

A portrait of a man with short dark hair and a light beard, wearing a white t-shirt and a smartwatch. He is standing in a dimly lit room with large windows in the background. The text 'LUIS Jordan' is overlaid on the image, with 'LUIS' in white and 'Jordan' in a teal script font, framed by a teal graphic element.

LUIS
Jordan



How did you get started in sports?

My beginnings in sports weren't just physical; they were emotional.

In 2010, after my grandmother's death, something changed within me. I was already going to the gym, but I didn't see it as a lifestyle; it was something superficial. In that moment of grief, sports ceased to be optional and became a necessity. I decided to run my first half marathon (21K) in Guatemala City without any structured training. I trained for only a month, doing long runs of 12 to 15 kilometers per week. There was no perfect plan, just a clear intention to push my limits.

A week before, I ran 24 kilometers with a significant incline, more for a mental than a physical challenge. After crossing the finish line, something clicked. I wanted something more challenging, so three months later I did my first 70.3 triathlon.

Over time, I understood something key: sports not only strengthen the body, but also rewire the mind. Without realizing it, I was using movement to process my grief.

That's when everything made sense. Your body often knows what you need before you even realize it. And if you learn to listen to it, it can guide you through difficult times.

Since then, sport has ceased to be just an activity and has become a tool for personal growth.

Sport came into your life during a time of grief. How did that process influence the way you train today?

Sport didn't just come into my life during a time of grief; it taught me what to do with that pain. Over time, I learned to channel it and transform it into something constructive. Today, I understand that this process is shadow work: integrating emotions and wounds instead of avoiding them. For me, sport became a real way to do this.

I've seen many athletes go through difficult situations. It's not by chance: that pain, when channeled properly, becomes fuel and makes you stronger.

By training from that place, you enter flow states, where mental noise disappears and there's a deeper connection. An inner guidance even emerges, giving you clarity, not only in sport but in life.

Training ceased to be just discipline and became an integration of mind, body, and spirit.





What did you learn from your first competitions, like your first Half Ironman, that is still key to your mindset?

My first competitions taught me something that remains fundamental to my mindset: continuous improvement.

I understood that each discipline provides you with tools to surpass yourself, not only in sports but in life. It's not just about competing, but about integrating what each experience teaches you.

I also learned that difficulties will always be there, but everything depends on the mindset with which you choose to face them. I remember my first 70.3: during the race, on wet terrain, I fell.



I was already exhausted, and my legs were practically unresponsive. It could have been the end. But I decided to keep going, step by step. Not driven by emotion, but by determination.

Over time, I understood that this is metacognition: observing your thoughts and choosing how to respond. My body was collapsing, but my mind was present. I could see the pain... and still decide not to give up.

That's where mindset is truly built: when you have every reason to stop... and you decide to continue.

At what point did you decide to become a hybrid athlete and pursue multiple disciplines?

My transition to a hybrid athlete wasn't a fad or an impulsive decision; it was a necessity born from injury.

Before the pandemic, while climbing a volcano, I suffered an iliotibial band injury. I was coming off a period of inactivity and made the mistake of jumping straight back into demanding challenges without any progression. During the pandemic, the sedentary lifestyle worsened the injury and forced me to rethink everything.

An Ironman finisher friend helped me return to sports with a smarter approach, prioritizing recovery. At the same time, another friend with a medical focus on performance and rehabilitation introduced me to a key concept: if you're passionate about multiple disciplines, you shouldn't limit yourself; you should become a hybrid athlete.

That's when I understood something important: when you practice only one discipline, you develop specific patterns and leave other abilities unstimulated. In contrast, hybrid training activates more muscle fibers, reduces injuries, and improves overall performance.

I also learned about the importance of fascia, as well as control and proprioception, which are fundamental for movement control, stability, and injury prevention.

All of this is integrated into my training as a hybrid athlete. That's when I stopped training by discipline... and started training as a system.



In just four months of the year, you've already competed in multiple high-level events. How do you prepare your body and mind to sustain such a demanding performance pace?

Maintaining a high level of competition isn't just physical; it's mental and spiritual.

I'm passionate about entering macro flow states, states where mind, body, and spirit are completely aligned. That's where I find calm. Through personal experiences and the study of consciousness, I understood that this energy needs to be channeled, and sport is one of the most effective ways to do so.

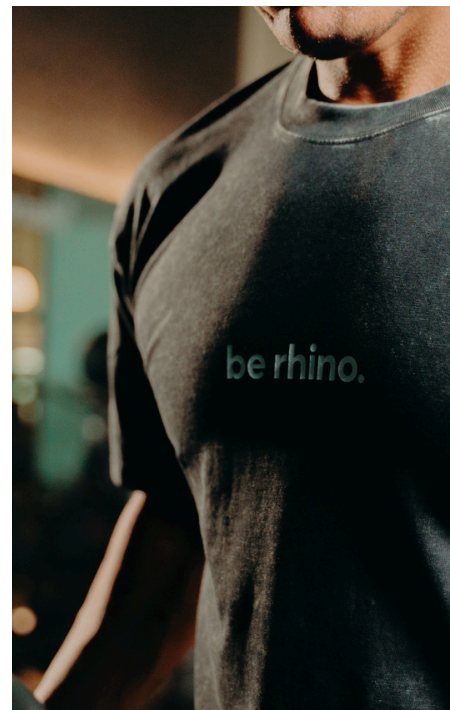
That's when everything changed: you don't just train to compete; you train to manage your energy, your focus, and your purpose.

This connects to holistic preparation: developing a complete, adaptable, and strong athlete at all levels. Because you don't know what challenge you'll face, but you can prepare for anything.

I also understood that discipline doesn't stem from motivation, but from deciding to move forward even when you don't want to. That's where true character is built.

When you learn to master it, the ego can become a catalyst that propels you to overcome limits. But it shouldn't be the end goal. When you use it to fill yourself up, you fall into narcissism, and that kind of mindset is completely disconnected from my faith and spirituality. For me, it's the complete opposite.

I train, compete, and strive to be a light in my surroundings. I dedicate every competition to God, and I use that "energetic ego" as a tool to complete them, not to define myself. For me, competing constantly isn't just a physical challenge. It's a catalyst. It's a way of living by that principle: strengthening resilience, maintaining focus, and continuing to evolve, regardless of the circumstances.





What does it mean to you to represent Guatemala through your performance and discipline?

Representing Guatemala for me goes beyond performance; it's a responsibility.

We live in a country of stark contrasts, and amidst that, I understood that example speaks louder than words. Representing Guatemala means demonstrating that, regardless of where you come from, there are paths where we can all converge, and sports are one of them.

Sports break down barriers: no matter your background, we all compete under the same rules. This fosters something that's hard to find in other areas: unity. It reminds us that we share an identity and that we can move forward together. But we must also go further. We need greater awareness and transparency in the institutions that support athletes, because often athletic growth has depended more on individual effort than on genuine support.

Furthermore, we live in a culture where leisure often revolves around alcohol. It's not about judging, but about finding balance and showing that there are more constructive ways to enjoy ourselves, connect, and grow.

If we can change even a part of that mindset, the impact can be enormous. And if my process can inspire others to find that balance, then everything has even more purpose.

Luis Jordan

A man with short dark hair, wearing a grey t-shirt and light blue shorts, is standing in a gym. He is holding two black dumbbells in front of him with both hands. He is looking down at the dumbbells with a focused expression. The background shows gym equipment and warm lighting.

What message do you want to leave for the people who are going to see this cover and who may be going through their own battle?

Life will constantly present you with situations where you'll have to decide whether to retreat or transcend. And that decision is yours. When you retreat, it doesn't just affect you; it also impacts those around you. But when you choose to transcend, you not only rise above it all, but you also pave the way for others.

Sports have been one of the most powerful tools I've found to achieve this. They train your mind to face obstacles, show you that you're capable of things you never thought possible, and force you to confront your own limits.

And something very important I learned in the process: You don't have to do it alone. There are times when pride might make you think you do, but that's not the case. Asking for help is also part of growing up. There will always be someone willing to support you if you're willing to take that step. Just don't idealize anyone. We're all human, we can all make mistakes. The only one who doesn't make mistakes is God. And when you understand that, you also understand that within you there's a strength that doesn't come solely from within you, but from something greater.

"Don't shine so that others may see you. Shine so that, through you, others may see Him." - C. S. Lewis

be rhino.

Rhino *athletics*

