



THE PRFM METHOD

**BUILD A STRONGER MIND AND BODY THROUGH
PERFORMANCE GOALS**

BY BEN THOMPSON

INDEX

3	_____	The Athlete Mindset
3	_____	PRFM Method
4	_____	Aesthetic vs Performance
5	_____	Setting Your First Performance Goal
5	_____	Measure it - Achieve it
6	_____	Mid Term Goal
7	_____	Setting Your Biggest Goal
8	_____	Next Steps

BACK GROUND

With over 17 years in the fitness industry, Ben's worked with thousands of people, from everyday performers to elite athletes. Helping them set clear goals and train with purpose.

A former top-level athlete in multiple sports, and the founder of gyms across New Zealand, Dubai, and Kuwait, Ben created PRFM to bring a smarter, more empowering approach to fitness.

The PRFM Method is built from real experience, and it's all about performance over appearance. Whether you're chasing your first pull-up or building serious strength, Ben will help you set clear goals and train with purpose.

THE ATHLETE MINDSET

At PRFM, we believe in training with purpose. And that starts with what I call ‘The Athlete Mindset’

The fitness industry has long focused on aesthetic goals like “losing weight” or “toning arms,” but these are often vague, superficial, and mentally draining. Chasing looks can lead to frustration, poor body image, and a toxic cycle of self-criticism.

The PRFM Method flips that script.

We focus on performance goals. Real, measurable achievements like your first pull-up, Back Squatting your bodyweight, or improving your 2km row time.

When you train for what your body can do, (not just how it looks) everything changes!

Aesthetic results will still happen but as a natural byproduct of real progress.

We call this re-engineering exercise prescription.

THE ATHLETE MINDSET

Athletes don't chase appearance, they chase performance. They track progress, set clear targets, and train with intention.

By changing your mindset to, 'Training, 'Not exercising' You will start to see incredible changes like...

- **Increased confidence, resilience, and motivation**
- **Training becomes more enjoyable and less of a chore**
- **You stop obsessing over mirrors and start celebrating milestones**
- **You start seeing performance wins. PR after PR!**
- **Your training consistency increases**
- **Improved mental fortitude that carries over to your professional and personal life**

At PRFM, we guide our members to set short - medium & long term performance goals tailored to their current ability. These goals will progress and evolve over time.

The PRFM Method isn't just about training. It's about becoming a high performer, both in the gym and in life.

SET YOUR FIRST PERFORMANCE GOAL

Small consistent wins compound to big successful wins.

Setting your first Performance goal should focus on something that's achievable in the first 1-3 months. These are normally skill based, like increasing you handstand hold time, improved skipping, learning a new exercise or just being consistent with your training frequency.

"What gets measured, gets improved."

Use this simple framework to set your first performance goal, ideally no more than 3 at once.

Below i've written my current personal goals as an example...

Short term goal 1-3 months

- Train 4x per week, even if its a short session
- Increase my freestanding handstand by 10 seconds
- Improve thoracic mobility to feel more comfortable in my overhead squat position

Now write down your own goals...

1. _____

2. _____

3. _____

3-6 MONTH PERFORMANCE GOAL

A medium-term performance goal acts as a stepping stone toward your bigger, long-term objective. These goals are often strength and conditioning-based, as they require time for your body to adapt and progress.

For example:

“I want to achieve 5 strict pull-ups” as a lead-up to performing a muscle-up, or

“I want to run continuously for 2 hours” in preparation for completing a full marathon.

Below i’ve written my personal mid term goals as an example...

Medium term goal 3-6 months

- Increase my 1RM Back Squat by 20kg
- Get back to Snatching 75-80kg pain free
- 10x Unbroken Ring Muscle ups (currently only about 4-5 reps)

Now write down your own goals...

1. _____
2. _____
3. _____

6-12 MONTH PERFORMANCE GOAL

A long-term performance goal should be your main event, something that gives your year direction and purpose. Ideally, it's a challenge that inspires you and delivers a real sense of accomplishment.

Competitions or participation-based events are excellent milestones to aim for. Think Marathons, Weightlifting competitions, Team sports, or even hiking a mountain.

Anything that pushes you and keeps you focused along the way.

Generally you would only have 1 long term goal. If you have 2 long term goals these should not contradict each other, ideally they would compliment each other.

My personal long term goals are...

Long term goal 6-12 months

- Qualify & Compete at NZ Weightlifting Nationals
- Compete in a Masters CrossFit comp 2026

Now write down your own goals...

1. _____
2. _____

NEXT STEPS

Now that you've set your performance goals, it's time to take action. Remember, consistent small wins compound into big results.

If you need support with planning or programming, I'm here to help. Let's book a training consultation and get you moving in the right direction!

Coming soon...

PRFM Nutrition
Eating for Performance