



DRIVN

POWERLIFTING COACHING

ATHLETE HANDBOOK

DRIVN Strength Coaching

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Foreword

— Welcome to **DRIVN Strength Coaching** —

This handbook has been created to give you a clear understanding of how we work, what we expect from our athletes, and how you can get the most out of your coaching experience.

At DRIVN, performance is the priority, but never at the expense of the person behind the athlete. We believe that long-term progress comes from intelligent training, honest communication, and an approach that respects both ambition and sustainability. Strength is built over time, through consistency, discipline, and trust in the process.

Our coaching is structured, intentional, and results-driven. At the same time, we recognize that every athlete is different, with individual goals, stressors, and responsibilities outside the gym. This handbook exists to align expectations, provide clarity, and create a strong foundation for productive collaboration.

By committing to DRIVN, you commit to showing up, communicating openly, and taking ownership of your development. In return, you can expect professional guidance, accountability, and support throughout your journey.

We're excited to be part of your progress.

Jochen Strubbe

Founder & Head Coach

DRIVN Strength Coaching

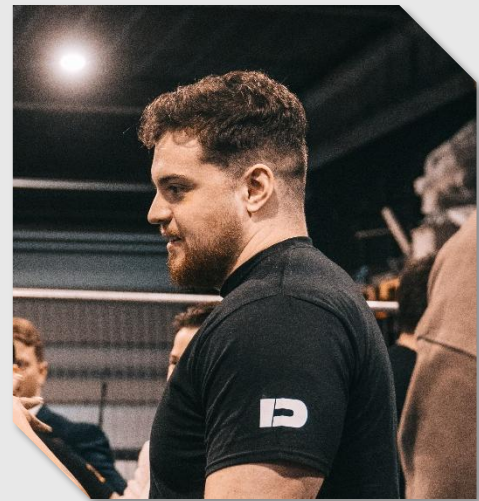
Who We Are

Jochen Strubbe

— Founder & Head Coach – DRIVN Strength Coaching

Jochen Strubbe is the founder and head coach of DRIVN Strength Coaching. He is an IPF-certified coach with over seven years of coaching experience at both national and international levels. Jochen holds a Bachelor's degree in **Rehabilitation Sciences** and combines a strong academic background with extensive hands-on coaching experience.

In addition to coaching, Jochen is an active international-level powerlifting athlete, allowing him to bridge the gap between theory and real-world performance. His coaching philosophy is built on consistency, intent, technical precision, and long-term athlete development.



Robin Neyt

— Certified Dietitian (BSc)

Robin Neyt is a certified dietitian with a Bachelor's degree in **Nutrition and Dietetics** and a Master's degree in **Biomedical Sciences**. He has over five years of practical experience working with athletes across all levels, from recreational lifters to high-performance competitors.

Robin specializes in performance nutrition, bodyweight management, and competition preparation. His approach emphasizes sustainability, evidence-based practice, and clear communication to support both health and performance outcomes.

Athlete Handbook

1. Coaching Philosophy

At DRIVN, we believe that **consistent effort and intent in training** are the foundations of progress.

Progress must be sustainable over the long term, and open, honest communication is essential to achieving it. Coaching is a partnership, where athlete and coach work together with shared responsibility, trust, and unwavering commitment to continuous improvement.

2. What Online Coaching Includes

Your coaching package includes:

- Individualized powerlifting programming
- Ongoing program adjustments
- Technical feedback
- Daily check-ins
- Availability on WhatsApp for questions 24/7
- Performance tracking
- Open-door policy: schedule a call whenever needed
- Comprehensive meet-day strategy
- In-person handling at national and international competitions
- DRIVN T-shirt

3. Onboarding Process

1. Complete the intake form
2. Submit lift videos
3. Submit previous programming if relevant
4. Program creation
5. Receive a Loom video with an in-depth explanation of the plan moving forward

4. Communication Guidelines

- Primary communication channel: WhatsApp
- Coach response time: 0 - 24 hours
- Athletes are expected to communicate and submit videos after every session

5. Training Expectations

Athletes are expected to:

- Follow the program as written
- Log all sessions accurately
- Respect prescribed RPEs and percentages
- Communicate missed sessions
- Avoid unnecessary exercise substitutions

6. Technique and Video Submissions

- Required lifts: Squat, Bench Press, Deadlift
- Clear camera angles and adequate lighting
- Film the top set and at least one back-down set
- Filming accessory movements is mandatory during the first two weeks; afterward it is optional but recommended
- Technical feedback must be applied in future sessions

7. Check-Ins and Progress Tracking

Consistent check-ins are used to assess:

- Recovery
- Performance trends
- Fatigue management
- Progression accuracy

Honest and clear feedback leads to better results.

8. Nutrition and Bodyweight

Nutrition coaching is offered as a **separate service**, and athletes remain fully responsible for their own adherence and consistency. Extreme or unsafe weight cuts are strongly discouraged, as long-term performance and health are always the priority.

For athletes competing in weight classes, honest and consistent communication is essential to ensure appropriate planning and responsible decision-making throughout the preparation process

What Online Nutrition Coaching Includes

Start

- Intake call
- Intake questionnaire

After Intake

- Nutritional plan based on needs, goals, lifestyle, and training
- Long-term planning aligned with competition schedules
- Guidance on supplement use
- Loom video with in-depth explanation of the nutrition plan

Follow-Up

- Weekly check-in video
- Ongoing adjustments as needed
- Availability on WhatsApp for questions 24/7
- Rapid weight-loss strategies when appropriate
- Meet-day nutrition planning (calls before and after competition)
- Guaranteed presence at national competitions for in-person guidance

9. Competition Preparation

Competition preparation includes:

- Meet-specific programming
- Appropriate peaking strategy
- Attempt selection call
- In-person handling at competitions

Athletes must inform the coach of competitions well in advance.

10. Recovery and Injury

Athletes are encouraged to:

- Prioritize sleep and recovery
- Aim for at least 7,000–8,000 steps per day
- Report pain early and communicate honestly
- Seek medical professionals for medical concerns

Pain Management – Stoplight System

Athletes must use the stoplight system when experiencing pain during training:

- **Red Light:** Pain increases with additional sets, repetitions, or load. Training must stop immediately.
- **Orange Light:** Pain is present but does not worsen. Training may continue with caution and, if necessary, reduced intensity.
- **Green Light:** No pain is present. Training may continue as planned.

11. Code of Conduct

Athletes must:

- Communicate respectfully
- Communicate honestly
- Follow programming as prescribed
- Represent DRIVN professionally

Failure to meet these standards may result in termination of coaching.

12. Payments and Policies

- Coaching is billed monthly
- Timely payments are required
- No refunds are provided for completed coaching periods

Final Word

Your journey with DRIVN Strength Coaching starts here, but the results are earned every day in the gym, on the platform, and in the choices you make outside of it. Strength, resilience, and progress are built through consistent effort, smart training, and unwavering commitment to the process.

At DRIVN, we push you to reach your full potential, but the true transformation comes from your dedication, mindset, and willingness to embrace challenges. Trust the process, follow the guidance, and never underestimate the power of consistency.



TRAIN WITH INTENT.
TRAIN WITH PURPOSE.
TRAIN DRIVN.