

THE PRESENCE METHOD

Day 1 – Win the Morning: reclaim your first 15 minutes and set the tone for the day.

Mentor Note: In a fight camp, the day is won or lost in the first ten minutes. If you reach for your phone, you are letting the world dictate your state of mind before you've even stood up. Getting out of bed immediately isn't just about discipline; it's about taking the lead. When I prepped fighters, we didn't negotiate with the alarm clock—we executed.

I didn't learn presence from books.

I learned it on nightclub doors in Dublin, where one missed signal could mean a bottle to the head.

I refined it in Nanjing, studying Traditional Chinese Medicine and internal arts.

I tested it over and over while working full-time for Conor McGregor – in training camps, media storms, and in his corner on fight night.

For the last 16+ years, I've been teaching at Shinobi Academy in Portugal, helping men and women build bodies that can move and minds that can stay present under pressure.

The Presence Method is the consolidation of those 25 years into simple, daily protocols.

Welcome to The Presence Initiation.

For the next seven days you will follow a small set of daily practices designed to sharpen attention, discipline, and awareness.

Before tomorrow morning, prepare one thing:

Find a simple notebook and pen.

Carry this notebook with you during the initiation. It will become your tool for reflection and observation.

Tomorrow begins with the first rule of the method:

Win the morning.

When you wake up:

- Get out of bed immediately
- Do not reach for your phone
- Move your spine and joints for 3–5 minutes

Then open your notebook and write:

Five things you are grateful for.

Five goals written in positive language.

They begin with a positive word, this is very important . I AM. I HAVE. I CAN. I NOW

EXAMPLE:

“I am becoming more disciplined.”

“I CAN build a strong and capable body.”

These small actions create direction for the day.

Show up.

Be consistent.

Do the work.

Day 2 – Body Awareness: start moving like someone who lives in their body, not in their notifications

Mentor Note: On the nightclub doors in Dublin, tension was a telegraph. If your shoulders are up or your breathing is shallow, you've already lost the tactical advantage. In Nanjing, we learned that "stacked bones" allow energy to flow; "straining tendons" waste it. Notice where you are holding stress—because in a high-pressure environment, that stress becomes a target.

Tomorrow you will begin paying attention to your body.

Most people move through the day without awareness of posture, breathing, or tension.

Tomorrow's practice is simple.

Begin your day the same way as Day 1.

Win the morning.

Then add a short movement practice.

Spend five minutes moving your spine and joints.

Examples:

- Cat–cow movement
- Shoulder rolls
- Hip circles
- Gentle spinal waves

During the day, observe your posture.

How are you standing?

How are you sitting?

Are your bones stacked, or are your tendons carrying the load?

Simply notice.

Bring your notebook with you and write down anything you observe.

Small awareness creates big change over time.

Day 3 – Hearing: train layered listening so you stop missing what’s actually being said.

***Mentor Note:** Layered listening is your early warning system. Most people only hear the noise right in front of them. On the street, you need to hear the entire soundscape—the footsteps behind you, the shift in a conversation across the room, and the rhythm of the environment. If you can’t separate sounds, you can’t identify threats.*

Tomorrow you will train your hearing.

Find a café or public place and sit quietly for a few minutes.

First listen to the entire environment.

Take in the whole soundscape.

Then begin separating the sounds.

Notice:

- conversations
- cups and plates
- footsteps
- machines
- background noise

Finally, focus briefly on one conversation without staring or making it obvious.

Simply listen.

This exercise develops layered awareness.

Write down what you notice in your notebook.

Most people move through life without truly listening.

Day 4 – People: learn to read posture, gait, and mood without a word spoken.

***Mentor Note:** Words are often a lie, but body language is the truth. When I worked security, I wasn't looking at people's faces; I was looking at their weight distribution and the pace of their movement. These signals tell you if someone is about to explode or if they are aware of you. Sharpening this perception is how you stay three steps ahead in any negotiation or conflict.*

Tomorrow your awareness shifts toward people.

As you move through your day, begin observing body language.

Notice:

- posture
- pace of movement
- weight distribution
- gestures
- facial expression

Try making small guesses.

What kind of work might this person do?

What mood are they in? What is their resting pose? What would you correct in their walk, their posture, their awareness of their environment?

You will often be wrong. That is fine.

The goal is simply to develop awareness of the signals people give without realizing it.

Write a few observations in your notebook.

Presence grows when observation becomes a habit.

Day 5 – Environment: walk into any room and instantly see exits, risks, and safe zones.

Mentor Note: Most people walk into a room "blind". To be present is to be tactically aware. Whether it's a boardroom or a stadium, you must know where the exits are and where the pressure gathers. We use a scale of 1–5 to determine our "switch". If you don't know how much you can relax, you aren't in control—the environment is.

Tomorrow you will practice environmental awareness.

Each time you enter a building or room, pause briefly and observe.

Notice:

- entrances and exits
- the layout of the space
- where people gather
- where the quiet areas are

Look for risks, environmental, people, things . How much can you relax on a scale of 1-5 and why? How much you stay switched on on a scale of 1-5 and why?

Most people walk into environments completely unaware of their surroundings.

Tomorrow you will begin seeing what others miss.

Write a few notes in your notebook about what you observe.

Over time this habit becomes automatic.

Day 6 – Beginner’s Mind: break expert autopilot and reopen your curiosity.

Mentor Note: Expertise can be a trap; it makes you arrogant and blind to detail. In the Dojo, the "Black Belt" is just a white belt who didn't quit, but they must keep the beginner's curiosity to survive. When you look at a simple object or a new route with fresh eyes, you find the layers that others miss. Stay mentally flexible, or you will become brittle.

Tomorrow you will practice your beginner's mind.

Choose something small where you are not an expert.

Examples:

- take a different walking route
- try a new movement exercise
- visit a new place
- learn a simple new skill

When we become experts, we stop noticing details.

Beginners see everything.

Approach the experience with curiosity. Look at the layers of things. Look at a flower or a leaf, really study it. The more you look the more you will see

Write down what you notice in your notebook.

The goal is to stay mentally flexible and open.

Day 7 – Integration: connect the week into a personal Presence Statement.

Mentor Note: This week was the initiation. You’ve moved from reacting to noise to observing reality. But 7 days is just a reset; 30 days is a rebuild. Awareness is a choice you have to make every single morning. You’ve shown up and done the work. Now, the question is whether you are ready to carry this presence into the rest of your life.

Tomorrow you complete The Presence Initiation.

Take a few minutes to review your notebook.

Ask yourself:

What did I notice this week?

What changed in how I moved through the world?

Write your reflections.

Then write one final sentence:

“I choose awareness over distraction.”

This marks the completion of the initiation.

Over the next few days I will send you information about continuing the practice through the 30-Day Presence Protocol.

For now, simply notice what has already changed.

Show up.

Be consistent.

Do the work.

— Colin

“Ready for the Rebuild? Click here to start the 30-Day Presence Protocol immediately.?”

<https://thepresencemethod.org/30day-presence-protocol>