weight change -8.4 kg — net muscle gain while in deficit. 16 weeks.

32.0% → 21.0%



Healthcare Professional · female, age 32 · 60-hour weeks · Insulin Responder. Lean mass 42.8 → 44.6 kg (+1.8 kg). Total fat loss -8.2 kg, lean mass preserved and gained. 16 weeks.

38.8% → 24.1%



Pharmaceutical Executive · female, age 50 · conference travel cycle · Hormonal Plateau. Lean mass 39.2 → 41.0 kg (+1.8 kg). Total fat loss -11.2 kg, lean mass gained through perimenopause. 24 weeks.

BODY FAT % · GREY = START · AMBER = RESULT

WHERE THE RESULTS CAME FROM

Accurate assessment, structured programming, and data-led adjustment. These are not genetic outliers. They are professionals who applied the same discipline to their physical capacity that they apply to their careers.

ALL RESULTS VERIFIED VIA 12-SITE SKINFOLD PROTOCOL. INDIVIDUAL OUTCOMES VARY.
CLIENT IDENTITIES ANONYMISED WITH PERMISSION.

YOUR EXECUTIVE BODY COMPOSITION REPORT.

Book your complimentary 60-minute assessment. You will leave with:

- Your exact body fat distribution across 12 sites.
- Your metabolic age against your chronological age.
- Which of the three executive patterns applies to you.
- Your readiness baseline and a personalised 90-day priority map.

The report is yours to keep regardless of whether we go on to work together.

BOOK YOUR ASSESSMENT.

Sixty minutes. Twelve sites. Private studio, City of London.

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