



Original Strength 2019

Market Research Q & A

FEBRUARY 26, 2019

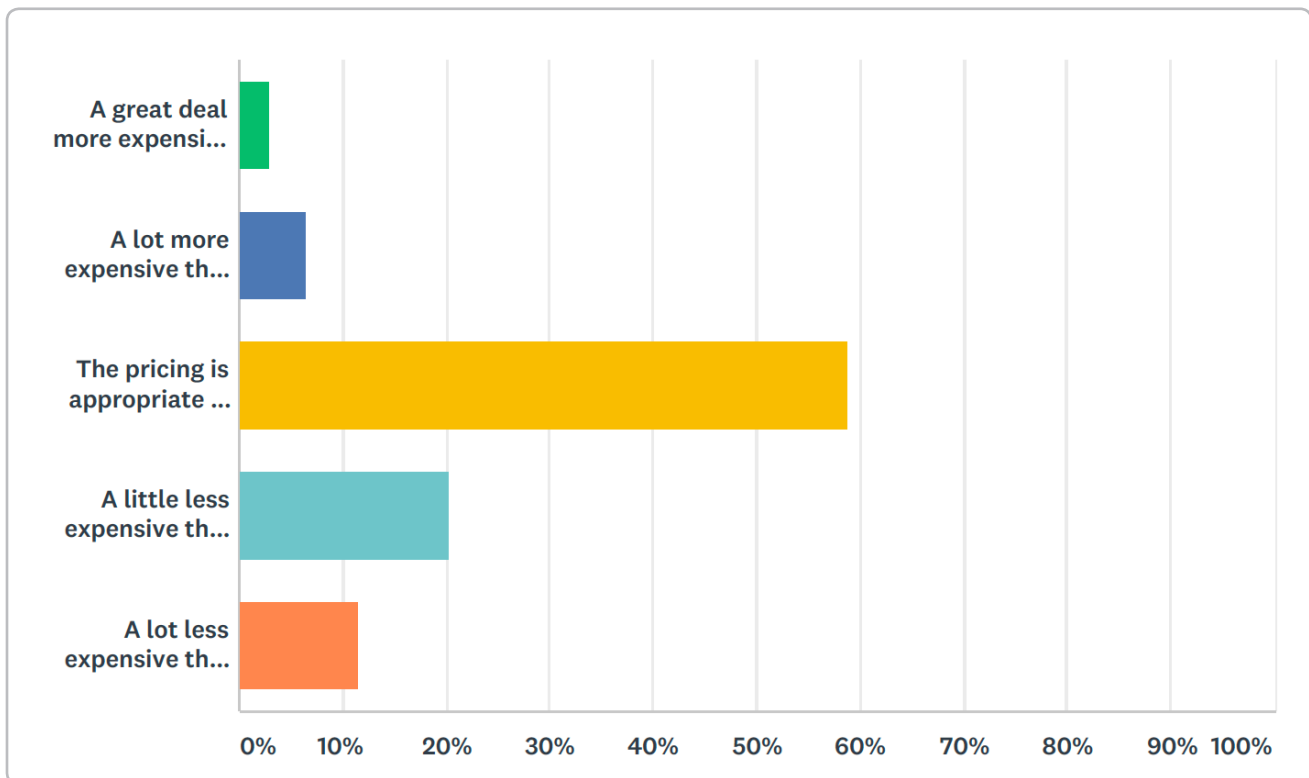
10 Key Questions
138 Total Responses

February 15 - February 25, 2019

Survey Response Summary

Key Question 1

Please rate the cost of Original Strength with respect to the cost of other professional certification programs.

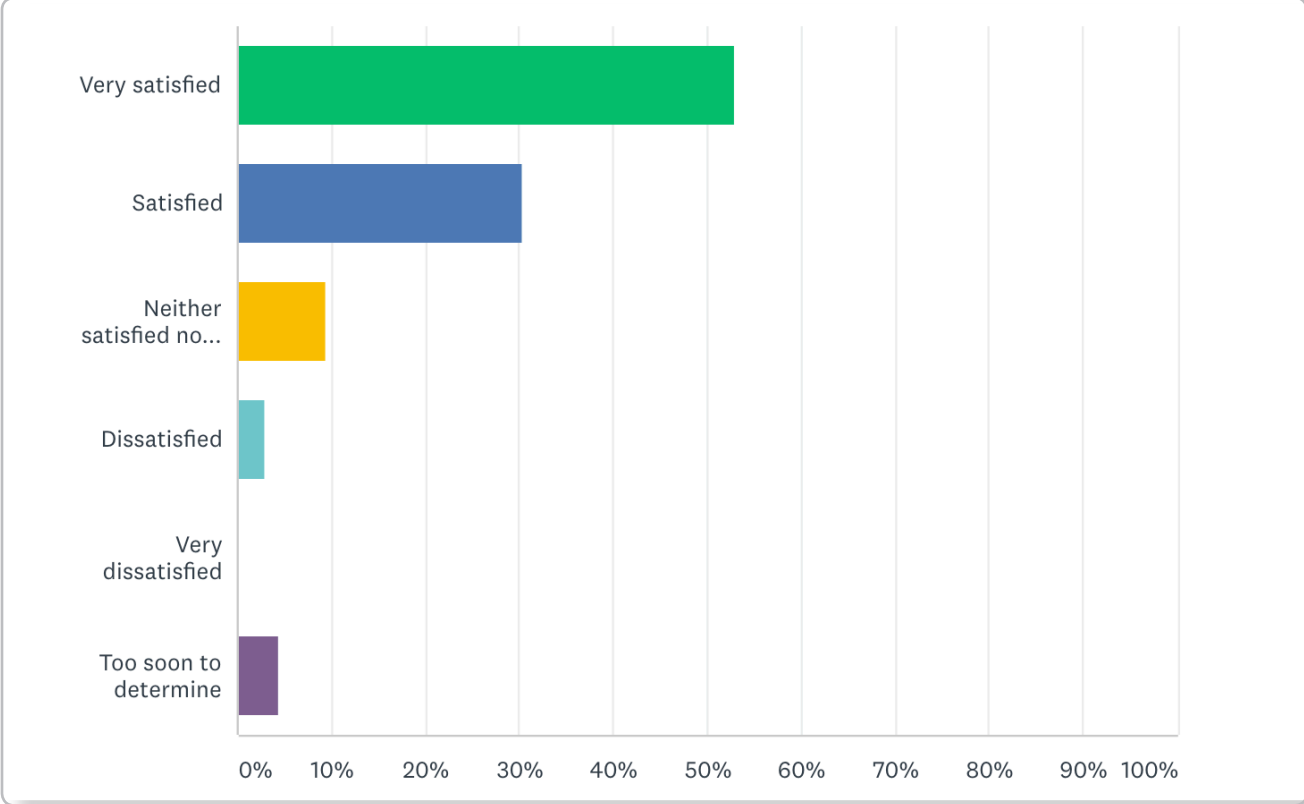


Answered: 138 Skipped: 4

ANSWER CHOICES	RESPONSES
A great deal more expensive than other professional certifications.	2.90% 4
A lot more expensive than other professional certifications.	6.52% 9
The pricing is appropriate as compared with similar professional certifications.	58.70% 81
A little less expensive than other professional certifications.	20.29% 28
A lot less expensive than other professional certifications.	11.59% 16
TOTAL	138



Key Question 2 How satisfied are you with your return on investment from the Original Strength Professional Training and Certification Programs?

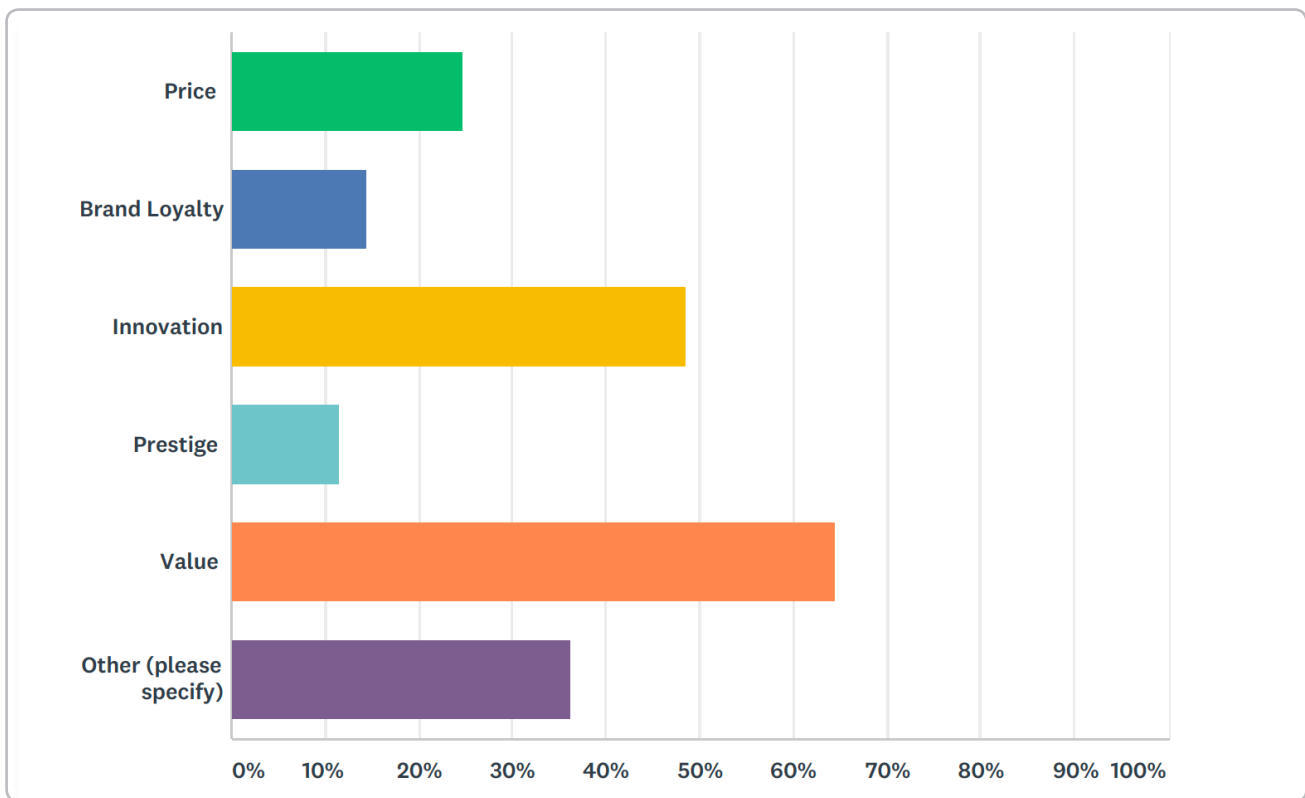


Answered: 138 Skipped: 4

ANSWER CHOICES	RESPONSES
Very satisfied	52.90% 73
Satisfied	30.43% 42
Neither satisfied nor dissatisfied	9.42% 13
Dissatisfied	2.90% 4
Very dissatisfied	0.00% 0
Too soon to determine	4.35% 6
TOTAL	138

Key Question 3

When obtaining professional certifications and continuing education, what are your top two considerations? (Check two boxes.)



Answered: 138 Skipped: 4

ANSWER CHOICES	RESPONSES	
Price	24.64%	34
Brand Loyalty	14.49%	20
Innovation	48.55%	67
Prestige	11.59%	16
Value	64.49%	89
Other (please specify)	36.23%	50
Total Respondents: 138		



Key Question 3

When obtaining professional certifications and continuing education, what are your top two considerations?

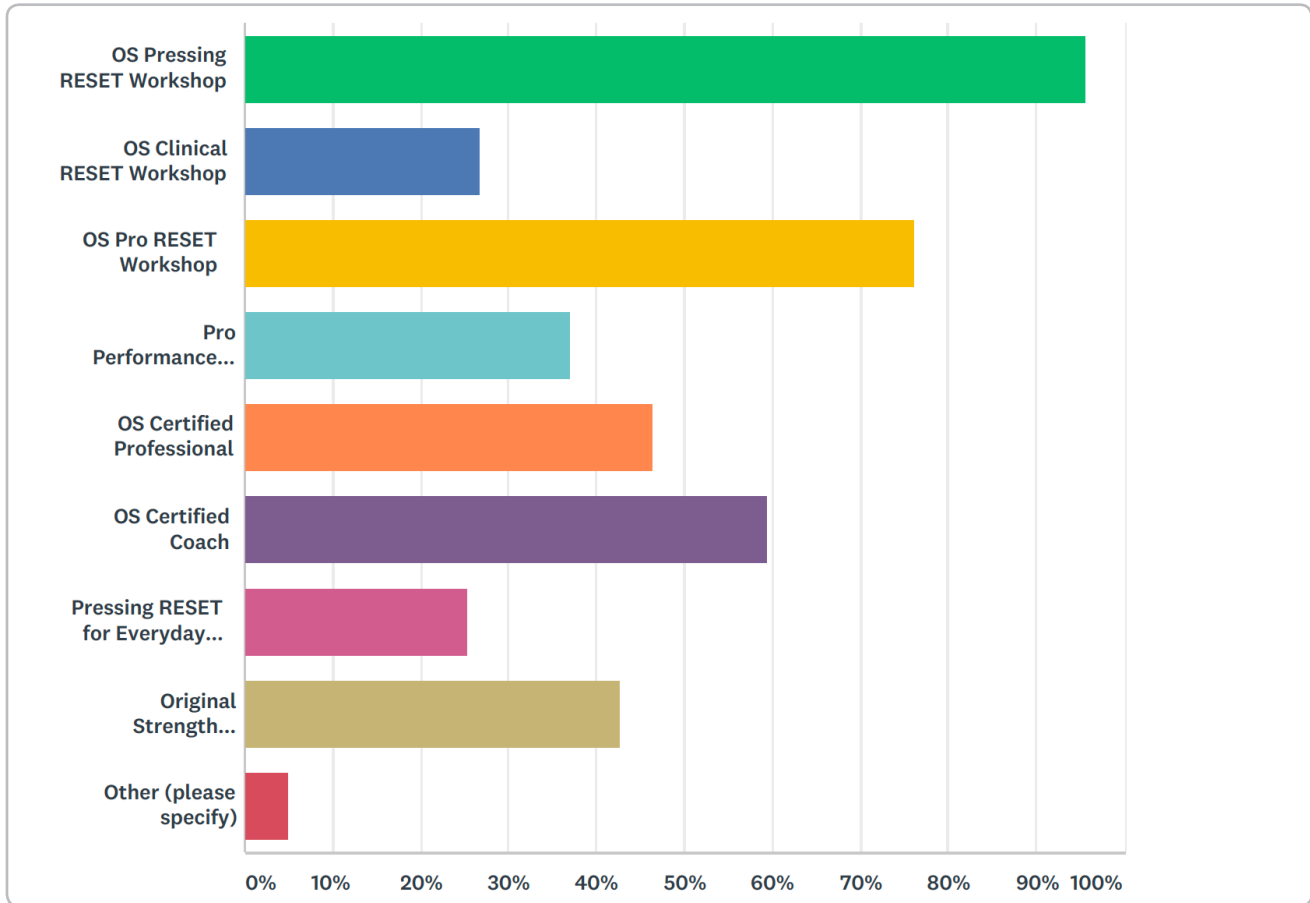
Response list for “other, please specify.”

1. Value and Need CEU credits toward renewal license.
2. Knowledge. Usefulness to clients.
3. National Recognition.
4. Application to clientele.
5. APTA and CSCS approved to use for credential hours.
6. Being able to set myself aside from the common pack of therapists.
7. Effectiveness and potential impact.
8. Personal connection, relatability for client base.
9. Quality.
10. Topic relatable to professional needs.
11. Assistance with marketing.
12. Application to my patient population.
13. Location.
14. Application to clinical setting.
15. Qualified instructors with personal focus on the group & individuals.
16. The organization’s overall mission.
17. Relevance.
18. Relevance and value to the population I serve.
19. Effectiveness at helping me reach my goals.
20. Credibility and brand equity.
21. Substance, research-based with empirical outcomes for successful application in the client success.
22. Does it relate to my business and professional brand?
23. Need.
24. Meets the needs of target market. Aligned with my training principles.
25. Personal growth. I wouldn’t have selected Innovation but I had to select 2 boxes.
26. Is it Applicable.
27. To get Something for me personally for everyday life.
28. Educational Value
29. Information I can apply immediately to affect my client’s performance.
30. Quality.
31. Continuing ed.
32. Scientifically proven basis & Results.
33. Ongoing support.
34. Quality of the content.
35. Ability to grow.
36. Effectiveness.
37. New skills and knowledge.
38. Effectiveness, logic.
39. The topic covered.
40. Relevance.
41. Location.
42. Will it help my clients? Does it interest me? Only clicked value because it forced a second box.
43. I go with my interest and what I think the masters & couch potatoes needs most.
44. Continuing Education credits.
45. Practical application and personal interest.
46. Quality.
47. Quality and real world results.
48. Ability to implement the lessons over a broad selection of clients.
49. Best in class information that I can apply immediately.
50. CEU’s



Key Question 4

Please check all Original Strength Continuing Education, Training, or Certifications that you are familiar with.



Answered: 138 Skipped: 4

OS Pressing RESET Workshop	95.65%	132
OS Clinical RESET Workshop	26.81%	37
OS Pro RESET Workshop	76.09%	105
Pro Performance Workshop	36.96%	51
OS Certified Professional	46.38%	64
OS Certified Coach	59.42%	82
Pressing RESET for Everyday Person Clinics	25.36%	35
Original Strength Movement System	42.75%	59
Other (please specify)	5.07%	7
Total Respondents: 138		



Key Question 4

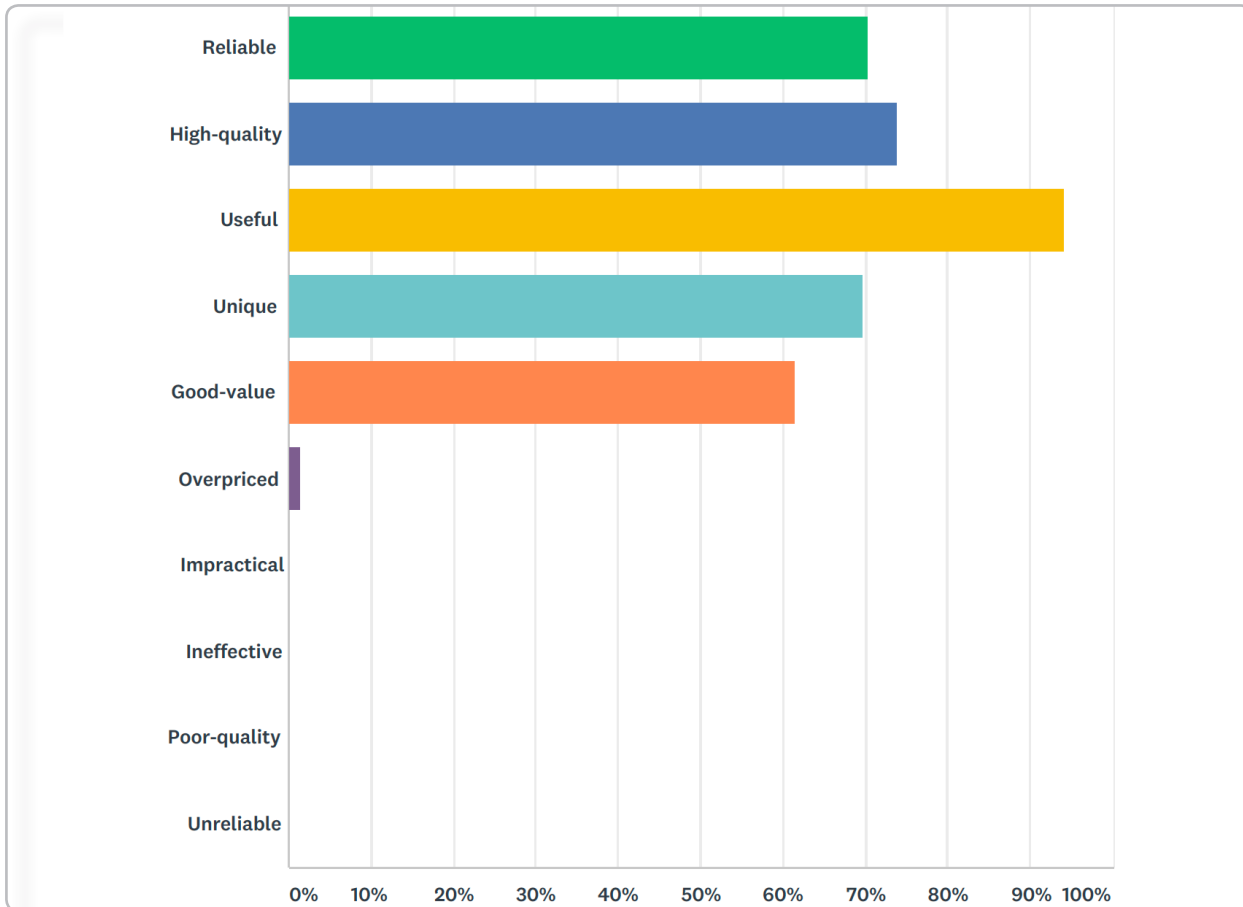
Please check all Original Strength Continuing Education, Training, or Certifications that you are familiar with.

Response list for “other, please specify.”

1. Becoming bulletproof
2. Becoming bulletproof
3. Becoming bulletproof
4. Becoming bulletproof
5. YouTube channel
6. Tactical Pressing Reset Workshop
7. OS/DVRT: Dynamic Strength

Key Question 5

Which of the following words would you use to describe Original Strength? Select all that apply.

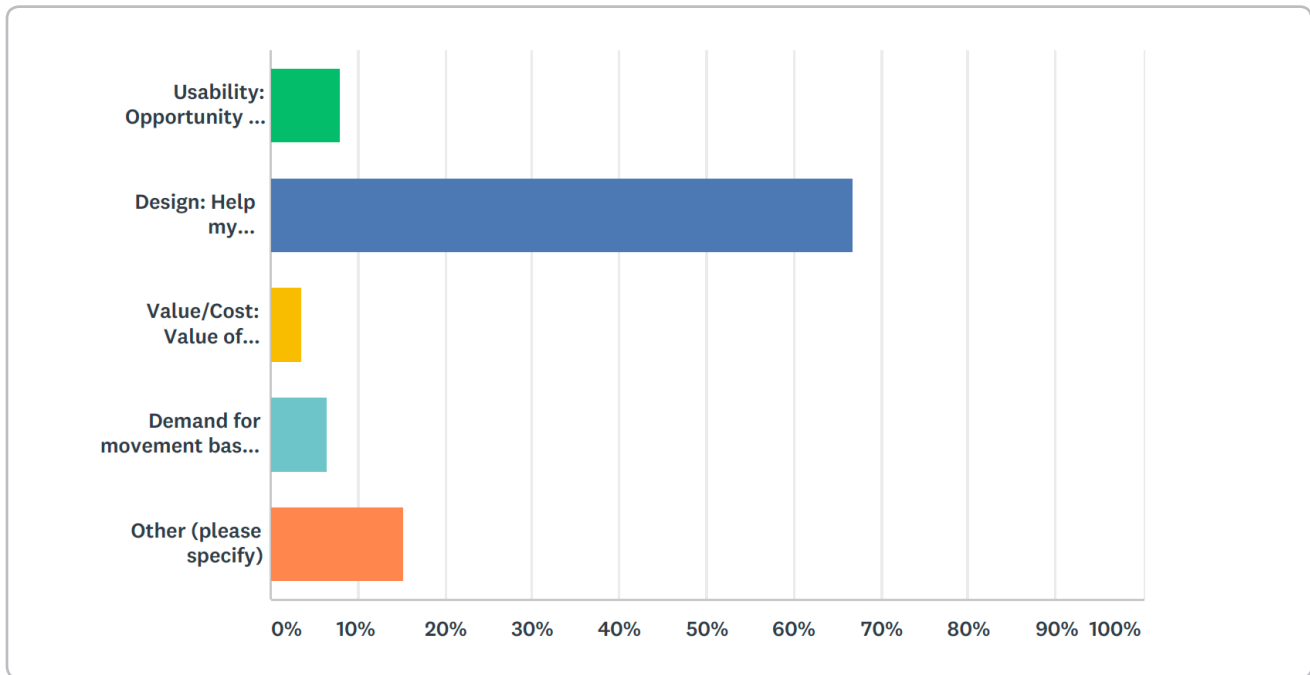


Answered: 138 Skipped: 4

ANSWER CHOICES	RESPONSES	
Reliable	70.29%	97
High-quality	73.91%	102
Useful	94.20%	130
Unique	69.57%	96
Good-value	61.59%	85
Overpriced	1.45%	2
Impractical	0.00%	0
Ineffective	0.00%	0
Poor-quality	0.00%	0
Unreliable	0.00%	0

Key Question 6

What was the most important benefit of Original Strength that made you want to obtain training?



Answered: 138 Skipped: 4

ANSWER CHOICES	RESPONSES	
Usability: Opportunity to grow my business.	7.97%	11
Design: Help my students/patients/customers with their health/fitness.	66.67%	92
Value/Cost: Value of workshops/certificates.	3.62%	5
Demand for movement based programs.	6.52%	9
Other (please specify)	15.22%	21
TOTAL		138



Key Question 6

What was the most important benefit of Original Strength that made you want to obtain training?

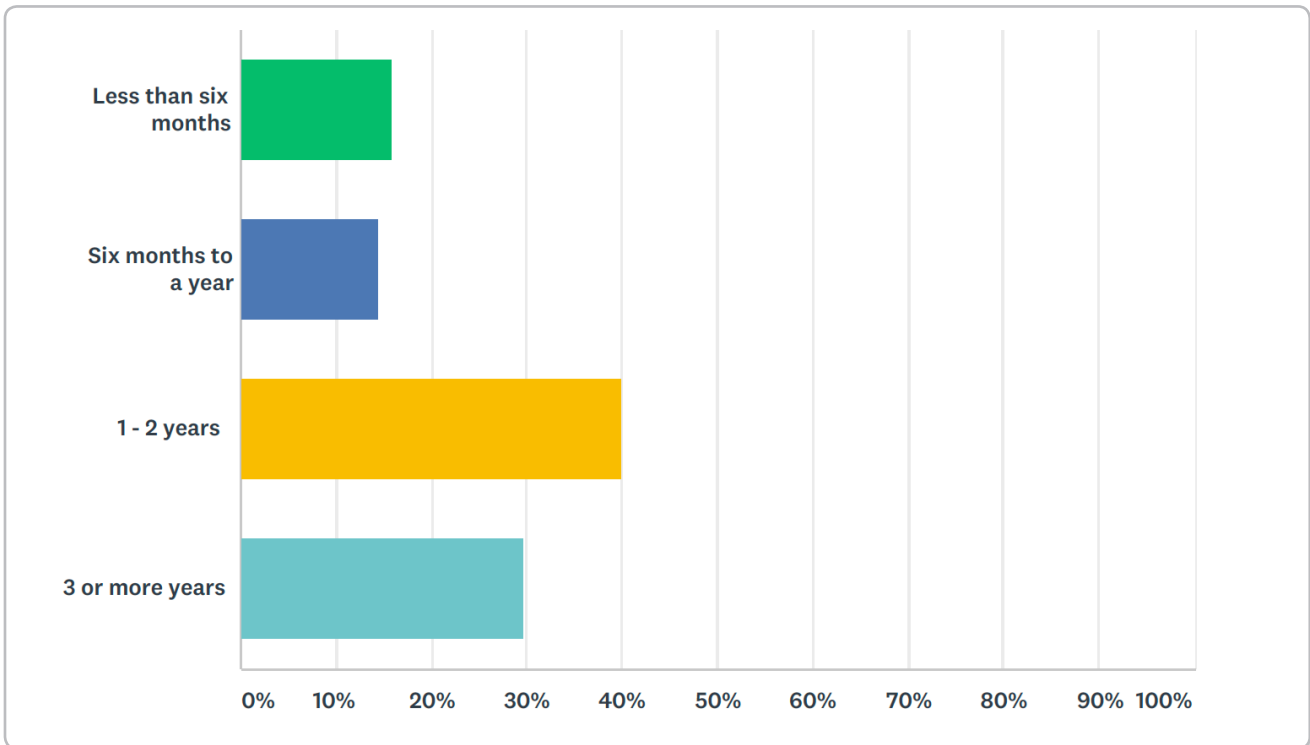
Response list for “other, please specify.”

1. Help myself and family & friends move better and be healthier.
2. Application and the basis/foundation of OS .
3. Their philosophy and personality (:
4. Simplicity that works.
5. Recommended by a trainer I was looking to have mentor me.
6. I wanted to personally understand the theory behind why OS has helped me so much.
7. It felt right when I first started using the system.
8. Make the most sense out of human design.
9. I personally move with less tension and more ease.
10. To learn something about myself and I could teach to help others.
11. The unique health benefits for all.
12. It hits the center of reconnecting the body and mind.
13. Easy for clients who can't do yoga.
14. Helped me and my body. Helped me to guide people to OS.
15. Keep moving well as I age.
16. Emphasis in the vestibular system.
17. Improve my health and movements.
18. Verification of what I was already doing.
19. It is a system that works, that people can learn easily and have confidence in, and I want everyone to have the opportunity to learn about it.
20. Get rid of my own pain and help others with movement issues.
21. It was at gym I was at so I didn't have to travel.



Key Question 7

How long have you been an Original Strength Certified Professional?

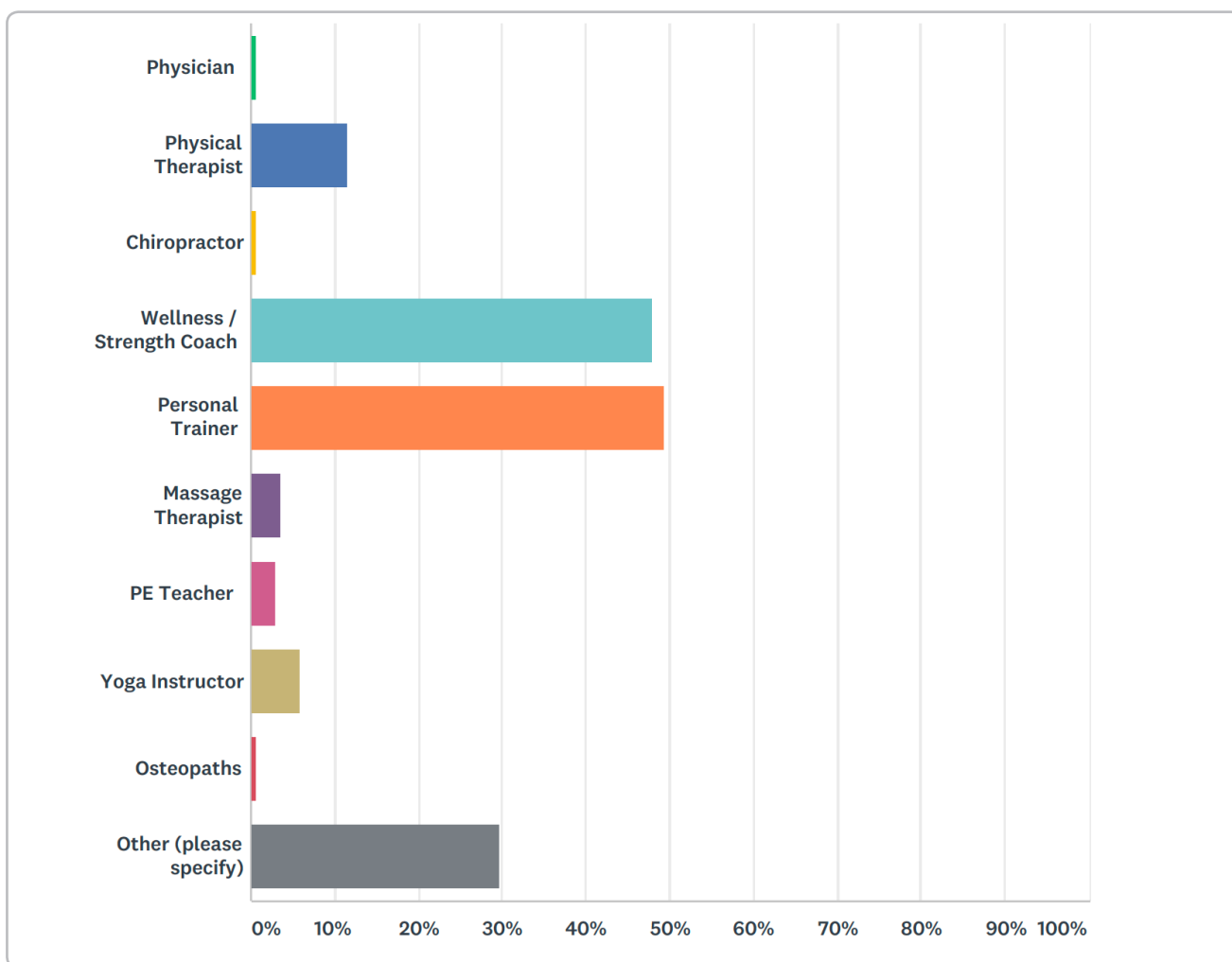


Answered: 138 Skipped: 4

ANSWER CHOICES	RESPONSES	
Less than six months	15.94%	22
Six months to a year	14.49%	20
1 - 2 years	39.86%	55
3 or more years	29.71%	41
TOTAL		138

Key Question 8

How do you utilize your Original Strength Professional Training and Certification?





Key Question 8

How do you utilize your Original Strength Professional Training and Certification?

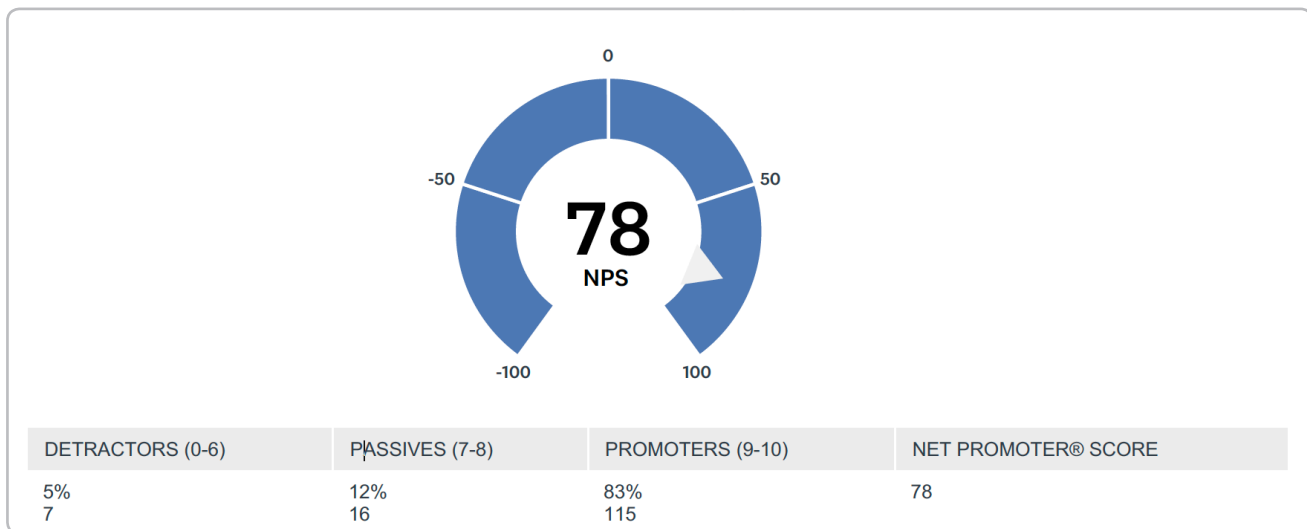
Answered: 138 Skipped: 4

ANSWER CHOICES	RESPONSES	
Physician	0.72%	1
Physical Therapist	11.59%	16
Chiropractor	0.72%	1
Wellness / Strength Coach	47.83%	66
Personal Trainer	49.28%	68
Massage Therapist	3.62%	5
PE Teacher	2.90%	4
Yoga Instructor	5.80%	8
Osteopaths	0.72%	1
Other (please specify)	29.71%	41

Response list for “other, please specify.”

1. Personal and with various folks that are interested in moving better.
2. Personally.
3. ATC.
4. Personal use.
5. Life.
6. Teach for wellness purposes.
7. Speech Pathologist.
8. For my own training and a bit to help others, but I wouldn't rate it as “Personal Trainer.”
9. Self and friends.
10. Dance and Gokhale Method instructor.
11. I don't really use it because so far I am not a practicing professional. But it was interesting information for me to get.
12. Personal use and occasionally with my leadership clients.
13. For my personal training.
14. Personal use.
15. Helping other people. It is a ministry for me.
16. As an individual seeking to understand the whole person.
17. Personal practice.
18. Running Coach.
19. Sports Coach.
20. Pilates instructor.
21. I used it for warm-up in all my classes.
22. Myself.
23. Running Instructor and Coach.
24. Martial arts instructor – Aikido.
25. Military Fit and wellness program.
26. Self.
27. PE.
28. Sport coach.
29. Golfer.
30. Exercise Physiologist.
31. Acupuncturist.
32. Martial Arts Instruction.
33. Army National Guard Fitness Trainer.
34. With friends.
35. Self.
36. Occupational Therapist.
37. I use it for my own and my family/friends.
38. I was a CrossFit coach. I use now for my woman's empowerment work shop.
39. PTA.
40. Pilates Instructor.
41. So far just personal and for family friends.

Key Question 9 How likely is it that you would recommend Original Strength to a friend or colleague?



Answered: 138 Skipped: 4

Detractors = a score lower or equal to 6.

In all likelihood, they won't purchase again from the company, and could potentially damage the company's reputation through negative word of mouth.

Passives' = a score of 7 or 8.

They are somewhat satisfied but could easily switch to a competitor's offering if given the opportunity. They probably wouldn't spread any negative word-of-mouth, but are not enthusiastic enough about your products or services to actually promote them.

Promoters' = a score of 9 or 10.

They love the company's products and services. They are the repeat buyers, are the enthusiastic evangelist who recommends the company products and services to other potential buyers.



Key Question 10

What would you change about your learning experience with the Original Strength Programs?

1. Now that you have appointed OS leaders perhaps a mentor could be appointed to assist in the post certification period.
2. After reset workshop I wanted to get Pro certified but rarely see those being offered. Wish were more Pro offerings available in more places.
3. It's great!!
4. I don't quite think I would change anything about my learning experience. Just need to do more OS Performance work!
5. Nothing. It has been great. I only wish that I could attend more workshops than I already do.
6. Just more dates in Italy.
7. No changes.
8. I need to get down to Fuquay-Varina or other OS classes and continue to progress my knowledge. I use this every day and modify but I know there is so much more I just need to make time to do it.
9. Further neuro background with tie in.
10. Nothing.
11. Nothing, it is without doubt the best program I've attended to date, Tim and Dan were awesome and it was definitely worth the 8hr flight to get to the sessions.
12. More examples of integration of movement systems into exercise/ fitness/ HIIT programs.
13. Not a damn thing!
14. Provide a way to self-assess for those of us who don't have access to a Level 2 coach.
15. N/A.
16. Great program. Thank y'all for all y'all do.
17. I can honestly say "Nothing!"
18. No idea. Those programs are pretty solid.
19. I want the higher level training out on the west coast sometime.
20. The cost of hosting the course has been a challenge when trying to get health professionals to buy in.
21. I wouldn't change a thing. My learning experience with the OS Programs has been pretty awesome. I wish I had the opportunity to attend workshops more often.
22. Phone calls could have an agenda with topics covering and/or including, marketing, pricing for classes, terminology, etc.
23. The learning experience was very well done, fun, experiential, and simplified. (: The only thing that comes to mind is learning more of how to utilize it to help people to go from chair-bound or preferred to getting onto the ground/how to help people uncomfortable/ unable (elderly) with getting onto the floor utilizing this system to reintroduce them to the ground. (: Thank you so much for everything!!
24. Only change is that I would offer more OS Pro resets throughout the year. We me being in the summer so strength coaches can attend.
25. Nothing it was perfect, I just wish to visit OS institute once!
26. Manual should be available and keyword searchable online and be continuously updated for class participants to access later. Also, a few years ago when I became certified, I thought the online test was



not very good. If you must do an online test, please be very careful that participants received all the information you are testing them on, and that the information can be found for review another way besides flipping through the paper manual. It was a few years ago so I don't remember the details, but because I was so unimpressed with the test I decided not to bother taking it to be certified after I took a more advanced workshop that would only have required passing the test to be certified at a higher level.

27. The more online courses the better! Love training but being in Australia I can't get there.
28. Would change nothing. Just looking forward to more learning. Thank you.
29. I would incorporate even more follow up with our community through conference calls so we can keep learning from each other!
30. Fewer people on the course so that the training could be more personalized.
31. I have found Original Strength to be one of the best movement protocols out there, its' science informs my other methods greatly and every learning and/or training experience that I have had with OS has been wonderful! I truly would not change a thing.
32. I will be able to make appropriate evaluation and program planning for clients.
33. Nothing.
34. Nil.
35. I had difficulty with passing the OS Pro tests and the test did not fit the description of the test where it was not sectioned off as the details described. It Second, the test didn't seem like it fit the workshop lecture as we took notes. The first time I took it, it was when it was first available to me. I printed out the material and looked back on the book and got the

page numbers of the correct answers. The other two times I review the book and took

additional notes and would study for about 3 days and take it again. I'm not sure if it's the way the material is presented or just my

ability of not being able to grasp the concepts. Lastly regarding the test, it would be helpful if it broke down the section(s) that was missed so we can go back in the OS Pro book focus more on those sections. Back in 2007 I took a Cisco certification (which I've also had difficulty passing after 5 attempts). When I had my print out it broke it down by sections and if I recall they also noted the percentage that section was in relation to the whole test and I found this breakdown helpful in understanding which areas I need to focus more on.

36. Nothing!
37. More technical knowledge in book form.
38. Nothing.
39. Nothing- would love pro performance in Australia.
40. Nothing!
41. Making proreset workshops more accessible on West Coast.
42. More disclaimers about how to avoid the dangers of overtraining or, as the risk of over-spiritualizing, idolizing crawling. I would like more help integrating the system, perhaps.
43. I have found the benefits to be more far-reaching than what this survey is asking. I use my OS movements as a way to move into my sitting meditation practice.



44. I can't think of anything. OS is a practical solution for everyone. For the most part.... Simple to learn, simple to teach. From my observation, it is effective immediately. In some stubborn cases, the process takes longer. It's not the end all, silver bullet, but damn close. (I could be wrong about the last sentence. I've only been an instructor for one year.)
45. To move and explore more often with the Background of the fundamentals of Original strength. Use variations and put them to use as often as I can.
46. Availability of courses near me.
47. Nothing.
48. Nothing.
49. Clearer way to progress in the system.
50. Nothing except I would suggest as OS evolves that they consider doing continuing education modules that might dial deeper into developmental neurology, fascial connections, specific to certain movements. Maybe delve into programming for special populations.
51. I would love more marketing support.
52. More detail on programming.
53. Less expensive, make the neuroscience part simpler and easier to understand.
54. More certs in my area.
55. Nothing. The course work and lab time is great. Easy to understand and implement.
56. OS is absolutely, hands down, the best, most effective, simplest restorative movement system on the planet.
57. More opportunities to do Pro reset workshop.
58. Compared to other continuing education that I've done, Original Strength lacks equivalent depth at the Pro/Clinical level. For that price range, many other systems go more in depth in the live portion and include access to significant online learning beforehand (20-25 hours) to enable that depth in the live portion. The ongoing access to free resources and support afterwards is also lacking. The OS team is very kind and pleasant, which makes it seem odd that OS also uses more legal sign-offs and such a proprietary approach for material that overlaps with many other perspectives. The vestibular focus is the most unique aspect, which is why I expected it to be covered in greater depth (and in a more research-based way).
59. Add in a virtual element.
60. Wish I could go to more!!
61. Nothing.
62. The entire system has some very useful tools, but we only learned about application for remedial or low level movers. The system itself, as presented to us, is not sufficient to completely train a person. I thought the gaps would be filled in at pro workshop, this did not happen. As I saw, the system is only a first step to other systems of training. Still value but low ceiling.
63. It's been fantastic.
64. Nothing - loved all of it!
65. Nothing. Happy with it.
66. Have videos sent of Instructors doing an OSSA.
67. N/A Although I do think the OS pressing reset workshop could be taught online.
68. Not very much!
69. Nothing, because I drove my own learning. What I would suggest though, would be that for people like myself who owned and practiced all of the material before attending the course that there be more content. Otherwise, it's just an expensive



verification process.

70. Have more of them in the UK.....or Sri Lanka maybe!!
71. Be more thorough in address common problems.
72. Online courses in addition to in person.
73. More emphasis on what resets complement certain movement patterns. Where to install resets in a program. More business building/marketing ideas for how to sell the system to skeptical market.
74. I was completely satisfied with the workshops I attended (OS RESET and PRO). Regarding spreading the word about OS more in my country (Czech republic), translation of any OS book would be very beneficial. Thank you for being, OS!
75. Nothing.
76. Get continuing education credits for PT/PTA! It's a lot of money to pay and not get credits.
77. Nothing.
78. Italian manual.
79. More reps! Love em!
80. Nothing.
81. It's good as it is. I just wish the pro reset and performance were more available in Asia.
82. More application case studies.
83. Test answer.