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Invincible™ 
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BUILDING HIGH QUALITY HUMANS

30-DAY AT HOME TRAINING CHALLENGE





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THE PROBLEM

OUR MODERN WORLD

"IF THE BEAT IS TIME, FLOW IS WHAT WE DO WITH THAT TIME, HOW WE LIVE THROUGH IT. THE BEAT IS EVERYWHERE, BUT EVERY LIFE HAS TO FIND ITS OWN FLOW." — JAY Z

HIGHER DEMANDS. LESS ENERGY.

We live in a highly demanding time. We are constantly busy. Our attention is thinned out across different distractions, deadlines and duties. Our days are broken up into bits and bytes. We have pressure to get more done, produce more results and meet more demands, but we don't seem to have the energy to meet them.

We see picture-perfect lives, awesome adventures and model-like physiques from people on Instagram, so we create a false external utopia, an unreal expectation of life that makes us want more and expect more from ourselves, yet we don't have a roadmap to get there.

The problem is not the higher demand or increased pressure that we face in today's society. The world is always changing and evolving. The problem is we have not fully adapted to the new pressures. **We have not raised our own capacity to produce more.**

MORE EXCUSES. LESS DRIVE.

Let's be honest - we're a lot weaker and softer than our previous generations. We may have access to more information and be more globally aware, but we are physically and mentally weaker than our fathers and grandfathers.

Technology is to blame. Everything has become too easy for our generation. We lose our phones or internet for a day and all hell breaks loose. We've grown used to things being easy, available and quick. Discipline and patience is no longer our virtue. We complain about not having enough time, enough energy, or enough skills.

Successful people, game-changers and high performers of the world all have the same challenges as you, and sometimes even more. When 7-time Mr. Olympia, blockbuster action-star and Terminator, Arnold Schwarzenegger was training for his very first Junior Mr. Europe contest at 18, he was serving in the Austrian Army. Because it was against the rules to compete, he would train in his own time, escape at night to compete, win the competition, and then come back to spend a week in military prison.



A NEW STANDARD

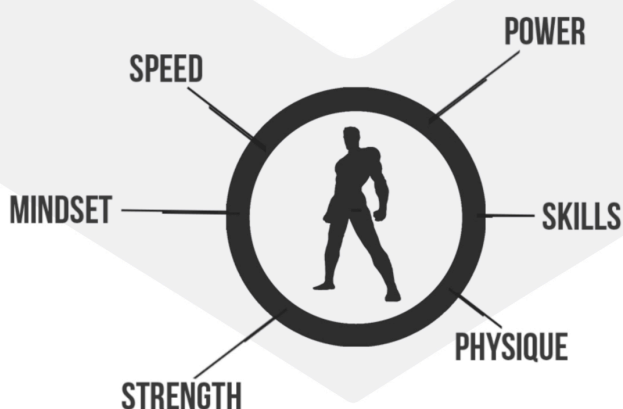
BODY X MIND X LIFESTYLE

“YOU HAVE TO [TRAIN] SO THAT WHEN YOU WANT IT — IT’S THERE. WHEN YOU WANT TO MOVE — YOU ARE MOVING. AND WHEN YOU MOVE, YOU ARE DETERMINED TO MOVE! NOT ACCEPTING EVEN ONE INCH LESS THAN 100 PERCENT OF YOUR HONEST FEELINGS. NOT ANYTHING LESS THAN THAT. SO THAT IS THE TYPE OF THING YOU HAVE TO TRAIN YOURSELF INTO.” — BRUCE LEE

WHAT IS A PEAK PERFORMANCE BODY?

A Peak Performance Body is a well-balanced, highly functional body that enables you to feel fit, in control and in-tune to tackle any obstacles that life throws in your way. **It is not a destination to be reached. Rather, it is about the journey towards the best version of yourself.** Whether you’re a professional athlete or an everyday person wanting to get fitter, building a Peak Performance Body enables you to produce the maximum results in all areas of your life.

As human beings, we are made of 3 dimensions that influence our results – the body (physical), mind (mental) and emotions (spirit). **To understand peak performance requires us to understand, develop and maximise all 3 of these dimensions**, which are naturally intertwined. Your physicality (fitness, strength, physique, body language), your mindset (thoughts, beliefs, perceptions) and your energy (presence, passion, motivation) have contributing factors in your level of success in all areas of your life including career, relationships, wealth, health, personal growth and happiness.



Most athletes training in a specific sport develop strong competencies in their one field. It is a one-dimensional approach. A body builder focuses on building size, mass and aesthetics, and a traditional martial artist focuses on the perfect execution of their techniques. A peak performance athlete trains to be more complete – to be multi-dimensional. That is, it is about having a high level of physical strength, power, speed, skills, physique and mindset.





TRAINING OVERVIEW

THE 21-MINUTE PEAK PERFORMANCE BODY WORKOUT GUIDE

1. A 21-MINUTE FULL BODY WORKOUT

THE WORKOUTS ARE DIVIDED INTO THE 3 MAJOR MUSCLE GROUPS OF THE BODY - ARMS, CORE AND LEGS/GLUTES. EACH GROUP TAKES 7 MINUTES TOTAL. ALLOW 30-90 SECONDS REST BEFORE MOVING TO THE NEXT MAJOR MUSCLE GROUP.

NUMBER OF REPS TO COMPLETE FOR EACH ROUND



2. HOW DOES THE TRAINING WORK?

THE WORKOUTS FOLLOW THE PRINCIPLE OF AMRAP (AS MANY ROUNDS AS POSSIBLE). IN THESE CIRCUITS, YOU'LL SET A TIMER FOR 7 MINUTES AND GO THROUGH THE SEQUENCE AS MANY TIMES AS YOU CAN.

EACH SEQUENCE HAS 4 EXERCISES. TRY YOUR BEST TO DO AS MANY ROUNDS AS POSSIBLE. ONLY REST AFTER THE TIME IS UP.

3. WHAT WILL I NEED?

1. ADEQUATE WARM UP BEFORE WORKOUT. WE RECOMMEND 2 MINUTES SKIPPING AND LIGHT STRETCHING. BEING WARMED UP PREPS THE MUSCLES, LUBRICATES JOINTS AND REDUCES INJURY
2. A TIMER/PHONE
3. KETTLEBELL

4. 3 KEYS TO SUCCESS

1. INTENSITY - PUSH YOUR BODY PAST ITS COMFORT ZONE OF PAIN AND SKILL.
2. CONSISTENCY - FOLLOW THE PROGRAM 5 DAYS A WEEK TO SEE RESULTS
3. BALANCE - ENSURE ADEQUATE REST AND RECOVERY. BALANCE THE WORKOUTS WITH PROPER 8 HOURS SLEEP, PLENTY 8 GLASSES OF HYDRATION AND GOOD NUTRITION EVERY DAY.

ARMS

WEEKS 2



FINGER PUSH UPS
LOW ARCHERS
TRICEP DIPS
HINDU PUSH UPS

TRADITIONAL PUNCHES
CLAP PUSH UPS
EXPLOSIVE KNUCKLE PUSH UPS
HANDSTAND ON WALL

CIRCUIT 1 | CALISTHENICS X MUSCLE MON, WED, FRI

CIRCUIT 2 | PLYOMETRICS X ENDURANCE TUE, THURS

8

FINGER PUSH UPS



AIM: KEEP CORE ACTIVATED - PRESS INTO THE FLOOR

10

LOW ARCHERS



AIM: KEEP BODY CLOSE TO THE GROUND - FULLY EXTEND ARM

10

TRICEP DIPS



AIM: ELBOWS 90 DEGREES ON THE DIP

12

HINDU PUSH UPS



AIM: KEEP ELBOWS IN - EXHALE THROUGHOUT FORWARD MOTION

100

TRADITIONAL PUNCHES



AIM: KEEP ELBOWS IN - STAY LOOSE, TENSE LAST SECOND - BREATHE

8

CLAP PUSH UPS



AIM: KEEP CORE ACTIVATED - EXHALE ON ELEVATION

10

EXPLOSIVE KNUCKLE PUSH UPS



AIM: KEEP CORE ACTIVATED - EXPLODE ON EACH REP - KEEP ARMS STIFF

10
SECONDS

HANDSTAND ON WALL



AIM: SHOULDERS, BACK, GLUTES, & LEGS FLAT ON THE WALL

LEGS

WEEK 2



LATERAL JUMPS
KETTLEBELL SWINGS
MACHINE SIDE KICKS
SINGLE KNEE UPS

ALTERNATING LUNGES
GOBLET SQUAT
PISTOL SQUATS
DEADLIFT

CIRCUIT 1 | PLYOMETRICS X ENDURANCE MON, WED, FRI



10

LATERAL JUMPS



AIM: KEEP KNEES HIGH - FULLY EXTEND - EYES ON TARGET

20

KETTLEBELL SWINGS



AIM: KEEP CHEST UP - SQUEEZE GLUTES - PUSH OFF THE HEELS

10
(EACH SIDE)

MACHINE SIDE KICKS



AIM: KEEP KNEES HIGH - FULLY EXTEND - EYES ON TARGET

10
(EACH LEG)

SINGLE KNEE UPS



AIM: KEEP BACK FOOT RESTING ON CHAIR - EXPLODE KNEE HIGH

CIRCUIT 2 | MUSCLE X CALISTHENICS TUE, THURS



12

ALTERNATING LUNGES



AIM: SQUAT DEEP - BACK STRAIGHT - KNEES 90 DEGREES

10

GOBLET SQUAT



AIM: KEEP CHEST UP - KNEES OUT - ELBOWS IN - EXPLODE UP

5
(EACH LEG)

PISTOL SQUATS



AIM: MAINTAIN CONTROLLED MOVEMENT - KEEP LEGS STRAIGHT

10

DEADLIFT



AIM: PULL CHEST THROUGH ARMS - BACK STRAIGHT - WEIGHT ON HEELS

CORE WEEK 2



SINGLE-LEG BURPEES
SCISSOR KICKS
INS AND OUTS
JACKKNIFE SITUPS

LEG RAISES
SIDE RAISES
CLIMBERS
AB BIKES

CIRCUIT 1 | PYLOMETRICS X ENDURANCE MON, WED, FRI

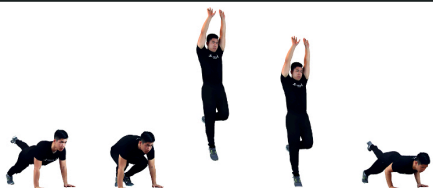


CIRCUIT 2 | CALISTHENICS X MUSCLE TUE, THURS



10
(EACH LEG)

SINGLE-LEG BURPEES



AIM: KEEP BODY CONTROLLED THROUGHOUT - EXPLODE HIGH ON JUMP

20

SCISSOR KICKS



AIM: KEEP TOES POINTED - LOCK KNEES

20

INS AND OUTS



AIM: EXPLODE IN AND OUT

10

JACKKNIFE SITUPS



AIM: EXPLODE UP - COME DOWN SLOW

10

LEG RAISES



AIM: CORE ACTIVATED - PRESS LOWER BACK TO FLOOR - LEGS STRAIGHT

20
(EACH SIDE)

SIDE RAISES



AIM: KEEP BODY STRAIGHT - LEAN SIDWAYS

10
(EACH SIDE)

CLIMBERS



AIM: KEEP LEG AT 45 DEGREE ANGLE - CLIMB YOUR LEG LIKE A ROPE

15
(EACH SIDE)

AB BIKES



AIM: ELBOWS TO OPPOSITE KNEE - POINT TOES





WHAT PEOPLE ARE SAYING

ABOUT THE 21-MINUTE WORKOUT GUIDE AND INVINCIBLE WORLDWIDE

"I'M A WEEK OUT AFTER DOING THE 21 MINUTE WORKOUT FOR 4 WEEKS AND NOT ONLY HAS MY PHYSIQUE TONED UP, MY ENDURANCE HAS SKY ROCKETED. I AM 22 YEARS OLD AND A MARTIAL ARTIST. DURING MY TRAINING I AM OUT LASTING THE PEOPLE I WOULD NORMALLY LOSE TO. MY STRENGTH HAS IMPROVED AS I CAN FEEL MY HANDS AND FEET DEMOLISHING THROUGH THE PADS. THIS WORKOUT WAS VERY HARD AT FIRST, WHICH IS WHY I LIKE IT AND YOU'LL FIND YOURSELF SORE BUT SOMEHOW WANTING MORE. MAKE SURE TO STRETCH AFTER YOUR WORKOUT AND DO LIGHT EXERCISES OR ELSE YOU WILL BE FEELING LIKE A BOULDER THE NEXT DAY."

- WILLIAM, AGE 22, AUSTRALIA

"HEY ALAN. I TRAIN TAEKWONDO, JUST RECENTLY I HAVE LOST A LOT OF WEIGHT, AND FINALLY STEPPING UP MY GAME, AND STARTING TO ACHIEVE SOME GOALS. I AM PROUD TO BE INVOLVED IN THIS. AS I BELIEVE IT IS ANOTHER WAY TO DEVELOP MYSELF. THROUGH WATCHING YOUR VIDEOS I BELIEVE YOUR MOVEMENT IS A VERY GOOD ONE. "

- CALEB, AGE 17, GERMANY

"THANK YOU FOR THE PASSION FOR THIS ART! I'M JUST STARTING AND CAN'T WAIT TO START TRAINING AND LEARNING! I'M READY TO BE INVINCIBLE!"

- ERIC, AGE 21, USA

"HEY GUYS, I'M FROM BRAZIL AND I SAW YOUR VIDEOS AND WEW, YOU'RE REALLY AWESOME! I'M MAKING MY WAY OF LIFE THROUGH KUNG FU, ALWAYS TRAINING HARDER AND HARDER TIL MY MUSCLES ALMOST EXPLODE IN PAIN, AND WHEN I SAW SOME OF YOUR VIDEOS I JUST THOUGHT "IT'S NOT HARD ENOUGH..." SO, THANK YOU FOR BEING MY NEW MOTIVATION! MAYBE SOMEDAY I CAN TRAIN WITH ONE OF YOU. KEEP BEING PEOPLE'S MOTIVATION GUYS, THE WORLD NEEDS SOME LIGHT."

- CHRISTOPHER, AGE 20, BRAZIL

"THESE GUYS ARE AMAZING! TOO MANY IGNORE INSPIRATION AND TAKE THE EASY WAY OUT BY ATTEMPTING ANTAGONISM AND INTIMIDATION."

- PRIME TIME MMA, USA

"INVINCIBLE ALWAYS INSPIRES. YOU LIVE UP TO YOUR MISSION, MY FRIEND! VERY COOL. LOVE YOUR EXPERIENCES AND GLAD THAT YOU WERE ABLE TO DO WHAT YOU DO NOW. EXCELLENT!"

- BMIKEA, FOUNDER OF INVICTUS BOXING, AUSTRALIA



WHAT PEOPLE ARE SAYING

ABOUT THE 21-MINUTE WORKOUT GUIDE AND INVINCIBLE WORLDWIDE

"I'D LIKE TO START OFF BY SAYING THANK YOU. THANK YOU FOR GIVING SUCH AMAZING INFORMATION AND FOR NOT JUDGING OTHERS AND ACCEPTING ALL PEOPLE. MOST PLACES DO NOT DO THAT SO IT'S RARE TO SEE A TEAM LIKE YOURS THAT TREATS ALL AS EQUALS NO MATTER WHO THEY ARE, WHAT BACKGROUND THEY HAVE OR, WHERE THEY CAME FROM. YOUR WAY OF TEACHING IS TRULY UNMATCHED. THERE IS NO LIMIT TO WHAT THE HUMAN CAN BE OR DO IF YOU JUST BELIEVE WITH ALL OF YOUR HEART AND SOUL. YOU ALL HAVE MADE ME REALIZE THAT. THE WAY YOU HAVE MADE ME FEEL ABOUT MYSELF, MY LEVEL OF SELF ESTEEM AND SELF CONFIDENCE IS SO MUCH MORE THAN I THOUGHT I WOULD EVER FEEL ABOUT MYSELF. IT'S UNREAL. THROUGH THE SHORT TIME I HAVE KNOWN ABOUT INVINCIBLE WORLDWIDE, I HAVE DEVOTED MYSELF TO STRIVE FAR BEYOND THE TYPICAL GOALS. I HAVE SET MY STANDARDS HIGHER THAN I EVER HAVE AND YOU HAVE GIVEN ME ONE TOOL THAT IS ESSENTIAL TO MY ACHIEVING THOSE GOALS. THAT TOOL IS PASSION.

YOU HAVE SHOWN ME THAT LIVING IS NOT JUST BREATHING. LIVING IS SHINING THROUGH YOUR DEVOTION TO PASSION. EXCELLING IN EVERYTHING. TO GO BEYOND EXCELLENCE AND SHATTER THE LIMITATIONS OF PERFECTION. YOU'VE SHOWN ME THAT THERE IS NO FAILURE EXCEPT FOR GIVING UP WHEN IT GETS DIFFICULT. BECAUSE OF YOUR WAY OF THINKING THAT YOU HAVE SHOWN TO ME, I'VE STOPPED EVERY BAD HABIT (SMOKING DAILY AND WEEKEND DRINKING). I WANT TO BECOME WHAT I DREAM AND THROUGH YOUR TEAM, I KNOW THAT BECOMING MY DREAM IS ONLY THE BEGINNING OF WHAT MY LIFE AND MY DAUGHTERS LIFE CAN BE. YOU'VE BLESSED US ALREADY AND WE HUMBLY THANK YOU. BE BLESSED AND DON'T SETTLE FOR GOOD ENOUGH!"

- DOUGLAS, AGE 35, USA

"THIS BOOK IS AMAZING! THE CONTENTS WERE VERY EDUCATIONAL AND VERY WELL DESIGNED. I'VE GOT TO ADMIT IT WAS REALLY HARD TO GO THROUGH THE 30 DAY CHALLENGE THROUGH WINTER BUT THIS BOOK CHANGED MY MINDSET AROUND AND FIGHT THROUGH THE COLD. I CANNOT PUT IT INTO WORDS OF HOW AMAZING THIS PROGRAM IS. VERY HIGHLY RECOMMENDED."

- KIMBERLEY, 20, AUSTRALIA

"INVINCIBLE WORLDWIDE IS MORE THAN JUST MARTIAL ARTS, MORE THAN MENTAL CAPABILITIES. IT'S ABOUT LIFE! ALAN IS VERY INSPIRING AND MOTIVATIONAL.

- JAMIE, AGE 18, AUSTRALIA

"EVERY DAY I WATCH THE VIDEOS OF YOUR GROUP, WATCH THEM SEVERAL TIMES, AND AM PASSIONATE ABOUT MARTIAL ARTS, AND WANTED TO CONGRATULATE YOUR GROUP."

- ROBERTO, AGE 18, BRAZIL

"THROUGH INVINCIBLE WORLDWIDE I HAVE REACHED ANOTHER LEVEL OF TRAINED MENTAL THOUGHT AND RELAXATION ALLOWING ME TO SET MY GOALS."

- HASSAN, AGE 21, AUSTRALIA

TOGETHER.





ABOUT THE AUTHOR

ALAN LA - MARTIAL ARTIST, SPEAKER, COACH



ALAN LA IS A MARTIAL ARTIST, MOTIVATIONAL SPEAKER, AUTHOR, PEAK PERFORMANCE COACH AND FOUNDER OF INVINCIBLE WORLDWIDE.

ALAN BEGAN HIS TRAINING IN THE MARTIAL ARTS AT THE AGE OF 12, STUDYING SHAOLIN KUNG FU, JEET KUNE DO AND WING CHUN. IT WAS ALSO AT THIS TIME THAT HE DISCOVERED PEAK PERFORMANCE BOOKS, PERSONAL DEVELOPMENT AND MOTIVATIONAL SEMINARS. WHILE HIS FRIENDS WERE OUT PLAYING AND HANGING OUT, ALAN WOULD BE EITHER TRAINING OR DEVOURING EVERYTHING HE COULD ABOUT MARTIAL ARTS TRAINING PHILOSOPHIES, HUMAN PERFORMANCE, MOTIVATION, SELF-LEADERSHIP, AND LIFE SUCCESS SKILLS.

AS HIS PHYSICAL CAPABILITIES, SELF-CONFIDENCE, PERSONAL INSIGHT AND KNOWLEDGE REACHED NEW LEVELS, 'INVINCIBLE' BECAME A NAME TO DESCRIBE THIS INCREDIBLE FEELING OF PEAK EFFECTIVENESS. EVER SINCE, ALAN HAS SHARED THIS 'INVINCIBLE' FEELING WITH EVERYONE WHO WANTS MORE OUT OF LIFE. HIS VISION IS TO EMPOWER YOUNG PEOPLE WORLDWIDE TO FIGHT A MEOCRE EXISTENCE AND LEAD EXTRAORDINARY LIVES THROUGH PHYSICAL, MENTAL, EMOTIONAL AND SOCIAL TRAINING.

AT AGE 20, ALAN FOUNDED THE MOVEMENT BRAND INVINCIBLE WORLDWIDE. SINCE 2010, ALAN AND HIS TEAM HAVE TOGETHER EMPOWERED OVER HUNDREDS OF INVINCIBLE STUDENTS THROUGH THE INVINCIBLE ACADEMY, INSPIRED OVER 50,000 PEOPLE AROUND THE WORLD, AND REACHED OVER 4 MILLION VIEWS ON THE INVINCIBLE WORLDWIDE YOUTUBE CHANNEL. THEY'VE ALSO PARTNERED WITH LIKE-MINDED COMPANIES SUCH AS HYPER MARTIAL ARTS, THE STREET UNIVERSITY, SYDNEY SELF-DEFENCE AND MANY OTHERS TO EMPOWER THE WORLD.

ALAN ALSO CREATED A HIGHLY-ACCLAIMED LIFE SKILLS AND LEADERSHIP PROGRAM CALLED 'THE ACHIEVE ANYTHING ACADEMY' WHICH HAS SUCCESSFULLY EMPOWERED HIGH SCHOOL STUDENTS, DISENGAGED YOUTHS, AND CORPORATE TEAMS ACROSS NSW. AS A RESULT OF THE PROGRAM'S SUCCESSES, INVINCIBLE WORLDWIDE HAS BEEN NUMEROUSLY FEATURED ON CHANNELS 7, 9 AND 10.

ALAN HAS BEEN INDUCTED INTO THE ISKA MARTIAL ARTS HALL OF FAME, AWARDED THE SPORTSMAN OF THE YEAR, WAS NOMINATED FOR THE 2013 YOUNG AUSTRALIAN OF THE YEAR AWARD, AND RECEIVED AN AUSTRALIA DAY MEDAL FOR INSPIRING PEOPLE TO BECOME PHYSICALLY AND MENTALLY MORE IN LIFE.

TODAY, STUDENTS, PROGRAM GRADUATES AND FANS REGULARLY KEEP IN CONTACT WITH ALAN AND SHARE THEIR ONGOING SUCCESS STORIES WITH HIM. MANY OF THEM HAVE SINCE PURSUED THEIR DREAMS, CAME 1ST IN COMPETITIONS, BECAME ENTREPRENEURS, BEEN ON TV, FOUND JOBS, RECONNECTED WITH THEIR FAMILIES, AND SOME HAVE JOINED THE INVINCIBLE WORLDWIDE TEAM TO INSPIRE THE NEXT GENERATION OF HEROES IN SOCIETY.





INVINCIBLE WORLDWIDE

BODY X MIND X LIFESTYLE X WORLD

“INVINCIBLE” IS THE FEELING YOU GET WHEN YOU ARE CONSTANTLY IMPROVING YOUR LIFE, STRIVING FOR PEAK PERFORMANCE PHYSICALLY AND MENTALLY. “WORLDWIDE” IS OUR VISION TO ONE DAY INSPIRE THE WORLD TO BECOME EXTRAORDINARY.

INVINCIBLE IS AN IDEA. IT'S NOT MARTIAL ARTS OR MOTIVATION. IT'S SIMPLY AN IDEA. IT'S AN IDEA OF POSSIBILITY. IT'S THE IDEA THAT NO MATTER WHO YOU ARE, WHERE YOU COME FROM, WHAT YOU LOOK LIKE OR HOW YOU'RE BUILT, THAT YOU CAN BECOME EXTRAORDINARY. IT IS THE IDEA THAT WE ALL HAVE THE CHOICE TO BETTER OURSELVES EVERYDAY PHYSICALLY, MENTALLY, EMOTIONALLY AND SOCIALLY.

INVINCIBLE COMES FROM THE LATIN WORD, INVINCIBILIS. VINCIBILIS MEANS TO BE CONQUERED. SO THE IDEA OF INVINCIBLE IS THAT EVERYDAY YOU MAKE THAT DECISION NOT TO BE CONQUERED. DEFEAT IS A STATE OF MIND. NO MATTER WHAT HAPPENS TO YOU, WHERE YOU ARE OR HOW THINGS SEEM, YOU CAN ALWAYS MOVE FORWARD IF YOU MAKE THE DECISION THAT YOU ARE INVINCIBLE..

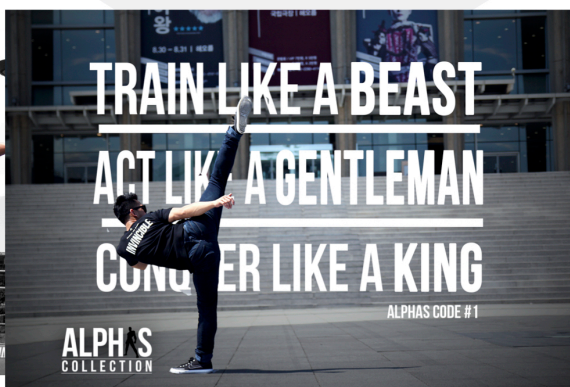
THE MOTTO, AWAKEN THE DREAM, REPRESENTS THE NOTION THAT WE ALL HAVE AN INNER DREAM, AN INNER LEGEND, TO LIVE OUT OUR FULL POTENTIAL IN LIFE. HOWEVER, AS WE GROW UP IN THIS SOCIETY, WE ARE DUMBED DOWN, REPRESSED AND TEMPTED AWAY FROM FULFILLING THAT INNER DREAM. AWAKEN THE DREAM MEANS TO SAY, "SUCK IT!" TO ALL THE HATERS, THE TEMPTATIONS AND THE MEDIOCRITY THAT PULLS US DOWN, AND STAND UP FOR GREATNESS..

INVINCIBLE IS A MOVEMENT TO ELEVATE THE WORLD TO BECOME BETTER PHYSICALLY AND MENTALLY THROUGH TRAINING.

INVINCIBLE WORLDWIDE'S MISSION IS TO EMPOWER AND INSPIRE THE WORLD TO BECOME EXTRAORDINARY, BY PROVIDING WORLD-CLASS PHYSICAL AND MINDSET TRAINING PROGRAMS, ACADEMIES, SEMINARS, WORKSHOPS AND EXPERIENCES TO HELP INDIVIDUALS BECOME PHYSICALLY SKILLED, MENTALLY STRONG AND SOCIALLY CONFIDENT.

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