

canfitpro™

March - April 2019

The Official Magazine

**IS AN
OUTDOOR
FITNESS
BUSINESS
RIGHT FOR
YOU?**

**SETBACK OR
SUCCESS?**

**5 WAYS TO CREATE
MASSIVE SIGNIFICANCE IN
THE TRAINING BUSINESS**

**SPRING FLING
WITH WHEELS**

**OBSTACLE
COURSE
TRAINING**

**VARIETY IS THE NAME
OF THE GAME**

**KETOGENIC AND
INTERMITTENT
FASTING**

**A RUNNING
CIRCUIT FOR
POWER**

**SPRINT WORKOUTS GIVE
YOU THE POWER TO PUSH**

**BUILDING
YOUR
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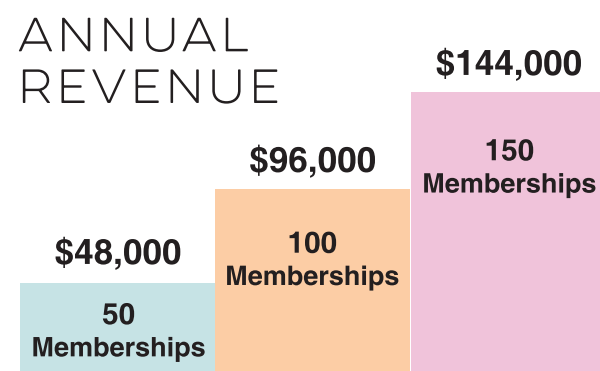
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NOTE FROM THE VP



If there is one thing constant in life it is change. If we choose to remain open to change, and have faith versus fear around the outcome, then the path forward is easier and the journey far more rewarding. This is how the leaders of canfitpro are feeling with the recent departure of canfitpro's Vice President, Nathalie Lacombe.

As we said goodbye to Nathalie, we applauded her for the 10 year commitment and contribution to the company, and for the career she has built for herself thus far. Nathalie is not leaving canfitpro, but instead coming back to work on the front line within the profession, as a certified Fitness and Yoga Instructor and Trainer, Presenter and Consultant. While Nathalie has chosen to lead herself forward along this new path, canfitpro is following her lead by taking steps to move both canfitpro and the Canadian fitness industry forward. With that, we are very excited by the arrival of our new Vice President, Kyle Tomlin, to the canfitpro team. With our new leadership and the plan to deploy new and updated programs for canfitpro's member experience in place, it is already a busy and exciting 2019.

As you may have already seen, this year we are also simplifying and streamlining our brand. Our flagship event has been re-branded "canfitpro 2019". Regional events have been branded similarly, by their location. canfitpro is excited to bring events to Montreal, Winnipeg, Regina, Halifax, Vancouver, Edmonton and Toronto this year.

While some trends remain strong year after year, there are always "movers and shakers" disrupting the status quo. No longer can any of us sit back and do what we have always done, or hope that what we did before is good enough. 2020 is just around the corner and the time to change is now, to grow and lead the way forward for the fitness industry in Canada.

Maureen (Mo) Hagan
Vice President of Program Innovation
canfitpro



March/April 2019

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UPDATE

MEET OUR STAFF

canfitpro is proud to have so many amazing staff working behind the scenes to bring our members the best experiences in fitness certification and education. We want to introduce them to you!

Meet **Igor Keselman** - Senior QA Analyst



How long have you been with canfitpro?

I am in my third year with canfitpro.

What do your position responsibilities include?

- Agile/Scrum processes in IT Development
- Sprint Releases and Post-Development Testing processes
- Managing all testing processes and QA skills to maintain canfitpro applications
- Keeping applications bug free

What is your superpower?

My superpower is my ability to form and convey an idea or principle in my mind – conceptualize.

How do you incorporate fitness into your life?

Since childhood, I have had a passion for

winter sports such as skiing and skating, and summer sports like tennis and soccer. I still have a passion for these sports to this day.

Working for canfitpro, fitness has become a main part of my life – working out in gym with correct theory, focusing on different parts of the body, all while following a proper nutrition plan. This allows me to feel great and stay healthy. I was able to participate in an office Plank contest with my co-workers and I had the best company result - holding my plank for a full eight minutes! Outside of the office, I keep active on my weekend time with extra hours in the gym and playing sports.

What is one fun fact about you?

I can imitate/parody people and keep the people around me in a good mood! I like to keep things fun and play characters.

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March 30/31

WINNIPEG
April 6/7

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May 25/26

EAST COAST
May 25/26

TORONTO
August 14 – 18



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FITNESS EXPO

August 14-18, 2019

TORONTO

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CANADIANS CRAVE PRACTICAL WORKOUTS, ACCORDING TO OUR ANNUAL SURVEY OF FITNESS PROFESSIONALS. FUNCTIONAL FITNESS REIGNS AS THE #1 FITNESS TREND FOR THE SECOND YEAR IN A ROW WHILE ACTIVE RECOVERY CLIMBS TO THE #2 SPOT.

1 Functional Fitness (#1 in 2018, #2 in 2017; #1 in 2016)

Functional fitness stays put in the top spot. Using multiple muscle groups to strengthen in a holistic way (versus one specific muscle group at a time), functional fitness programs include practical, balance-challenging movements that simulate activities like shoveling snow, carrying groceries, or unloading the car. This focus helps prepare for the physical activities of daily life and counters the negative effects of a sedentary lifestyle.

2 Active Recovery (#4 in 2018)

Recognizing that the ability to work out is limited by the ability to move, active recovery exercises focus on movement and self-care with foam rollers, balls and low-intensity workouts to name a few. If we can take care of ourselves and move as freely as possible, our everyday lives are better, and training is enhanced.

3 High-Intensity Interval Training (HIIT) (#2 in 2018, #1 in 2017)

HIIT is a training methodology involving intense periods of exercise followed by durations of rest. This high-intensity approach is increasingly popular because it provides a good workout in a shorter time than steady-state cardio and because it works for all fitness levels. As Canadians work longer hours and try to maintain balance amidst a busy schedule, HIIT addresses that time crunch, burning fat and improving cardiovascular benefits quickly and effectively.

5 Older Adult Training (#3, in 2018, #6 in 2017)

This signals the growing demand from Baby Boomers looking to adopt healthier habits to maintain their health and quality of life into their 60s and beyond. Fitness professionals are taking specialized courses and certifications to learn how to train older adults safely and effectively. canfitpro's Active Aging Certificate is an example of the type of education required to serve this market, while organizations like the International Council on Active Aging are working to build awareness and skills to support active older adults.

7 Body Weight Training (#9 in 2018, #9 in 2017)

Using your own body weight to create resistance is a growing workout trend among Canadian fitness professionals and consumers. This form of exercise builds strength and muscle and burns fat without the need for equipment, making it easy to get started and less intimidating for beginners. Enabling people to use their own body weight while doing movements like lunges, push-ups and pull-ups makes training anywhere possible.

9 Branded Fitness Experiences (#6 in 2018)

Branded Fitness Programs are pre-choreographed programs offered by a company. Examples include Les Mills International programs offered within GoodLife, Orangetheory classes, and a variety of others including the latest technology workouts with Peloton or Echelon for example. When attending these programs, people know what to expect and can choose a workout that they enjoy no matter where they are located. The brand awareness, efficacy, and convenience of these workouts are very attractive features to their devoted fans.

4 Nutrition and Healthy Eating Programs (#8 in 2018, #5 in 2017)

Combining exercise with healthy eating is the best approach to see the results of your efforts sooner — whether it's weight loss or advancing your overall fitness level. More Canadian fitness professionals are taking additional training to improve their nutrition expertise, including canfitpro's Healthy Eating & Weight Loss Coach certification.

6 Express Workouts (#5 in 2018, #4 in 2017)

Express workouts encourage participants to perform multiple exercises at a fast pace to generate maximum results. This is an effective approach for people on a tight schedule — perfect for lunch time or after work. Providing the ultimate convenience, an express workout typically lasts 20 minutes or less.

8 Circuit Training and Boot Camps (#7 in 2018, #6 in 2017)

Circuit training involves a series of exercises performed in rotation with minimal rest. The goal is to build strength while burning maximum calories. A fitness boot camp mixes traditional calisthenic and body weight exercises with interval training and strength training. Both types of workouts are designed to push participants harder than they would normally push themselves. Both are low-cost, efficient and challenging, combining strength and aerobic conditioning to generate positive results.

10 Fusion-style Group Fitness (#10 in 2018, #7 in 2016)

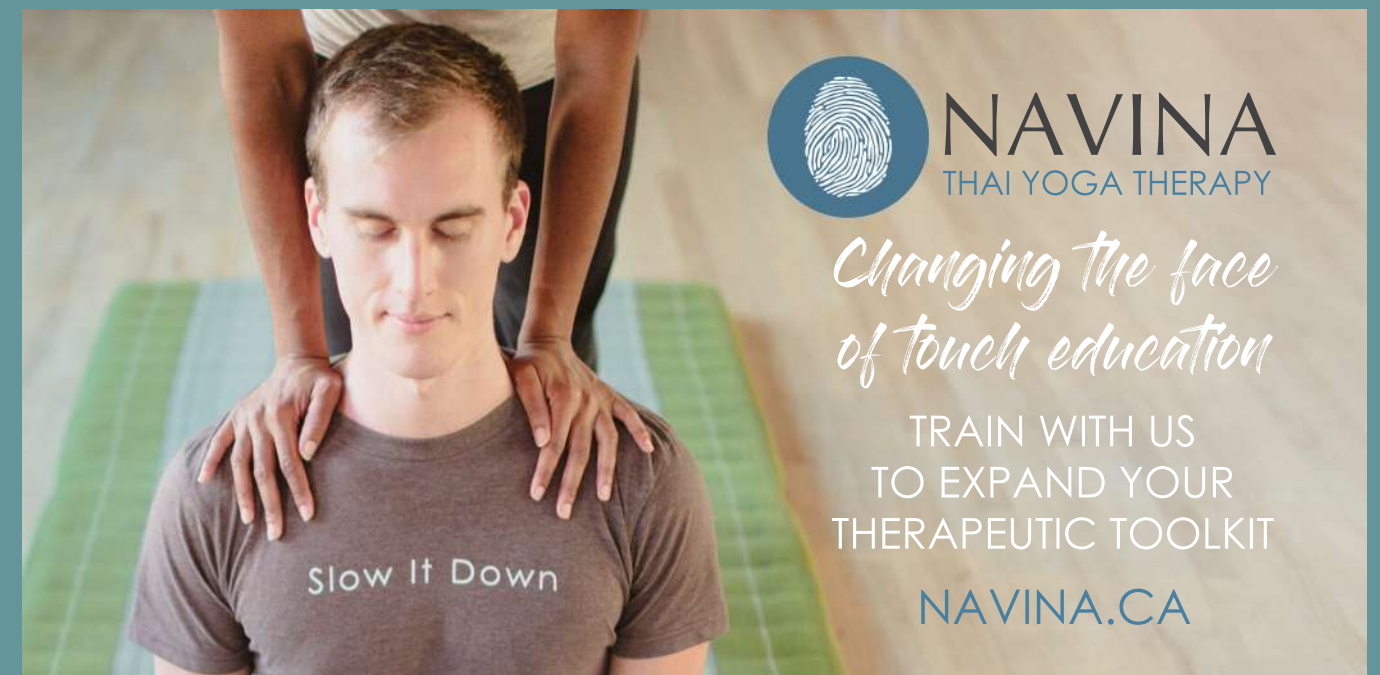
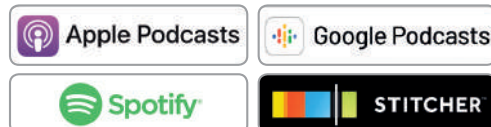
New types of group fitness classes and workouts that combine disciplines — like yoga and cycling or Pilates and boxing — are springing up across Canada. Mixing totally different types of exercise to create a new workout provides variety and something new. Changing up what we do helps develop more strength, agility, balance and coordination than a single exercise discipline.



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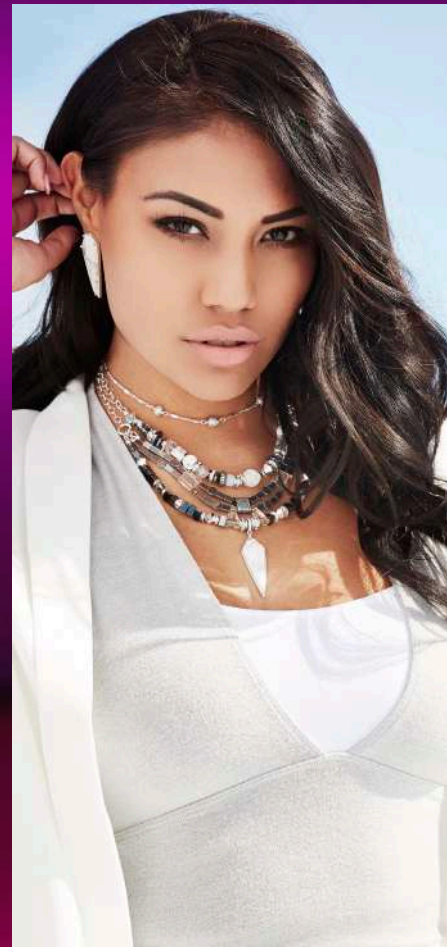


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FITNESS EXPO

Opening Ceremonies

We are looking forward to hearing from this year's keynote speakers at canfitpro 2019. Ashley Callingbull, actor, beauty queen, First Nations Activist and motivational speaker, and Spencer West, inspirational speaker, author, humanitarian, and co-host of WE Day, answer a few questions so you can get to know them better.



What was the biggest fear you faced on the Amazing Race?

I had two big fears to conquer while competing on the Amazing Race. The first was heights. I had to monkey bar underneath a sky tram/gondola hanging hundreds of feet above the trees in the mountains. I ended up falling and bungeeing for the first time in my life. It was exhilarating, but scary. My second fear was having to eat live bugs and a bat in Vietnam. I don't like bugs, whatsoever, but it was really a task to show how mentally strong I am. I conquered it and now I can say I had traditional Vietnamese delicacies!

Having won the title of Mrs. Universe, what do you think this experience taught you about yourself?

It taught me that no matter what I go through in life I can surprise myself in a positive way. I worked so hard to get to that point in my life and I knew I had power in my voice, and I wanted the world to hear it. Having a title and a platform gave me more opportunities to reach more people across the globe. It taught me that no matter where I come from or what I've been through I can persevere and make positive change.

How did you use perseverance and resilience to break through the obstacles of abuse?

I turned to my culture to save me. I easily

could have went down the wrong path and turned to drugs and alcohol to numb the pain. Instead, I thought how can I grow from this? How can I overcome? How can I help others to do the same? My culture was my strength. It taught me the importance of life and I learned how resilient I really am. Instead of letting the pain overtake my life, I learned to let go and move forward onto a positive path of healing. Healing others is a way for me to continue my healing journey.

What are your non-negotiables for health and fitness?

I always have to drink a ton of water. And, as much as I hate it, I must do HIIT workouts. I love to do weights, but it's important to keep my cardio up because I'm a jingle dress dancer. I make sure to do kickboxing every week and stretch as much as possible to make my body feel 110%!

What are you most excited about in being a keynote speaker at the 2019 canfitpro Toronto conference?

I'm excited to share my journey and meet new faces. I love to make connections with as many people as possible because it gives me more memories to go home with. I'm also looking forward to learning more about fitness and adding it to my everyday routine

Closing Ceremonies



What was your biggest challenge in climbing Mount Kilimanjaro? What did you learn about yourself in the process of training for and accomplishing this goal?

The biggest challenge was literally climbing the mountain. My buddies and I had trained for an entire year with a personal trainer leading up to the climb. My training had revolved around the idea that I would do 50% of the climb on my hands and 50% in my wheelchair. But, after our first day on Kilimanjaro, we realized I was going to be doing 80% on my hands and 20% in my wheelchair. That wasn't the expectation, or what I had trained for, and I was terrified. That's why I had asked my buddies, David and Alex, to come. It wasn't just to have a cool adventure, but to be there for moral and physical support. And they were amazing at doing just that. What I didn't expect, is that on summit day the roles suddenly reversed as they got altitude sickness and I didn't. My buddies now needed my help and it was the first time in my entire life where I wished that I had legs to physically carry my friends like they had carried me. But, I did what my parents taught me, which was to focus on the things I could do. The entire journey up the mountain my buddies kept saying "it's really inspiring to watch you walk." So, I figured if that's all I can do, then I will do that to the best of my ability, and slowly, hand over hand and foot over foot, we walked until we made it to the summit. What I learned is that you can never really be ready for any adventure and that asking and offering help is SO important.

In your documentary *Redefine Possible: The Story of Spencer West*, what does 'Redefine Possible' mean to you, and how has this shown up in your life?

From the time that I was born, my family and I were told by doctors that sitting up, walking or being a functioning member of society might be impossible for me. But my family and I refused to believe that, and we set out to prove to ourselves and the world that I could redefine what was possible for me. Let me be very clear that sometimes there are obstacles that can't be overcome, and that is totally ok. There is a lesson in that too. Redefining what is

possible is changing your mind set to look at things in a different way or at least trying to do something a different way. We all have the ability to redefine the limits of our own human potential and redefine what is possible for ourselves and for others.

How did you maintain a sense of humour and a positive attitude during challenging times?

First and foremost, it's important to not take ourselves too seriously, and it is 100% ok to laugh at yourself. Support is also a key factor to keep us grounded and to help us find laughter when it feels like we can't. But, I also think it's important to note, it is absolutely ok to have those moments of negativity, and there are times when you just can't laugh. Feel that, own that, and do your best to name those feelings and deal with them as best you can. The one thing I always have is hope, hope that something will eventually get better or at the very least the scenery will change. We can get so caught up in the goal of life being happy and positive, and that's just not real. If we didn't experience sadness, how would we know what happiness feels like?

What are your non-negotiables for health and fitness?

This is an interesting question as this is something that I've recently learned. I had a shoulder injury last summer. Leading up to that injury I hadn't been exercising much and eating like garbage. I was the heaviest I had ever been and on top of that, due to my injury, I wasn't able to work out. I felt completely out of control. But I realized the one thing I could control was my eating habits, so I started counting my calories and within ten weeks of eating healthy and within my allotted calorie intake, I lost 10 pounds. I am just now getting to the point where I can go to the gym again. Watching my calories and regular exercise has now become my non-negotiables.

What brought you to work with the WE Organization?

10 years ago I was working in the United States, where I'm from, in a job that gave me the North American dream - basically, money and stuff. I absolutely hated the work

I was doing and was desperate for a career that had more meaning. A friend of mine, whose son had tragically passed away at a very young age, had been partnering with WE to build schools overseas in his son's name. He and his partner were heading back to Kenya to build another school and they invited me to come with them. After a lot of thought and soul searching, I said yes. As cliché as it is, this trip was a life changing experience. I saw firsthand the work WE was doing on the ground through their international development model, WE Villages. I was enamored by the fact that this model was sustainable and not a hand out, but literally a hand up. I also had the opportunity to share my story with a group of students at one of the new WE schools. After telling them how I had lost my legs due to a genetic disease as a kid, a young girl raised her hand and said, "[she] didn't know something like this," meaning the loss of my legs, "could happen to white people too." This one sentence changed my entire life and helped me recognize how I could use my story to empower other people to look at challenges differently, and in turn recognize the power we all have to give back. Within a few months of my trip to Kenya, I had applied for a job at WE, quit my current job and moved from the United States to Canada.

What are you most excited about in being a keynote speaker at the 2019 canfitpro Toronto conference?

One of the things I love about the fitness world is what a tightknit crew it is. As someone who has gone to the gym most of my life, I've gotten to know the sense of community that comes along with fitness professionals. You don't find that in every profession, so I'm excited to soak that in and also share a bit of my journey as a human being and an athlete.



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THE WARM UP



PRO TRAINER

SHOWCASE

Lynne Skilton-Hayes Guelph, ON
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Why did you become a PRO TRAINER?

I fell in love with live education at the first conference I attended – canfitpro Toronto. Not only have conferences helped me to develop into a successful professional, but also embedded a passion for education/constant learning. I knew in that moment I wanted to share my passion for education to whoever would listen. I saw canfitpro as a leader in fitness education and in order to make the biggest impact, you need to be with those that lead and have the

strongest voice.

What have you learned as a PRO TRAINER?

As a PRO TRAINER I've had the opportunity to engage with so many people that have so many different stories and motivations for taking the course. There really is something in this course for everyone – even if you don't plan on taking it to become a personal trainer, you walk away with knowledge that in some

way will improve your life.

It has taught me to be very proficient at breaking down and explaining more difficult concepts for students. I've learned to do it in the most applied way possible in order to create an effective and fun learning environment for the student.

What's your favourite section of the Personal Trainer Specialist course and why?

Anatomy/kinesiology and energy systems are almost too close to call. These can be daunting sections of the course for students and I love being able to break it down in a way that makes it resonate for them and not seem so daunting. Everyone comes with pieces of information, I try to fill the gaps and give them the 'why's' behind the decisions they need to make as personal trainers. I encourage them to think outside their box of knowledge and start to see that being adaptable to clients needs is paramount to success for both trainer and client – what works for them, may not work for others.

What motivates you to be the best PRO TRAINER you can be?

I have been in the business coming on 25 years. I have learned so much and have so much more to learn. I feel that my approach is not what fitness will make you look like, but more how it will make you feel. I coach and present from this perspective always as I feel that is key to what you need to succeed and reach your goals in the most efficient, healthiest way possible. I've also been told I'm pretty funny and able to make the hardest concepts easy to learn! I believe, without a doubt, that people will never remember what you show them or tell them, but they will always remember how you made them feel. I strive hard to create that experience in all my interactions with my students.

Fitness gave me my life back. My mission is to help others find it the same as I did. I live for creating light bulb moments for people – that moment that they know that they have learned something that will change how or what they do for the rest of their life.

In a year from now, what do you hope to achieve?

I hope to continue to inspire and educate as many people as I can through courses, workshops, and conference presenting as often as I can!

ARE YOU READY TO CREATE THE LEGACY OF FITNESS PROFESSIONALS IN CANADA?



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 Apr. 27/28 – Level 2: Communications – Calgary
 May 30/31 – YogaFit for Warriors – Calgary
 Jun. 1/2 - YogaFit for Balancing Moods – Calgary
 Jun. 22/23 – Level 3: Introspection – Calgary

Apr. 11-14 - Mind Body Fitness Conference - Toronto
 May 4/5 – Level 2: Communication –Toronto
 May 4/5 – Anatomy & Alignment 2 –Toronto
 May 25/26 – Level 3: Introspection – Hamilton
 Jun. 1/2 – Level 1: Foundations – Toronto
 Jun. 15/16 – Level 5: Unification –Toronto

Quebec

Mar. 16/17 – Level 1: Foundations – Montreal
 Apr. 27/28 – Niveau 1: Fondations – Quebec City
 May. 25/26 – Level 2: Communication – Montreal
 Jun. 8/9 – Niveau 2 – Quebec City
 Jun. 15/16 – YogaFit for Athletes – Montreal
 Jul. 6/7 – Anatomie – Quebec City
 Jul. 13/14 – Level 3: Introspection – Montreal

Saskatchewan

Apr. 6/7 – Level 2: Communication – Regina
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 May 24-26 – Module 3: Customizing

Lévis, QC

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JUST DANCE!

Meet **MJ SHAW,** canfitpro 2018 Fitness Instructor Specialist of the Year Finalist

Tell us about your fitness career journey.

My fitness journey began as a competitive gymnast, which led me to dancing (after I broke a bunch of bones on the parallel bars, ouch!). I always loved moving to music and the dance studio became my home every night and on weekends. At 16, I got my dance teaching certifications (BATD & RAD) and started teaching dance at my home studio. When I went to the University of Toronto in Mississauga for theatre school at age 18, I needed a job, so I started teaching 10+ classes weekly at the university fitness centre. As I upgraded my certs, I was teaching everything from dance fit to step to high-low to spinning. At the end of my four years, I was awarded the UTM Student Leadership Award for my work at the gym, which was a total shock. I just thought I was doing a job, but apparently I'd made an impact on a lot of people. This is when I understood how much value my fitness classes were offering others, which has brought me an incredible amount of joy and satisfaction ever since.

For the next 15 years, my primary 'career' was as an actor, dancer and choreographer. I've worked on hundreds of theatre shows, TV shows, movies, industrials, commercials, you name it - and in between I always taught fitness and dance classes. It never seemed a conflict, just an essential part of my life and career. No matter what was happening outside the studio, teaching was always an easy, fluid, direct exchange of good energy: people show up to receive, you give, and voila! You've taught a class, everyone feels better. While I've taught at over 20 studios and gyms over the years, my largest contributions have been to Elle Fitness (formerly Flirty Girl Fitness), where I helped open the studio and launched the "Flirtification Instructor Training program" based on a class I'd created called "Booty Beat". Under the Savvier wing, the program was developed with Krista Knee, Mindy Milrea and Jenn Hall, where you can see myself and a crew of women busting sassy moves in a ton of videos. I also spent a few great years with the Cambridge Clubs and Verity Women's Club teaching a variety of fitness, dance and yoga classes.

Over my 20+ years of instructing, there have certainly been challenges. As fulfilling as teaching was, we don't live our whole lives in the studio. Life's ups and downs definitely had an impact on my career. In my 20's, my energy felt infinite, but you add a few life crises and 15 years of working 70-80 hours a week, you end up burnt out. I was also smoking and drinking on the side for stress relief, which was totally counter-intuitive and hypocritical. At age 35, after an abusive

relationship ended in a series of awful events and legal action, I gave myself "a life overhaul". The only common denominator in the recurring drama was me. I needed to make some decisions and commit to a better, clearer, more authentic life.

First, I quit smoking, which I did by taking up running. Running hurts as a smoker! So, in the morning when I wanted my first cigarette with my coffee, I would nix the ciggie and just run. It sucked, but it worked. Overcoming my own bad habits is helpful in relating to my clients and imparting some tools that helped me. Next, I went to therapy. When I did my Personal Coaching certification last summer with canfitpro, I saw many similarities with cognitive behavioural therapy, which is an amazing tool to apply with my clients. Finally, I simplified my career path and committed to working quality, rather than quantity hours. I decided I would increase my focus on the fitness industry, as it provided me more joy and less anxiety. Believe it or not, the fitness industry is way more stable than the arts industry! I also decided it was time to move towards working exclusively for myself, which I've done in steps over the last five years. Last year, I amicably left all of the studios I was teaching for to focus solely on growing my business. It was daunting to leave clear hourly wages and clients whom I adored, but it was time to close one door and open another. While it's been challenging at times, overall, it's been very rewarding and successful.

In the last five years, I grew DynamicFitnessandRetreats.com and

have 20 personal training clients who I train out of my home studio in Bloordale, and another 80 clients who take my GX fitness classes. I launched my dance fitness program, FITPOPdance.com, which I look forward to expanding on the licensing and education front, so that everyone can "dance for fitness and fun!" I've also run 12 yoga/fitness/dance retreats, over the last 10 years, in Costa Rica, Nicaragua, Bahamas, Jamaica and Muskoka. However, I've had to stop running those retreats for some time as my husband and I have been trying to start a family and my retreat locations all have Zika warnings. Happily, after three miscarriages and two years of fertility treatments, I just gave birth to our beautiful son Samuel on June 22, 2018 - my greatest success so far. Working with all my amazing (mostly female) clients throughout my fertility woes provided me a helpful distraction, but also reminded me how resilient and strong we are. Everyone has struggles and staying fit, active and healthy always makes things better.

What is the best piece of advice you have ever received?

Mindy Mylrea has definitely been a

positive and inspirational mentor in the fitness industry for me. She is an absolute human machine of athleticism, which is amazing to watch, but she is also incredibly encouraging and kind. She's a hustler, but very real about the challenges of getting to where she's at. To boot, she is a mother of three and has battled cancer with her awesome husband, Bruce. I've learned a lot from working with both of them.

Now that you have reached this point in your career, what piece of advice would you give your younger self?

No one else can do what YOU do, so do YOU. This is the key to authenticity, which people gravitate to. Know your strengths and play to those. Work on the things you need to improve and learn, but never try to mold to what you think is wanted. You'll just be a second rate version of your first rated self.

If you were to write a motto for yourself, what would it be?

Your body is your most accessible tool to overall health, happiness and wellness. Use it well and wisely. And for goodness sake, make it dance!

Why did you decide to nominate yourself for the Fitness Professional of the Year award?

I thought it was time. I've been actively involved in the industry for years and I've made a real commitment to being the best fitness professional I can be. I feel I've positively impacted a lot of lives at this point, including my own, and have much experience and knowledge to impart as a Leader.

How do you know when you're 'done' and ready for the next challenge?

I'm 'done' when I no longer have anything to learn from where I'm at, which often means I'm not teaching anything new either. Being stagnant is not my style. Offering creative, unique and challenging classes, and sessions is very important to me, so I'm always looking for ways to be innovative and stay on the up and up for my clients. Taking on new challenges keeps me engaged and motivated as well!



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TURBO CHARGE YOUR MORNINGS

FOUR SOUND REASONS WHY YOU NEED PROTEIN FOR BREAKFAST

By Angela Wallace, MSc, RD, PTS

WE HAVE ALL HEARD THAT BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY, BUT FOR SOME HAVING BREAKFAST AT ALL IS A CHALLENGE. WHEN TRYING TO ENCOURAGE YOUR CLIENTS TO EAT BREAKFAST (EVEN IF IT'S A SMALL MEAL), MAKE SURE IT'S RICH IN PROTEIN. PROTEIN AT BREAKFAST CAN NOT ONLY STAVE OFF CRAVINGS, BUT ALSO INFLUENCE YOUR PHYSICAL FITNESS.

Here are four reasons why you need to incorporate protein into your breakfast meals:

1) Protein promotes satiety

Time and time again, research links satiety (also known as a feeling of fullness) to protein consumption at meals. Protein seems to influence our hunger-controlling hormones. For example, studies have found that ghrelin, a 'hunger hormone' that stimulates appetite and promotes fat storage, is lower in those who consume high-protein breakfasts. In addition, protein contains nitrogen which requires more energy to break down, digest and absorb, therefore slowing digestion and kick-starting your metabolism for the day.

Bottom line: Protein at breakfast is linked to a better controlled appetite throughout the day and promotes fullness post-meal.

2) Blood sugar control

When it comes to blood sugar control, our bodies do best with consistency or what I like to call 'balanced meals'. Having a breakfast that's rich in carbohydrates will spike your blood

sugar and quickly lead to a crash, which can also lead to fatigue and cravings for sugar-containing foods. Protein, along with healthy fats, helps to not only promote satiety, but slow digestion. This slowed digestion allows for less of a spike in your blood sugar and more stable energy levels throughout the day. In fact, research studies have found lower blood sugar levels in those who consume high-protein breakfasts.

Bottom line: Protein at breakfast will help regulate your blood sugar levels, leaving you feeling energized and satisfied throughout the day. Satiety that is associated with protein consumption at breakfast can also help reduce cravings.

3) Reduced cravings and snacking

I think snacking is a great thing, as long as we are snacking because we are hungry, however that's not always the case. Sometimes we are snacking mindlessly, out of boredom, stress eating, or simply snacking to satisfy a craving. Research has associated protein at breakfast with reduced cravings and snacking throughout the day. For example, one study found that those who had protein at breakfast had lower-calorie lunch meals compared to those who skipped breakfast or had a low-protein breakfast. In addition, research has found reduced snacking pre-dinner in those who consumed protein at breakfast compared to those who had little protein or skipped the meal entirely.

“PROTEIN DISTRIBUTION AMONGST ALL YOUR DAILY MEALS IS KEY FOR MUSCLE STRENGTH, ESPECIALLY IN THE AGING POPULATION.”

Bottom line: Having protein at breakfast allows for better control of your food choices throughout the day.

4) Muscle strength

Having protein at breakfast, and each meal throughout your day, will not only ensure you are getting enough protein each day, but also support muscle strength as you age. Recent

Canadian research found that an even distribution of daily protein intake across all meals is associated with greater muscle strength in older adults. This difference was seen regardless of the amount of protein consumed, which suggests that having protein evenly distributed throughout your day is potentially more important than having a large amount of protein in your day or at one meal (which is often our dinner meals).

“PROTEIN, ALONG WITH HEALTHY FATS, HELPS TO NOT ONLY PROMOTE SATIETY, BUT SLOW DIGESTION.”

Bottom line: Protein distribution amongst all your daily meals is key for muscle strength, especially in the aging population.

Some protein breakfast ideas for you and your clients:

- Egg muffins
- Tofu scramble
- Greek yogurt parfait with oats, berries, and nuts or seeds
- Avocado toast with a hard-boiled egg on top
- Protein smoothie

You can always top your usual breakfast with some added protein. For example, top your toast with nut butter and oatmeal or cereal with hemp and chia seeds for some added protein and nutrition!

Cheers to happy and healthy eating!



Angela Wallace is a registered dietitian, nutritionist, family food expert, and canfitpro personal trainer. She specializes in women's

health, with a focus on weight loss and digestive conditions. She uses a 'non dieting approach' with her ultimate goals being to help people find a balanced lifestyle and healthy relationship with food. Find out more at eatrightfeelright.ca or @[eatright_rd](https://www.instagram.com/eatright_rd)

BUILDING YOUR CONFLICT MASTERY MUSCLE



WORKING TOWARD OVERALL WELLNESS AND FOSTERING HEALTHY RELATIONSHIPS

“CONFLICT MASTERY ALSO REFERS TO HAVING THE STRENGTH TO ENGAGE IN FRACTIOUS COMMUNICATIONS WITH COMPASSION, GRACE AND RESPECT.”

By Cinnie Noble, OAS

“OUT BEYOND IDEAS OF WRONG-DOING AND RIGHT-DOING THERE IS A FIELD. I’LL MEET YOU THERE.” RUMI

Though it is normal and inevitable to encounter clashes of needs, opinions and expectations between and among those with whom we work and play, many of us let conflict master us - rather than us mastering conflict. We might realize during these times that we are unable to manage our emotions, much less handle others', and that unresolved feelings and issues prevail.

What might fitness professionals do? One approach is to think of conflict mastery as a muscle. Like other muscles, this one requires our commitment, practice and patience to build strength and endurance.

What is Conflict Mastery?

When we negatively react to something

someone says or does, or to what we consider an offensive 'look', attitude or body language, the limbic part of our brain (the amygdala) becomes activated. At these times, another part of our brain (the pre-frontal cortex) is compromised - impacting our ability to think, gain perspective and problem-solve. Conflict mastery means developing the skills and ability to prevent ourselves and the other person from getting caught up in the negative energy that comes with such a dynamic. Conflict mastery also refers to having the strength to engage in fractious communications with compassion, grace and respect.

What Our “Hot Buttons” Tell Us

If we become defensive about someone's actions or words, we usually perceive, at some level of our consciousness, that they are undermining something important to us - such as things we value about ourselves. When that happens, we tend to attribute negative motives to the person and react accordingly. Here's an example:

In a frustrated and accusatory-sounding

voice your client, John, blurts out at you: “I'm not making any progress. I thought by now I'd be lifting higher weights!”

If we experience a reaction to what John said (or how he said it), it might be because we interpret it as an affront to our expertise and ability to competently oversee and support his training goals. We may even react by, for instance, calling out John for something such as his lack of sufficient practice.

Being able to identify our “hot buttons” and what compels an emotional reaction when they are pushed is an important starting point in the process of building our conflict mastery muscle. By doing so, we begin the transition from our initial reactive mindset to a reflective one and, ultimately, our responses will be less emotional and more effective.

The Transition to Increased Reflection

To continue on the pathway to conflict mastery the following questions help to broaden our perspective:

- 1) To what specifically am I reacting?
- 2) For what reasons might she or he have said (or done) that?
- 3) What is the impact I'm experiencing?
- 4) Which of my values am I perceiving that the other person is undermining by what was said (or done)?
- 5) If this person didn't intend to undermine me, what else could be going on?
- 6) In what ways might I be contributing to the dissension?

Insights, when gained, from answers to these questions usually provide improved clarity to our thinking which, in turn, reduces the intensity of our emotions. However, we don't have all the answers yet. So, to check out the reality of our perceptions it's helpful to ask the other person an open-ended question.

In the above scenario this might sound like “John, I'm hearing frustration. What's going on for you?” John might say, “I can't seem to improve and I'm disappointed in myself.” We can then work with John,

having this better understanding about his outburst.

On the other hand, John could answer, “You expect too much. I thought someone with your training would know better!” or some such blameful remark. Of course, comments such as this are difficult to hear. However, a conflict mastery response that deflects the negativity - even when we feel offended - may sound like, “I'm sorry you feel that way, John. I want this program to work for you. Let's consider what might work better.” So, rather than reacting to John's fault-finding, asking a problem-solving question serves to shift the dynamic to one that is resolution-oriented.

Yes, there are some conflicts that are irreparable. However, it is important to remember that most of the time the person isn't the problem. The problem is the problem.

Summary

It's a fact of life that interpersonal

conflict is a common happenstance in our professional and personal lives. Working towards overall wellness by strengthening our conflict mastery muscle reflects a commitment to foster healthy relationships between and among those with whom we interact. Conflict mastery also results in the ability to approach our differences with others in conciliatory ways, and with humility and respect.



When Older Adult Fitness Specialist and former lawyer, Cinnie Noble, is not teaching balance and dance-fit classes in Toronto, she works as a certified mediator

and executive coach helping people worldwide to build their conflict mastery muscles. cinergycoaching.com; cinnie@cinergy.fitness

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PROTECTION FOR OUR FITNESS PARTNERS

CONSIDER EXCESS LIABILITY TO PROTECT YOUR LIVELIHOOD

By Kathy Therrien

BEING YOUR OWN BOSS AND WORKING FROM HOME IS A VERY HOT TOPIC THESE DAYS.

There has been a rapid growth trend in home-based business within the last decade, especially with private personal trainers, fitness professionals and consultants alike. Having the freedom to make your own hours, be physically active and help others achieve their fitness goals, all while earning a living, seems like the ideal lifestyle. However, there are a few things to consider to ensure your business and assets are completely covered.

There is no debating the health benefits of physical fitness, especially in preventing heart disease, improving your mood and sleep, as well as reducing stress. Fitness professionals have the ability to train others within their home studio, as well as taking it outdoors to take advantage of our natural terrain to get you into shape! In our local community of London, Ontario, outdoor stroller boot camp is a popular fitness activity for new Moms (organized through the Rebirth Wellness Centre).

Many business owners assume their homeowner's insurance policy will protect them from any potential loss related to their home-based business. However, most homeowner's forms provide little-to-no protection when dealing with a variety of property and liability exclusions and limitations.

As insurance professionals, we know the more your assets grow, the higher your liability risk rises. We cannot deny the fact

that accidents happen, and lawsuits are all too common in today's litigious society. If you don't have the right coverage, an unfortunate event could compromise your financial security. You have protection for your home – why shouldn't you protect your livelihood? You work hard being an entrepreneurial fitness professional, so you deserve an insurance partner who recognizes that.

Fitness professionals have unique and highly sophisticated insurance needs, and would benefit from either a Group or Personal Excess Liability Policy. This excess coverage provides the individual or group member with a higher limit of liability when claims arise from the operations of your personal fitness platform. The policy covers damage for which the participating person may be legally responsible in the event of a personal liability lawsuit.

Listed below are a few policy highlights;

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- Ease of administration: one policy effective date, one premium payment and one hard copy of the master policy.
- Loss of earnings: coverage up to \$50,000, with no per-day limit when an insured person is asked to participate in a court proceeding.

In addition to an Excess Liability Policy, there are several ways our fitness professionals, instructors and gym owners can take to mitigate potential threats to their business, such as ensuring the equipment is in good working order and making sure the trainee knows how to use it properly, as well as having a response plan available in the event of injuries, sickness, and CPR.

Gallagher is Canada's premier fitness insurance provider, and the only broker endorsed by canfitpro. Excess Liability coverage is designed to protect you when your existing personal liability could be exposed to an amount greater than the current policy limit. We would love the opportunity to learn more about your fitness profession to ensure your assets are adequately covered. If you wish to discuss how our risk management techniques can benefit you as a fitness professional, or obtain a quote, we can be reached at 1-800-265-5956.



Kathy Therrien is Assistant Vice President of Private Client Services within Personal Insurance at Gallagher. Kathy has been working

in the insurance industry for 35 years. She is a graduate of Fanshawe College. Contact her at kathy_therrien@ajg.com or visit ajgcanada.com/what-we-do/personal-insurance



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THE SAFE EXERCISE PARADOX

HELP YOUR CLIENTS BALANCE THEIR FITNESS WHILE REDUCING THE RISK OF INJURY

By Claudiu Popa, PTS, OAS

AS ACTIVE GROWN-UPS AND CERTIFIED PROFESSIONALS, WE COULDN'T IMAGINE A SEDENTARY LIFE, DEVOID OF PHYSICAL FITNESS OBJECTIVES AND REGULAR WORKOUTS. BUT WE MUST, BECAUSE ACCORDING TO STATISTICS CANADA, THE ANNUAL RATES

OF INJURY ARE SO HIGH AS TO BE ALMOST UNBELIEVABLE.

According to stats going back to the 2009-2010 study year, 4.27 million Canadians, aged 12 or older, suffered a severe injury. What's more, a full two-thirds were exercise-related. With fear of injury already reported as a significant barrier to exercise by older adults and special populations, how can professionals safely motivate the public to adopt regular workouts?

With only about 15% of the population meeting recommended exercise guidelines, one would think this to be a prudent life choice. But that would be a dangerously misguided miscalculation, because prolonged lack of exercise is known to correlate with higher chances of chronic diseases, cardiovascular conditions, type 2 diabetes, anxiety, depression, and even certain types of cancer.

Physically active older adults can reduce their risk of falls and improve their

“PUSHING TOO HARD, TOO SOON IN AN EFFORT TO HELP CLIENTS ‘FEEL THE BURN’ CAN BACKFIRE DANGEROUSLY.”

independent living ability. So, it is almost paradoxical that over half of seniors are sidelined due to falls and related injuries, almost all of which occur during daily activities and exercise.

This is what I call the safe exercise paradox. Too little exercise will make you vulnerable to injury, but too much definitely puts you at risk. And it doesn't just affect older adults. In fact, the probabilities of sports-related injuries are even higher in younger age groups. So, how can personal trainers help their clients to 'ride' the wave of fitness and stay on that crest without risking a fall? I'm sure you have your own experiences and specialized knowledge to draw upon, but consider adding to them the following three tips:

1. Inactivity tends to increase with age.

That means exercise intensity and frequency is relative, so treat them as such and be sure to remain attuned to the client's response to every change.

2. Only 15% of the population meets recommended exercise levels. This does not mean everyone else is sedentary, but levels of conditioning can and do vary, so avoid rapid changes. Pushing too hard, too soon in an effort to help clients 'feel the burn' can backfire dangerously.

“CHOOSING THE CORRECT BALANCE OF DISCIPLINE AND INTENSITY COULD LITERALLY MAKE OR BREAK A CLIENT ...”

3. Not all exercises carry the same risk of injury. Keep a mental tally of safe exercise modifications and carefully test for strength, balance and other positive indicators of progress before explicitly moving to more ambitious activities, taking care to always explain the differences along the way.

The safe exercise paradox is the greatest single argument for following a professional exercise program. Failing to adopt simple, safe exercise principles can make all the difference between the pursuit of health and fitness and the debilitating risk of injury. Choosing the correct balance of discipline and intensity could literally make or break a client, but it's all in a day's work for an experienced personal training professional.



Claudiu Popa, PTS, OAS, enjoys strength training and fitness conditioning, specializes in older adult fitness, and appreciates working

with exceptional clients and collaborating with outstanding professionals. Claudiu is the founder of Workout Smart and can be reached in confidence at Claudiu@WorkoutSmart.ca. Be sure to follow him at Twitter.com/WorkoutSmart and on WorkoutSmart.ca.



A RUNNING CIRCUIT FOR POWER

SPRINT WORKOUTS GIVE YOU THE POWER TO PUSH HARDER IN EVERYTHING YOU DO

By Jason R. Karp, Ph.D.

AS A PERSONAL TRAINER IN A GYM A NUMBER OF YEARS AGO, I WAS TALKING TO ONE OF THE MEMBERS AS SHE RODE A STATIONARY BIKE ALONGSIDE HER WORKOUT BUDDIES.

While I was explaining how she and her friends could get better results from their workouts, I sensed that she wasn't listening. Perhaps she didn't care for the advice of a young, scrawny-looking runner in cotton sweatpants. A few days later, I saw her again when I was about to go for a run. Seeing me for the first time in my running shorts, she enthusiastically asked, "How can I get legs like yours?" Smiling, I joked, "So, you want me for my body rather than for my mind?"

Everyone wants nice legs. I have spent the last 35 years running the whole continuum of speeds—from very slow to very fast—to get such nice legs. And your clients can too, even without spending 35 years.

Running fast allows us to let go, to feel powerful and strong, to recruit fast-twitch muscle fibers that are dormant the rest of the day. Sprinting increases muscle power, which helps your clients push harder in everything they do, making their other workouts feel easier so they can challenge themselves and burn more calories. There's nothing like sprint workouts to leave your clients' legs, glutes, and core tight and toned.

This running circuit sequences sprints with a lower-body body-weight exercise, upper-body body-weight exercise, and core exercise for a total-body workout. Have your clients move immediately from one exercise to the next, and have them do the circuit once or twice with two minutes of rest between circuits. The sprints make this workout effective,

so make sure your clients don't lollygag them—they should run very fast, but leave enough to spare so they can complete the circuit.

Sprint/Body Weight Circuit

Exercise	Duration/Reps
Sprint	:30
Squat Jumps	10-15
Push-Ups	10-15
Pike Crunches	10-15
Sprint	:30
Squat Side Steps	10-15 each side
Superman	10-15
V-Sit	10-15
Sprint	:30
Mountain Climbers	10-15 each leg
Triceps Dips	10-15
Russian Twists	10-15

Squat Jumps
Begin in a squat position with thighs parallel to the ground and hands on your

hips [1]. Jump straight up as high as you can [2]. Land with soft knees, lowering yourself back into the squat position in one smooth motion, and immediately jump up again. Repeat for the prescribed number of reps.

Squat Jumps [1]



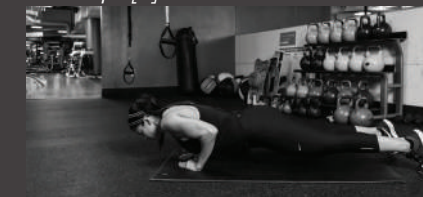
Squat Jumps [2]



Push-Ups

Assume a standard push-up position, with legs lifted off the ground and back straight. Place your hands together so that your touching forefingers and thumbs form a diamond [1]. Lower yourself down until your chest comes close to the ground [2]. Push yourself back up to the starting position until your arms are straight and repeat for the prescribed number of reps. You can modify this push-up position by placing your knees on the ground and flexed to 90 degrees with ankles crossed [3 & 4], by doing standard push-ups with hands shoulder-width apart, or by placing your hands on a bench [5 & 6].

Push-Ups [2]



Push-Ups [3]



Push-Ups [1]



Push-Ups [4]



Push-Ups [5]



Push-Ups [6]



Pike Crunches

Lie on your back on the ground, with your arms outstretched above your head and legs straight out [1]. In one smooth motion, and without straining your neck, lift your torso off the ground while lifting your legs so that your arms and legs meet in the middle in a pike position [2]. Slowly lower your torso and legs back down to the starting position and repeat for the prescribed number of reps. You can modify this exercise by holding a stability ball between your ankles.

Pike Crunches [1]



Pike Crunches [2]



Squat Side Steps

Stand in a squat position with feet shoulder-width apart and thighs nearly parallel to the floor [1]. Push with your right leg to step laterally to your left

while remaining in the squat position [2]. Bring your right foot back to the starting position and continue for the prescribed number of reps before switching to the other direction. Keep your chest up and back straight. To add resistance, use a resistance band or physical therapy band secured around your ankles.

Squat Side Steps [1]



Squat Side Steps [2]



Superman

Lie facedown on the ground, legs together and straight, and arms straight and extended above your head. Keep your head and neck in a neutral position [1]. Simultaneously raise your arms, legs, and chest off the floor and hold this position for two seconds. You should look like Superman flying to save Lois Lane [2]. Slowly lower your arms, legs, and chest back down to the starting position and repeat for the prescribed number of reps.

Superman [1]



Superman [2]



V-Sit

Sit on the ground in a laid-back position, with your legs raised off the ground. Lean back and place your hands on the ground near your hips for support [1]. Contract your abs to lift your torso while simultaneously bringing your knees toward your chest to create a V shape (your hips should be the point of the V as you balance on your buttocks in the V position) [2]. Repeat for the prescribed number of reps.

V-Sit [1]



V-Sit [2]



Mountain Climbers

Start in a push-up position, with your weight supported by your hands and toes. Bend your right knee and bring your right leg forward until your knee is approximately under your hip [1]. Quickly reverse the position of your legs, extending the bent right leg until it is straight and supported by your toes, and bringing your left foot forward with your hip and knee flexed [2]. Repeat by alternating your legs back and forth for the prescribed number of reps.

Mountain Climbers [1]



Mountain Climbers [2]



Triceps Dips

Stand with your back to a bench, step, or other immovable object. Lower yourself down to the level of the object and hold on to its edge with your arms nearly locked and legs outstretched in front of you. Keep your elbows close to your body [1]. Slowly lower your torso by bending your elbows until your elbow angle is 90 degrees or slightly less [2]. Push your torso back up by using your triceps to bring your body back to the starting position and repeat the movement for the prescribed number of reps. To make the exercise more challenging, place your feet on a bench in front of you rather than on the ground so that your entire body is elevated off the ground.

Triceps Dips [1]



Triceps Dips [2]



Russian Twists

Sit on the ground with your legs bent and feet anchored under an immovable object. Lean your torso back so that you create a V shape with your thighs. Hold your arms extended in front of you with your hands clasped [1]. Twist your torso as far as you can to your right side [2]. Hold this position for a brief moment and then twist your torso to your left side. Continue to twist to your right and left sides for the prescribed number of reps. To make the exercise more challenging, hold a dumbbell or other weighted object in your hands as you twist from side to side.

Russian Twists [1]



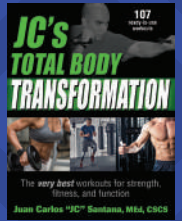
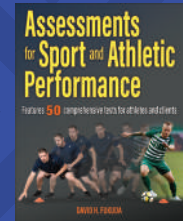
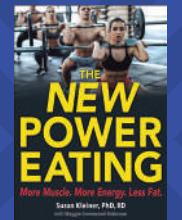
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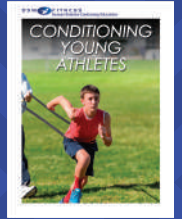
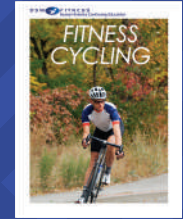
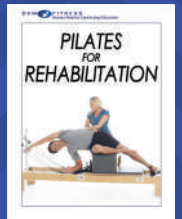
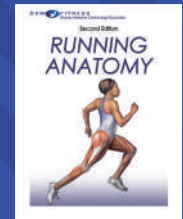
A runner since sixth grade, Dr. Jason Karp still follows his passion as a coach, exercise physiologist, writer, 8-time book author,

and speaker. He is the 2011 IDEA Personal Trainer of the Year. His REVO₂LUTION RUNNING™ certification has been earned by fitness pros in 21 countries.

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OBSTACLE COURSE TRAINING

By Mandy Gill



VARIETY IS THE NAME OF THE GAME WHEN IT COMES TO TACKLING THIS POPULAR SPORT WITH CONFIDENCE AND EFFICIENCY

ARE YOU LOOKING FOR THE BEST WAY TO INSPIRE YOUR CLIENTS THIS SPRING TOWARDS FEELING THEIR BEST FOR SUMMER? LOOK NO FURTHER THAN OBSTACLE COURSE TRAINING!

High in popularity for the last few years, this sport is a fantastic way to keep your clients having fun and living a healthy lifestyle, all while enjoying the outdoors. Obstacle course racing continues to bring something to the table for every skill level since taking off in Canada, the United States, and the UK. With mini events for kids, the opportunity for teens/adults to take part on a team or as an individual, and nearly 50% of racers being women (just sayin' guys), there's no better way to test strength and cardio endurance. The reality is that clients are guaranteed to get a great alternative to everyday repetitive workouts while training for this type of event. Not only is it a challenge physically, but mentally too. Jumping over eight foot walls, crawling under barbed wire, hauling sandbags up a hill, and jumping over fire

are all a little foreign, and need some coaching when it comes to confidence and efficiency. That's why variety is the name of this game. Let's get started!

Learn to Love the Burpee

The best way to train for burpees is by doing burpees! Not only will this movement show up in races, but if your clients fail or skip an obstacle they will likely be 'rewarded' with 30 burpees.

Running

It's time for your clients to lace up their runners, enjoy the outdoors, and get comfortable with the most common movement in this obstacle course event – running.

Until a few days leading up to the obstacle race, a client's goal should be to get in three runs per week. The key is to get comfortable increasing cardio endurance.

Here is an example of what running program days can look like:

Example #1: 20-30 minute run mixing road and trail terrain. This will allow the body to become accustomed to hills, elevation and rough surfaces.

Example #2: Hike! It can be as little as 30 minutes or two plus hours. Regardless, get out and embrace the climb.

Example #3: 60-120 minute long run for those tackling 10km+ events.

Now, if your client is not comfortable running for a long period of time yet, don't be afraid to encourage them to take breaks. Walking for one minute, during every three to five minute intervals, works great. Some tips that have worked for me personally, as an ultra marathon runner, are to think 'CHEST UP' and 'THUMBS UP'. This allows you to pop your hips open and keep your body in line when fatigue hits. And, there's no way of letting your clients use the 'rain' excuse for not running – treadmills in the gym are an option, and so are stairs at a local stadium!

The Proof is in the Pull Up

Climbing walls, ropes, and other odd shaped obstacles all refer back to having good grip strength. Being able to pull up your own body weight is the ultimate test of upper-body strength, and an incredible core exercise.

Find a monkey bar at a playground nearby:

“...THIS SPORT IS A FANTASTIC WAY TO KEEP YOUR CLIENTS HAVING FUN AND LIVING A HEALTHY LIFESTYLE, ALL WHILE ENJOYING THE OUTDOORS.”

- Jump up to grasp the bar and start in a hanging position.
- Pull yourself up to get your chin over the bar.
- If you're a beginner, start with your feet on the ground and jump to get your chin up and over the bar, over time you will jump less.
- Play around using different grips;
 - o An underhand grip to target your biceps
 - o A neutral grip to work your forearms and mid-back
 - o An overhand grip to target your lats and rear shoulders

Embrace Hills

If you ask most first time obstacle course racers what the most challenging part of the course is, you would be surprised to hear it's not crawling under barbed wire or jumping over fire. In fact, it's the energy zapping hill runs on uneven terrain.

- Get familiar with regular running as a good aerobic base.
- Incorporate short hill sprints and trail runs to help you learn to place your footing.
- If you don't have access to a trail, train on a treadmill with an incline or find a stadium with stairs.

Pistol Perfect: The One Legged Squat

No need to rely on your inner Karate Kid when it comes to balance beams and tight ropes. Simply incorporate single legged squats (pistols) to add strength, balance, mobility, and mental focus for game day.

- Start by standing on one leg with the foot on the floor flat and the other leg outstretched straight in front of you, ideally at hip level (don't allow your heel to lift off the floor and come on to your toes).

“... [PISTOLS] ADD STRENGTH, BALANCE, MOBILITY, AND MENTAL FOCUS FOR GAME DAY.”



- Squat down, descending slowly and getting as low as possible. Pause briefly and then press back up while keeping an upright posture.
- Beginners can perform these with assistance from a bench, box or other low object by reaching one leg into the air, sitting back onto the object as slowly as possible, and standing back up.

HIIT Workouts

HIIT (high intensity interval training) is a great way to escape tedious, long, boring cardio sessions. The best part is that when combined with running it compliments obstacle course race training to a tee. Get ready to accelerate fat loss, improve aerobic/anaerobic endurance, and get results in a short period of time.

There are several variations of HIIT routines, but for now let's focus on the TABATA version, which was originally founded by a Japanese scientist, and used for their Olympic Speed Skating Team.

Any exercise can be incorporated into Tabata training. However, the basic outline of the Tabata training method is as follows:

- four minutes long (one Tabata session)
- 20 seconds of intense work
- 10 seconds of rest

- total of eight rounds

You can get a Tabata app on your phone - it beeps every 20 seconds to do work, and 10 seconds to rest.

Example #1: Run four minutes, followed by 20 seconds of work/10 seconds of rest, eight times (total of four minutes) of burpees

“BEING ABLE TO PULL UP YOUR OWN BODY WEIGHT IS THE ULTIMATE TEST OF UPPER-BODY STRENGTH, AND AN INCREDIBLE CORE EXERCISE.”

Example #2: Run four minutes, followed by 20 seconds of work/10 seconds of rest, eight times (total of four minutes) of air squats, or for more of a challenge try pistol squats

Example #3: Run four minutes, followed by 20 seconds of work/10 seconds of rest, eight times (total of four minutes) of plank holds

Make or Break Race-Day Tips

Make a wardrobe malfunction the least

of your clients concerns on race day by training in comfortable gear. Encourage them to avoid cotton entirely, it holds water and the last thing you need is something weighing you down. The best bet would be a lightweight synthetic material. And don't be surprised by blisters if you opt for that old pair of shoes in your closet. Instead, go with all terrain series footwear that weigh next to nothing, are equipped with rock/rope guards, and shed water/mud naturally.

Enjoy the journey of training your clients for such a memorable experience, maybe even create a team and join them!



Mandy Gill is the founder of the international brand MGM Fitness; the MANDY GILL APP for personalized fitness, nutrition guidance, and mindfulness at your fingertips. She is a plant based Ultra Marathon Trail Race Runner, and has been honoured as a 'YWCA Women of Distinction in 2017 and 2018'. Visit MandyGill.com or @MGMPfit_Mandy to learn more about her passion as a Health & Happiness advocate.



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IS AN OUTDOOR FITNESS BUSINESS RIGHT FOR YOU?

THE GREAT OUTDOORS CAN BE A PLACE TO START A BUSINESS OR BUILD ONE UP

By Sean Greeley, NPE Founder & CEO

LOOKING TO START UP A FITNESS BUSINESS? ONE GREAT PLACE IS ALWAYS OUTDOORS. THAT'S HOW MANY OF OUR MOST SUCCESSFUL CLIENTS BEGAN THEIR FITNESS CAREERS.

One young couple began with boot camps in a public park. They put together five clients at \$5 a pop and took that to a

10,000-square-foot studio with 100 clients and a consistent \$30k/month in revenue.

Another fitness professional started training people in parking lots. He had a few clients and discovered he loved training people. He progressed steadily and eventually opened his own studio (and winning numerous awards), and took that to 60 top-paying clients and \$20k in monthly revenue.

And a third fitness professional started her

group workouts on the lawn next to her apartment, supplementing those workouts with a Saturday morning boot camp in the woods nearby. She took that indoors to making \$8k/month.

Starting outdoors isn't for everyone, and certainly not for every location and training method. But if the fit is right for you, you can find the great outdoors a place to either start your fitness business or build one up. Here are some pros and cons to consider.

The Pros

Outdoor fitness business models offer some unique advantages compared with indoors:

- There are no barriers to entry. There are minimal startup costs to using public spaces. Some municipalities have lots of unused green space and may require only small permit fees. No rent, little overhead, and plenty of space.
- Clients love the great outdoors and there's plenty of it. People love fresh air and open sky. You can set up workouts using more space (for say, wind sprints) than indoors. You can break free of isolating routines (such as walking on a treadmill wearing ear buds) and instead develop fun, creative, and purposeful workouts ... racing, throwing, jumping, and climbing.

“STARTING OUTDOORS ISN'T FOR EVERYONE, AND CERTAINLY NOT FOR EVERY LOCATION AND TRAINING METHOD.”

- You can leverage a group and semi-private training model. One-to-one personal training is of course possible, but you are more likely to use the high profit margin (and fun) group and semi-private training models.
- And you'll have the flexibility to build your reputation without a lot of risk while planning your next step—or can continue building a great outdoors fitness business. Lower overhead means lower risks to you.

The Cons

Here are the cons:

- They can easily have a fly-by-night feel. You have to have a strong “command presence” and plan out your programming. You really have to “own it” when it comes to outdoors. Any loss of effort / enthusiasm on your part will show up to participants.
- Low startup costs doesn't mean you can discount prices. Many fitness professionals pass on the low overhead savings to their clients, that is, like our friends who started at \$5 a session, they don't charge enough. You still have to do all the marketing, pricing and packaging, and inspiring clients to commit to their health and fitness goals. (For

the record, we've helped one client with an outdoor fitness business that was undercharging improve their packaging and pricing, and they brought in \$23k almost immediately.)

- It's super-easy to give up and shut down (you just stop scheduling). Start up costs are minimal, which also means shut-down costs are minimal. There's only a slight difference between holding workouts in a parking lot and NOT holding workouts at all. You have to have a business plan.
- You're dependent on the weather. Your outdoor business may have to be seasonal, may need an alternative indoor location and otherwise need to schedule and work-around the weather.

How to make your outdoor fitness business work

1. Clarify vision and purpose of your fitness business. In general, there are two sets of visions when it comes to outdoors:

- “I want to save money/start-up costs/it's all I can afford and progress to something else.”
- “I can't do this indoors.”

You can practice rock climbing indoors, but the real fun is done outside. If it's inherently an outdoor gig, your vision will be much clearer.

But if you're outdoors because your business is essentially homeless, you'll need to have long-term plans for getting the studio you want. For every star who takes their business indoors, there's many more who just give up through the slog.

Take home: Get clear on your vision, because it's very easy to lose focus in the day-to-day execution of your fitness business. If outdoors is a stepping-stone, get clear on the time-tables and action steps you will take to get indoors, such as community centers, churches, and school gyms.

2. Execute the fundamentals of running a fitness business. Low barriers mean lower costs and less risk, but also more competition. (Worse, there are more competitors who are trying to compete on price.)

To survive, you'll need to avoid the losers' game of competing on price and still do all the required aspects of building a solid fitness business with a

strong reputation. That means getting very clear on the kinds of clients you want to serve, knowing why you are best to serve them, how you will reach your prospective clients, how you will inspire them to commit to their health and fitness goals, offering great value, pricing and packaging.

Summary

Outdoor business models offer unique advantages, such as lower risk, lower startup costs, and just the fun of being outside. But they also have potential downsides, such as a fly-by-night feel, dependency on the weather, and the requirement to have strong client experience. The bottom line is you will need to execute sound business principles to successfully run an outdoor

“IF OUTDOORS IS A STEPPING-STONE, GET CLEAR ON THE TIME-TABLES AND ACTION STEPS YOU WILL TAKE TO GET INDOORS, SUCH AS COMMUNITY CENTERS, CHURCHES, AND SCHOOL GYMS.”

fitness business or progress indoors to the studio you've always dreamed of.

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Sean Greeley, CEO and Founder of NPE, has an unrelenting passion for empowering fitness business owners to grow their business and create the life they want. Since 2006, NPE has served 38,000+ fitness business owners in 96+ countries and is an award-winning company with offices in Los Angeles, London, and Sydney.

SETBACK OR SUCCESS?

5 WAYS TO CREATE MASSIVE SIGNIFICANCE IN THE TRAINING BUSINESS

By Todd Durkin, MA, CSCS

LET'S FACE IT...IT'S NOT EASY TO CREATE SUCCESS IN TODAY'S UBER-COMPETITIVE FITNESS SPACE. IT TAKES MASSIVE FOCUS, EFFORT, COMMITMENT, HARDWORK, VISION, STRATEGY, AND BUSINESS SAVVINESS TO ENSURE MAXIMUM SUCCESS TODAY.

My hope is this article shares some of the fundamental tenets of being not only a successful trainer/coach at your studio, gym or club, but also how to operate a sound business that creates extraordinary IMPACT in your community.

Here are five of the "MUST-DO's" if you want to create maximum success and significance in the training business:

1. Create Incredible Fitness Experiences...Every Single Day!

It's imperative that your "core" business of personal training, small-group, or large-group classes is extraordinary... each and every time. There's no room to be average. This means that you are showing up and doing the following 10 things in every session/class:

- You are 5-10 minutes early to every session and prepared for the workout.
- You are professionally groomed and look-the-part.

"YOU CAN ONLY GO, AS FAR AS YOU GROW."

- You are 100% focused and engaged with your client for the entire duration of the session/class.
- You challenge them appropriately with your programming and set them up for success based on their goals.
- You provide 60% general praise/motivation and 40% corrective feedback in each session.
- You have great body language and you make sure that you smile, laugh, and have fun every day.
- You set the "atmospherics." You make

sure the music is appropriate (choice and decibel level), you make sure the studio/gym/club is clean and smells good, and that it is a warm, inviting, friendly, and motivating atmosphere.

- You WIN THE CARING game. Remember, they don't care how much you know until they know how much you care.
- You communicate to your client where they are doing well (praise them!) and where they can improve (give them specific coaching on HOW to improve).
- Say "THANK YOU." It matters. Without our clients, we have no business. And with no business, we can't get to deliver extraordinary experience and IMPACT every day. #Gratitude

By being maniacally focused on creating extraordinary fitness experiences with your clients, you are doing the MOST important thing you can do to be a great trainer and run a sound fitness business. There is no amount of marketing that can replace this fundamental aspect of being a great trainer and changing people's lives.

2. Celebrate Clients and Members

By making our clients and members the superstars, we put them at the forefront of our culture. And, they become the biggest marketers of our program. How can we do that consistently to shine deserving light on them?

- **Member Spotlight Board.** Have a cork-board or digital screen/TV highlighting some of your members. This could be physical transformation or success they have had professionally or in the community.
- **Create a gala.** Clients/members love a party. And you must remember that there are many clients who don't know each other because they don't cross paths at the gym. Connect them with food, drink, and a party that strengthens the bond of the community. The gala could be a celebration of a holiday or anniversary, or a celebration of the end of some form of "transformational contest." It could be for no other reason than to just celebrate them. At Fitness Quest 10, we do a big party for our community several times a year. We have galas for our "Client Appreciation Party" over the Christmas/New Year holiday, and we also do an event around my non-profit 'IMPACT Foundation'. This helps raise money for kids and families' in-need, and our clients love coming out to support philanthropic efforts.

Choose to create a fun gala in your studio/gym or club and your clients will love it.

- **Have informal client gatherings/ socials/events.** Clients/members also love less formal social gatherings. A night out at the ball-park or to see the local hockey team play; a client/member vs trainers softball, broomball, hockey, or soccer game; or perhaps an "outdoor adventure" hike to a challenging venue within a few hours of your studio.
- **Sign-up for an event together.** Whether it's a mud-run, Spartan event, obstacle course race, 5K or 10K, mini-triathlon, or some other event, it sure is fun to mix it up and train for four to eight weeks for a specific event, and then participate in it together. You can also highlight the training and the event in all your social and digital media.

"THERE'S NO ROOM TO BE AVERAGE."

- **Shout-outs on private Facebook group.** Not everything you do has to be "big." Sometimes a simple shout-out to a few clients after a grueling class, or sharing a story of a member who got promoted at work or reached a personal goal, or overcame a plateau can be a huge thing. A private Facebook page is just for your community to connect and a great place for you to share "shout-outs."
- **"Perfect 10 Club."** This is the number one way we have rewarded my clients/members for the past 10-years at Fitness Quest 10. Any client who comes into the gym 10 times per month or more gets rewarded with prizes. These prizes range from free t-shirts, apparel, gear, and books, all the way up to massages and exclusive dinners depending on how long they have been in the program. This free, frequent-buyer type-club has been amazing for motivation and accountability, and it's been eye-opening to see how much people love receiving even some of the "smaller" prizes.

We currently have 29 people who have been coming to my gym for 10+ years, are enrolled in the "Perfect 10"

“BY BEING MANIACALLY FOCUSED ON CREATING EXTRAORDINARY FITNESS EXPERIENCES WITH YOUR CLIENTS, YOU ARE DOING THE MOST IMPORTANT THING YOU CAN DO TO BE A GREAT TRAINER AND RUN A SOUND FITNESS BUSINESS.”

program, and have NEVER missed a month of coming in at least 10 times per month. That's a #Perfect10!

3. Strengthen Your Team

You are as strong as your weakest link and your team can afford no weak links. This starts from the time someone gets hired and continues to the leadership that's necessary to continue to “water” and grow people to be the best trainers and fitness professionals they can possibly be.

Regardless of your title/role on the team, there are three “wants” and three “needs” of every teammate.

All teammates “want” three things:

1. They want to learn and grow.
2. They want to be compensated fairly.
3. They want to feel appreciated and acknowledged.

All teammates “need” three things:

1. They need to continue to grow and learn. FEED them with workshops or educational events at your studio/club, or attend conferences in your area. That not only educates your teammates, it builds camaraderie also.
2. They need to be compensated fairly. In today's day, it takes hardwork, lots of hustle and grit, and some “out-of-the-box” thinking to get ahead. It takes a “growth-mindset” trainer and business owner to continually grow the business and keep opportunities manifesting.
3. All teammates need to feel appreciated and acknowledged. This is the #1 reason why anyone leaves an

organization. Regardless of your role, you can always be a better teammate. That includes:

- Catching people doing the right things in-session and giving an “atta boy” or “atta girl.”
- Telling a teammate how much you love being in the trenches with them.
- Give or ask for feedback, so that you can become better. Feedback is the breakfast of champions and everyone needs feedback.

4. Strengthen You

You can only GO, as far as you GROW. What are you doing on a regular basis to grow personally and professionally? Here are some ways for you to dial-into your “personal growth” so that you can manifest your dreams, desires, and vision of your life:

“USE YOUR ADVERSITY AS YOUR ADVANTAGE.”

- Read at least one book per month.
- Listen to one podcast per month.
- Write down your “Big 5” for your year. These are the most important five things you would like to achieve in the next 12-months. And then set a strategy and action-steps to achieve them.
- Attend at least three “LIVE” events per year. There is nothing like a LIVE event to awaken your spirit and soul. Two of these live events should be industry-related conferences, workshops, or mentorships. The third event could be a retreat or event to really foster deep personal growth.
- Surround yourself with other thoroughbreds. Thoroughbreds like running with thoroughbreds, not donkeys. If you have people in your life who are squashing your dreams, holding you back from where you are supposed to go, or aren't lifting you up to the level you aspire, it's time to elevate your inner circle. The five people closest to you play an important role in how you think, how you act, and the results you achieve. Make sure you are spending time around the right people!
- Dial-in your daily best-practices. This is the nuts and bolts of it all. If you establish a great personal routine and have the discipline and focus to follow it, it will help you manifest both your

personal and professional dreams and goals.

5. Use Your Adversity as Your Advantage

Perhaps you have faced setback, challenge or adversity recently. Maybe your personal life is facing some challenge. This could be your financial world, your relationships, marriage, or even your personal health (physical or mental). Professionally, maybe you are facing some financial challenges, personnel struggles, strategic decisions, or business-growth challenges. Or maybe you are just burnt-out.

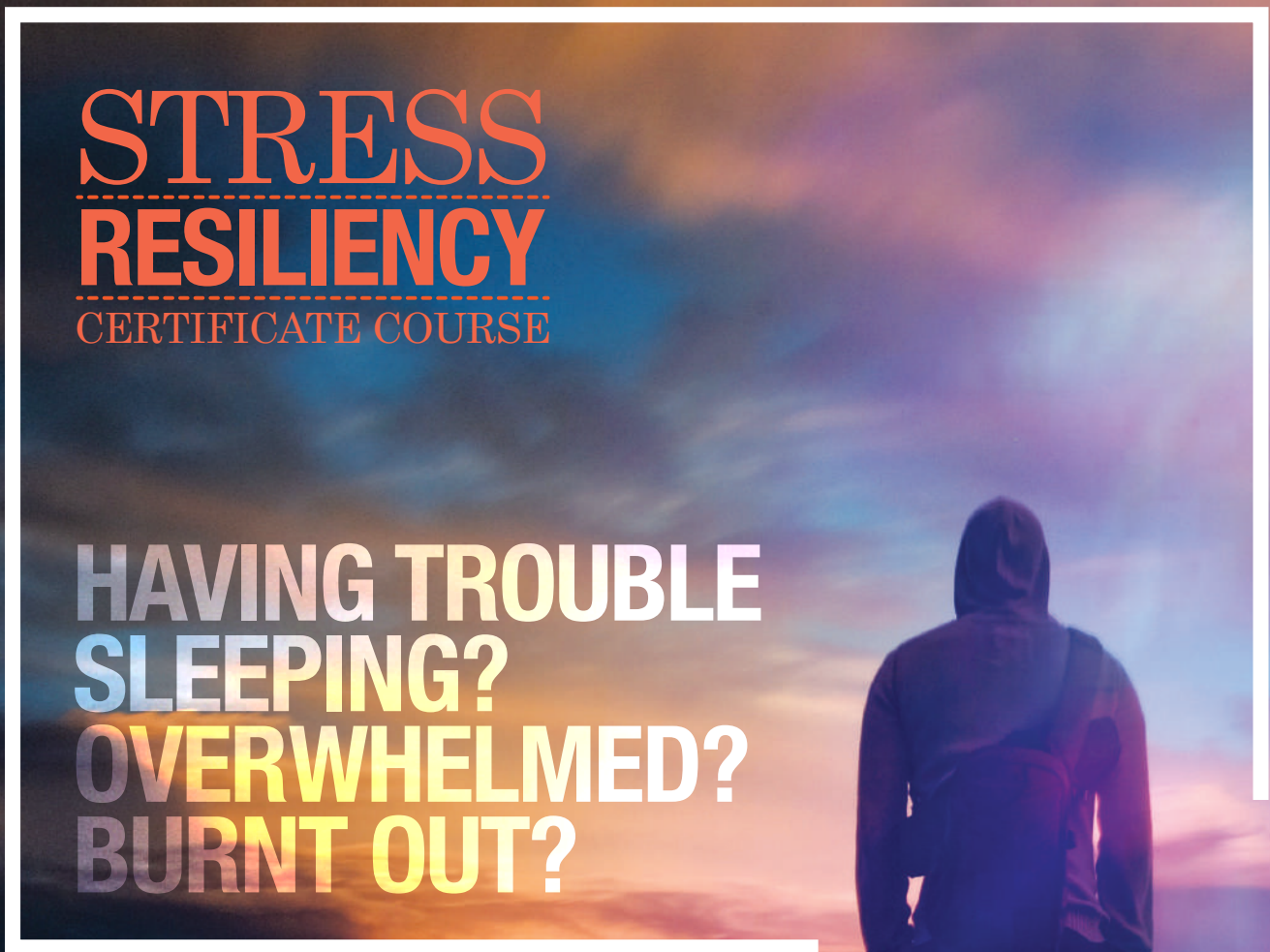
I always say “Use your adversity as your advantage.” No one wants tough times. But the truth is we are always going to face them. And, its adversity, challenge, and strife that often ultimately strengthens us to be our best self. After all, many times in life you don't know how STRONG you are until STRONG is all you have left.

Dig deep. Take some breaths. Get out in nature. Journal. Work on you. Call a mentor. Work out. Get professional help if needed. Surround yourself with the right people. Make sure you are in a positive environment. Continue to serve people with a smile on your face. Have faith in you and your team. And remind yourself everyday WHO you are, WHAT your do, and WHY you do it.

My friends, if you are reading this article, YOU are a life-transformer. You are a light-house. You shed radiant light into the universe every single day doing what you're designed to do. Capitalize on your gifts and go make the world a better place to live. That is IMPACT...and that is YOU!



Todd Durkin is an internationally-recognized performance coach, personal trainer, motivational speaker, and author. He is the founder of Fitness Quest 10 — named one of America's 10 Best Gyms seven times — and he teaches fitness entrepreneurs how to improve their business, leadership, marketing, and personal development. Connect at ToddDurkin.com, IG: @ToddDurkin, FB: @ToddDurkinFQ10



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By Beth Shaw, CEO and Founder of YogaFit Training Systems Worldwide

THERE'S STILL MORE THAN A CHILL IN THE AIR, BUT SPRING IS SOON UPON US AND IT'S A GREAT TIME TO DUST OFF OUR BIKES AND HIT THE ROAD.

There's nothing like setting off on a brisk morning ride with the wind in your hair and the sun on your back. Whether you're an occasional weekend rider or a hardcore roadie, you might find yourself watching for hawks or dolphins, depending on where you happen to be. One of the most exciting forms of cardiovascular exercises around, the sheer unpredictability and diversity of terrain make cycling, as you may well know, a very popular sport. In fact, according to the Outdoor Industry Association, nearly 40% of all North Americans ride bikes.

"ONE OF THE BIGGEST MISTAKES YOU CAN MAKE WHILE EXERCISING IN COLDER WEATHER IS TO DRESS TOO WARMLY."

Despite the sport's popularity, statistics on biking-related injuries are hard to come by. One thing that fitness experts do agree on though - the sport forces the body into long periods of repetitive forward flexion, leaning slightly forward from the waistline and lower back. This postural alignment stresses major muscles of the mid to lower back, and tightens muscles all along the back of the body, from the upper back to the hamstrings, gluteus and calves. Instead of simply stretching your legs at the end of an arduous ride, try performing this eight minute series of yoga poses to counteract the gravitational forces of biking, and the contact pull on your psoas muscle, those hip flexors at the top front of the thigh every time you pull up on your pedal. You'll avoid injury, reduce aches and muscle tension, and be ready to tackle another mountain tomorrow. This series of poses counteracts the forward hinge as you bike, and also balances muscles of the rear body. Hold each stretch for 20 to 40 seconds and repeat as needed.

Dancer (stretches the psoas muscles, shoulders, chest, upper back, and strengthens the legs for more powerful pedaling)



Stand on left leg and engage the abdominals to balance. Bend right knee and bring the right foot back toward your butt, reaching around to grasp right ankle with right hand. Bring knees close together and stand tall, kicking back into your right hand. Extend left arm straight at chest level and press right hip flexors forward as you begin tilting forward from the hips until torso is nearly parallel to floor. Square the hips as much as possible and hold this stretch for 30 seconds, then switch sides. Repeat twice.

Cobra (strengthens and stretches postural muscles along upper to lower back)



Lie belly down and stretch legs long behind you, toes touching the floor and thighs engaged. Place your hands adjacent to the top of the ribcage, roll your shoulder blades down your back, look down the end of your nose and breathe deeply. Slowly begin to peel your chest off the mat, keeping bent elbows tucked into your ribcage, and hold for up to 30 seconds before slowly working in reverse until forehead touches the mat. Repeat this several times, coming up higher each time, yet keeping hip bones glued to the floor.

Pyramid (eases the hamstrings, soothes the hips and lower back, and stretches the spine)



Stand with left leg in front of right, about a foot apart, both feet straight and parallel (not on the same line). Square your hips to the front, place hands at your hips and engage the belly. Slowly hinge forward from the hips and begin curling your torso over your front shin and hold for 20 seconds. Place as much body weight as you can into the rear foot, keep front left knee soft and slowly reach hands to each side of the front foot (or on the thigh if hamstrings are tight). When you're ready to come up, bend both knees and roll back up, then switch sides.

Cradle the Baby (stretches the hips, gluteus, legs and lower body)



Lie face up on the floor with right knee bent over the belly. Draw the right ankle toward the left hip, opening the knee out to the side. Support the right leg, underneath the shin and ankle with the hands. Flexing the ankle, lift the leg toward the chest. Hold for 20 to 40 seconds before switching sides. Repeat twice.

Safety Tips

- Dress in layers. One of the biggest mistakes you can make while exercising in colder weather is to dress too warmly. Exercise generates a considerable amount of heat — enough to make you feel like it's much warmer than it really is. Yet, once your sweat starts to dry, you can get chilled.
- Dress in layers that you can remove, at least the top shell as soon as you start to sweat, and then put back on as needed. First, put on a thin layer of synthetic material, such as polypropylene, which draws sweat away from your body. Avoid cotton, which stays wet next to your skin. Next, add a layer of fleece or wool for insulation. Top this with a SHEER waterproof, breathable outer layer. If you're lean, you may need more insulation than someone who is heavier. If it's very cold, consider wearing a face mask or scarf to warm the air before it enters your lungs.
- Protect your hands, feet and ears. When it's cold, blood flow is concentrated on your body's core, leaving your hands and feet vulnerable to frostbite. Try wearing a thin pair of gloves.
- Pay attention to weather conditions and wind chill. Biking creates more wind. Wind chill extremes can make exercising outdoors uncomfortable even if you dress warmly. The wind can penetrate your clothes and remove the insulating layer of warm air that surrounds your body, and any exposed skin is vulnerable to frostbite.
- If it's dark when you bike outside, wear reflective clothing.

Biking can be one of the most refreshing and exciting forms of spring cardiovascular exercise. Be safe, do yoga and enjoy fitness year round.



Beth Shaw, ERYT 500 and C-IAYT, is the CEO and Founder of YogaFit Training Systems Worldwide. She is the author of three books: YogaFit, YogaLean and YogaFit for Athletes. Beth has spent time in India and Asia studying yoga, and in addition to a bachelor's degree in Business Administration and Nutrition, she holds numerous certifications in mind-body disciplines. yogafit.com



DIVERSIFY YOUR SPRING TRAINING

THE FMS ARMS YOU WITH TOOLS TO ENSURE YOUR CLIENTS ARE ON THE BEST PATH FOR SUSTAINABLE HEALTH AND LONGEVITY

By Kyle Barrow

IT IS NO SECRET THAT PHYSICAL ACTIVITY CONTINUES TO DECLINE, PARTICULARLY IN THE WESTERN WORLD. HOWEVER, THERE IS A GROWING MOVEMENT OF PROFESSIONALS AND ENTHUSIASTS WHO ARE BUCKING THIS TREND AND TAKING TO THE GREAT OUTDOORS.

Whether it is for a recreational activity or organized group exercise, outdoor training is gaining traction. With the season of warmer temps upon us, now is an optimal time to capitalize on the outdoor environment to not only motivate, but also facilitate exercise.

No matter the environment, meeting clients where they are, while also catering to their interests and strengths, is imperative. Many people are taking the initial step to improving their health and fitness and may not yet be ready for a strenuous exercise program. But how do you know? Setting a movement baseline with the Functional Movement Screen (FMS) and learning exactly where participants are is the best place to start. This is your opportunity - as the pro - to establish that your first priority is taking care of the people you train, while simultaneously meeting their needs and challenging them without causing unnecessary injury.

After establishing the baseline with an FMS, you can confidently create an individualized program to match your client or participants' fitness goals in a group setting (or even one-on-one training). Arming yourself with participants' movement profiles is the key to your success as a competent professional and

your clients'/exercise participants' ability to achieve their goals.

“WHEN PERFORMING AN FMS, IT IS IMPORTANT TO DETERMINE THE BEST ENVIRONMENT FOR PROPER TESTING AND SET-UP.”

When performing an FMS, it is important to determine the best environment for proper testing and set-up. And, if you have more than one kit, that's even better for building efficiency into group screening. Screening should be conducted on a hard, flat surface (such as a sidewalk, concrete slab or parking lot) and participants should wear the shoes they normally wear for exercise. While ensuring participants are properly set-up, FMS professionals look for an acceptable FMS score (no pain, 1's or major asymmetry).



Training individuals with a lower level of movement competency can be a challenge, but this is where your biggest opportunity comes into play. This is also when an individualized program takes center stage. It can be as simple as a few correctives done independently, as well as alternatives to certain activities when training with a group. Let the Screen

guide your decisions here.

The workouts should be kept to a minimum, keeping them simple so you can cater your workout to everyone. Utilize fundamental movements such as the squat, hinge, push, pull and anti-rotational exercises and, based on the screen results, generate progression

and regression exercises. Below is an example workout of how an FMS professional can create a variety of workouts based on screen results, with minimal equipment needs.

Although outdoor training has its benefits, you still should be cautious and account for all participants. It's not a one size fits all game anymore. Clients require (and, quite frankly, expect) individualization and progressive outcomes. The FMS system takes the guessing game out of program design and arms you with the tools to design creative programming, while also ensuring your clients are on the best path for sustainable health and longevity.

Warm-Up	Soft Tissue Breathing FMS Correctives				
Core/Total Body	Farmers Carry or 6 position Carry				
Strength Training 3-5 exercises Implementation: - Reps - Block - Partner	Movement	Exercise	Minimum FMS	Progression	Regression
	Squat	Rear Elevated Split Squat	DS 2	Assisted Single Leg Squat	Step Up
	Hinge	KB Deadlift	ASLR 2,2	Single Leg DL	KB Deadlift
	Vertical Push	Half Kneeling KB Press	SM 2,2 RS 2,2.	Standing KB Press	Tall Kneeling Single Arm Press
	Horizontal Pull	Bent Over Row	TSPU 2	Renegade Row	TRX Row (SM 2,2 2,3)
Active Rest	FMS Correctives				
Metabolic Work	Manipulate work: rest, partner based workout, sets, and reps, etc				
Cool Down	Mobility/Soft Tissue/FMS Corrective Breathing HR recovery time (if applicable)				



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KETOGENIC AND INTERMITTENT FASTING

IS ONE A BETTER WEIGHT-LOSS DIET THAN THE OTHER?

By Dr. Aric Sudicky, M.D., B.Ed., B.Sc.



FOR FITNESS PROFESSIONALS, A NEW YEAR BRINGS AN INFLUX OF CLIENTS KEEN TO BEGIN LIFESTYLE CHANGE WITH THE MAJORITY PURSUING GOALS OF WEIGHT-LOSS. THEY WANT SWIFT, SUSTAINABLE RESULTS AS PAINLESS AS POSSIBLE.

Sounds easy right? This false hope for a quick fix is where fad diets and deceptive health marketers thrive. Eager to earn your trust, they promise the health solution you have been waiting for with anecdotes of friends and family who swear it transformed their lives. As with any bold claims, a healthy dose of skepticism goes a long way to separate fact from fiction.

On the surface, ketogenic and intermittent fasting claims can appear convincing, with many suggesting their respective approach is best for promoting overall health and changes in body composition. Diet group claims also influence media hype with buzzword language included in weight-loss success story headlines, suggesting it was the specific diet type that made the “transformation”.

The case for Keto and low carbs: The DIETFITS Trial

Ketogenic and low-carbs weight-loss claims dominated health headlines last year as the scientific community anxiously awaited the publication of the DIETFITS randomized clinical trial. In this 12 month trial, 609 subjects were randomized to either a low-carb diet or a low-fat diet higher in carbs. For the first two months, the low-fat and low-carb groups were asked to consume 20 grams of fat and 20 grams of carbs respectively per day.

In what was likely an attempt to reflect real life conditions, after two months, each group was given the flexibility to increase their carbs or fat to a level they thought was sustainable. Not surprisingly, at the three month mark, low-fat dieters

were up to 42 grams of fat per day and the low-carb group reached 96.6 grams of carbs daily. During this time, both groups were asked to attend 22 dietary coaching classes with only 66% attending, which reflects the practical challenges with organizing lifestyle groups.

A myriad of tests were conducted on both diet groups, including “low-fat” and “low-carb” genotypes, 75 gram oral glucose tolerance tests to aid measures of insulin production, DXA body composition scans, blood pressure, cholesterol, and fasting glucose.

Begin drum roll.

After 12 months, there was no significant difference in weight-loss between the low-carb and low-fat groups. Looking at the data, there was a slight difference, although not statistically or clinically relevant, with the low-fat and low-carb groups losing 11.7 pounds and 13.2 pounds respectively. Furthermore, genetics and insulin secretion also made no difference, with both groups near equal for most other health markers.

Although the DIETFITS trial outcomes were not earth-shattering, it adds to the established notion that many diet types can be equally effective for weight-loss with each providing an approach to achieve a sustained caloric deficit. No magic properties unique to ketogenic diets were discovered. By significantly reducing carbohydrates, the ketogenic diet is one of many methods of reducing energy intake, thus aiding in weight-loss efforts.

The panacea diet has yet to be discovered and it may be encouraging for clients to know there is a menu of options to choose from that aid in weight-loss.

Intermittent Fasting Claims: Does how you eat matter more than how much for weight-loss?

We should start by briefly describing intermittent fasting, which involves restricting caloric intake to a planned feeding window that precedes a prolonged fasting period between meals. How this takes shape can be individualized depending on how long one prefers to fast. For example, a common approach involves not eating your first meal until lunch, or fasting through multiple potential feeding

windows only on certain days of the week.

Some proponents of intermittent fasting claim uniquely associated health benefits, many of which include marketing buzzwords like “detoxing”. Contrary to what one may find in a promoted social media advertisement, a recent review on detox diet claims determined the evidence is sparse, mostly in animals, with no randomized trials to assess these claims in humans. Furthermore, the authors of the review conclude that, “although the detox industry is booming, there is very little clinical evidence to support the use of these diets.”

Intermittent fasting may help curb appetite, with longer trials suggesting it does not provide a unique metabolic advantage from a lipid or glucose

“ALTHOUGH INTERMITTENT FASTING MAY BE A VIABLE OPTION FOR WEIGHT-LOSS, THERE IS NO QUALITY SCIENCE TO SUGGEST IT PROVIDES UNIQUE ADVANTAGES IN THE LONG-TERM OVER OTHER DIETS.”

homeostasis perspective compared to constant caloric restriction. From a body composition perspective, intermittent fasting has been shown effective for reducing body weight and fat-mass, however, contrary to marketed claims; the weight-loss benefits are not superior to other diet types achieving caloric deficits.

Science also refutes suggestions that intermittent fasting is a feeding pattern with the unique ability to target abdominal fat more quickly than other diet types. For instance, a 24 week randomized trial tracking an intermittent fasting, constant caloric restriction, and control group found both groups in a caloric deficit lost equal amounts of weight and abdominal fat.

Although intermittent fasting may be a viable option for weight-loss, there is no quality science to suggest it provides unique advantages in the long-term over other diets.



Adherence and happiness: Finding your best weight-loss diet

There is growing evidence suggesting a menu of potentially effective weight-loss diet types, including ketogenic diets and intermittent fasting, with science suggesting no clear “best” approach. With any diet, the quest for sustained weight-loss remains with most trials limited to weeks or months. Simply put, we need more long-term trials to further recognize the impact various diets have on weight-loss, including intermittent fasting. Although a variety of approaches can help clients initially and sometimes quickly shed unwanted pounds, it remains a daunting task to sustain life-long fat-loss achieved through lifestyle modification alone.

“INTERMITTENT FASTING AND KETOGENIC DIETS MAY BE VIABLE OPTIONS FOR WEIGHT-LOSS, WITH THE CAVEAT BEING ONLY IF THE DIETER CAN HAPPILY FOLLOW THESE APPROACHES LONG-TERM.”

Ultimately, the pillar for sustaining healthy lifestyle change is adherence, with diets being no different. Regardless of type, the best diet a client can use

for weight-loss is likely the one they can happily follow forever. Intermittent fasting and ketogenic diets may be viable options for weight-loss, with the caveat being only if the dieter can happily follow these approaches long-term.

The majority of weight-loss diets end in failure and frustration, which may be avoidable if approaches focus on customizing healthy eating habits to individual preferences. Realistic goal-setting is helpful as not all weight-loss endeavours end in success, and the few who do succeed often reach sustainable weights after years of gaining and losing weight with the trajectory trending in the right direction.

To avoid the yo-yo of weight lost and regained, it may be more reasonable to customize weight-loss targets instead of strictly enforcing standardized population-level guidelines with “normal” weight being a BMI under 25. Obesity is an incredibly complex process, strongly influenced by genetics, calorie balance, our food environment and much more. Your “best weight” is ultimately the best weight you can get to when you are living the healthiest life you can, that you still enjoy.

An approach to evidence-based practice when faced with strong health claims:

- Be critical (especially bold claims, quick fix solutions, anecdotes like “it

worked for my family member”)

- Does it sound too good to be true? It likely is!
- What are their conflicts of interest? (commissions earned, products sales)
- What are their qualifications?

Skepticism is defined in the Webster dictionary as, “The doctrine that true knowledge or knowledge in a particular area is uncertain.” Exercise and nutrition are the greatest medicines for disease prevention; however, we must be skeptical of bold claims, especially in the realm of weight-loss where many questions remain unanswered.



Dr. Sudicky is an Ontario Family Physician with a special interest in obesity medicine and healthy aging. Prior to medical school he served over 10,000 hours

as a proud fitness professional, earning recognition as canfitpro Fitness Professional of the Year in 2011. Follow Dr. Sudicky via his Youtube and social media channels.



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LE RÉGIME CÉTOGÈNE ET LE JEÛNE INTERMITTENT

EST-CE QUE L'UNE DE CES DEUX APPROCHES SERAIT MEILLEURE QUE L'AUTRE ?

par Dr Aric Studicky, M. D. B. Ed., B. Sc.



POUR LES PROFESSIONNELS DU CONDITIONNEMENT PHYSIQUE, LA NOUVELLE ANNÉE APORTE SON LOT DE CLIENTS IMPATIENTS D'ENTREPRENDRE DES CHANGEMENTS EN CE QUI A TRAIT À LEUR MODE DE VIE, LA PLUPART D'ENTRE EUX AYANT COMME OBJECTIF DE PERDRE DU POIDS.

Invariablement, ils souhaitent tous atteindre des résultats rapides et durables, qui nécessitent le moins d'efforts possible. Utopique, non ? Cet espoir de trouver une solution rapide est ce qui fait saliver les spécialistes en marketing faisant la promotion trompeuse de nouvelles diètes promettant une remise en forme instantanée. Désireux de gagner votre confiance, ils promettent LA solution santé que vous recherchez à coup d'anecdotes d'amis et de membres de leur famille qui jurent que cette méthode a transformé leur vie. Comme pour toute autre affirmation audacieuse, une saine dose de scepticisme vous permettra de faire la part des choses !

Les affirmations quant au régime cétogène et au jeûne intermittent peuvent être attrayantes, voire convaincantes, plusieurs d'entre elles suggèrent que leur approche respective est la meilleure pour atteindre une santé globale et pour modifier la composition corporelle. Des affirmations qui laissent croire que CE type de diète a « transformé leur vie » influencent même les médias avec l'utilisation de mots et d'expressions à la mode mis en évidence dans le titre de leurs histoires à succès.

Le cas concernant le régime cétogène et l'alimentation faible en glucides : L'étude menée par DIETFITS

Les affirmations quant à la perte de poids découlant du régime cétogène, faible en glucides ont fait la manchette l'année dernière alors que la communauté scientifique attendait avec impatience

la publication des résultats des essais cliniques randomisés de DIETFITS. Dans cet essai de 12 mois, 609 sujets ont été assignés, de façon aléatoire, à soit une diète faible en glucides ou à une diète faible en gras, riche en glucides. Pendant les deux premiers mois, on a demandé au groupe à alimentation faible en gras et au groupe à alimentation faible en glucides de consommer respectivement 20 grammes de gras et 20 grammes de glucides.

Après deux mois, dans un effort pour refléter la réalité, on a accordé aux deux groupes la possibilité d'augmenter leur consommation de glucides ou de gras à un niveau que les participants considéraient être soutenable. Sans surprise, après trois mois, les participants ayant une alimentation faible en gras consommaient désormais jusqu'à 42 grammes de gras par jour, et le groupe

« ... DIFFÉRENTES DIÉTÉS PEUVENT S'AVÉRER ÉGALEMENT EFFICACES POUR LA PERTE DE POIDS, CHACUNE D'ENTRE ELLES OFFRANT UNE APPROCHE PERMETTANT DE RÉDUIRE L'APPORT EN CALORIES DE FAÇON DURABLE. »

à alimentation faible en glucides avait atteint une consommation quotidienne de 96,6 gr de glucides. Pendant cette période, on a demandé aux deux groupes d'assister à 22 séances d'accompagnement en alimentation, seulement 66 % des participants y ont participé, ce qui présente bien les défis d'organisation de groupes de soutien en perte de poids.

Les deux groupes ont été soumis à une panoplie de tests, incluant des tests génotypiques « faible en gras » et « faible en glucides », la prise orale de 75 grammes de glucose pour aider à mesurer la production d'insuline, évaluations DXA de la composition corporelle, prise de pression artérielle, tests de cholestérolémie, et de glycémie à jeun.

Tambours et trompettes !

Après 12 mois, il n'y avait aucune différence importante dans la perte de poids entre les deux groupes, soit « faible en glucides » et « faible en gras ». Lorsqu'on observe les données, on note une légère différence, quoique non pertinente du point de vue statistique ou clinique, le groupe « faible en gras » ayant perdu 11,7 lb, et le groupe « faible en glucides », 13,2 lb. De plus, la génétique et la sécrétion d'insuline n'ont fait aucune différence, les deux groupes ayant des résultats à peu près équivalents pour la plupart des marqueurs de santé.

Bien que les résultats de l'étude menée par DIETFITS n'aient pas été révélateurs, ils s'ajoutent à la notion établie que différentes diètes peuvent s'avérer également efficaces pour la perte de poids, chacune d'entre elles offrant une approche permettant de réduire l'apport en calories de façon durable. Aucune caractéristique magique unique au régime cétogène n'a été découverte. En réduisant de façon importante l'apport en glucides, le régime cétogène est une approche parmi tant d'autres qui permet de réduire l'apport calorique, et qui conséquemment contribue à la perte de poids.

LA diète miracle reste à découvrir, peut-être est-ce encourageant pour les clients de savoir qu'ils disposent de plusieurs options parmi lesquelles choisir quant à la perte de poids.

« BIEN QUE LE JEÛNE INTERMITTENT PUISSE ÊTRE UNE SOLUTION VIABLE POUR LA PERTE DE POIDS, IL N'EXISTE AUCUNE PREUVE SCIENTIFIQUE QUI SUGGÉRerait QU'IL OFFRE DES AVANTAGES UNIQUES À LONG TERME QUI LE DEMARQUERAIENT DES AUTRES FORMES DE RÉGIME. »

Ce que prétendent les adeptes du jeûne intermittent : en matière de perte de poids, votre façon de manger est-elle plus importante que la quantité ? Commençons par faire une brève description de ce qu'est le jeûne intermittent : période de restriction

de l'apport calorique à un moment habituellement planifié pour un repas suivie d'une période prolongée de jeûne avant le prochain repas. Il est possible d'adapter la forme que prendra le jeûne selon de la durée qu'un individu privilégiera. Par exemple, une approche courante est sauter le déjeuner et attendre jusqu'au dîner pour se nourrir; ou, ne pas manger pendant des moments typiquement réservés aux repas seulement certains jours de la semaine.

Certains défenseurs du jeûne intermittent affirment que seulement des avantages découlent de cette pratique, plusieurs d'entre eux incluent même des mots à la mode comme «détoxification». Contrairement à ce que peuvent nous laisser croire les publicités publiées sur les réseaux sociaux, un examen récent quant aux bienfaits des détoxifications a établi que les évidences sont rares, la plupart des essais ayant été effectués sur des animaux, sans essais randomisés pour attester des bienfaits prétendus chez l'humain. De plus, les auteurs de cette étude ont conclu que «bien que l'industrie de la détoxification soit en pleine expansion, il existe peu d'évidences pour justifier l'utilisation de ces diètes.»

Le jeûne intermittent peut contribuer à maîtriser l'appétit, mais des études plus exhaustives suggèrent qu'il n'offre pas d'avantage métabolique unique du point de vue d'une homéostasie des lipides ou du glucose versus une restriction calorique continue. En ce qui a trait à la composition corporelle, il a été démontré que le jeûne intermittent est efficace pour réduire le poids et la masse grasseuse, par contre, contrairement à ce que prétendent les publicités, la perte de poids qui s'ensuit n'est pas supérieure à celles d'autres types de diètes hypocaloriques.

La science tend aussi à démentir les allégations voulant que le jeûne intermittent soit un mode d'alimentation ayant l'extraordinaire habileté de cibler le gras abdominal plus rapidement que les autres types de diètes. Par exemple, une étude randomisée menée sur 24 semaines, suivant un groupe soumis à un jeûne intermittent, un autre à une restriction calorique continue, et un groupe témoins a démontré que les deux groupes présentaient un déficit calorique, une perte de gras abdominal et une perte de poids équivalents.

Bien que le jeûne intermittent puisse être une solution viable pour la perte de poids, il n'existe aucune preuve scientifique qui suggérerait qu'il offre des avantages uniques à long terme qui lui permettraient de se démarquer des autres formes de régime.

Adhésion et bonheur : trouver la diète qui vous convient Le rés

Il y a de plus en plus d'évidences voulant qu'il existe plusieurs options potentiellement efficaces pour la perte de poids, incluant le régime cétoène et le jeûne intermittent, toutefois, la science ne suggère pas qu'il existe une approche «meilleure» à une autre. Peu importe l'approche utilisée, la recherche du maintien de la perte de poids demeure, les essais étant limités à des semaines, voire des mois. En termes simples, la conduite d'études à long terme s'avère nécessaire pour découvrir les divers impacts d'un régime sur la perte de poids, incluant le jeûne intermittent. Quoiqu'une variété d'approches puisse initialement aider les clients à perdre les livres superflus rapidement, il n'en demeure pas moins une tâche ardue de maintenir la perte de poids sur toute une vie simplement grâce à une modification de son mode de vie.

Ultimement, le pilier pour maintenir à long terme les changements de mode de vie semble être l'adhésion, les diètes n'étant pas différentes. Sans égard pour le type de diète, la meilleure qu'un client puisse suivre dans le but de perdre du poids est sans doute celle à laquelle il pourra adhérer avec bonheur pour le restant de ses jours. Le jeûne intermittent et le régime cétoène sont des options viables pour la perte de poids, seulement si la personne est heureuse d'adhérer à l'une de ces approches et d'en faire un mode de vie à long terme.

La majorité des régimes amaigrissants finissent en queue de poisson et frustration; ce qui pourrait être évité si on pouvait adapter les habitudes alimentaires saines aux préférences de l'individu. Établir des objectifs réalistes pourrait aider d'autant plus que les démarches de perte de poids ne se terminent pas toutes par le succès; celles qui fonctionnent atteignent souvent un poids durable après des années de gains et de pertes de poids, chaque essai les rapprochant de plus en plus de leur objectif.

Pour éviter l'effet yoyo d'une démarche de perte de poids, il serait plus

raisonnable d'établir des objectifs personnalisés de perte de poids plutôt que d'appliquer les lignes directrices normalisées qui visent un poids dit normal correspondant à un IMC sous 25. L'obésité est un processus incroyablement complexe, grandement influencé par la génétique, l'équilibre apport-dépense énergétique, l'environnement alimentaire, et beaucoup d'autres. Ultimement, votre poids idéal est le «meilleur» poids que vous pouvez atteindre en menant une vie saine et active qui vous convient le mieux.

Lorsque confrontés à des allégations exagérées en matière de santé, fiez-vous toujours sur des données factuelles :

- Soyez critiques (particulièrement avec les affirmations audacieuses, les solutions miracles, les anecdotes du type : «ça a fonctionné pour ma sœur»);
- Trop beau pour être vrai? Ça l'est probablement!
- Quels sont leurs conflits d'intérêts? (Commissions, vente de produits)
- Quelles sont leurs qualifications?

Selon le Petit Robert, la définition de «scepticisme» est : «une doctrine d'après laquelle on ne peut atteindre la vérité dans un domaine ou sur un sujet déterminé; manque de confiance à l'égard de la vérité d'un fait.» L'activité physique et la nutrition sont les meilleures alliées de la prévention de maladies, par contre, nous devons rester sceptiques envers les affirmations trompeuses, particulièrement dans le domaine de la perte de poids, alors que plusieurs questions restent sans réponse.



Le docteur Sudicky pratique la médecine familiale en Ontario; il porte un intérêt marqué pour le traitement de l'obésité et le vieillissement en santé. Avant de fréquenter l'école de médecine, il a agi à titre de professionnel du conditionnement physique pendant plus de 10 000 heures, il est lauréat du Prix du professionnel du conditionnement physique de l'année en 2011. Vous pouvez suivre le Dr Sudicky sur sa chaîne YouTube et autres réseaux sociaux.

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- ✓ And much, much more ...



Brady Johnson | Estevan, SK
NPE Client since 2015
"I can't even begin to describe the success that I've had with NPE ... going from \$10k to \$200k in less than a year."

Recognized As: **Inc. 500** 8x Featured, **The Telly Awards** 3x Featured, **UK BUSINESS AWARDS WINNER**

Listen To What Industry Leaders, Fitness Professionals, And Business Owners From Around The World Have To Say About NPE:



"We've been able to help hundreds of clients improve their health and wellness and reinvest in growing a facility that provides employment for passionate fitness professionals because of NPE."
— **Tanja Shaw, Ascend Fitness, Inc., Chilliwack, BC**



"I can't even begin to describe any of the success that I've had with NPE ... going from \$10,000 to \$200,000 in less than a year is just incredible."
— **Brady Johnson, Encompass Fitness, Estevan, SK**



"I was charging less than other fitness studios because I was new and wanted to break into the market. I nearly went out of business. An NPE flash sale saved me. Now I am charging more than my competitors thanks to NPE."
— **Suzy Kaitman, The Ballet Lounge, Ltd., Vancouver, BC**

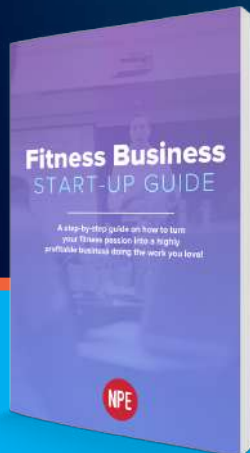


"I don't do business coaching because there are other people that do, and they do it well, and they do it as well as I do nutrition, and that's where I want to send people. That's why we have the NPE partnership."
— **John Berardi, Precision Nutrition**



"If you are an entrepreneur in the world of fitness and you are struggling in any manner with your business, then I would recommend NPE and Sean Greeley as your 'go-to-guys.' Many of our certified instructors have seen their businesses grow exponentially thanks to Sean's expertise. Whatever aspect of your fitness enterprise you need help with, the signposts all point to NPE and Sean Greeley."
— **Paul Chek, C.H.E.K Institute**

Plus, get your copy of our **FITNESS BUSINESS START-UP GUIDE: A Step-By-Step Guide on How to Turn Your Fitness Passion into a Highly Profitable Business Doing the Work You Love!**



Register for our free **START YOUR OWN FITNESS BUSINESS** on-demand training and learn how to take your passion for fitness and turn it into a successful business, discover the business model that best fit your strengths and allows you to differentiate from the competition, and grow your income while doing more of the work you love helping people transform their lives.

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