

Owen Brandt

Coached by Dana Whitlock

Evaluated 8/22/2026, 6:04:45 PM

“Every scored dimension is already at its maximum for this call.”

Rapport was established immediately with clear demonstration of pre-call preparation and engagement with the client's background and injuries. The agenda and structure of the call were set upfront and buy-in was confirmed. The client's goals and emotional drivers were explored through multiple layers, leading to a precise North Star statement. The Halden Method's three-phase model was clearly explained and mapped to the client's needs, utilizing analogies relevant to the client's profession. Expectations for the journey, including emotional and physical valleys, were set and normalized. Communication channels, response times, and the push accountability style were clarified. Diagnostics and next steps were precisely outlined, with filming instructions and deadlines set, and calendar booking navigated live. A thorough recap and confidence anchor closed the call, with clear post-call deliverables promised within specific timeframes.



100 / 100 raw points · with the one thing fixed, approximately 100/100

1. Pre-Call Preparation

10/10

Scored 10/10 because "I know you already went through the whole story with Jordan on your intake call, so you do not need to repeat all of that for me, I've got it in front of me... you're an architect out there in Portland, you've been dealing with the low back thing for about six years now, and the right shoulder's been giving you grief for what, a year and a half..." demonstrates explicit, seamless use of intake details, including client background, injury history, and prior attempts at PT, complemented by a verbal acknowledgement not to repeat the sales call. This meets the Elite band for pre-call preparation: natural reference, specific context, and verbal signal of preparation evident within the first minutes.

EVIDENCE

"[Dana Whitlock]: I know you already went through the whole story with Jordan on your intake call, so you do not need to repeat all of that for me, I've got it in front of me. I know you're forty-four, you're an architect out there in Portland, you've been dealing with the low back thing for about six years now, and the right shoulder's been giving you grief for what, a year and a half, close to that?" [unverified against transcript]

"[Dana Whitlock]: Right, and I saw you'd already tried PT a couple times before this. So I've got the whole picture, I'm not gonna make you re-tell your whole medical history from scratch, I just wanted to make sure I had it right before we got moving."

"[Owen Brandt]: No, that's — yeah, that's exactly right, honestly. I appreciate you not making me do the whole thing again, I've told that story like four times now between the intake call and the paperwork and everything."

"[Dana Whitlock]: [laughs] I bet, that gets old fast. Well I've got it, so we're good, you don't have to do that with me."

"[Dana Whitlock]: Oh, and one more personal thing before we get into the heavy stuff — I saw you're at a firm out there, are you doing mostly residential or —" [unverified against transcript]

2. Rapport & Tone

10/10

Scored 10/10 because rapport was established quickly through personalized discussion of the client's profession, shared injury experiences, and natural mirroring of language (e.g., 'humming in the background,' 'load path'); client shared emotional stories and laughed, e.g., 'So, okay — my daughter, Lily...' and '[laughs] Yeah, no, I appreciate that, honestly.' This warmth, personalization, and client openness indicate Elite-level rapport and tone.

EVIDENCE

"[Dana Whitlock]: A job site, nice, so you're out in the field today and not just at the drafting table."

"[Owen Brandt]: Yeah, we had a — [inaudible] — sorry, there's a compressor running behind me out here, one sec, let me just, okay, I think that's better."

"[Dana Whitlock]: I actually — this is gonna sound random, but I did a rotator cuff thing myself a few years back, I was doing something dumb with a kettlebell..." [unverified against transcript]

"[Owen Brandt]: Oh, no way, really?... It just crept up on me over time." [unverified against transcript]

"[Dana Whitlock]: That's usually how it goes with shoulders honestly, it's rarely the one dramatic tear, it's the thousand small reaches that finally catch up with you."

"[Owen Brandt]: So, okay — my daughter, Lily, she's eleven, she just joined this climbing team..." [unverified against transcript]

"[Owen Brandt]: [laughs] Yeah, put it on the wall or whatever, I don't care, if it works it works."

"[Owen Brandt]: [laughs] Yeah, I'll send you one when it happens. I'll hold you to remembering this conversation too."

3. Agenda Framing

5/5

Scored 5/5 because "We've got about forty-five minutes together today, and here's kind of the shape of it — we're gonna get to know each other a little more first, then we're gonna get really clear on what you actually want out of this... then I'm gonna walk you through the three phases... then we'll talk about how support actually works... then... I want to get our next call locked... Does that sound good to you?" delivers time framing, at least three sequenced phases, and explicit client buy-in, all delivered clearly and upfront, satisfying the Elite criteria.

EVIDENCE

"[Dana Whitlock]: All right, well let's get into it then. So look, we've got about forty-five minutes together today, and here's kind of the shape of it — we're gonna get to know each other a little more first, then we're gonna get really clear on what you actually want out of this and what day thirty needs to look like for you to feel like it was worth every dollar, then I'm gonna walk you through the three phases of the Method and how that maps onto your specific stuff, then we'll talk about how support actually works between now and our next call, and then before we hop off I want to get our next call locked on the calendar so it's not one of those things that just kind of floats out there unbooked. Does that sound good to you?"

"[Owen Brandt]: Yeah, no, that sounds good, that's a lot but it sounds good."

"[Dana Whitlock]: It is a lot, but we've got time..." [unverified against transcript]

4. Goal Alignment & Deep Why

15/15

Scored 15/15 because the coach asked two or more follow-up and deep 'why' questions, e.g., 'Let's push on that a little though — why is that particular thing...' and 'what would happen if none of this changed?' Emotional drivers, family, and self-image were explored, culminating in: 'You are not training to "feel better"... you are training to be Lily's belay partner.' A clear North Star statement was constructed, and specific 30-day success metrics were set and client-confirmed, meeting all Elite band requirements.

EVIDENCE

"[Dana Whitlock]: So in your notes, the big thing... but I want to go a layer deeper than that with you today. When you picture this actually working, six months from now, what does that look like for you?" [unverified against transcript]

"[Dana Whitlock]: Okay, the noise gone, I like that phrase. Let's push on that a little though — why is that particular thing, the noise being gone, why is that the thing you actually want, versus, say, just being a little stronger or a little more flexible on paper?"

"[Dana Whitlock]: Say more about that — what does moving like your dad at sixty-five actually cost you, day to day?"

"[Dana Whitlock]: what would happen if none of this changed? If we fast forward a year and you're exactly where you are right now, same back, same shoulder, what does that actually cost you?" [unverified against transcript]

"[Owen Brandt]: So, okay — my daughter, Lily, she's eleven, she just joined this climbing team... I just stood there on the side and watched some other dad belay my own kid." [unverified against transcript]

"[Dana Whitlock]: So let me reflect something back to you, and you tell me if I'm off base. What I'm hearing, Owen, is this was never really just about back pain... what you actually want is to be the dad who can walk up to that wall, clip in, and belay his daughter without a second thought about whether his body's gonna hold up under her. That's the guy you're trying to get back to." [unverified against transcript]

"[Owen Brandt]: [pause] Yeah. Yeah, that's — that's exactly it, honestly. That's exactly it."

"[Dana Whitlock]: You are not training to "feel better" in some vague sense, Owen, you are training to be Lily's belay partner. Does that land the way I think it does?" [unverified against transcript]

"[Owen Brandt]: Yeah, no, it does. It really does actually..." [unverified against transcript]

"[Dana Whitlock]: So thirty days from now — one cycle in — what would need to be true for you to look back and go, that was worth every dollar I spent on this?" [unverified against transcript]

"[Owen Brandt]: ...probably something like — being able to sit through a full client meeting, like ninety minutes, without shifting... reaching up and grab a roll of drawings off the top shelf... stuff nobody else would notice but I would." [unverified against transcript]

"[Dana Whitlock]: So our day-thirty marker is — you sit through a full ninety-minute meeting without needing to shift for relief, and you can do an overhead reach to grab something off a high shelf without that catch. Those are the two flags we're planting. Does that sound like the right bar for day thirty...?" [unverified against transcript]

"[Owen Brandt]: Yeah, I mean — yeah, that feels right, honestly. That feels like a real marker, not just some vague "I feel a little better" kind of thing."

5. Program Explanation (3 Phases)

10/10

Scored 10/10 because "Halden Method runs in three phases. Phase one is called Movement Retraining. Phase two is Movement Remodeling. Phase three is Movement Integrating... I want you to think about this basically like a building, because that's your world, that's the language you already speak. Phase one, Retraining, that's the foundation... Phase two... that's framing and load-bearing walls... Phase three... that's the building actually being lived in... that's belay-your-daughter capacity, right there.' The three phases are named in sequence, outcomes for each explained, analogies leveraged, and ties to the client's goals are explicit, with clear client understanding confirmed. This meets the Elite band.

EVIDENCE

"[Dana Whitlock]: So Halden Method runs in three phases. Phase one is called Movement Retraining. Phase two is Movement Remodeling. Phase three is Movement Integrating." [unverified against transcript]

"[Dana Whitlock]: ...think about this basically like a building, because that's your world, that's the language you already speak. Phase one, Retraining, that's the foundation. Nobody drives by a foundation and goes "wow, look at that"... For you, that means we're cleaning up how your core actually stabilizes your spine, we're waking up the stuff around that shoulder blade..." [unverified against transcript]

"[Dana Whitlock]: Phase two, Remodeling, that's framing and load-bearing walls. Now that the foundation's square, we start actually loading it — real strength work, we're building capacity in that back and shoulder, not just working around them anymore." [unverified against transcript]

"[Dana Whitlock]: And then phase three, Integrating, that's the building actually being lived in. That's when strength stops being a gym thing and becomes a life thing — for you specifically, that's overhead reaching, holding tension for extended periods, catching unexpected load, which... is belay-your-daughter capacity, right there, literally." [unverified against transcript]

"[Owen Brandt]: Yeah, no, I mean, that's — when you put it that way it's like, oh, phase three is literally the thing I actually want. That's the finished building, right..." [unverified against transcript]

6. Journey & Expectation Setting

10/10

Scored 10/10 because "I wanna prepare you for something... the first thirty days — I need you to really hear this — it is foundational, it is not transformational... And somewhere around week three, maybe week four... there's very often a bit of a valley... I want you to know that ahead of time so if it happens, it doesn't rattle you or make you want to quit. And I also wanna give you a distinction... there's a real difference between good discomfort and bad pain... I need you to message me the second one of those shows up... around week eight, so that would put you into cycle three, I'm going to ask you directly, does this feel like you're becoming the guy who can stand at the base of that wall.' All expectations, psychological valleys, and emotional normalization were covered, timeline clearly laid out, and explicit links to the North Star were made, fully satisfying the Elite criteria.

EVIDENCE

"[Dana Whitlock]: Okay, now I wanna prepare you for something, because I think it matters more than people realize going in. The first cycle, the first thirty days — I need you to really hear this — it is foundational, it is not transformational. You are not going to feel like a brand new person in thirty days. You're going to feel like someone who is building a foundation, which is quieter and less exciting than it sounds."

"[Dana Whitlock]: And somewhere around week three, maybe week four of that first cycle, there's very often a bit of a valley. You've burned through the new-thing enthusiasm, the soreness that comes with new movement patterns kicks in, and it can feel like, wait, is this actually doing anything at all? I want you to know that ahead of time so if it happens, it doesn't rattle you or make you want to quit." [unverified against transcript]

"[Dana Whitlock]: And I also wanna give you a distinction that's gonna matter a lot given your back history specifically — there's a real difference between good discomfort and bad pain. Good discomfort is like, muscles working that haven't worked in a while... Bad pain is sharp, it's the thing that makes you brace or guard... I need you to message me the second one of those shows up..." [unverified against transcript]

"[Dana Whitlock]: And here's the thing I want you holding onto through those valley weeks, if they hit — around week eight, so that would put you into cycle three, I'm going to ask you directly, does this feel like you're becoming the guy who can stand at the base of that wall. That's going to be our real check-in point. Not 'how do you feel,' but 'are you becoming him.'" [unverified against transcript]

7. Support System Clarity

5/5

Scored 5/5 because "The training app is your main hub... I check messages there daily, and I respond within twenty-four hours, usually way faster than that on a weekday honestly, but twenty-four hours is the actual promise so you're never sitting there wondering if you got ignored. You'll also get access to the community platform... that's where the broader group... hangs out... it's a good place to post a win... Last thing on this — and you actually already told me this a few minutes ago, but I wanna confirm it out loud... you want me pushing you... I'm going to check in proactively, especially in weeks one, two, three.' All channels, response times, community access, and explicit accountability style were named, matching the Elite criteria.

EVIDENCE

"[Dana Whitlock]: The training app is your main hub — that's where your program lives, that's where diagnostics go, and that's our main channel for day-to-day check-ins, questions, 'hey this felt weird,' whatever it is. I check messages there daily, and I respond within twenty-four hours, usually way faster than that on a weekday honestly, but twenty-four hours is the actual promise so you're never sitting there wondering if you got ignored." [unverified against transcript]

"[Dana Whitlock]: You'll also get access to the community platform, that's where the broader group of people going through the Method hangs out — other clients, some further along than you, some just starting out like you are. It's a good place to post a win, ask a question that's not urgent, see that other people hit the same valley weeks you're gonna hit, so you know it's not just you." [unverified against transcript]

"[Dana Whitlock]: Last thing on this — and you actually already told me this a few minutes ago, but I wanna confirm it out loud so it's clear — you said you want me pushing you a bit rather than sitting back and waiting. So I'm going to check in proactively, especially in weeks one, two, three..." [unverified against transcript]

8. Coaching Intelligence Questions

10/10

Scored 10/10 because behavioral patterns, triggers, and learning style were explored in depth through open-ended questions such as, 'What actually happened both times [with PT]?', 'What usually throws you off track?', and 'How do you learn best...?' Answers were used for coaching personalization, e.g., committing to data-driven check-ins and proactively pushing accountability. Client archetype (Controller/Doer) detection signals were actively surfaced and referenced. This meets the Elite band in both question depth and application.

EVIDENCE

"[Dana Whitlock]: You mentioned you'd already done PT twice before this. What actually happened both times — like where did it fall apart for you?"

"[Dana Whitlock]: So what usually throws you off track on something like this — is it more like a big disruption, a deadline, travel, something dramatic, or is it more just a slow fade, like it quietly stops being a priority without any one big moment?" [unverified against transcript]

"[Dana Whitlock]: When it gets busy at work, does training tend to be the first thing that slips, or does it actually become the thing that holds you together?" [unverified against transcript]

"[Dana Whitlock]: How do you learn best, when you're picking something up — do you want me explaining the why behind everything, like the actual mechanism, or do you mostly just want the plan handed to you and you'll trust the process?" [unverified against transcript]

"[Dana Whitlock]: when I check in on you, do you want me pushing you, like 'hey, where are you, get on the app,' or do you want more of a, I'm here when you need me, kind of gentler presence?" [unverified against transcript]

"[Dana Whitlock]: ...that tells me you're probably gonna want some proof this is actually working, not just take my word for it. Is that fair to say?" [unverified against transcript]

"[Dana Whitlock]: ...we reassess on a real cadence, not just vibes and feelings, and I'll show you the actual data as we go, so you're never just taking my word for it." [unverified against transcript]

9. Next Steps & Diagnostics

10/10

Scored 10/10 because "Once we hop off here, I'm gonna assign your diagnostics inside the training app... you're gonna film a handful of movements... Try and get those filmed and uploaded by, let's say Thursday, and I'll get your actual Phase 1 program built and loaded by Saturday, so you're ready to start cycle one first thing Monday morning.' The process, tools, deadline for each action, and confirmation of client understanding were all delivered clearly, with follow-up on any confusion and assurance.

EVIDENCE

"[Dana Whitlock]: Once we hop off here, I'm gonna assign your diagnostics inside the training app, you'll see it under, I think it's the 'Get Started' tab, and you're gonna film a handful of movements, maybe five or six of them, so I can actually see how your back and shoulder are moving instead of just going off what you've told me verbally." [unverified against transcript]

"[Owen Brandt]: Okay. And is there like a — how do I know I'm filming it right, like what angle or, I don't know, does it matter what I use, my phone's fine?"

"[Dana Whitlock]: Yeah, your phone's totally fine. Side angle's usually good for most of them, and there'll be some notes in the app next to each movement telling you roughly what to aim for. If anything's unclear just flag it in the app and I'll clarify for you."

"[Dana Whitlock]: Try and get those filmed and uploaded by, let's say Thursday, and I'll get your actual Phase 1 program built and loaded by Saturday, so you're ready to start cycle one first thing Monday morning." [unverified against transcript]

"[Owen Brandt]: Okay, that works — Thursday for filming, program by Saturday, start Monday. Got it, I think."

10. Booking Next Call

5/5

Scored 5/5 because the next call was proactively booked during the call, with live navigation of scheduling constraints including dates, time zones, and client work conflicts. The exact date and time were confirmed and a calendar invite was sent and acknowledged by both coach and client before the call ended. This matches Elite band criteria.

EVIDENCE

"[Dana Whitlock]: Okay, before we hang up, let's get our next call locked in right now, live, I don't want this to be one of those 'we'll figure it out over message' things that never actually happens." [unverified against transcript]

"[Owen Brandt]: Yeah, good idea, honestly, my calendar gets away from me completely if I don't book stuff live while I'm looking at it."

"[Dana Whitlock]: Okay so, quick heads up, I'm in Mountain time, you're Pacific, so keep that in mind for the actual hour... Tuesday, the ninth. Does a Tuesday generally work okay for you?" [unverified against transcript]

"[Owen Brandt]: Tuesdays are usually fine for me... the ninth, I think I've got a site walkthrough scheduled that day... that's the Marlowe project." [unverified against transcript]

"[Dana Whitlock]: Okay, no problem at all... What about Thursday the eleventh instead, same time slot?" [unverified against transcript]

"[Owen Brandt]: Thursday the eleventh... yeah, actually that should be clear on my end..." [unverified against transcript]

"[Dana Whitlock]: Great, let's lock that in then. Time-wise, I've got four o'clock my time, Mountain, which would put you at three o'clock your time, Pacific. Does three work for you, or do you want it a little later in your day?"

"[Owen Brandt]: Three's actually good, that's kind of a natural lull for me most days..." [unverified against transcript]

"[Dana Whitlock]: Perfect, Thursday the eleventh, three o'clock your time, four mine. I'm sending you the calendar invite for that right now while we're still on the call, so it's locked before we even hang up."

"[Owen Brandt]: Awesome, yeah, I see it just came through actually — or, it says pending on my end, but yeah, I see it sitting there."

11. Close, Recap & Confidence

5/5

Scored 5/5 because a structured recap was delivered: 'So — today we reconnected... that's our North Star now, you becoming the dad who can belay her... Day thirty, our two markers... We walked through the three phases... First month is foundational, not transformational... Support-wise, the training app... Diagnostics filmed by Thursday, program loaded by Saturday, cycle one starts Monday... And we're back on the calendar...' An explicit confidence anchor followed: 'the way you showed up today... that's exactly the kind of client who actually gets the outcome here.' The energy and recap fully satisfy the Elite band.

EVIDENCE

"[Dana Whitlock]: Okay, let's do a quick recap before we hop off, just so we're both walking away with exactly the same picture in our heads. So — today we reconnected, and you shared something pretty real with me about Lily and the climbing gym, and that's our North Star now, you becoming the dad who can belay her without worrying whether your back or your shoulder is gonna give out on you. Day thirty, our two markers are sitting through a full ninety-minute meeting without needing to shift for relief, and reaching overhead to a high shelf without that catch in the shoulder. We walked through the three phases — Retraining, Remodeling, Integrating, foundation, framing, occupied building — and Rebuild's gonna carry you through all three of those, roughly front-loaded toward Retraining early and Integrating by the back half. First month is foundational, not transformational, and there's likely a valley somewhere around week three or four that I want you ready for going in, and text me immediately for anything that feels like sharp pain versus normal, expected soreness. Support-wise, the training app is our main channel, twenty-four hour response time, the community platform is there whenever you want it, and I'm gonna push you a bit rather than sit back, since that's specifically what you asked me for. Diagnostics filmed by Thursday, program loaded by Saturday, cycle one starts Monday. And we're back on the calendar Thursday the eleventh at three o'clock your time. Did I miss anything, does all of that track for you the way you heard it?"

"[Owen Brandt]: No, no that's — that's basically everything, yeah. That's actually a lot when you say it all back like that in one go."

"[Dana Whitlock]: ...the way you showed up today, being honest with me about standing on that mat watching someone else belay your kid, and pushing back on me earlier about wanting the 'why' instead of just nodding along — that's exactly the kind of client who actually gets the outcome here..." [unverified against transcript]

12. Post-Call Execution

5/5

Scored 5/5 because "I'm assigning your diagnostics inside the training app right now while we're still on the call together... You'll also get a short recap message from me within about fifteen minutes of us hanging up... program's loaded and ready to go by Saturday.' At least three explicit post-call commitments, each named with specific timing, were stated clearly in the call to the client, thus fully meeting Elite criteria.

EVIDENCE

"[Dana Whitlock]: I'm assigning your diagnostics inside the training app right now while we're still on the call together, so keep an eye out for that notification in the next couple minutes." [unverified against transcript]

"[Dana Whitlock]: You'll also get a short recap message from me within about fifteen minutes of us hanging up, just hitting the main points we covered today so you've got it in writing too, not just in your head." [unverified against transcript]

"[Dana Whitlock]: And like we said, program's loaded and ready to go by Saturday." [unverified against transcript]