

PEAK CAPABILITY

# Executive Fitness Coaching

Make health and fitness work  
for the life you lead

Coaching for executives, founders, partners and business owners,  
supported by personal training expertise.

PETE BERNARD / SEPTEMBER 2026

# Why health and fitness matter in a demanding life

For executives, founders, partners and business owners, physical capability is not a separate lifestyle interest. It helps determine the energy, confidence and freedom available for work, relationships, contribution and enjoyment.

People in demanding roles are often skilled at compensating. Experience, discipline and urgency can keep life moving even as strength, aerobic fitness, mobility, recovery or confidence become less reliable. Over time, however, the cost becomes harder to ignore: ordinary demands require more effort, exercise becomes inconsistent and choices begin to narrow around what the body can comfortably sustain.

The objective is not maximum fitness, an idealised routine or a short-term transformation. Health and fitness are means rather than the destination. Health creates capability; capability creates freedom; and freedom expands what is possible for you in work and throughout life.

The approach needs to accommodate your busy periods, travel, family responsibilities, disrupted routines and lower-capacity days. It must connect physical action with your activities, confidence, motivation, recovery ability and life context, and leave you increasingly able to make good health and fitness decisions independently.

Peak Capability therefore begins with the life you want to lead and identifies what physical capability would help make that life possible. Coaching provides structure, reflection and continuity.

The purpose is to help you build your physical capability, confidence and routines to keep doing what matters to you.

# The philosophy behind Peak Capability

Peak Capability focuses on executive fitness coaching. Its purpose is to make your health and fitness support the life you want to lead.

It begins with your life as a whole: identifying what you want to do, experience, sustain and contribute, and what is becoming harder for you to maintain. It asks how your health, fitness, confidence and everyday choices can better support those intentions.

Your body remains central to this enquiry. Strength, aerobic fitness, mobility and recovery ability matter because they shape what you can reliably do. The coaching helps you decide what matters now and in the future, understand what gets in the way and translate that understanding into meaningful action.

## LIFE BEFORE METHOD

Clarify what change is for before choosing a programme, target or routine.

## THE PERSON IS A SYSTEM

Consider physical condition, recovery, activities, confidence and life context together.

## ENOUGH RATHER THAN EXCESS

Choose a manageable commitment that can adapt to everyday demands and periods of disruption.

## PEAK IS NOT MAXIMUM

Build useful, sustainable capability for your life now and in the future.

## AGENCY BEFORE COMPLIANCE

Develop your own understanding and judgement alongside practical action.

## REALITY CORRECTS THEORY

Treat the plan as something to test, learn from and adapt as necessary.

Peak Capability brings together my 25+ years of coaching expertise with an accredited Personal Trainer qualification.

**Start with your life. Understand the whole person. Agree and take action.**  
**Build your independence.**

# Executive fitness coaching, backed by personal training expertise

Peak Capability is an executive coaching relationship focused on health and fitness, supported by personal training expertise. The purpose is to make health and fitness workable, worthwhile and sustainable in your demanding life.

Coaching explores the gap between intention and action: competing priorities, work patterns, stress, confidence, expectations and the tendency to do too much or stop altogether. Together, we choose realistic commitments, test them and review what happens.

Physical action puts our coaching decisions into practice. Where useful, I draw on my PT expertise to assess your starting point, develop an exercise programme and review its effectiveness. Targeted practical instruction can help you use the programme confidently and independently.

## CLARIFY PRIORITIES

Connect health and fitness goals to what you want from work and the rest of life.

## MAKE CHANGE PRACTICAL

Address routines, environment, recovery habits and barriers to consistent action.

## PT EXPERTISE AND PRACTICAL SUPPORT

Use PT expertise in assessment and exercise planning to put coaching decisions into practice.

## DEVELOP JUDGEMENT

Turn experience into principles you can use as your circumstances change.

Nutrition, sleep and stress may be discussed where relevant to your goals. When clinical assessment or treatment is needed, I will recommend an appropriately qualified professional.

**Agree a useful commitment, put it into practice and learn from what happens.**

# Who this is for

Peak Capability is designed for executives, founders, partners and business owners who want to give health and fitness a workable place in a demanding life.

You may well be effective in your working life, yet your own fitness is repeatedly displaced by responsibility, travel or family demands. You may already know what to do, or you may need help choosing a starting point.

The shared need is thoughtful coaching that connects intention with practical action. Encouragement and accountability are part of the support as you build confidence and independence.

## A STRONG BASIS FOR FIT

- Health and fitness keep slipping down your priority list.
- You want strength, fitness and confidence without another consuming project.
- You want help with decisions, habits and consistency as well as exercise.
- You are willing to reflect, experiment and act between sessions.
- You value discretion, continuity and a coach who understands the demands of executive life.
- You can commit the time and resources to the work.

## WHEN ANOTHER SERVICE MAY FIT BETTER

- You are looking only for supervised workouts or an exercise programme.
- Your main goal is a rapid transformation or an extreme performance challenge.
- Your primary need is medical treatment or psychotherapy.

My experience as a business executive and coach provides a relevant shared context. It helps our conversation address responsibilities, working patterns and competing commitments without assuming that professional success makes personal change straightforward.

The intended value extends beyond work: enjoying better quality time with family, staying active, travelling energetically and maintaining the ability to do what matters to you. Better work performance may well be a welcome consequence.

**You may already know what to do. The work is to make it possible to start and keep doing it.**

# One integrated view with a clear priority

Coaching provides the structure for understanding your current situation, choosing and taking a useful next step, and learning from what happens.

## 01 START WITH YOUR LIFE

Clarify what matters, why change matters now and what worthwhile outcomes would look like for you.

## 03 SELECT THE PRIORITY

Identify the main obstacle or capability gap where progress would make the most useful difference.

## 05 ACT AND OBSERVE

Put the commitment into practice. Notice results, friction and unexpected effects, treating setbacks as feedback.

## 02 UNDERSTAND YOUR SYSTEM

Explore your current physical condition, recovery capability and life context, including existing professional support.

## 04 AGREE AN EXPERIMENT

Choose practical action, the support required and how progress will be reviewed.

## 06 ADAPT AND TRANSFER

Adjust the approach and turn learning into decisions you can increasingly make independently.

The priority may be a training gap. It may instead be an unworkable diary, an all-or-nothing standard you hold yourself to, or a difficult route back to exercise after poor health or disruptive travel. Coaching helps establish which issue deserves attention before adding more activity or advice.

Measures are chosen to help decisions. Depending on your goal, these might include progress on an agreed strength or aerobic task, maintaining a routine during travel, or greater confidence restarting after disruption. We agree a starting point and review what has changed.

# The Private Executive Fitness Review

A standalone coaching review that clarifies your health and fitness priorities and recommends a proportionate way forward.

Every engagement begins with a Private Executive Fitness Review. It explores what meaningful progress would look like, what is already working, what repeatedly breaks down and which support would help. A full exercise assessment is included only where appropriate.

## INDICATIVE REVIEW FORMAT

- Structured pre-work on your priorities and relevant history.
- One 90-minute video or telephone conversation about your life, routines and barriers.
- Relevant baseline information, screening and physical assessment where appropriate.
- A concise written recommendation covering the priority, first actions, progress measures and support options.
- One 30-minute findings conversation to discuss the recommendation and next step.
- The format and any assessment arrangements are confirmed before booking.

## THE REVIEW IS DESIGNED TO ANSWER

- What would meaningful progress look like for you?
- What should be protected or built upon?
- What is making change difficult?
- Is coaching the right form of support?
- What exercise planning, review or practical instruction would help you act on your priorities?
- What needs further assessment or referral?
- What is the first manageable commitment?

## A useful decision

The Review ends with a clear recommendation: proceed to the Peak Capability Partnership, work independently on a defined commitment, seek another professional's guidance, defer or conclude our engagement. Continuing with Peak Capability is never assumed.

**The Review clarifies your current health and fitness situation and helps you make a better next decision, even if no further engagement follows.**

# A focused partnership that builds independence

If we agree to continue after the Private Executive Fitness Review, the Peak Capability Partnership is normally agreed as one six-month engagement. We set priorities for the first 90 days, review progress at the midpoint and agree the focus for the remaining period.

## 01 PARTNERSHIP

One six-month engagement focused on an agreed health and fitness outcome, with a defined scope and fee.

## 02 REVIEW AT 90 DAYS

The midpoint review is part of the six-month engagement. We assess progress and adjust priorities within the agreed scope; it is not a separate purchase or renewal.

## 03 TRANSFER

Throughout the partnership, we turn experience into practical decisions, workable routines and a route back after interruption that you can use independently.

## 04 NEXT HORIZON

At six months, we review the outcome and decide whether to conclude, extend for a defined purpose or arrange an occasional future review. There is no automatic renewal.

Our work develops versions of your health and fitness approach for ordinary weeks, compressed weeks, travel and returning after a break, illness or another interruption.

**Build an approach you can sustain through ordinary weeks, travel and interruption.**

# Focused conversations and practical follow-through

Private coaching conversations are supported by a concise action plan and practical follow-through between sessions. We agree a rhythm that fits your circumstances.

## AN INDICATIVE COACHING RHYTHM

- One 60-minute coaching conversation every fortnight.
- A concise action plan linked to agreed priorities.
- A brief weekly check-in by email or agreed messaging.
- Practical review of progress, barriers and the next commitment.
- Agreed exercise planning and programme review.
- Written reviews at 90 days and at completion.

## WHAT SITS BEHIND THE CONTACT

- Preparation and review of previous commitments.
- Consideration of patterns across fitness, recovery and life context.
- Thoughtful questions and useful progress measures.
- Adaptation as circumstances change.
- Appropriate records and clear role boundaries.
- Collaboration or referral with your agreement.

## Designed around your life

Coaching takes place by video or telephone at mutually agreed times. The rhythm above is indicative; session frequency, check-ins and response times for between-session questions are confirmed in writing at the outset. Contact can adapt around travel and demanding periods by agreement.

## Exercise planning and practical support

The partnership fee covers coaching and the exercise planning and programme review agreed for your goals. My PT expertise supports the practical action arising from our coaching conversations.

Targeted practical instruction is agreed when useful, to help you learn exercises, build confidence and use your programme independently. Its scope, delivery arrangements and any additional fee are confirmed in advance. Sessions may take place live online or in person, subject to suitability, location and availability. Regular supervised PT is separately scoped and priced.

**Value lies in the quality of our conversation and the action it supports you to take between sessions.**

# How coaching can work in practice

These indicative scenarios show how coaching can connect a client's circumstances with practical action and review.

## 01 Maintaining continuity during travel

A client exercises regularly at home but loses continuity whenever work takes them away. Coaching reveals that they keep expecting a normal week's routine to work while travelling. Together, we agree a shorter routine suited to the time and equipment available. The client tries it on the next trip and notes what they complete and what gets in the way. We review the experience and refine a travel routine they can use independently.

## 02 Changing what counts as progress

An executive changes gym routines frequently and judges each session by how exhausting it feels. Coaching reveals an expectation of rapid results that leads them to do too much, then lose momentum. We reconnect exercise with the strength and energy they want for everyday life and agree more useful measures of progress. I use my PT expertise to develop a manageable programme that reflects that decision. The client tries it between conversations. We review physical progress alongside their expectations and choices, helping them build an approach they can sustain.

## 03 Rebuilding confidence after a long break

A business owner wants to feel stronger for walking holidays but keeps postponing a return to exercise. They compare themselves with their former fitness and worry about starting again. Coaching clarifies what they want to do now and what would make the first steps manageable. We agree a gradual return, with appropriate assessment, a simple exercise plan and targeted practical instruction where useful. The client records what they try and how confident they feel. We review their experience and physical progress before deciding what to build next.

# Pete Bernard

Executive coaching experience, Level 3 personal training expertise and a practical understanding of demanding working lives.



For more than 25 years, I have worked in executive, career, business and life coaching. I am also a qualified Personal Trainer. Peak Capability brings those capabilities together to help you clarify what you need, understand what gets in the way and establish actions you can sustain.

My earlier career included commercial leadership and P&L responsibility, followed by running executive search, assessment and development businesses. Alongside one-to-one coaching, I have designed and delivered corporate training, leadership development and organisational development work. This background gives me a practical understanding of demanding calendars, responsibility and competing priorities.

I have worked with senior leaders, board members and teams from organisations including Airbus, AXA, Royal & Sun Alliance, Swiftcover and Mattel. Earlier commercial roles included growth and leadership responsibility at Philips Semiconductors and Knowles Electronics.

You can find out more about me at <http://www.linkedin.com/in/petebernard/>

## EDUCATION AND CREDENTIALS

- Level 3 Diploma Practitioner in Personal Training.
- MBA – Cranfield School of Management.
- DipM – Postgraduate Diploma in Marketing.
- GRADCIPD – Postgraduate Level 7 Graduate of the Institute of Personnel & Development.
- British Psychological Society Levels A and B – Ability and personality testing.
- BSc (Hons) – Physical Electronics.

## COACHING BACKGROUND AND STANCE

- Confidential one-to-one coaching.
- Practical attention to behaviour, confidence and context.
- Evidence-informed and explicit about uncertainty.
- Clear scope and appropriate referral, with your judgement and independence central to the work.

**Make health and fitness work in the life you lead.**

# Investment and how to begin

The Private Executive Fitness Review has its own fixed fee. If we continue, the Partnership has an agreed fee for the six-month engagement, including coaching, the agreed exercise planning and review, and support between sessions.

## PRIVATE EXECUTIVE FITNESS REVIEW

A standalone fixed-fee review ending in a clear recommendation and next-step options.

## PEAK CAPABILITY PARTNERSHIP

One six-month coaching engagement with an agreed scope and fee. The 90-day review and final review are included.

## TRANSFER AND NEXT HORIZON

A clear conclusion, a defined extension or an occasional future review. Any further engagement and fee are agreed separately.

## REGULAR SUPERVISED PERSONAL TRAINING

Ongoing supervised workouts are separately scoped and priced, with delivery arrangements agreed in advance.

## Investment and commitment

A sustained relationship through the Private Executive Fitness Review and Peak Capability Partnership represents a meaningful financial investment. Current fees are provided privately and confirmed in writing before work begins. The payment schedule is agreed separately from the 90-day review cycle. Any regular supervised PT sessions have additional fees, agreed before commitment. There is no automatic renewal.

## The first step

An initial confidential conversation explores your priorities and whether Peak Capability is likely to be a good fit. If we agree to proceed, the Private Executive Fitness Review provides the basis for deciding what should happen next.

**To arrange an initial confidential conversation,  
email [pete@petebernard.co.uk](mailto:pete@petebernard.co.uk).**

**PRIVATE ENQUIRIES / [peakcapability.co.uk](http://peakcapability.co.uk) / [pete@petebernard.co.uk](mailto:pete@petebernard.co.uk)**