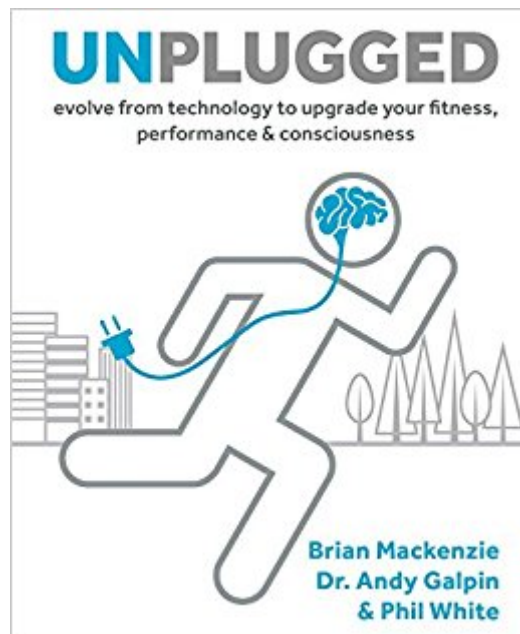




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# Unplugged: Evolve From Technology To Upgrade Your Fitness, Performance, & Consciousness



## Synopsis

In the first quarter of 2016, Americans bought 19.7 million fitness wearables, an increase of 67 percent over the previous year. By 2020, the global market for fitness-focused apps and devices is expected to grow to \$30 billion. This means that more than ever, we're looking at our wrists not only to check the time, but also to see how much we've moved, monitor our heart rate, and see how we're stacking up against yesterday's tallies. As a result of our fitness tech addiction, we've lost awareness of what we're doing, how we're feeling, and what's going on around us. This is bad enough in the gym, but when we get outside, the constant checking of a tiny screen truly wreaks havoc, downgrading what should be a rich experience into yet another task we need to complete to meet our daily goals. And if we fall short, we feel inadequate. There's also the issue of data inaccuracy, with many device makers now admitting that their gadgets provide only estimates. So why do we continue to obsess over data and treat it as gospel truth? It's time to stop, take a breath, and hit the reset button in a big way. Unplugged provides a blueprint for using technology to meet your health and performance goals in a much smarter way, while reconnecting to your instincts and the natural world. In addition to sharing the performance expertise of Brian Mackenzie and the scientific insight of Dr. Andy Galpin, Unplugged features exclusive stories and advice from elite athletes and world-renowned experts like Laird Hamilton, Tim Ferriss, Kai Lenny, Kelly Starrett, Steven Kotler, Erin Cafaro, Lenny Wiersma, Dr. Frank Merritt, and Brandon Rager. Reading Unplugged will enable you to:

- Understand both the value and the limitations of technology in athletic performance, fitness, health, and lifestyle situations
- Know how and when to utilize physical activity technologies in your everyday life and when not to
- Avoid the common mistakes that most people make with wearables and tracking apps
- Understand which technologies and tests are most effective and which are a waste of money
- End your addiction to fitness technology and start utilizing it as a tool for cueing, learning, and sensing instead of as a taskmaster that stresses you out
- Improve self-awareness and increase self-reliance
- Re-engage with nature by spending less time indoors and more time outside
- Rediscover the value of coaches' expertise, curation, and intuition, which technology can't replace
- Take back control of your health, fitness, and performance with the Unplugged training protocol

## Book Information

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## Customer Reviews

Brian Mackenzie is the author of the *New York Times* bestseller *Unbreakable Runner*, as well as the book *Power, Speed, Endurance* and the program that inspired it at [PowerSpeedEndurance.com](#). He is a world-renowned strength and conditioning expert and a co-founder of XPT Life. Mackenzie and his program have been featured in *Runner's World*, *Men's Journal*, *The Economist*, *Tim Ferriss's New York Times* bestseller *The 4-Hour Body*, and many other leading publications. Brian works with several CrossFit Games athletes, including champions Rich Froning, Jr., and Annie Thorisdottir. He also has coached and is married to Erin Cafaro-Mackenzie (a two-time Olympic Gold Medalist in rowing *W8+*) and has guided world and Olympic champions and performance innovators like Laird Hamilton, Taylor Ritzel (2012 Olympic Gold Medalist *W8+*), Sara Hendershot (2012 Olympian *W2*), Jamie Mitchell, Koa Rothman, Koa and Alex Smith, Nathan Florence, and Elliot Sloan. Dr. Andy Galpin is a professor of kinesiology at the Center for Sport Performance at California State University, Fullerton. He has a PhD in human bioenergetics and is the founder and director of the Biochemistry and Molecular Exercise Laboratory. Galpin works directly with professional athletes in the NFL, MLB, and UFC and played a major role in Helen Maroulis's run to gold in wrestling at the 2016 Rio Olympics. He is a co-host of the popular training podcast *Barbell Shrugged*, which has more than 300,000 followers, and has been featured in countless magazine articles, television shows, and other podcasts. One interviewer called him "the Tony Stark of human performance." Phil White is an Emmy-nominated writer and the coauthor of the forthcoming books *Waterman 2.0* with Dr. Kelly Starrett, and *Game Changer* with Fergus Connolly. He is also a frequent contributor to *The Inertia* and *SUP the Mag.*

This is a great book for the athlete or fitness enthusiast who has reached high performance and then gone, "what now?" You can't track every calorie and every watt forever, nor should you. There comes a point when you take a step back, look at the long view, and realize that you don't need three quarters of the tools, and apps, and gadgets you use for your training. I'm a data geek and while there is a time and a place for quantifying, there are also times and places where unplugging is the right move. I liked the book a lot and would recommend it to the athlete who is ready to hone their system of what they do and don't track or quantify, and disconnect from the rest.

This book is an eye opener for fitness junkies as well as the average human. Even if fitness is a foreign language to you, this book is relatable. Get out and find yourself in nature. Thank you Brian, Doc and Phil.

Well written, practical and never boring, this is a great book for anyone but especially needs to be read by those who are constantly on their phone, using apps, never truly present in what they are doing.

Before you're half way thru this book, you will feel the need to stop using technology for your daily living. I cleared out so many apps off my devices, just by doing that initial house cleaning, my life improved for the best. My lifestyle has taken a 180 degree turn for the best. Great job guys!

A much needed book about how our fitness technology should be a means and not an end. An excellent and actionable reminder about how to get the most out of life, in and out of the gym.

Loved this book! Very thought provoking in the sense that maybe we have let our dependency on technology go a little to far. Many of the items discussed in the book I saw myself succumbing to and have tried to work on bringing more self-awareness back into my life.

So happy that's i bought UNPLUGGED amazing book!!!! everyone should read it! from professional athlete to general public!!

I've been training my entire life and have been blessed to work with some amazing coaches along the way. My father was a three time NCAA Wrestling Champion so as a kid I was exposed to

Olympic wrestlers and coaches who taught me hard work, mental toughness, and wrestling technique. When I started playing high school football I was blessed to play under the great Carter Paysinger and Chuck Kloes. In college I had the honor of playing for Damon Baldwin and Ed White, and in the NFL I got to play for and with some legends (too many to mention)... I also had my first exposure to core training and the early hacking of the human system when I trained with Mark Verstagen during the NFL off seasons. Since retiring from football I have taken a much more holistic approach to training under the direction of Kenny Kane at CrossFit LA (Oak Park). I also am blessed to know many Navy SEAL's who evolve their mental and physical training as much as they do their military/combat tactics. From Kenny and my SEAL buddies I have learned to rebuild my foundation from square one, breath work, ice/heat training, mastering of the fundamentals, and as a result, I feel better now at 40 than I did at 25. I could not play in the NFL today, but life is so much better because of the training I do. Brian Mackenzie is one of those rare humans who can see 20 years out and we are blessed to have this information now. My friends and I have been studying Brian's work for years, and have been fortunate enough to pick his brain from time-to-time as he is close with Kenny Kane and also trains some of my Navy SEAL and other buddies. I would suggest reading "Unplugged" two or three times, then a fourth, implementing as much of this in to your life as you can, and then looking for Brian's next book as this is not dogma--this is bleeding edge info that will continue to evolve and better hack the human system. Last thing... The proof is in the pudding... Brian has worked with NCAA teams, pro-athletes, our most elite military, and everyday folks. The spectacular results that these people/teams have gotten are undeniable. e.g., San Jose State's diving team. They went from average to awesome when Brian taught them how to understand their bodies, and there are countless other athletes who have had the same result. Just do his breath work and your life will be forever changed, improved, and deeper. - Andrew Kline, Retired NFL & human performance junkie

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