

# WILD TRAINING

MONTHLY ARTICLE FROM JAMES GRIFFITHS  
INDUSTRY INSIGHTS - EDUCATION - PERSONAL TRAINING



## THIS MONTH'S FEATURES

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**The Pursuit of  
passion**

**Becoming the best  
Independent Gym in  
the UK**

**Forget the money**

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## THE WILD JOURNEY TO THE TOP

### THE PURSUIT OF PASSION

So previously I tried to write down parts of the journey so far. That's a word that gets thrown around a lot with business and life... but Wild Training really has felt like a journey. Many twists and turns. More transitions than I could ever of imagined, and the biggest, fastest learning curve of my life.

I wrote One Wild Story in 2016 when I bought the Wild Training Gym. I then wrote 10 years of silent exercise in 2017 after I'd passed the 10 year line of being a personal trainer.

In 2020 Wild Training had its 10th birthday as a company. If that wasn't a good enough reason to write another chapter in the Wild Story, then certainly the antics of the 2020 pandemic and series of lockdowns definitely is worth a tale.

## WHAT CAME OUT OF ALL THAT DRAMA WAS NOTHING SHORT OF A BEAUTIFUL MIRACLE.

A miracle? Wild Training transformed over the last couple of years, but was it just good luck, or was it something else?

I've always enjoyed a good movie. The Will Smith film, 'The Pursuit of Happyness' always gets me. Seeing someone work that hard, struggle that much, and get the win in the end. It's ridiculous Hollywood stuff but inspiring for someone like me, and that's the kind of story I want to be able to tell.

Since day one, Wild Training has been me chasing something. It's not world domination, and it's definitely not money. It's passion.



"I WANTED TO LEAD A LIFE FULL OF PASSION. TO WRITE A STORY I COULD TELL MY KIDS AND FEEL PROUD I MADE A DIFFERENCE".

"What do you do for work dad?"

"I help people enjoy life more, and feel good about who they are."

## IT'S THE PURSUIT OF PASSION THAT KEEPS ME GOING.

In my head we are a lot more than our routines. Wake up, eat, work, sleep. That's how we stay alive, but, it's no way of life. The quality of our life comes from interaction, culture and love

"FOR ME THE PURSUIT OF PASSION IS THE DIFFERENCE BETWEEN EXISTING, AND REALLY LIVING".

If the lockdowns taught us anything it's that we should all put more value on our way of life, to not waste a second. Anyone that has read the other articles will know what #LiveAWildLife means, and how I feel about wasting time.

2020 was not the year any of us were expecting. If you asked me to guess at the start of 2020, what we'd achieve that year, I don't think I'd have said a lot of what is written below was possible.

First lockdown in March hit the gym hard. We lost around 30% of our membership and were just over 200 members in April.

By December 31st we had a waiting list for new members wanting to join the Wild Training Gym. We decided to cap the gym membership at 450 active memberships to make sure we could keep it the best gym in Bucks, and our members continue to love being a part of it.

We gave 5 new people a job at Wild Training in 2020, which with a lot of job uncertainty felt like a really positive thing to do. We kept all of our staff and trainers earning money all year, even through the lockdowns.

How did 2021 kick off? Even better than 2020. Last year we got voted the best gym in Buckinghamshire. One year on and we get voted the best independent gym in the UK. That was a vote organised by the Independent Gym Owners group UK and Ireland.

**"START IN A PARK WITH SOME ROPES, KETTLEBELLS, PARALLETES AND SANDBAGS. HAVE WHAT YOU THINK IS A REASONABLE PLAN TO RUN A BUSINESS AND A GOOD SERVICE FOR YOUR MEMBERS. 10 YEARS LATER YOU ARE RUNNING THE BEST GYM IN THE COUNTRY. I'LL TAKE THAT".**

Literally zero cash in the bank to make it happen. We bought a run down gym with old equipment and a weird layout. So how did we win the best gym in the UK title?

The good people I've had around me for the last few years, and all the hard work we've done as a team is why we won that award.

Without them Wild Training would just be a building with some stuff in it, but it isn't just a building with some stuff in it. It's a gym, a positive community, an uplifting atmosphere, a life changing experience. Our members don't like our gym - they love it.

It wasn't luck or a miracle. It was really hard, for a really long time. Financially it's been beyond tough, and that has a big impact on your relationships which makes it even harder. If you look at what I've put in, versus what I've got out of it, I'm still very much down, but things are looking up.

If any part of the Wild Training's success is really down to me maybe that's it. I always genuinely believe things are looking up.

**When moving forward seemed impossible. When people very close to me told me to quit and move on. In my heart I knew I was doing the right thing, the right way, even if it was a different way.**



**"FOR THE LAST 10 YEARS I'VE BEEN PURSUING MY PASSION WITH EVERY OUNCE OF FIRE IN MY HEART. THAT PASSION HELPED ME GET THE WORK DONE, AND OTHER PEOPLE FOUND VALUE IN THAT WORK".**

It was a seemingly impossible climb to the top, or at least that's how it looked to everyone else. To me it looked like every other great story I'd ever been inspired by. Like any journey you just need to do two things. Take the first step, the second thing is arguably harder. Never give up.

Don't stop moving forward until you get to where you want to be. Pursue your passion. It's your superpower.

"Do that...and forget the money"

**[ALAN WATTS - 'WHAT DO YOU DESIRE?'](#)**

I watched this 10 years ago. Heard those words, and for 10 years the whole speech still feels relevant.

We launched the Wild X fitness app on Apple and Android. This is a bespoke app we have built that now gives people on demand access to the best of Wild Training anywhere in the world. We add over 600 hours of exercise videos to this app every year across all our Wild Online Workout live sessions.

The value of the Wild X app goes beyond just our variety of workout videos. We have nutrition, weight loss, training advice, posture and flexibility guides as well as a mindset coaching package written in partnership with Adie Shariff, one of the top performance coaches in the UK.

We upgraded every part of the gym from brand new top class changing rooms, to transforming the outdoor space into the best outdoor training area in the country with loads of new equipment. New MMA mats upstairs and new paint everywhere. We now have an awesome distributor working with us to sell the Urban Strength Bar.

We challenged all expectations and have now delivered the highest quality live online workouts available.

**"THIS AND OUR RESEARCH IN TECHNOLOGY HELPED US SELL THE LARGEST CORPORATE CONTRACT IN OUR HISTORY TO A \$9 BILLION US COMPANY"**

I featured on the front cover of Men's Fitness magazine which still seems unreal.



We then started filming a documentary in partnership with Jeep called 'Go Anywhere Do Anything'. Episode one features Laurence Shahlaei, 11 times world strongest man competitor and one of the most successful strength athletes the UK has ever had.

Then started a second documentary with Big Noise Films UK about mental health and the role gyms play in supporting a healthy lifestyle outside of just physical fitness.

Wild Training and the Urban Strength Bar have featured in the Daily Telegraph, The Mail Online, The Daily Mail, Metro, Closer Magazine and more.

I started consultancy work with some incredible brands run by genuine industry leaders. The joke is, 2021 already has the most incredible plans in place. Big expansion plans for the Wild Training Gym to further upgrade our martial arts, kids exercise and Aerial fitness offerings. A full time filming studio being added to the facility to help us create even more great content. Wild Online Workouts going global.



Values, a code, your process, a routine. Whatever you do... Its got to be based on what you really believe in.

## "DON'T COMPROMISE ON YOUR BELIEFS".

Fill your life with love - every part of it. Life is too short and too unpredictable for anything less than that. We all deserve to enjoy love everyday, in everything we do. Share it more, and you'll get more back. The more you give, the richer you'll be. Any other measure is irrelevant to me.

As for a code...I have my Claws.

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### 4 CLAWS OF WILD TRAINING:

#### - LOVE

Love people. Love caring. Love what you do in every moment of your life. Then you will love your life.

#### - PASSION

Passion is an unstoppable energy. Find yours, hold on to it, and use it every day. Do that and even when any rational person would give up, you will be able to keep going.

#### - COURAGE

Be fearless. Believe in yourself absolutely. Never stop trying. Never, ever let someone else devalue, or try to take your dream away. Remember that the people that judge you for trying harder than they try, will be forgotten about.

#### - SPARK

The most important bit. Without spark, without taking initiative, taking something you think about, or something you talk about and making it something you do, nothing happens. Without Spark nothing becomes reality. Being first is the easiest way to win... at anything. Don't watch other people win, and do things you thought about doing because you lacked spark.

**"ATTACK LIFE WITH SPARK EVERY DAY AND MAKE STUFF HAPPEN. USE COURAGE AND PASSION TO SEE IT THROUGH, AND ALWAYS USE LOVE TO MAKE IT GREAT".**



WILD TRAINING | WILD X APP | URBAN STRENGTH | WILD EVO