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with Brent Bishop

WEBINAR 1

Date: Tuesday, September 29

Time: 4pm CDT / 5pm EDT / 2pm PDT

WEBINAR 2

Date: Wednesday, September 30

Time: 11am CDT / 12pm EDT / 9am PDT

Supplements 101: Functions, Benefits and Results

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The importance of protein and the varieties available



The function and benefits of various supplements



How to integrate supplements into a fitness plan



And, what to look for on a label



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In the spring **we lowered our rates** for gym/fitness facility insurance and we are now urging Business Members to ask us for a quote. We also **added coverage for “on-line training”** for fitness trainers, which given the COVID-19 circumstance was more important than ever. To deal with the coronavirus and its challenges, we temporarily **eliminated the requirement for 50% of training revenue from “on-line training”** so that fitness instructors could continue to work while face-to-face appointments were not possible and fitness facilities were closed.*

*This condition will be reinstated once the COVID-19 situation has dissipated.

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WHEN CLOSE TO 2,000 FIT PROS AND FITNESS ENTHUSIASTS RISKED THEIR TIME AND MONEY BY ATTENDING THE UNTRIED AND UNKNOWN ASPECTS OF A VIRTUAL CONFERENCE - SOMETHING SO FAR AFIELD FROM WHAT THEY KNOW, TRUST, AND LOVE - IT SAYS SOMETHING.

The result for the canfitpro 2020 Virtual Series was that the power of connection between positive, like-minded people with a purpose prevailed. We are so grateful to everyone who put their belief in canfitpro to bring the fitness industry together with our inaugural virtual series. We could not have done this without your support and your commitment.

I encourage you to tap into all the resources canfitpro provides you including the great articles within this magazine issue, but do not stop there. Connect and stay connected with your colleagues, mentors, and those that you admire and desire to learn from, both within and outside the industry. You will soon come to appreciate the value of the virtual online world. We are now closer than ever before to any and all sources for knowledge and inspiration. Speaking of inspiration be sure to meet Ruby Smith-Diaz, Personal Trainer Specialist of the Year, and Tony Felgueiras, Fitness Instructor Specialist of the Year. Their stories and fitness career journeys are unique and aspirational.

The ongoing negative impact of COVID-19 has made us all have to dig deep to see what's possible and where the opportunities arise - now six months later. I would like to think we are more determined than ever before to show the world what is possible even on days when it seems impossible. If we look at the word itself—it says "I'm possible". I encourage you to tap into the energy that the canfitpro virtual series is creating to see its possibility to fulfill your education and training needs. The future of the fitness industry will forever be changed as a result of COVID-19. I encourage you to join us in this new world of virtual and online learning if you haven't already. While we know nothing will replace the power of physical and social connection, from the sweaty hugs and high 5's we get to experience in a live, in-person event, it is amazing to discover what is possible when you trust, make a decision to show up, share your uniqueness and authenticity with others, and participate full on to fill your own cup of knowledge and keep your spark ignited.

Remember that anything and everything is possible when you ignite your attitude, tap into your purpose, and stay connected with people. Mindset over matter is essential for getting and keeping yourself psyched for success.

Maureen "Mo" Hagan
Chief Operating Officer



September/October, 2020

Chief Operating Officer
Maureen Hagan
mohagan@canfitpro.com

Vice President
Kyle Tomlin
ktomlin@canfitpro.com

Managing Editor
Erin Andersen
eandersen@canfitpro.com

Graphic Designer
Imran Mahmood
imahmood@canfitpro.com
Doris Li
dli@canfitpro.com

Marketing & Communications Manager
Janessa Gazmen, jgazmen@canfitpro.com

Certification Operations Manager
Barb Pontes, bpontes@canfitpro.com

Manager, B2B Sales & Strategic Partnerships
Robert Robinson, rrobinson@canfitpro.com

Member Experience Manager
Kelly Ladd, kladd@canfitpro.com

Fitness Advisory Panel

CANADA

Nathalie Lacombe
Dr. Gillian Mandich
Dione Mason
Nathalie Plamondon-Thomas
Tracie Smith-Beyak
Scott Wildeman

INTERNATIONAL

Kristen Green
Dan McDonogh
Sgt. Ken Weichert
Sean Greeley

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canfitpro Magazine is published six times per year by Canadian Fitness Professionals Inc. New Professional Memberships with canfitpro are \$98 per year (plus GST/HST) and renewals are \$78 per year (plus GST/HST) and include a subscription to the magazine. For more information, please contact Member Services at ext. 301.

Feedback or to contribute to canfitpro Magazine please contact:

canfitpro Magazine
110-225 Select Ave.
Toronto, ON M1X 0B5
416-493-3515 Toll Free 1-800-667-5622
Fax (416) 493-1756
magazine@canfitpro.com
www.canfitpro.com/write-for-us/
Contact info@canfitpro.com for questions regarding membership, conferences, and Canadian fitness resources.

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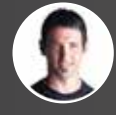
"I took the approach of 'we have to keep doing this but this is how we do it now' and never gave anyone the option for cancelling. I moved my services online, lost only one member and added 35+ new members to my roster. Revenue is up 31% and I even signed a new corporate client, all because everyone else closed down!"
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FITNESS PROFESSIONAL OF THE YEAR 2020 WINNERS!

Photo Credit: Dawn Bowman





Maureen (Mo) Hagan

TONY FELGUEIRAS
FITNESS INSTRUCTOR
SPECIALIST OF THE YEAR

RUBY SMITH DIAZ
PERSONAL TRAINING
SPECIALIST OF THE YEAR



David Patchell-Evans



MEET **RUBY SMITH DIAZ**, PERSONAL TRAINING SPECIALIST OF THE YEAR, AND **TONY FELGUEIRAS**, FITNESS INSTRUCTOR SPECIALIST OF THE YEAR

Tell us about your fitness career journey.

Ruby: I started my fitness career in 2017. I had just moved back to Vancouver-unceded Musqueam, Squamish, and Tsleil Waututh territories - and had been toying around (again) with the idea of going into personal training. Upon consulting with my friends and community, I received an overwhelming response encouraging me to become a trainer. People saw me as someone that they could deeply trust to work with and as someone who wouldn't impose patriarchal body standards on them. So, in the fall of 2017, I finally took the Personal Training Specialist course. After

passing with flying colours, I enrolled in a youth business entrepreneurship program to help me build the business of my dreams.

When I told my business mentors that I wanted to specifically build a queer and trans affirming, body positive, fat positive practice that centered on Indigenous, Black, and racialized communities, I was quickly told that I should strongly reconsider opening up my target market and to not be so explicit about who the business was for. But, I knew that what I was proposing was something unique and I knew that there was immense value in it. I moved forward and launched Autonomy in 2018, with the explicitly anti-racist, body positive, queer, trans,

and non binary affirming mandate I was told to abandon. By the end of the year, I had received so many word-of-mouth recommendations that I ended up with a six month waitlist. When people find me online through other means, they tell me that my unapologetic mandate is the reason they want to work with me.

Since 2018, my waitlist has continued to grow. I work with the most incredible clients and have had the opportunity to connect with a vast network of body positive trainers. I'm so glad that I trusted my instinct and refused to compromise my values. Running a body positive practice is exactly what has drawn the huge client base that I now have.



Tony: Fitness found me through my previous career as a media creator for an online magazine. I became the guinea pig fitness tester of all things fitness and health in the office. Sharing my transformation with the world online and staying accountable with my progress through weekly published updates allowed me to connect to thousands of people. I would get so many incredible messages from strangers saying that my journey inspired them to start their own journey, or get back on track. Through this, I discovered my potential to impact people's lives. I decided to pursue a career in fitness to have a greater impact on helping others improve their health. The canfitpro Fitness Instructor Specialist certification was the start to a career that has led me through various continuing education courses, to a rewarding career teaching over thousands of classes from boot camps, to yoga classes, online workouts, and more.

Where would you like your career path to take you?

Ruby: I want it to take me on a journey where I dismantle what Sonya Renee Taylor calls body terrorism: "the devastating impacts of hating our bodies and having others hate our bodies." This career path will have me and those most impacted by body terrorism (racialized individuals, fat individuals, LGBTQ2SIA individuals, and individuals with disabilities) building and delivering workshops for trainers and gyms. I see this path literally transforming the physical environments that we train in into barrier free buildings with policies that protect and celebrate all patrons. I see my path helping to transform the hearts and minds of trainers in this

country to develop practices that centre on empathy, allyship, and which take leadership from those who have been the most impacted by body terrorism.

Tony: Delivering impactful classes is great, but over the last year I've grown passionate about leadership, mentorship, and helping other coaches develop their skills and find their unique greatness. I love sharing my energy and skills with others, helping them overcome fears and obstacles. I feel that becoming a canfitpro PRO TRAINER could be the next step in empowering future trainers and instructors entering the fitness industry. It would allow me to flex my leadership and mentorship skills, while providing me with an opportunity to help shape the landscape of fitness education in my area.

I also love creating presentations and would love to present at a conference or deliver a workshop on a larger scale, outside the walls of a fitness studio.

Additionally, to continue my education, I'm eager to add the Personal Trainer Specialist certification to my skill set to grow my knowledge base while growing my personal online training business to help more and more people.

What challenges have you overcome and what did you learn that has made you a better professional?

Ruby: There have been quite a few challenges along the way, but one of the biggest ones has been finding a physically accessible, affordable space that matches my values. Vancouver is one of the most expensive places to find commercial

space and the competition for space is absolutely fierce! Luckily, only one year after I started my business, I was able to connect with an incredible group of trainers who were aligned with my values and were working out of a beautiful shared gym space that was physically accessible, and had gender neutral washrooms and change room areas. I learned that although things may seem impossible sometimes it is important to stay true to your vision and to always have the access needs of your clients at the forefront.

The other significant challenge has been running a business during a pandemic! I had to learn a lot on the fly about how to adapt to clients' needs, how to work with what they had from home, and how to use Zoom all at the same time. Bringing my training practice online inadvertently connected me to a whole new demographic of people living in different parts of the country, as well as people who are unable to leave their houses due to a disability or illness. This has really brought my awareness to the demands of the disability justice movement, and more specifically, the need to offer online classes and workshops for people who may not be able to leave their homes for a variety of reasons. With this in mind, online sessions have become a fixture of my work to ensure that I can eliminate as many barriers as possible for people who want to move their bodies.

Tony: I have constantly dealt with comparing myself to others and feeling less superior. I started my fitness career with no fitness background. Being a beginner around seasoned professionals can make it tough to feel "good enough", especially when being faced with some



less than welcoming reception from other select trainers in the business.

I would apply to new facilities, cover unique and unfamiliar formats, and intentionally put myself outside of my comfort zone to test how I would succeed. Facing my fears head on was a test to see if, or how, I could overcome. Not all circumstances turned out perfect, but along the way I learned that WHAT I'm doing isn't as important as HOW or WHY I'm doing it. How I share my personality, my unique way of delivering motivation and inspiration is what draws people to train with me, creating deeper connections than I imagined possible.

Over the years, through continuing education, mentorship, and a ton of practice, I've learned the skills to make me feel more confident, but my true key to resilience that has got me where I am today is recognizing my true value and discovering my personal "why" I do what I do.

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

Ruby: The best piece of advice was given to me by Cristel Moubarek, who is a Health at Every Size nutrition professional. Cristel saw me spending so much time emailing reminders to clients, booking clients over email, and manually writing receipts, which added up to dozens of hours of work every week, taking critical time from the thing I loved the most: working out with clients.

Cristel said, "Ruby, the best use of our time is when we spend it doing we do

what we love. There are other people and other systems that can take care of the stuff in between." She helped me find online appointment booking systems and showed me how to automate payments and receipts. Now the systems run themselves! I will be forever grateful to her that I now only dedicate a small percentage of my schedule to paperwork.

Tony: Never be afraid to ask for help. I've had so many roadblocks and insecurities in my career. I used to be a very shy person, keeping to myself to solve my own problems which resulted in hesitation, wasted time, or lost opportunities. However, I've found great value in networking and asking for help, even when it feels uncomfortable. I've had incredible doors open and opportunities present themselves simply by asking! When you want something, why not ask? The worst answer you'll get is no and you're still where you are anyway. For the times you receive a yes, you're sure to progress so much faster and further than if you just kept your thoughts or ideas to yourself.

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

Ruby: I would tell myself to trust my experiences, trust my intuition, and to keep holding strong to the vision for my business; that it will be a beacon to those who need it the most.

Tony: Share more openly and celebrate more frequently. Don't hold back or play small. Your story is unique and inspiring.

I used to compare myself to other trainers and fall victim to not feeling "good enough". When I truly understood that I am unique and I have a unique personality and set of skills that nobody else has, I was able to let go of judgements. To not worry about wanting more people to like me, but rather nurture and provide value to the people who already do! Like the Dr. Seuss quote says: "Today you are You, that is truer than true. There is no one alive who is Youer than You."

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

Ruby: The things that have hurt you will become the parts of you that help heal others.

Tony: You are unstoppable. You can do anything you put your mind to if you put in the discipline and consistency. You have the power and responsibility to change people's lives.

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**DELEGATES' CHOICE 2020
NEW PRESENTER AWARD**

Photo Credit: Dawn Bowman

**SADIE
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“SADIE IS A REBEL AND A ROCK STAR WHO RE-DEFINED A YOGA PRACTICE EARLY IN HER LIFE AS A WAY OF HEALING. SHE IS NOW KNOWN WORLD-WIDE FOR HER CORE STRENGTH VINYASA YOGA TECHNIQUE AND RADICAL SELF-CARE PHILOSOPHY AROUND HEALTH BEING AN INSIDE JOB. WHEN SADIE ARRIVED ON THE CANFITPRO STAGE IN 2019, SHE ROCKED IT, CLIMBING TO THE #1 SPOT AS NEW PRESENTER OF THE YEAR. NO SURPRISE TO THOSE WHO HAVE MET AND TRAINED WITH THIS INCREDIBLE HUMAN.”

MAUREEN (MO) HAGAN

Can you describe what it is that you do within the fitness industry?

I'm the founder of Core Strength Vinyasa Yoga (optimized anatomy and core focus), and The Yoga Shred®, a joint-safer HIIT + Yoga Fusion style. I create online classes at my Fit & Fierce Club and I am one of the world's top course and trainings creator. I also help wellness and fitness pros rock their social media, too!

How long have you been active in this role?

I've been teaching yoga for 25 years and doing the online work for the past 10.

What do you love about what you do?

Beyond helping teachers and students discover safer ways to get strong and flexible, my core message actually is one of sparking authenticity and empowerment in women everywhere. I also stepped up as a leader in the Body Confidence movement to show the reality of real bodies, even strong ones, to dismantle the illusion of social media images as something to strive for. You'll see these deeper themes as a thread throughout everything I do.

What is the most memorable career experience for you to date and why?

As a girl who grew up in the Midwest, then moved to the Big Apple, getting the chance to write and film 65 episodes of my TV show Rock Your Yoga in a huge skyscraper in NYC was mind-blowing. When I walked in there, with makeup artists, coffee runners, multiple cameras, and my own green room, I knew I had to show up on a whole new level. It was a growth experience for sure, but such a fun one!

What is the biggest mistake you've made and how have you learned from it?

Once I tried to hire a big Facebook ads "expert", instead of just creating more great content and boosting it. I found that people aren't interested in cold, hard ads anymore. They want a relationship with you. They want value. They need support within their struggles. I paid that person tens of thousands of dollars just to get back to the simple fact that I was more capable—for way less money—of reaching a real—and really intrigued—audience.

You've had the opportunity to travel the world experiencing fitness. Are there any interesting stories you'd like to share?

I traveled across the globe for years with amazing events and conferences, but one

particular trip stands out. As an American, growing up, we were never allowed to go to Cuba. Last year, I was able to lead a yoga retreat in Havana. I fell in love with the place, with the people, and it was important for Americans to learn another side to the story that we were not taught in our history classes. Plus—the beaches! The rum! The cars! Heaven.

What do you believe sets certain fitness professionals apart from the rest?

Well, I don't think it's necessarily having a mohawk or a fierce message like me. I think it's those who dare to become the most honest, clear version of who they are who rise to the top. And the "top" means different things to different people. It may be full classes or trainings, world traveling, a successful social media presence and online offerings—or anything else.

What advice can you share to those new to the field in order to be successful?

I invite any of you reading this to sit with yourself and literally get real. Ask yourself "What's my truest core message? How can I put this out into the world more authentically? What projects can I complete that best represent this core message to potential clients or viewers? And, how do I most want to live from my truth now? Do I want to live like I am or something different?"

Most of all, ask yourself how you can move from taking actions that re-create the person you were, or the one others want you to be, to actions that fuel and manifest the person you most want to become? This is your main work each day.

What does this award represent to you?

To me, it represents my 25 year overnight success story and it just goes to show that a million micro-actions, when applied stubbornly in the direction of your dreams, will turn into real-life signposts along the way—like this award—that means you're traveling in exactly the right direction.

Find out more (and see all my free classes and offerings):

Instagram & Facebook:
@SadieNardiniOfficial

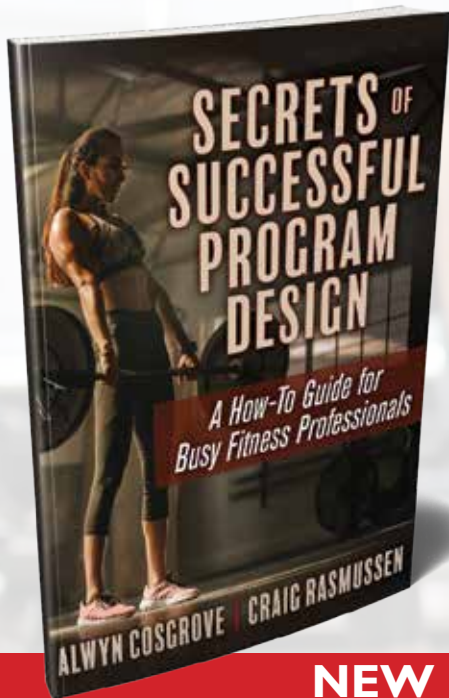
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“If you want the best knife, go to Japan; if you want the best watch, go to Switzerland; and if you want the best training system, read Secrets of Successful Program Design.”

—Nick Winkelman, PhD,
Head of Athletic Performance for Irish Rugby
and Author of *The Language of Coaching*

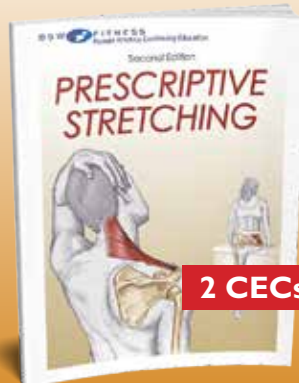
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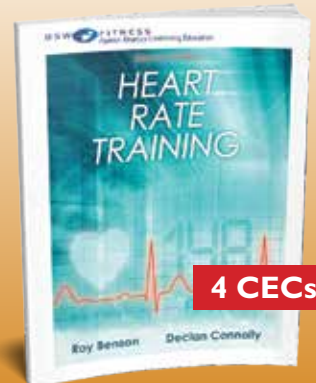
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FITNESS BUSINESS JOURNAL

Keeping club and boutique owners,
operators, and managers informed with
industry news, trends, and insights.

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BUILDING A BADASS BOUTIQUE:
PART 5

VENDOR SPOTLIGHT

ZUMBA FITNESS LLC

CREATING A UNIQUE NICHE

**PETRA ROBINSON SHARES WHY ZUMBA'S
LARGE GLOBAL COMMUNITY IS KEY TO THE
PROGRAMS SUCCESS AND GROWTH WITHIN
THE FITNESS INDUSTRY**

To what do you attribute Zumba's success?

The Zumba workout is fun, easy, effective, has great music and choreography, and we have created a huge global community of instructors and students that keep it top of mind when it comes to fitness programming choices.

What are your Zumba's goals and mission?

Our goal is to help our ZIN and SYNC members become successful in their careers. Our mission is to bring health and happiness globally through the positive energy of the Zumba and Strong programs and make a difference in people's lives.

Does your company help the communities where it is located?

Zumba and The Zumba community of instructors have raised over \$5.4 million for various charities prior to the COVID-19 pandemic. Since March 2020, we continue to raise money for people who have been directly impacted by the virus, and we have provided one million meals for the Global Food Bank Network via our Moving the World virtual class promotion.

Why are you in this type of business?

Beto and Zumba created a unique niche within the general fitness industry with their creative Latin inspired workout, which has grown to include global rhythms –

this workout is truly for Every Body. We continue to not only be relevant, but we are also creating new concepts to keep our company and the industry growing.

How do the social, economic, environmental, technological, legal, and political environments impact your business?

They all impact us directly. Right now the environmental impact due to the virus is changing how we conduct our business and the fitness industry at large. No in-person classes, events, conventions. We have had to embrace technology much quicker – especially our group exercise instructors who have had to learn how



COMPANY PROFILE

Number of years in business:
19 years

Head Quarter Location:
Hallandale, Florida

Global Reach:
Over 180 countries and 200,000 locations with over 15 million people taking Zumba and Strong Nation classes every week.

to teach virtually, all the tech and internet issues, plus legal issues regarding music licensing have been challenging. Zumba corporate has been providing tutorials, e-learning, and special platforms like ZIN Studio and over 500 ZIN licensed songs they can use for their virtual classes. We continue to try to help the instructors navigate this new territory with as many tools as possible.

Where do you see your business in one to five years?

I see us continuing to grow our virtual programs and focusing on educating our instructors to be successful in the virtual world. However, I do see us going back to

in-person classes and events eventually. There will be smaller events first quarter of 2021 due to new social distancing rules. Gyms and facilities will reopen, with smaller class sizes, outdoor classes, and perhaps shorter classes in order to allow for cleaning in-between classes.

We will continue to innovate by creating new programs and hopefully we will be able to once again hold our huge Zumba Fitness Concerts and, of course, the Zumba Convention, bringing our ZIN community together once again. We do think there will now always be a virtual component to events, fitness classes, and personal training sessions. It's the reality of this new

'normal'.

How has your business leveraged technology / innovative solutions to conduct and drive for results?

We have a large tech, IT, and digital departments that continue to innovate how we conduct business and grow. Because of the efforts of these departments, we have been able to transition quickly to virtual platforms and programming in order to serve our ZIN and SYNC members.

How has Zumba surrounded itself with mentors during its business journey?

The Alberto's have never been shy to ask for advice from their industry peers, bring



on consultants or hire experts to take the company to the next level – and most importantly they are not afraid to ‘think outside of the box’ to be disruptive at times in order to grow.

What advice would you give other aspiring professionals in the industry?

Find YOUR passion. If its dance fitness, then focus on that. Take as many trainings and certifications as you can to learn new techniques. If your goal is be a Zumba or STRONG Nation instructor, take the trainings now while you have the time at home. Think like an entrepreneur – what makes you different from other fit pros? If it makes sense for you, become certified in multiple disciplines - gyms are always looking for people who can multitask (e.g. teaching Zumba and STRONG Nation classes or specialty classes like Zumba Gold for seniors and Aqua Zumba). Continue to hone your virtual teaching and presenting skills. And finally, network with other ZIN’s or fit pros.

What has been your greatest success and how has it shaped your brand?

Zumba has had many ‘firsts’ that helped push the company forward. If I had to pick one thing, it would be the ZIN and SYNC Networks – creating these affiliate programs not only has given our instructors

the tools necessary to jump start their fit pro journey, but the community that this network has grown is impressive.

What makes your company different from the competition?

We are the first and largest global Latin Inspired Dance Fitness brand. We have created a huge Zumba global community that is fiercely dedicated to the brand. We continue to innovate and be a leader in the industry by developing new programs and concepts that drive the industry forward.

What is your contribution to the Canadian Fitness Industry?

Zumba has transformed the way that group dance fitness was perceived and brought the fun back into group fitness. We have provided careers for thousands of ZIN and SYNC members in Canada, and given them the tools to succeed in an ever changing industry.

How has canfitpro impacted your pursuit in the Fitness Industry?

canfitpro and David Patchell-Evans (Patch) have contributed to the success of Zumba in Canada. Patch gave us the opportunity to promote our young company to an entire new country via canfitpro, his trade shows, and GoodLife Fitness gyms, and for that we are forever grateful. canfitpro continues to

be a key partner to the success of Zumba in Canada today.

What is your favourite quote or saying you try to live by each day?

I have two. “The secret to having everything is believing you already do” and “Expect the unexpected or you won’t find it.” Heraclitus

Are there any new products that you want to tell us about?

We are in development of a few new and very innovative programs that we hope to launch in the near future. Of course, once they are ready, canfitpro will be the first to know!



In 2004, Petra Robinson joined forces with Zumba’s “3 Alberto’s”, co-wrote the Zumba Basic 1 Training with Beto Perez, created the education division, and was instrumental in the global expansion of Zumba. She’s been serving as Fitness Industry liaison for Zumba for over 16 years, contributing to Zumba’s growth via her strategic alliances, conventions, special events, and brand awareness worldwide.

THE GOODLIFE STANDARD

Gym safety and what we've learned from frontline experts.

Canadians are eagerly returning to the gym, but many still have questions about COVID-19 safety.

To prepare for re-opening, GoodLife Fitness established The GoodLife Standard, a series of protocols that meet or exceed public health requirements and equip clubs to achieve the highest possible health and safety standards around COVID-19.

In an extra step to reinforce the health and safety of its Associates, Members and visitors, GoodLife Fitness partnered with two Toronto ER doctors, Dr. Chris Hicks and Dr. Andrew Petrosniak, to 'crash test' its safety protocols and set the standard for how fitness is done in the COVID-19 era.

Hicks and Petrosniak leveraged their expertise as frontline healthcare providers and medical designers to conduct a comprehensive analysis of GoodLife's spaces, processes and policies with a specific focus on the company's proposed re-opening plans.

Here's what they did:

- **In-depth interviews** with GoodLife internal experts, analyzing infection prevention and control plans and strategy, and reviewing risks.
- **Tabletop simulations** with members of GoodLife's leadership team – focusing on efficiency and risk mitigation. Workflows were adapted based on the findings.
- **Live, in-club simulations.** The club was set up in the new operating model and in accordance with The GoodLife Standard. Associates and Members acted out different scenarios to simulate what an actual experience would be like, including arriving at a club, checking in, working out, and leaving.

Before clubs opened, the team was able to identify confusion points and blind spots that could affect safety. They addressed and solved those issues, which helped eliminate the friction associated with compliance to improve the experience for everyone.



To find out more about GoodLife's work to maximize COVID-19 safety at its clubs check out the simulation video by scanning the QR code.



To learn more about careers at GoodLife Fitness, visit jobs.goodlifefitness.com



CLUB SPOTLIGHT

OXYGEN YOGA & FITNESS

EXCEEDING EXPECTATIONS

JEN HAMILTON, CEO OF OXYGEN YOGA & FITNESS, SHARES HOW HER COMPANY'S DIVERSE PROGRAM IS HELPING CANADIANS ADOPT A HEALTHY LIFESTYLE

To what do you attribute your success?

I feel that my success has been derived from putting my passion to work and creating a strong team to help facilitate the growth and the operations of this business. The key to success is a team of like minded individuals who can share core values in facilitating operations.

What are your company's goals, vision, and mission?

Our goal is to create an environment where anyone could come, regardless of age, gender, or level of fitness. I want them to find a place where they can channel their energy and focus back on themselves.

My vision is to create a space where people can come and get away from the day-to-day and really focus on taking care of themselves - a place where they can build a community of positive, like minded people, and promote their own happiness. In that process, they will come to the realization of "I Love My

COMPANY PROFILE

Number of years in business:

8 years

Head Quarter Location:

Maple Ridge, Ontario

Number of Canadian locations:

76

Life”, which is our mission statement and mantra.

I have set out to create a brand that exceeds people’s expectations of what a yoga studio and fitness practice can be. When people think of Oxygen Yoga & Fitness, they will think of health, happiness, and well being. Oxygen’s philosophy is helping people to adopt a healthy lifestyle, using yoga as a foundation, and incorporating other fitness methods.

How does your company help the community where it is located?

Our individual studios are actively involved in their local communities, each supporting initiatives dear to them. We’ve supported the local food banks, as well as youth shelters. From a corporate standpoint, we like to team up with organizations that support women’s initiatives all over the world.

Why are you in this type of business?

I am in this type of business because I am genuinely passionate about fitness and connecting with people.

Where do you see your business in the next one to five years?

Times are unusual. During the pandemic we will be focusing on continuing to support our locations and our members, while providing alternatives with virtual classes. In light of the pandemic, I would like to see expansion by utilizing the virtual platform and creating more awareness internationally.

Do you currently compete or plan to compete in the global marketplace?

Yes, we want to bring our philosophy and concepts to a global market, and we will be utilizing our virtual platform to initiate this endeavour.

How has your business leveraged technology to conduct and drive for results?

Our business uses FAR infrared heat technology to set ourselves apart in this industry.

How have you surrounded yourself with mentors/coaches during your career?

I have surrounded myself with other organizations and affiliates to build a stronger business, creating more opportunities for growth and having a true understanding of the demographic that we serve. Last year, I partnered with David Patchell-Evans (Patch), to give Oxygen the ability to grow through his networks, offering a true comprehension of the business, and its needs for expansion and operations.

What advice would you give other aspiring entrepreneurs in the industry?

Take your time. Ensure that you have built a strong team with a plan of action, and continue to revisit those systems and plans to ensure that you are aligned with the right fitness and societal trends.

What has been your greatest success and how has it shaped your business or your brand?

There have been so many personal, studio, and corporate achievements that it is challenging to narrow it down!

On a personal level, I received the Ernst and Young Nomination for Entrepreneur of the Year in 2008 and was nominated again in 2016. In 2008, I was also featured on CBC’s Fortune Hunters show for the fastest growing franchise in Canada. I was also nominated three years in a row (2015, 2016, and 2017) for RBC Women Entrepreneur of the Year in Canada. My greatest and most rewarding personal achievements though have come in the sector of charity work and the ability to provide funding for youth sports programs.

Our studios have received the Georgia Strait Best of Vancouver Award, Maple Ridge and Pitt Meadows Chamber of Commerce Business Excellence Award, as well as being a part of the personal growth and success stories of so many of our members.

From a corporate standpoint, our growth locally and nationally has been an amazing achievement. We have currently

sold 76 locations in Canada, with a goal to sell an additional 50 studios in 2021/2022.

What makes your company unique from the competition?

Oxygen Yoga & Fitness sets itself apart with a unique fusion of conventional yoga combined with a fitness component. Our FAR infrared technology and the use of it in our studios sets us apart from any other type of “hot yoga” studio that typically uses hot air as a means of heating the studio. FAR Infrared heats the participant from the inside out. This promotes faster weight loss and visible results in a shorter time.

What is your contribution to the Canadian fitness industry?

We have a program that fused yoga with fitness to offer diversification, creating more awareness of yoga and the fundamentals behind a yoga practice.

How has canfitpro impacted your pursuit in the fitness industry?

canfitpro has given us the opportunity to directly network with the instructors and the individuals delivering our services through class formats. It allowed us to serve a much larger audience on a national level.

Are there any new innovations that you want to share?

We’re working diligently on creating a virtual platform that allows our members to engage with different content such as recipes, stretching, blogs, and podcasts to create more awareness around physical and mental health.



Jen Hamilton has been a dynamic and compelling leader in the fitness industry for over 18 years. Jen’s dynamic and vibrant personality continues to be the

driving force behind Oxygen Yoga & Fitness’ culture, strength, and unprecedented growth. She is a highly sought-after speaker and contributes to many worthwhile causes. Jen embodies the company mantra; I Love My Life!



PROFIT MINDSET AND BUSINESS STRATEGY FOR STUDIO OWNERS

6 STEPS TO MAKE RUNNING YOUR FITNESS BUSINESS MORE OF A JOY

By Sean Greeley, NPE Founder & CEO

At one point you were comfortable working for someone else, maybe sitting at a desk job or training clients. Either way, you collected your paycheck and went home to your family and friends. You had time for your workouts, stayed in shape, and dreamed of starting your own business.

One day you decided you'd had enough. You took the leap and started your own show. That's when you, like every other fitness entrepreneur, feels in a tangible way some hard facts:

If you don't make a profit, you don't pay your bills.

If you don't pay your bills, you take on the stress of debt.

If you don't pay the debt, you're done... and back to working for someone else?

You can't help anybody if you don't make money.

Is there a way to be a fitness entrepreneur and be happy about it?

... HAVE A TEAM IN PLACE TO SUPPORT THE INCREASED TRAINING HOURS AND WORKLOAD!

Yes, there is. In this article, I'll outline the "profit mindset" and "business strategy" that increases your profit, revenue, and happiness. Here are the There have been so many personal, studio, and corporate achievements that it is challenging to narrow it down! keys:

1. Get clear on what success looks like over the next 12 months.

One cause of unhappiness: You're stuck in the reactive work of "putting out fires, managing day-to-day operations." The real problem is you're not really clear what you want from business ownership and how to know if you're making progress.



Misery comes from not knowing where the cash is coming from.

Happiness comes from successfully reading the road ahead. You need to know what expenses you will have and what revenue that WILL come in to cover those expenses, plus your profit.

Pro Tip: You need to know 12 weeks in advance.

3. Establish your team to increase capacity for continued growth.

Operations make you tired. The intensity of energy and focus required (almost ALL the time) gets mentally, emotionally, and physically exhausting.

That's why you need to have a team in place to support the increased training hours and workload! As part of your profit mindset and business strategy, you have to be prepared to hire, train, and develop leaders who can make decisions and, ultimately, run your business.

4. Upgrade sales systems and duplicate yourself to continue growing.

Weak sales kill businesses. If you're not signing up 80-90%+ of the prospects you speak with, you're doing it wrong. And if you're like most studio owners, you don't have anyone else to help.

The solution: Master a sales system and leverage tools to duplicate yourself.

IF YOU'RE NOT SIGNING UP 80-90%+ OF THE PROSPECTS YOU SPEAK WITH, YOU'RE DOING IT WRONG.

First, define your owner intent: What does success look like for you in owning this business NOW. Often that means autonomy, income, schedule flexibility, growth potential, and a greater sense of purpose. Second, get clear on the OUTPUT of your business operations: Do you want \$10k in revenue, evenings and weekends off, 300+ clients whose lives you are transforming?

2. Get a clear picture of cash flow in your business and define priorities for the next 90 days.

Most fitness businesses fail because they have a weak business strategy and plan.

Your coaches should be using the same system (such as our AUTO-CLOSER® 7 ½ step sales system) and the same tools you use (such as pre-qualification and objection-handling scripts).

5. Continue to refine your ideal client profile and upgrade marketing strategies to attract top-paying clients.

Most businesses try to serve any client that comes their way. It's a recipe for stress and unhappiness. Instead, get clear (and as you grow, get even more clear) about the ideal client profile for your business. Who are they? Where do they live? Why do they buy? Then you

want to create the messaging, offers, and marketing strategies to find and sign up these top-paying clients.

6. Deliver great client experiences and retain clients for years.

Most fitness businesses fail to grow because they are losing existing clients just as fast as they are finding new ones. The best offense in growing a business IS always a good defense!

We have an equation for delivering more value. It's this:

Value = Client Experience + Relationship + Results

- **Client experience:** What happens from the moment a client contacts you? Do they feel immediately welcomed and valued?
- **Relationships:** How do you ensure clients feel cared for and valued? What touch points support your relationship with them beyond the workout?
- **Results:** How can you help more clients achieve their goals faster? Assessments, programming, team delivery, nutrition, service delivery. What else?

Let's Review

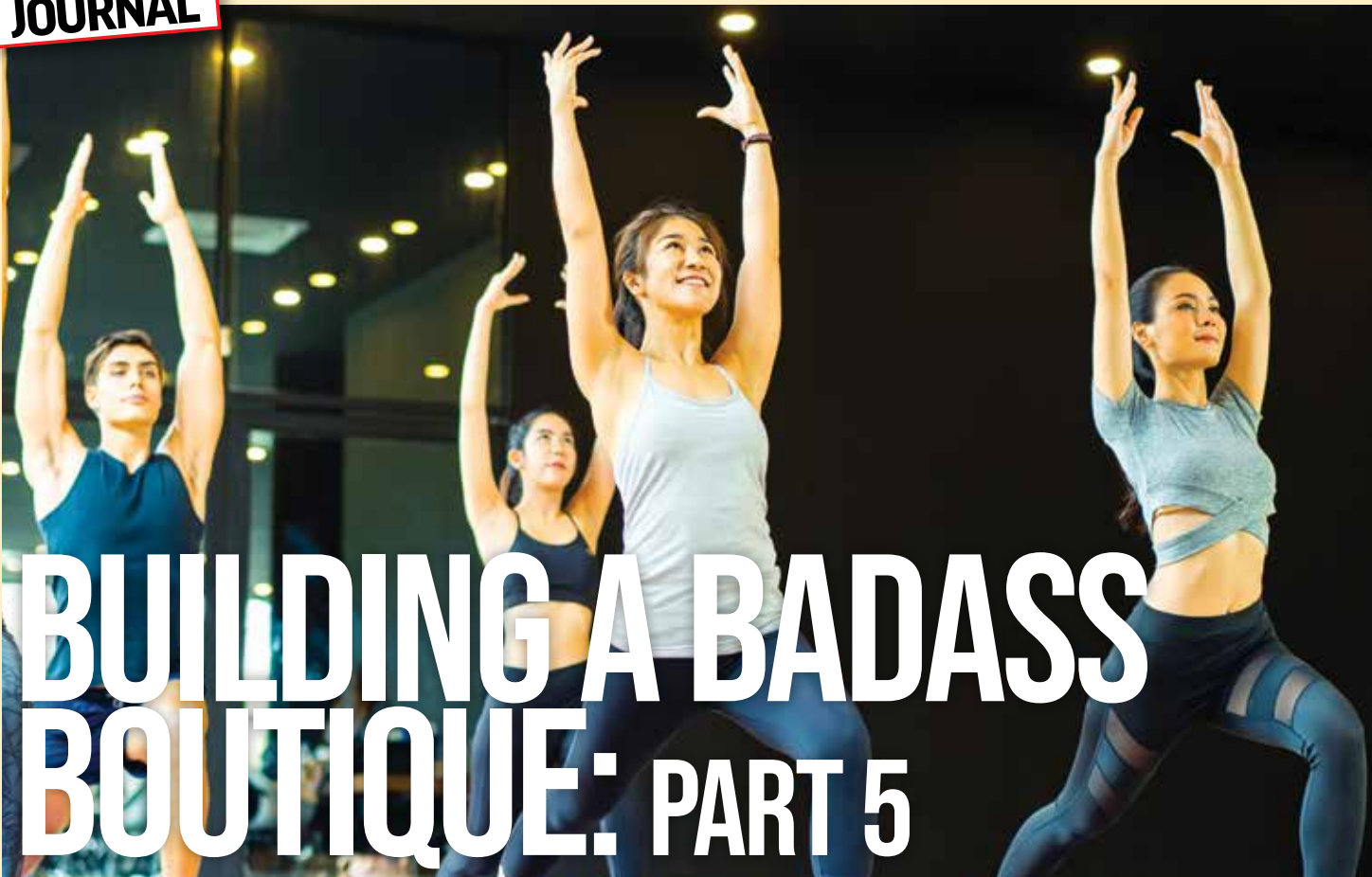
If you want to be happy while running your fitness business, you need to create a profit mindset and have a business strategy to go with it. Use these six steps to get great clarity and results—which will in turn make running your fitness business more of a joy, even as you help more people than ever.



Sean Greeley, Founder and CEO 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 helped over 45,000+ fitness professionals and business owners in 96+ countries grow to the next level.

Is your fitness business set up for success in the year ahead? Take the free Best Month Ever Blueprint quiz and discover how you can accelerate your growth to the next level at www.NPECoachesCorner.com/canfitpro



BUILDING A BADASS BOUTIQUE: PART 5

YOUR 10-TOUCH JOURNEY TO DESIGNING A FITNESS STUDIO THAT ROCKS: UNDERSTANDING BOUTIQUE SYSTEMS - PROCESSES, PLAN, PACE

By Emma Barry

Processes, Plan, and Pace logistically deliver the experience consistently and comprehensively. Aided by technology, this aspect of the business must be delivered seamlessly. Without this being nailed down, scaling is not possible. These three P's make up your how.

PROCESSES

"What is the one thing I can do such that, by doing it, everything else will be easier or unnecessary?" — Gary Keller

As a boutique studio operator, you will need processes 'front of house' and 'back of house' repeated consistently, day in – day out, in areas including:

- Facility build-out
- Sales, marketing, aggregators
- Booking, payment, add-on services
- Schedule and payroll
- People

- Technology, facility, equipment, heating, cooling
- Feedback
- Operations and budgeting
- Towels, retail, café
- Online/offline integration

This final point—integrating online and offline, with processes in place to manage touchpoints beyond the club— is key. As academic Scott Galloway puts it, a common thread among retailers who outperform their peers is deft and seamless integration of online and offline channels. The same goes for fitness. We are, today, in the developed matrix of omnichannel—think digital autoresponders, customized booking platforms, slick CRMs, and chat bots.

Some of your processes may be manual, some digital, some may be in transition. But, like any business, you will have key

operations—key processes—that are repeated cyclically.

Follow the Data (AKA Illuminate Your Blind Spots)

Opinion is less relevant today than in times gone by. We are in data-led times. We need to ensure we have the right systems in place to hear feedback, so we can then pivot accordingly.

Aggregator ClassPass is one such system. It has accelerated boutique business not only by magnifying demand, but also by providing insights and data. Its basic algorithm fills spots that would otherwise be empty, using dynamic pricing based on demand. But, beyond class-filling, it has also been able to ascertain visit behavior against a range of services, highlight where there is insufficient supply of a particular exercise genre in an area to meet demand, and

guide studios to provide their services in under-served markets.

It allows for boutique models and schedules to be fine-tuned based on hard data.

Furthermore, it even provides funding for some studios to expand to meet some of these needs, based on the measured performance of the existing footprint.

Create Slick, Intuitive, Seamless Service

To quote Bryan O'Rourke, a good friend and president of the Fitness Industry Technology Council: *"You need to automate the mundane"*—with the caveat, of course, that you get your manual processes right first.

Today, it's as much about taking out the surplus as adding delight back in. Think one-touch purchases and predictive marketing. Think Amazon Prime. In one click, you can purchase and, in some cases, have your product delivered the same day. Amazon has taken away all the unnecessary steps, storing everything from your preferences—including shipping—to your credit card details. This is frictionless commerce, and it's a big trend right now. The devil lies in the detail and deep within customer insights.

PLAN

"A goal without a plan is just a wish" — Antoine de Saint-Exupery

Passion is Not Enough

Remember you are in business. Your poverty serves no one, so it's important to deeply understand your path to profitability. This means crystallizing thoughts on paper, filling the gaps, factoring in dependencies, building in contingency, and executing.

There are three main reasons to create a great plan:

1. You have a clear path for yourself and your team.
2. You are efficient and can budget—both time and money—more accurately.
3. You save an extraordinary amount of resource in terms of time, money, people, opportunity costs, and stress.

A simple tool is PLOTT-T:

Project — name of project (try to put the why in there as well, for power)

Lead — drives the project deliverables

Owner — overall responsibility, signs off budget

Team — exhaustive list of people contributing

Tell — who needs to know, and when

Timeline — critical dates along the way, and dependencies

Your Badass Boutique Playbook

Everyone needs a comprehensive, A–Z guide to running their business operationally. Make sure you document and keep 100% up to date:

- Brand, values, and culture
- Sales
- Marketing and promotions
- Contacts and suppliers
- 'How to' for all key processes, sometimes known as SOPs (standard operating procedures)
- Financials

Remember, a plan is as much about the heart as the head, so ensure all the human moments are planned too:

- Morning moments of inspiration
- Use of name at reception
- Intention for the day that can echo throughout the day
- Bring a friend

How to Court an Investor

Jon Canarick from North Castle Partners, New York City, backs companies like Barry's, Echelon, and previously Equinox and Curves; has key advice for those looking for funding.

"Of course, it's about ROI (return on investment) for boutique investors—but, at least in the case of North Castle Partners, we are also looking for brands that have a role to play in accelerating the growth of healthy living." A broad-stroke approach incorporates:

- Fitness tailwinds, momentum in the market, and a positive investor environment
- A consistent portfolio, with predictable ramps and positive comparative case studies across markets
- A team with deep experience, a proven track record, and skin in the game for ongoing success
- An established pipeline, with proven headroom in the market
- Good cash-on-cash returns at 30 per cent + ROIC (return on invested capital), payback inside four years, and A+ unit economies

The Investor Checklist

1. An impressive social media following.
2. Franchising potential.
3. A cult-like following.
4. Proof of talent retention.
5. Scale-ability to new markets.

PACE

"Rhythm is one of the principal translators between dream and reality" — Edith Sitwell

Generate Momentum

Business is a science and an art. You will always be balancing innovation with execution, the speed of delivery with the velocity of change. There is a natural rhythm that occurs within each process, each person and each business which, when managed well by the best person or team, makes sense in the business. It can be overwhelming at the beginning when you may be bootstrapping: the team is smaller, going through everything for the first time, and with limited resource. In the early stages, it's common to not always have the right people in the right seats, so be ready to be fluid, allowing everyone to operate from their strengths.

Do something every day that simplifies something in the business. Over time, this will create space to manipulate pacing as needed. Delegate a task. Automate a process. Clarify and write an SOP (standard operating procedure). Make a decision that removes ambiguity. Outsource a task you don't do well. Remove a staff member who undermines your culture. Call your mentor for on-the-job advice. Remember you are not alone. The quality of the leader is dictated by the quality of the questions they ask.



Founding member of Les Mills International and former Equinox Director, Emma Barry consults to budget clubs, boutique studios

and fit-tech start-ups. Emma is a published author, keynote speaker and mentor, and is fluent in what happens NEXT in fitness. Emma's #1 International Bestselling Book, Building a Badass Boutique, is available on Amazon and the online course is available on buildingabadassboutique.com.



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CHRISTIE STREET'S ANSWER TO COVID-19

HOW CANFITPRO INSTRUCTORS SARAH LANGFORD AND MO HAGAN HELPED THEIR NEIGHBOURS BEAT THE QUARANTINE BLUES

By Maureen (Mo) Hagan & Sarah Langford



Photo Credit: Dawn Bowman

SINCE MAY 3RD, ON MY SMALL ONE BLOCK RESIDENTIAL STREET IN LONDON ONTARIO, SUNDAY CURB SIDE WORKOUTS HAVE BECOME A REGULAR PART OF THE WEEK.

What started with bystander's curiously taking notice has now grown into a community of over 20 coming together each week at the end of their driveways for 45 minutes of activity. The social connection that has been created has kept everyone's spirits lifted. And, for myself and Sarah, it has helped to continue our passion for teaching, keeping our coaching and creativity skills sharp as we went 'back to basics' in an effort to find new ways to teach in this unusual format.

Over the course of 12 weeks, we welcomed many participants to the class, including a pregnant woman who was one week overdue, moms, dads, pre-teens, teenagers, and an 82 year old woman. We not only learned everyone's name, but we also learned a little more about each person, such as they're likes, dislikes, goals, and aspirations.

Now that Sarah and I have returned to teaching in the clubs, we have found ourselves interacting with our class participants differently. The experience with the Christie Street 'crew' has carried itself forward. Knowing names has become non-negotiable. If you don't know the names of people in your classes, please do not hesitate to ask. We find ourselves now asking about their week and their family, how they were feeling about their workout, and what benefits they are experiencing.

Personally, we feel that our experience on Christie Street has led us to making deeper and more meaningful social connections with our class participants. Going back to teaching at GoodLife, with the new physical distancing rules, participant and equipment restrictions, we realize that Christie Street has been a great practical training ground.

Every challenge brings discomfort and we have to choose how we wish to respond. Remaining calm with a willingness to adapt and modify, but always carry on despite the struggle, will help you grow and thrive. You will see the proof is in the results. Your other choice is to wait and see, struggle through one crisis after another, feeling stressed without a sense of any control, and a feeling of being lost.

Here are five things we learned through

"WINTER CAN BE ISOLATING AT THE BEST OF TIMES AND WHEN COVID-19 ARRIVED IT MADE KEEPING SOCIALLY CONNECTED EVEN MORE CHALLENGING. WHEN THE IDEA OF TAKING FITNESS INTO THE STREETS BEGAN TO TAKE SHAPE IT SEEMED LIKE A PERFECT SOLUTION AND IT WAS! STILL SAFELY DISTANCED FROM ONE ANOTHER, PEOPLE BEGAN TO REALIZE JUST HOW MUCH THEY HAD MISSED BEING ACTIVE AND SEEING THEIR NEIGHBOURS."

DONNA

"MY HUSBAND AND I HAVE LOST AT LEAST 10 POUNDS EACH IN THE PAST TWO MONTHS. WE STARTED RUNNING AGAIN AND DOING OTHER WORKOUTS DURING THE WEEK, BUT KNOWING WHAT WE WOULD BE DOING FOR THE SUNDAY WORKOUT REALLY HELPED US TO STAY ON TRACK. WE REALLY LIKE HOW THE INTENSITY OF THE CLASSES HAS CONTINUED TO

INCREASE WITH OUR LEVEL OF FITNESS. OUR SON, WHO WORKS OUT A LOT, STARTED JOINING US AS WELL, AND THIS HAS GIVEN US AN OPPORTUNITY TO SHARE WITH HIM ONE MORE ACTIVITY BEFORE HE STARTS UNIVERSITY. THESE SESSIONS GIVE US A CHANCE TO SAY HI TO OUR NEIGHBOURS AND FEEL INCLUDED."

ANA LUISA, MICHAEL AND THOMAS

"THE WORKOUTS ARE AWESOME—STRENUOUS, POSITIVE, AND UPLIFTING—AND EACH OF US LEAVES FEELING REVITALIZED PHYSICALLY AND PERSONALLY. IN THE MIDST OF COVID'S RELATIVE ADVERSITY IN OUR LIVES, THESE INSTRUCTORS HAVE RENEWED OUR SENSE OF COMMUNITY, NEIGHBORHOOD, AND THE STRENGTH OF THE HUMAN SPIRIT."

DR. MICHELLE



this experience that we want to share:

1. There's power in connecting with like-minded people, especially when you are struggling and need someone to talk to and share your ideas with. Collaboration is where ideas become innovation.
2. Stay connected to what is important and matters the most as this will help you through the toughest of times. Knowing your 'why' (purpose) will help you take action and give you a greater sense of purpose, and find a new understanding of the power of contribution.
3. Learning new tools (e.g. technology) to support your ideas is easier than you might think. Ask people around you for help—it's amazing what talents are within your immediate 'neighbourhood'. Leverage your membership and

professional communities, like canfitpro, to learn new tools and strategies to support you. Check out this webinar on the top tips to be an online group fitness star - canfitpro.com/2020/07/03/be-an-online-fitness-star/.

4. Say "YES" and then ask "HOW". When you know why, the way will appear. You just have to trust and then do 'trial and error'. Being authentic with people

(admitting you do not know how to do something), is both an essential skill and rewarding—not knowing how to do something lets your guard down and grants you the ability to accept help from others.

5. Social connection, in spite of social distancing, was what COVID-19 quarantine gave us and our Christie Street crew.



Maureen (Mo) Hagan is COO at canfitpro and a global fitness ambassador recognized for her work in fitness that spans over three decades.



Sarah Langford has been teaching group fitness at GoodLife Fitness for close to three decades and instructing Kinesiology students at Western University since 2005.

REVOLUTIONIZE YOUR CORE STRENGTH

4 STEPS TO ACCESS YOUR TRUE CORE AND POWER EVERY MOVE

By Sadie Nardini



NOT A LOT OF PEOPLE, INCLUDING INSTRUCTORS, KNOW WHAT I'M ABOUT TO TELL YOU ABOUT YOUR CORE, BUT KNOWING THIS INFORMATION CAN MAKE A HUGE DIFFERENCE IN CREATING THE TYPE OF CORE STRENGTH THAT CAN SAVE YOUR LOW BACK AND KEEP YOU GOING FOR A LIFETIME.

As a longtime yoga and fitness instructor, and an anatomy of conscious movement nerd, I notice that the vast majority of teachers and, therefore, students don't truly understand what the core is. And, not knowing this means they are missing out on far more strength—and far less strain—in their preferred practice.

I'm about to revolutionize many of your understandings about your core power and help you access it—starting with your very next workout!

Here's what the true core isn't:

- The abs
- The torso
- The deeper spinal stabilizer muscles like the psoas and quadrates lumborum (QL)
- The spine itself

These are all only parts of the whole.

Drum roll please....

Here's what the core truly is:

The Deep Front Line, a myofascial (muscle-fascia) meridian that runs through your whole body.

Shout out time: This meridian and others are anatomical miracles discovered by Tom Myers and laid out (literally) in his YouTube video about it and in his book, Anatomy

Trains. He named it the Deep Front Line, sometimes called the Deep Core Line.

I took this pivotal information, meshed it with a decade of study in anatomy of movement, physics, and biomechanics, as well as 25 years teaching yoga and fitness. Then, I created a new workout called the Yoga Shred® that will get you stronger faster than you ever dreamed possible—more safely.

I made you a free practice you can keep (see the link toward the end of this article), so you can experience all of this information for yourself, but first, here's a little more orientation to your ninja-superhero core body:

This meridian is also called your Deep Core Line, or DCL, because it's deep to your bones, runs through your body as your core-most aspect, and is the only line that connects your legs and pelvis to your spine. It's also designed to help decompress your joints and the core of your core, or the upper thigh-pelvis/lumbar spine.



If you haven't heard about it, or are unsure how to teach or move from it, don't worry—I got you.

There are four main things you need to know about powering your moves from the Deep Core Line:

1. *Before you move into any pose, you have to back off.* The DCL can't connect properly unless you first bend your limbs, soften, and surrender. If you try to move into everything with limbs straight like a sleepwalking mummy, you'll not only hurt your joints, you will default to more outer, superficial, partial muscle lines, and lose most of your power.
2. *Use the earth to your advantage.* After you bend, you ground down, way down. This will activate the ground reaction force of physics, which is a bounce and lift of energy into your body.
3. *Gather this energy into your deepest belly core, not your low back!* Most people lift themselves into everything from a Warrior 1 to a squat or lunge through their low back. Do that and

you'll end up with SI joint and lumbar pain. Collect and track the ground reaction force bounce upward through your DCL, which includes your psoas, and you will instantly gain more lightness and anatomically correct endurance.

4. *Now, as Madonna would say, "express yourself."* Once you have the whole body and mother earth working on your behalf, your full expression, jumps, and everything else will become more effortless—even though you're working way harder.

When you can engage the DCL in the optimal order, in any style you love to do or teach, you will use more of the proper muscles across more joints, which is preferable to the potential strain of firing fewer muscles across fewer joints.


Add to this vision the absolutely amazing cardio, muscle defining, and calorie-torching effects of High Intensity Interval Training (HIIT) and the grounding, mindful endurance and flexibility prowess of my anatomy-

enhanced yoga poses, and you're about to go on quite a movement adventure.

Welcome to the Yoga Shred®. Let's transform your core together! Copy and paste the URL below for my *Go With The Flow: A Core Strength Transformer Yoga Practice*

tinyurl.com/y3j8q9xf

P.S: Science says that 30 minutes of this style gives you the benefits of working out for two to four hours, so hydrate well and eat a nourishing meal after!



Sadie Nardini is the creator of The Yoga Shred®, an anatomy-enhanced, fun, and fierce HIIT / Yoga Fusion style. She's also the lead singer for Sadie & The Tribe.
 FB | IG : @SadieNardiniOfficial



ENJOYING THE POST-PANDEMIC GYM: PART 1

THE GOOD, THE BAD, AND THE INFECTIOUS

By Claudiu Popa, PTS

ALTHOUGH, GYMS HAVE ALWAYS BEEN HOT SPOTS OF INFECTION, FROM WARTS TO FLU AND STAPH INFECTIONS, MANY OF US GYM-GOERS HAVE ACCEPTED THE RISK OF INFECTION BECAUSE OF THE GREATER REWARDS OF HEALTH AND FITNESS THAT WE HAVE DERIVED FROM BEING PHYSICALLY ACTIVE. THE NOVEL CORONAVIRUS HAS NOW CHANGED EVERYTHING.

We now have sufficient data to validate preventative techniques that lower the risk of infection. Social distancing, washing hands, and constraining the radius of our personal space work wonders in social environments. Even pubs, restaurants, bars, and cinemas - places that are considered to be high risk due to the proximity between people - can realize vast benefits from these simple approaches to personal safety.

At the gym, an extra dose of precaution is necessary.

Assessing the Risk of the New Normal

We need to consider several variables as we determine what our gym routine will look like for the foreseeable future. What will that routine look like for both personal trainers and their clients going forward?

You have just become your own risk manager, or that of your client. As the first order of business, you need to think about this in terms of the three types

... YOU NEED TO THINK ABOUT THIS IN TERMS OF THE THREE TYPES OF RISK: THOSE YOU CAN AVOID ALTOGETHER, THOSE YOU CAN MINIMIZE, AND THOSE YOU CAN ACCEPT.

of risk: those you can avoid altogether, those you can minimize, and those you can accept.

Rule #1: Don't take unnecessary risks.

What can you avoid? In my case, I live close to the gym, so I avoid change rooms altogether, I don't change and I don't drink while I'm there. That means I have ½ litre of water immediately before my workout and another ½ litre when I'm done. I don't walk around with a bottle, transferring germs to it from the equipment I touch. And, I certainly do not use the water fountain.

For those who absolutely have to do these things, all is not lost. Clients should consider shortening their workouts or taking precautions when touching doors and using the facilities. Use bottles without caps and always handle them with clean hands.

WORK BACKWARDS FROM WHAT YOU WANT TO ACCOMPLISH AND STICK WITH THOSE EXERCISES YOU CAN CONTAIN TO A PARTICULAR AREA.

Rule #2: Minimize the risk.

What is risk? It's the chance of an adverse event occurring. Minimizing those chances simply means being deliberate about why we are at the gym in the first place, what exercises we want to complete, and how we're going to get out of there once done. Easier said than done? Not really.

- Want to have a chat with an old friend? Make a date for 15-30 minutes later and meet outside, in the fresh air. Focus on your workout and then focus on socializing. Chances are both will be more enjoyable this way.
- Looking to have an effective workout? Pick a muscle group and localize your activity around one small area. The more you move around, the more you increase your 'risk surface'. The risk surface is the sum of the opportunities you have for infection.
- Have a plan. Work backwards from what you want to accomplish and stick with those exercises you can contain

to a particular area. If you can do it at home, it may save you from using and disinfecting the floor mats. If you can warm up on a sprint to the gym, skip the treadmill. Efficiency is not just safer, but studies show that the added intensity vastly improves your results as well.

Rule #3: What risk can you accept?

The new normal is not about living in fear. It's about being smart and not incurring unnecessary risk. Your mileage may vary, but for me acceptable risk is what is left over after I have followed Rule #1 and Rule #2. Once I have done my best to eliminate stupid risks and minimized opportunities for infection, I'm free to enjoy a focused exercise session with the right safeguards in place.

- Once sanitized, equipment is safe to use. Instead of diverting your attention, focus on your work. You've done your best and you deserve to be there.
- Don't be a stranger. Wearing a mask at the gym, especially when people are huffing and puffing, is perfectly normal. Say hello and be social. Just avoid each other's 'line of fire' and don't linger.
- Need to lie down or stretch out on a bench? Absolutely! Just wear proper clothing, expose as little skin as possible, and wash your clothes after your workout. You may just end up with cleaner gear than you've ever previously experienced!

From a hygiene perspective, the new normal is not dissimilar from what the old normal should have been. If you were previously walking around barefoot in the change rooms and making contact with the water fountain, it's not the fault of the Coronavirus. You were doing it incorrectly and it's time to clean up your act.



Claudiu Popa, PTS, 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.

MOUTH BREATHING VS. NASAL BREATHING

BALANCING CARBON DIOXIDE AND OXYGEN WITH THE RIGHT BREATHING DURING EXERCISE CAN HELP IMPROVE PERFORMANCE

By James Breese

DID YOU KNOW THAT CHILDREN WHO HAVE POOR BREATHING MECHANICS ARE MORE LIKELY TO DEVELOP CROOKED TEETH AND A LONGER, NARROWER FACE THAT PERMANENTLY AFFECTS THEIR APPEARANCE?

Better breathing is the gateway to a whole new level of health and wellness, and with better breathing comes improved oxygenation of the heart, brain, and other working muscles of the body. If your body is working more efficiently, you are sleeping better and you're generally under less stress, you're helping to create and set up the right conditions for successful fat loss.

Most people in western society, and more than likely your clients, are terrible breathers. They are what we call mouth breathers.

Mouth breathing can reduce the amount

of oxygen that reaches vital organs and muscles, thus decreasing your standard of living, quality of life, your ability to perform physically, and lose body fat.

The Science

Your respiratory system is responsible for delivering oxygen from the atmosphere to your cells and tissues, and to transport the carbon dioxide that is produced in your tissues back into the atmosphere. Oxygen is the fuel that muscles need to work efficiently. However, a misconception that

MOST PEOPLE IN WESTERN SOCIETY, AND MORE THAN LIKELY YOUR CLIENTS, ARE TERRIBLE BREATHERS.

many have is that taking in large gasps of air increases the oxygenation of the blood. This couldn't be further from the truth. The blood is almost always fully saturated with oxygen. It is physiologically impossible. Think of a glass of water that is already full and you start to pour more water on top of it.

It's not oxygen that exerts the primary influence on your breathing efficiency. It's carbon dioxide. Yes, that's right, carbon dioxide. Good old CO₂. Carbon dioxide is an end product of the natural process of breaking down the fats and carbohydrates we eat. It is returned from the cells to the lungs and the excess is exhaled when we breathe. However, the body needs to RETAIN some CO₂ when you exhale. Correct breathing relies on, and results in, the right amount of CO₂ being retained in the lungs. Why is this important? Here's how Patrick McKeown, author of the Oxygen Advantage, refers to the need for CO₂.

"Think of it this way: CO₂ is the doorway



that lets oxygen reach our muscles. If the door is only partially open, only some of the oxygen at our disposal passes through, and we find ourselves gasping during exercises, often with our limbs cramping. If, on the other hand, the door is wide open, oxygen flows through the doorway and we can sustain physical activity longer and at a higher intensity."

Mouth breathing leads to over-breathing, which means we are breathing a volume of air greater than that which the body requires. When we breathe in, in excess, we then breathe out too much CO₂ that is removed from the blood. This is like having a partly closed doorway, restricting the amount of oxygen that can reach our cells.

CO₂ performs a number of vital functions in the body. The key ones are:

- The offloading of oxygen from the blood to the cells
- The dilation of the smooth muscle in the wall of the airways and blood vessels
- The regulation of pH

Here's the crucial point I want you to take away from this section:

Haemoglobin, a protein in our blood, is responsible for carrying oxygen from the lungs to the tissues and cells. It can only release oxygen when in the presence of CO₂. If there isn't adequate CO₂ in the blood, this results in reduced oxygen delivery. With less oxygen delivered to the muscles, reduced performance is a result. The better we can fuel our muscles, the longer and harder, and more mentally acute we can remain.

Am I a Mouth Breather?

Now that you understand a bit about the science of breathing, let's find out if you really are a mouth breather.

BREATHING IS VERY OFTEN DISREGARDED IN THE PURSUIT OF HEALTH, WELLNESS, AND FAT LOSS.

I'd like you to answer the following questions with a simple yes/no:

- Do you wake up with a dry mouth in the morning?
- Do you snore?
- Do you regularly sigh throughout the day?
- Do you experience symptoms resulting from habitual over-breathing such as nasal congestion, tightening of the airways, fatigue, dizziness, or light headedness?

Answering yes to any of the above questions tends to lean towards the fact that you are a mouth breather.

Why Nasal Breathing Is Important For Your Clients

In short, here are the key reasons WHY you should be nasal breathing at all times:

1. Nose breathing imposes approximately 50% more resistance to the airstream than mouth breathing. This results in 10%–20% more oxygen uptake.

2. Nasal breathing removes more germs and bacteria from the air you breathe.
3. It will improve your sleep and energy levels.
4. It will make it easier to breathe during exercise, thus allowing you to work out longer.
5. It will improve the oxygenation of working muscles and organs to allow you to perform better.

Fat loss really does start with nasal breathing. Good health starts with nasal breathing. Better performance starts with nasal breathing.

Closing Thoughts

Learning to nasal breathe will be a hard transition to make in some cases. However, if your goal is health or simply to improve athletic performance, this is a great starting point as it will improve your oxygen intake and efficiency greatly.

Breathing is very often disregarded in the pursuit of health, wellness, and fat loss. However, I can't emphasise enough its importance, it's where we should start before we even discuss workouts or nutrition.



Besides chief dream maker at *Strength Matters*, James Breese is an author, speaker, podcaster, and vlogger. You'll mostly find James in the mountains of Wales or Austria as well as drinking coffee, going to the cinema, listening to live music, playing cricket, and watching his beloved Wales rugby and Manchester United soccer teams.

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TESTING AND RESTORING FOOT FUNCTION

EXERCISES TO PROMOTE MOBILITY AND CONTROL FOR EFFICIENT, PAIN FREE MOVEMENT

By Dr. Holly Middleton, PTS



FEET ARE OFTEN-IGNORED BODY PARTS. WHEN THEY FUNCTION WELL THEY HAVE THE CAPACITY TO PROMOTE EFFICIENT, PAIN FREE MOVEMENT IN THE GYM, ON THE FIELD, AND IN DAILY LIFE.

We often look everywhere else to gain improvements without looking down at our feet for solutions. From harnessing our extensor chain, to improving our balance on uneven surfaces, to running pain free, restoring foot function benefits the entire body.

Good, healthy foot function requires full, effortless access to two movements: pronation and supination. Without full access to both movements, compensations, pain, and recurring injury may show up. Pronation happens when we bend our knee and bear weight on our foot. It loads the spring in our step. Supination happens when we straighten our knees and is crucial to propelling our bodies forward with efficiency.

To harness the benefits of foot function you need mobile foot joints and control over their movement. Rigid, immobile feet lack function. Additionally, good mobility

and control over the big toe is crucial to foot and whole body function, not only for power generation, but for balance and stability.

Let's look closer at your foot function. It can help to do these movements barefoot in front of a mirror.

First, see if your foot joints move with ease. Standing with feet side-by-side at hip distance apart, bend and straighten your knees. Is there movement in the foot joints or only in the ankle? Ideally, bending and straightening the knees will cause effortless movement in every foot joint.

Next, see if your feet pronate and supinate. With one leg slightly in front, bend your front knee, transferring your weight forwards. Does your foot lengthen and spread and your arch drop when you bend your knee? Is there movement in the foot joints or only in the ankle? (Figure 1)



Standing with your feet side-by-side at hip distance apart, when you straighten your knees do the foot joints move? Do your arches rise and your feet shorten and narrow? (Figure 2)



Supination requires movement and control of the big toe joint. When you lift all of your toes off the ground do the foot joints move? Can you achieve 60 degree range of motion in the big toe (Figure 3)? What about when you rise up onto your toes (Figure 4)?





FIGURE 4

The previous quick tests reveal where you may be missing foot function. The good news is there are techniques to restore foot joint mobility. After each of the following exercises, take a short walk around to detect any changes.

First, free up the joints so they can move. Using a small firm ball, place it under your foot. Push your body weight slowly into the ball, holding the pressure as you relax your foot over the ball. Remove the pressure and move the ball to a new spot and reapply pressure. Make sure to reach all areas of the sole of your foot. (Figure 5)



FIGURE 5

Next, we will restore range of motion and control of your big toe joint.

Lift only your big toes (Figure 6) and then lift only your second to fifth toes (Figure 7). Resist the urge to grip the ground.



FIGURE 6



FIGURE 7

Wrap a rubber band around the ends of your big toes if this is challenging at first. (Figure 8)



FIGURE 8

The tissues under your foot need to lengthen so they can contract, as is often missing in people with flat, immobile feet or plantar fasciitis. At the corner of a wall, place your big toe as far up the wall as is comfortable, laying the remaining toes relaxed on the ground. Bend your knee, reaching it towards the wall just inside your big toe (Figure 9). Alternate this exercise by placing your second to fifth toes on the wall and your big toe on the ground.



FIGURE 9

Finally, create more range by stretching the soles of the feet. On all fours, tuck your toes under, spreading them apart. Slowly and gently sit back, applying pressure to the feet. Allow your ankles to fall outwards. (Figure 10)



FIGURE 10

Moving your joints to allow your arches to rise is a key component of supination. Stand with feet side-by-side at hip distance apart. Keeping your knee straight, transfer your weight onto that leg and rotate your entire body towards it. Keep the ball of your big toe on the ground. (Figure 11)



FIGURE 11

What's different about these exercises is they were designed to restore foot function within the movement environment in which these movements occur. Each exercise uses the movement of joints above and below the joint to assist in creating movements within the foot. This achieves two things: restores range of motion and teaches the body when to access this range of motion.

Pronation and supination are essential movements in good foot function. Whenever we move we want to have full access to these positions. Take a few moments to observe your foot function while walking, running or exercising. Do you pronate before triple extension? Do you supinate on your way to toe-off when you walk and run? Do your feet stay facing forward before toe off or do they rotate?

A few tips to maintain your good foot function and prevent losing it:

- Spend more time barefoot and on uneven surfaces to give your feet the variety they crave
- Try lifting weights barefoot or slowly transitioning to running barefoot
- Challenge your feet and whole body on uneven surfaces, such as hiking on uneven terrain
- Introduce new ways of moving to give your feet and your body more variety
- Select shoes that allow your feet and ankles to access their full range of motion
- Use these exercises to restore and maintain foot function after wearing shoes that disrupt movement

If you are interested in more information about restoring foot function, you can get in touch with an Anatomy in Motion practitioner in your area or Gary Ward, Founder of Anatomy in Motion (findingcentre.co.uk/search/).



Holly Middleton is a canfitpro Personal Training Specialist and movement coach specializing in Anatomy in Motion™. Owner of Flow Movement

Therapy in Vancouver, she helps average people frustrated with their bodies move better to avoid recurring injury, return to their active lives, and stay well.



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CULTIVATING YIN ENERGY

CREATE DAILY AND WEEKLY BALANCE FOR THE LONGEVITY OF OUR CAREERS AND OUR OVERALL HEALTH AND WELLNESS

By Lisa Greenbaum, E-RYT 500, Yoga Therapist

IF THERE WAS ONE BENEFIT TO THE SHUTDOWN OF OUR INDUSTRY DURING THE CORONAVIRUS OUTBREAK, IT WAS THE FORCED SLOWING DOWN OF ALL US HUSTLERS OUT THERE BURNING THE CANDLE AT BOTH ENDS.

Fit pros are renowned for our go-go-go lifestyle. While we use the excuse that we are generally quite fit and healthy to keep us going, without adequate rest we are also susceptible to burn out and injury. This is one of the reasons that active recovery and restorative based classes, such as yoga, have been top trends in the

fitness industry for the last few years.

For the longevity of our careers, for the sake of our overall health and wellness, we must create balance in our daily and weekly output. We already know that the three pillars of health are exercise, nutrition, and adequate sleep or rest. Yet we spend the majority of our time only focused on the first two, with the

**THE GOAL IS TO MELT INTO THE POSE .
.. ALLOWING THE SENSATION TO BUILD GENTLY.**

assumption that the third will just happen. And maybe this worked for a while, but with age, shifting hormones, increased work hours and stress, if we are spending all our time in Yang energy, we only end up driving up our anxiety and driving our ability to rest further away.

Cultivating Yin energy stems on the concept of quieting, nurturing, and nourishing our nervous system, slowing down and focusing on rest. Yin, from an eastern perspective, is reflective of femininity, slowness, and cold versus its more active counterpoint of Yang, which is male, active, and warming. Yin yoga is a style of yoga that involves deep stretches and longer held postures, generally three to five minutes. Yet, rather than pushing

into the posture and forcing the work like we might in a power yoga or vinyasa flow class – the focus here is quite the opposite. The goal is to melt into the pose - sinking deeper into the stretch over time, allowing the sensation to build gently. All the while our breath is full, moving in and out of the body, soft and quiet. Where our fast twitch muscles are trained to react at the drop of a dime, moving into this more rested state surprisingly takes a lot more practice than it seems. It's one of the reasons so many continue to avoid yoga, often using the excuse that they can't sit still for that long or that they can't stop their thoughts from circling. It requires patience and it takes time. This is what cultivating Yin means. We don't just arrive in this serene quiet space from the moment class begins, but rather we use the slow pace, the soft music, and the gentle guidance of our teacher to invoke this over time. As with everything, the more often we practice, the more adjusted we become, the more our body begins to really crave this time and we really begin to experience the results.

While Yin yoga is known for providing more flexibility in the body, and that is certainly an important benefit, it is really the feeling of the practice that makes people continue to come back. So, whether we are in a Yin yoga class, a regular yoga class, or simply doing stretches ourselves or with our clients, here are a few things to help cultivate this Yin space.

1. Notice the intensity or effort of the action. When we are in the pose or stretch, we should be starting at around

50-60% effort, at most. Overtime, as we hold the pose, the intensity will naturally begin to rise as it feels safe in our body to do so. When we start to push into the stretch with too much intensity, too quickly, our muscle fibers react and push back. When we start slow, with our intention for sensation rather than a goal of a specific position,

RATHER THAN THE PRACTICE FEELING LIKE A PUSH-PULL CONTEST ..SOFTEN AND LET GO OF OUR EXPECTATIONS, LETTING GO OF THE ANGST AND STRESS WE FEEL TO PERFORM.

like pressing our head to our knee, our body feels safe, our muscles feel safe, and the pose becomes enormously more comfortable. Our breath is deeper, there is no more added tension to our shoulders, neck or jaw, and we begin to move inwards where the real magic happens.

2. Let go of where you think you are supposed to be in the pose/stretch. All of us come in different shapes and sizes. Our bones and joints, and how we are put together, are all slightly different. This is a beautiful thing, but it means comparing oneself to someone else is ridiculous. Focus instead on how the stretch feels and let this translate to what we are experiencing mentally in the practice as well. Rather than the

practice feeling like a push-pull contest where we leave just as stressed as we walked in, soften and let go of our expectations, letting go of the angst and stress we feel to perform.

3. Be consistent in your practice. Just as in all other forms of fitness training, it is the consistency of the work that helps us see and feel the results. Linger over your stretches (without scrolling through your phone) and schedule time for a quieter yoga practice such as Yin, restorative or meditation.

Remember that our clients look to us as role models for health. Let's make sure we are really taking care of ourselves, so we can continue to do what we are so passionate about – guiding our clients through their own journey of fitness and wellness.



Lisa Greenbaum is the founder of Sangha Wellness Retreats, Global Ambassador for Women in Fitness Association (WIFA), 100 top Health Influencers - OptiMYz magazine 2017-2020, and canfitpro 2018 Delegates' Choice Canadian Presenter of the Year. Lisa specializes in yoga for trauma and chronic stress. lisagreenbaum.com



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THE BALANCING ACT: DESIRE AND GRATITUDE

DON'T LET DESIRE ROB YOU OF THE PRESENT MOMENT

By Monica Graham



HAVE YOU EVER NOTICED THAT AS SOON AS YOU GET THE HOUSE, THE CAR, THE JOB, YOU START DREAMING OF THE NEXT THING YOU WANT?

YOU MAY THINK YOU WILL NEVER BE SATISFIED!

I've personally questioned and chastised myself for this constant stream of new desires wondering if I can ever be content. I was eventually able to cut myself some slack upon discovering, through various spiritual teachings, that desire is a natural part of the human psyche and experience. It's nothing to feel badly about and there are a lot of great things about it!

As humans; learning, growing, and desiring keeps us motivated and engaged, and allows us to push the limits of what's possible. Lack of change, growth, and expansion in our lives can contribute to lethargy and depression.

One of the keys to a joyful, fulfilling life is managing your mindset so that your desires don't rule your life and rob you of your enjoyment of the present moment. This involves the balancing of desire with gratitude.

WITHOUT GRATITUDE, CONSTANTLY STRIVING TOWARDS THE NEXT DESIRE CAN MAKE YOU FEEL LIKE YOU'RE IN A "GRAB-BAG CANDY GAME".

You've probably heard a lot about gratitude lately and perhaps practice it yourself in quiet moments or in a journal before bed. Practicing gratitude for the things you've achieved and the relationships you've built is food for the soul, and allows you to enjoy the fruits of your labour. Without gratitude, constantly striving towards the next desire can make you feel like you're in a "grab-bag candy game". As Toni Morrison once said, "you won't enjoy the sweetness, flavor and texture of one candy if you're only concerned about obtaining them all!" Similarly, you won't

enjoy the big wins in your life of: saving for and buying the house, getting a well-earned promotion or cultivating a healthy and satisfying relationship, if you immediately get caught up in the next desire. Instead, indulging in gratitude every day will keep joy and appreciation flowing while you set your sights on the next big goal.

Here are a few ways you can incorporate more gratitude in your life:

- 1) Every night before bed, write down three things you were grateful for that day.
- 2) While waiting in line or for an appointment, think of something you appreciate having.
- 3) Get out into nature, even just for a few minutes, and remind yourself of one person in your life you are grateful for.

THE CHILDREN OF GRATITUDE ARE GENEROSITY, KINDNESS, AND JOY ...

When you welcome the habit of practicing gratitude in your life, you are also benefitting your wellbeing. The children of gratitude are generosity, kindness, and joy, all of which contribute to your happiness and of those around you.

Have big dreams, goals, and desires!

Embrace and acknowledge them and all that they give you – motivation, hope and a reason to get up in the morning, and continue to show gratitude for your achievements and what you have in front of you.



Monica Graham is a Commercial Client Manager with Gallagher in Canada. She loves all things spiritually including the

Law of Attraction and Meditation, regularly attending soul inspiring retreats. Contact Monica at monica_graham@ajg.com.

TRANSFORM SOCIAL MEDIA FANS INTO PAYING CLIENTS

**BRING YOUR BUSINESS
ONLINE TO GROW A
RELATIONSHIP WITH YOUR
FOLLOWERS**

By Nathalie Plamondon-Thomas

EVEN BEFORE THE UNPRECEDENTED TIMES WE LIVE IN WITH THE GLOBAL PANDEMIC, A VAST MAJORITY OF INDUSTRIES WERE SHIFTING THEIR FOCUS TO OFFER ONLINE OPTIONS AND USE TECHNOLOGY TO EXPAND THEIR REACH.

Now, full disclaimer: I am a brain specialist and transformation expert. I am not a techy. I am an entrepreneur just like you who has successfully used technology and learned on my own dime how to put technology to my service. I had lots of followers on my social media channels,

lots of interaction, but somehow it did not translate into money in my bank account. I figured out how to use technology to save time, be more efficient, work faster, smarter, and mostly how to transform leads into paying clients.

In the fitness industry and the service industry in general, exchanging time for money is the norm. What if you could find a way to get paid for your intellectual property? All the sweat and hard work that you put into becoming the fitness expert that you are today is not necessarily fully compensated with the hourly rate your clients pay. Bringing your business online, or part of it, will contribute to generate income when you are not necessarily with your clients.

A HOME BASE

The first step is to make sure you set up a “home-base” for yourself where you will re-direct all traffic from social media and marketing efforts. Have a place, like your own website, where you will redirect your followers for an eventual transaction with you.

A NICHE

Know what you are offering. Pick a lane and know who you are serving. What problem are you solving? Who do you love working with? Who is your perfect client? Where do you find them? Build a brand for yourself with a clear message and attractive promise statement.



FUNNEL MARKETING

Before buying a full training package with you, your prospects will need to notice you. Eventually, after you have sent them some free content like a weekly blog, monthly newsletter, free video exercises, nutrition tips, etc., they will be more likely to start spending more money with you. It is not yet time to offer them your expensive package. Just like when you date: you first see someone you like, you make them notice you, then you have a few chats, you get them to like you, then you ask them for coffee, then maybe dinner, then it becomes more serious, you live together for a while and eventually, you drop on your knee and pop the big question. You don't ask someone to marry you on your first date.

You will need to have smaller offerings first.

That is what technology can help you with. You can get organized with different apps, shortcuts, web-services, and plugins that will automate the growth of your relationships until the "wedding day."

The THINK Yourself® ACADEMY has now partnered with canfitpro to offer you online education that can support you to take your business to the next level. To learn more about this, check out the THINK Yourself® A BUSINESS PRO and THINK Yourself® A TECH PRO courses here: thinkyourself.com/canfitpro. canfitpro members receive discounted pricing.



*Founder of the
THINK Yourself®
ACADEMY,
Speaker, Master
Life Coach, No.1
Best-Selling
Author of seven
books on wellness*

*and empowerment, and 2007
Fitness Instructor Specialist of the
Year, Nathalie Plamondon-Thomas
combines 25 years in sales and
30 years in the fitness industry.
She uses neuroscience to get you
transformational results.*

7 STEPS TO CREATE CONNECTION IN A CRISIS™

LEAD TO SUCCEED WITH STRATEGIES FOR GROWTH AND RESILIENCE

By SGT Ken® and Stephanie Weichert

LEADERSHIP EXPERT JOHN C. MAXWELL SAYS, “A CRISIS DOES NOT DEFINE US, IT REVEALS US.”

The Pandemic problem pulled us into new standards of living by donning protective masks and rubber gloves while social distancing at grocery stores and fuel stations, only to retreat home for several months of general or enhanced community quarantine. We unexpectedly uncovered peculiar parts of our own personality while also observing the crazy quirks of the people we care for.

Continued confinement and isolation within congested spaces created a climate of chaos and calamity for many people, while others flourished by cultivating connection and closeness like never before.

How do we muster a mindset of growth and resilience in mayhem and misfortune? How do we learn from our experiences and grow as leaders, both personally and professionally?

Whether you are running a business or building a new program or project, follow our seven superior strategies to create connection in crisis and lead to succeed!

1. Embrace Empathy

Empathy is the capacity to comprehend how a person feels about a situation and to recognize their perspective. Empathy requires that you share emotions with the individual, even if you think differently about the dilemma. Nobody wants your pity or sympathy, especially during a crisis. Relationships are supported and strengthened by sharing emotions (empathy) and, when possible and appropriate, doing what you can to reduce or remove the problem (compassion).

2. Push for Perspective

Issues become problems when you fail to accept them, or when you refuse to acknowledge that you are not perfect and that some situations are beyond your control. There are three steps to produce productivity from problems:

- A. Acknowledge the problem for what it is.
- B. Accept the problem as something you can repair or have resolve that it is beyond your control.
- C. Address the problem with action.

3. Cultivate Confidence

Build bold and beautiful body language. Proper posture will help your body to function better allowing you to respond to situations with more strength and stamina. Your body language also communicates the way you feel. You will have an easier time connecting with other people by presenting yourself with powerful posture.



4. Have Humility

A crisis can provide you the opportunity to share the real you, more than ever before. Your family and friends will love your acts of transparency. It makes you approachable and profound. We flourish through our flaws when we turn frustration into fascination.

5. Master the Morning

Keep a regular schedule, whether working at home or elsewhere. Go to bed each night reminding yourself of what you are grateful for. Wake up at the same time each day, preferably early. You should also wake up like a child on Christmas morning, with an extraordinary amount of zeal. You would never see a child hit the snooze button on Christmas morning. A child on Christmas morning is going to race toward the prizes of the day and so should you! Master the morning by exercising

vigorously, meditating frequently, and eating properly in order to produce a pattern of progress for the entire day.

6. Restore Resilience

Resilience is the ability to turn an obstacle into an opportunity and bounce back better. Get a daily dose of positive mental nutrition to help you turn stress into strength with every challenge. Make a list of 20 books that you want to read, books that will inspire and empower you to grow. Start listening to Podcasts by people that have positive messages, messages that will fuel your fire. Conduct a minimum of one hour of professional development each day. The more that you have in you is more that you have to offer others.

7. Champion Change

Are you living by results or reason of why you won't drive into your dreams?

A crisis is the perfect time to emerge as something better than before. There are three simple steps to surface stronger when the storm subsides:

- A. Dream. It is a shame that it sometimes takes a crisis to remind us how to dream again.
- B. Develop. This means that you will need to take some risks to grow, personally and professionally.
- C. Deliver. This means that you will need to put action behind your aim and create your new career with what you have already.

Call to Action

These are not times to bring back what we had, but to become something better. How will you use these strategies to strengthen yourself and the people you care for?



Ken Weichert (aka SGT Ken®) is an award-winning international speaker, six-time US Army Soldier of the Year, Master Fitness Trainer, Master Resilience Trainer, Counterintelligence Agent, decorated combat veteran and canfitpro International Presenter of the Year (2017, 2019). Ken's personal mission is to help people turn stress into

strength and obstacles into opportunities through physical and emotional resiliency coaching and leadership training. Ken serves as the Director of Programming and Education for WaterRower®. For more information, go to sgtken.com.



Stephanie Weichert is an Associate Certified Coach (ACC) and Business Strategist. She has performed life-coaching workshops for multiple military groups, youth organizations, as well as at canfitpro and Empower Fitness Conferences. Stephanie has a B.A. from San Francisco State University and an MBA from King University. She has written for Military1.

com, Military.com, Foundations, HOOAH, Military Spouse and GX®: The National Guard Experience. Her book, Everything I Would Have Said: Survival Strategies for Getting Through Tough Times, is now available on Amazon. For more information, go to stephanieweichert.com.



7 BEST FOODS FOR MENTAL WELLNESS

EAT THESE FOODS TO HELP BATTLE STRESS AND MANAGE YOUR EMOTIONS

By Allison Tannis, MSc, RHN

THE SALTY CRUNCH OF A HANDFUL OF POTATO CHIPS OR THE BLISSFUL SENSATION OF SINKING YOUR TEETH INTO A FUDGY, RICH, CHOCOLATE BROWNIE CAN FEEL SO GOOD YOU PROBABLY FIND YOURSELF REACHING FOR THESE COMFORTING FOODS IN TIMES OF STRESS OR ANXIETY.

Eating these foods seems like the perfect solution to your uneasy mindset, but is it really?

When you are at your weakest, during overwhelming days filled with responsibilities, you crave something uplifting, a high of sorts. Caffeine is a common go to, but the dynamic trio of sugar, salt, and fat lures you in, bathes your tongue in blissful sensations that trigger pleasure in your brain. All three have been shown in research studies to give the brain exceptional pleasure, so you want to seek them out over and over again. In other words, salt, sugar, and fat are addictive. No wonder that brownie and potato chips are so alluring. Yet, we all know, eating too much sugar, salt, and fat is linked with many health problems, including obesity, heart disease,

and diabetes, making them unlikely candidates to improve mental wellness.

But, this doesn't mean you can't eat sugar, salt, and fat. There are some fats, namely the omega-3 fats DHA and EPA which improve mental wellbeing. Plus, there are many forms of carbohydrates known to boost mental health. Here are the seven best foods you can eat for mental wellness:

1. Chocolate

The pleasure of nibbling on a piece of sweet, velvety, dark chocolate may feel like an indulgence, but it's actually a good choice! Chocolate can have a positive,

almost soothing effect on your mood. Eating chocolate triggers the release of serotonin and endorphins – brain chemicals that regulate your mood. Dark chocolate, in particular (not the sugar-laden, milk chocolate treats), contains helpful nutrients.

2. Kiwi

Scooping into a kiwi or slicing into an orange may seem odd ways to boost your mood, but they are one of the best foods for mental wellness. In fact, eating

WHAT ABOUT ENERGY DRINKS?



Energy drinks are a source of caffeine - a great way for a quick 'pick me up'. However, it may be best to skip this beverage: research shows caffeine effects sleep and anxiety, which can make them a poor choice when you are feeling stressed or struggling with mental wellness.

foods that are rich in vitamin C may help improve your mood. In a study of young male adults, those who ate more vitamin C were less likely to struggle with anger or depression. Better yet, squirt the juice from a fresh lemon into your water as both vitamin C and drinking water are associated with improved overall mood.

3. Water

The body is 75% water, so it's easy to understand why hydration plays a major role in how well you feel. You probably think about water consumption when working out. But, when you are less active, it's easy to not feel thirsty and become dehydrated. Create regular reminders to drink more water: set a timer, put a pretty glass in a place you frequent often, add fruit to your water to make it more inviting.

4. Tea

Filling a tea cup with warm, soothing herbal tea can be a beautiful way to relieve stress. Sip it in a cozy spot, surrounded with comforting textures, uplifting colors, and serene views that

bring you joy. Drinking tea is scientifically proven to lower markers of stress on your body, including cortisol.

5. Oats

While stressed, struggling to cope, or trying to be productive while kids are home, you can find comfort in oats! In just a few minutes and a bit of hot water, whole grain oats can be transformed into a blissful treat. Add in a spoonful of nut butter or a handful of berries so it feels like an indulgence (but, is packed with nutrients). Whole grain oats slowly release energy to help keep you going when life seems overwhelming or difficult.

6. Fish

Tuna, salmon, or anchovies are great foods to eat when you are feeling stressed. They contain the good fats. Good fats, called omega-3 fatty acids, have been shown in studies to help reduce stress, depression, and improve mood. Can't find fresh fish? Have you tried canned salmon and tuna lately? It's healthy, convenient and available at every price point. Plus, it's easy to find sustainable sourced fish – just look for the MSC blue fish label on seafood products for an option that's good for you and the ocean too. Easily transform it within 10 minutes into a Curry Tuna Collard Green Wrap (see recipe to follow).

7. Bok Choy

Stress is difficult on the body and can cause an increase in inflammation. Power up with green vegetables! Eating green vegetables, such as broccoli and bok choy, may enhance the body's immune function which controls inflammation. According to researchers in the United Kingdom, green vegetables beneficially interact with the immune system in your gut, helping boost immune function. Grab a fork and dig into something green!



No stranger to cravings, Allison Tannis is a mom of two, author of The 100 Healthiest Foods to Eat

During Pregnancy, and four other healthy food books. She is also a hilarious motivational speaker and blogger. Find more at allisontannis.com or enjoy following her @ [deliciouslygeeky](https://www.instagram.com/deliciouslygeeky).

BRILLIANT CURRY TUNA COLLARD GREEN WRAPS



Spice things up and get a healthy dose of omega-3 fatty acids with these easy 'pull together' wraps.

Ingredients:

- 1 can of MSC Certified wild caught chunk, light tuna
- ½ cup of organic apple, diced
- 1-2 tbsp of curry powder
- ¼ cup of organic raisins
- 1 large collard green leaf
- 1 tbsp extra virgin olive oil
- Salt and Pepper to taste.

Directions:

1. In a medium-sized bowl, mix together the curry powder and olive oil.
2. Open and drain the can of tuna. Add the tuna to the curry mixture in the bowl and mix well.
3. Add in the diced apples and raisins and mix well.
4. Remove the large, thick bottom of the collard green leaf and lay it down on a flat surface. Using a large spoon, scoop the tuna mixture into the middle of the collard green leaf. Wrapping first the bottom, then one side of the leaf around the tuna mixture, begin to roll the leaf to resemble a burrito.

EXCERPT

BODY COMPOSITION AND PERFORMANCE

THIS IS AN EXCERPT FROM *ADVANCED SPORTS NUTRITION – THIRD EDITION* BY DAN BENARDOT

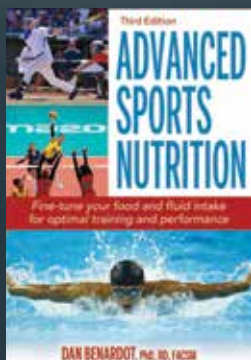


ATHLETIC PERFORMANCE IS, TO A LARGE DEGREE, DEPENDENT ON THE ATHLETE'S ABILITY TO SUSTAIN POWER (BOTH ANAEROBICALLY AND AEROBICALLY) AND TO OVERCOME THE RESISTANCE OR DRAG ASSOCIATED WITH VIRTUALLY ALL FORMS OF PHYSICAL ACTIVITY.

Both of these factors are interrelated with body composition. In sports where a lean appearance is commonly expected (swimming, diving, gymnastics, figure skating), attainment of an "ideal" weight often becomes a central theme of training, but attainment of an ideal body

composition would be a far better goal. Besides the aesthetic and performance reasons for wanting to achieve an optimal body composition, there may also be safety concerns. An athlete who is carrying excess fat weight may be more prone to injury when performing difficult skills than an athlete with a more desirable body composition.

Athletes purposely trying to lose fat and improve body composition should be aware of the best physical activities to achieve this goal. Contrary to popular belief, low-intensity aerobic training, which is often used as a fat-loss exercise regimen, is not particularly effective at achieving this goal. In a study specifically aimed at determining the relative fat-loss potential of different types of activity, it was found that high-intensity exercise



training was significantly more effective at reducing total abdominal fat and subcutaneous abdominal fat than low-intensity exercise training. It has been found that exercising at low volume but high intensity (about 3 times per week for 4 minutes) is a time-efficient means of attaining an improvement in $\dot{V}O_{2\max}$, with associated improved fat metabolism and also improved blood pressure. High-intensity winter sports, for instance, are associated with a lower body-fat percentage and higher lean mass than are less intense activities. However, care must be taken during high-intensity exercise to avoid low blood sugar, which is a predictor of high cortisol production (associated with a loss of fat-free mass and bone mass and a higher body-fat percentage). Maintenance of blood sugar requires a conscious effort to consume a source of carbohydrate (typically a carbohydrate-containing sports beverage) at regular intervals during the activity.

In the minds of many athletes, there is an inherent conflict between overcoming resistance (drag) and having enough energy to sustain power output (see figure 10.3). Athletes view weight reduction (i.e., being smaller) as an effective means of overcoming resistance (imagine the position and profile that a cyclist or speedskater assumes to reduce drag), and the common way to achieve weight reduction is to reduce energy consumption. However, having the capacity to sustain power output requires maintaining a state of energy balance. It appears that many athletes believe that sustaining power output is not as important as reducing drag, resulting in an inadequate consumption of energy.

Many people have the unhealthy mind-set that food, regardless of the amount and type, is “fat producing.” A much healthier (and from the point of view of an athlete, more appropriate) mind-set is that food is fuel and the source of the nutrients associated with muscle energy. But, much like the way you would fuel a car on a trip, the athlete has to ensure the tank never runs dry and never overfills.

Body-fat percentage should be thought of as having a general range for different sports, and it’s OK for athletes to fall anywhere in that sport-specific range. Within some reasonable bounds, having a relatively low body-fat percentage may aid athletic performance by improving the strength-to-weight ratio. It also helps by lowering the resistance an athlete has as he moves through the air, swims in water,

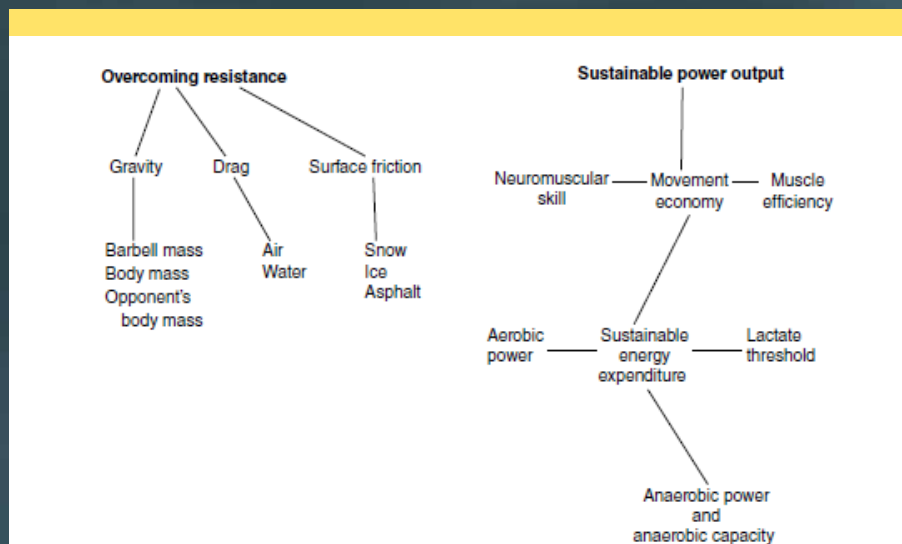


Figure 10.3 To train and compete successfully, an athlete must have enough energy to sustain the necessary power to overcome drag.

Reprinted by permission from D.R. Lamb, “Basic Principles for Improving Sport Performance,” *GSSI Sports Science Exchange* #55 8, no. 2 (1995). [Online]. Available www.gssiweb.com/Article_Detail.aspx?articleid=28 [June 27, 2011].

or skates on ice; the smaller the body profile, the less resistance the body is likely to produce.

Less resistance is so important for some sports (typically the faster you go, the greater the importance of drag reduction) that performance techniques are based on reducing drag. After their initial strides off the starting line, for instance, speedskaters spend the entire race bent over to reduce wind resistance. Cyclists wear special streamlined helmets and clothing, position their bodies on the bicycle to reduce drag, and even strategize about the best time to sprint ahead of the cyclist in front of them. Going too fast too soon can lead to premature exhaustion because it takes a great deal more energy (12 to 17 percent more) for the cyclist in the lead facing the air resistance to go the same speed. A gymnast who weighs 110 pounds (50 kg) and is 5 feet (152 cm) tall with a body-fat percentage of 15 percent will have lower air resistance when tumbling than a gymnast with the same weight and height but with a body-fat percentage of 20 percent. Figure skaters are increasingly required to perform twists and jumps with more in-air revolutions to stay competitive. The greater the number of revolutions, the more difficult it is for a larger figure skater to complete the jump. The math is relatively simple: Imagine a figure skater doing a triple loop, and this figure skater has a hip circumference of 30 inches. The hips must travel 30×3 , or

90 inches. Now imagine a figure skater with a hip circumference of 25 inches. This skater’s hips must travel 25×3 , or 75 inches to complete the skill.

For some sports, however, drag may make little or no difference. It’s hard to imagine that a lineman on a football team is concerned about air resistance. Nevertheless, even for this athlete, having a high strength-to-weight ratio makes a difference because the lineman who can move his mass more quickly and powerfully will knock over the opposing lineman who moves more slowly. Even a powerlifter gains an advantage if, in meeting a weight category, more of the lifter’s weight is composed of muscle and less of fat. In sports where being aerodynamic helps, body composition makes a difference because, pound for pound, fat is less dense and takes up more space than lean tissue.

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MOVEMENT AND MENTAL HEALTH

PRACTICAL IDEAS FOR BOOSTING MENTAL WELL-BEING IN CHILDREN

By Melanie Levenberg, Founder & CEO - PL3Y Inc.

CHILDREN ARE RESILIENT, ADAPTABLE, AND PLAYFUL BEINGS.

Earlier this year, the COVID-19 pandemic transformed our environments where they were no longer safe for us to be physically together. As a society, we took the necessary precautions to take care of each other's health and wellbeing.

We isolated in our homes.

We reduced social outlets.

We minimized physical touch and human interactions.

We limited spaces for play.

The effects of these actions on our health have been felt for months by everyone, no matter your age, gender, race or religion.

There is irony in the fact that our positive actions to care for each other's health and wellbeing have also created negative side effects for everyone's, including our children's, health and well-BEing.

As a parent and school teacher, I could see first-hand how the COVID-19 isolations were affecting the mental state of the children in our homes and school communities: limited interpersonal connections and increased screen time

resulted in heightened anxiety and stress.

As a children's fitness leader, I asked myself – what can we do about this?

With schools now beginning to re-open their doors, communities expanding their social circles, and children being given more room to move, vast opportunities are emerging for fitness professionals to support children in re-entering their worlds, reconnecting with each other, and restoring their overall physical and mental health.

The mental health of a child is affected by various interconnected elements, some of which we as fitness leaders can

address purposefully in our programs and offerings.

The Power of Purposeful MOVEMENT

Movement is a powerful tool to support the overall health and wellbeing of children, and it is especially powerful in the support of mental wellness. We all know the physical health benefits of activity and how it releases energy, builds stronger bones and tissues, enhances cardiovascular capacity, and develops fundamental movement skills (FMS). Mentally, movement boosts mood through endorphins and improves memory, problem-solving ability, the ability to focus, thinking, and learning.

Quality children's fitness programs - those that focus on physical literacy, not only physical activity - can help kids develop FMS, feel confident with movement, and support their overall attitudes and value for physical activity throughout their lifespan.

Through exercise, sport, dance, yoga, and leisure-based movement experiences that focus on developing these FMS building blocks for lifelong movement, fitness leaders can provide positive experiences for children to access the powerful physical and mental benefits of physical activity.

Try this: "What Can I Do With a {FMS}": Ask your kids to create different patterns, directions, and story lines where they 'can' perform the FMS in creative ways.

Getting EMOTIONS into MOTION

Navigating everyday life, in itself, is challenging enough – let alone a global pandemic where your whole life is turned upside down. Kids are resilient beings, but that also means that in many ways they are able to buffer and absorb situations and events with fewer "signs and symptoms" than adults. There is no doubt our children have been affected by this year's changes and, for them, the rise and fall of their emotions can feel like tidal waves.

Teaching children how to regulate their energetic and emotional states is more critical than ever. Taking the time to openly discuss emotions, build awareness of one's emotions, and develop strategies on how to move through the various states is a quality that all practitioners should purposefully adopt in order to support children in connecting to themselves now and in the future.

Try this: At the start/end of each class, everyone closes their eyes and moves on the spot at the same time from the instructor's cue: "Move how you are feeling" for 10 seconds.

Teaching MINDFULNESS Skills

Building on emotional awareness and self-regulation, developing behaviours and skills around mindfulness to strengthen the mind-body connection will help children gain perspective and access the calming benefits of experiencing presence.

Mindfulness practices have been shown to enhance alpha brainwave activity, evoke a sense of calmness, lower cortisol and other stress hormones, and decrease feelings of anxiety.

Before you dive into those breathing exercises, keep in mind that children are not mini-adults. Mindfulness

THERE IS NO DOUBT OUR CHILDREN HAVE BEEN AFFECTED BY THIS YEAR'S CHANGES AND, FOR THEM, THE RISE AND FALL OF THEIR EMOTIONS CAN FEEL LIKE TIDAL WAVES.

methodologies in adults are not as effectively translated to children. Kids have an innate ability to tap into the present moment faster than most adults, but the way that we teach them how to get there must be developmentally appropriate.

Remember, play is a powerful way to get into the present moment.

Try this: Before dismissal (and after moving), children sit quietly, breathe and turn on their 'Spidey-senses'. You say "Right now, [kids name] can [see/smell/feel/hear/taste]..." and the child whose name you called out answers with 1-3 words only.

Building CONNECTIONS

Social connections and a sense of belonging are two critical foundations to one's mental health. Knowing that we are part of a group that accepts us establishes the sense of security that fulfills our basic human needs.

Through movement programs, fitness leaders can create spaces that foster positive social interactions, teamwork, and the practice of interpersonal skills so that meaningful connections can be fostered.

Try this: At the start of each program, create a unique 'greeting' sequence where each child contributes one

KIDS HAVE AN INNATE ABILITY TO TAP INTO THE PRESENT MOMENT FASTER THAN MOST ADULTS . . .

movement to the group's sequence. In each class of the season, each child greets the other by doing the group's sequence as they enter and/or leave the space.

Although one set of eyes may look at the COVID-19 isolations as detrimental to our children, we must also acknowledge and celebrate the beauty that emerged from our days "together". Children spent more time with family, experienced the kind of boredom that forces creativity to the surface, and learned that caring for one another means starting by taking responsibility for your own actions.

Quality children's fitness programs offer kids an outlet to move their bodies, release energy, process a range of emotions, and build meaningful connections with others. Ultimately, through movement, mindfulness, and play we can help children continue to build the resilience they need to navigate the ever-changing landscapes of their lives and become healthier, happier humans.



Melanie Levenberg, M.Ed., is an international speaker, author, TEDx Presenter and the Founder/CEO of PL3Y INC - world

leader in pre-packaged kids fitness programs, instructor trainings, and licensing. PL3Y offers award-winning programs designed by kid's fitness experts to develop physical literacy through dance, yoga, and fitness.

ANALYSER ET RESTAURER LA FONCTION DES PIEDS

EXERCICES FAVORISANT MOBILITÉ ET CONTRÔLE POUR UN MOUVEMENT EFFICACE ET SANS DOULEUR

par Dre Holly Middleton



LES PIEDS SONT TROP SOUVENT LA PARTIE DE NOTRE CORPS QUE NOUS NEGLIGEONS LE PLUS.

Lorsqu'ils fonctionnent bien, ils contribuent à des mouvements efficaces et sans douleur au gym, sur le terrain, et dans la vie de tous les jours. Nous avons souvent le réflexe de regarder ailleurs qu'à nos pieds pour améliorer nos performances. Qu'il s'agisse d'exploiter notre chaîne d'extenseurs, d'améliorer notre équilibre sur des surfaces irrégulières, ou de courir sans douleur, rétablir la fonction des pieds bénéficie à l'ensemble du corps.

Une bonne et saine fonction du pied nécessite un accès complet et sans effort à deux mouvements : la pronation et la supination. Un accès incomplet à ces deux mouvements pourrait entraîner compensation, douleur et blessures récurrentes. La pronation se produit lorsque nous fléchissons le genou et portons notre poids sur un seul pied. C'est ce qui permet à votre pied de se propulser vers l'avant lorsque vous marchez. La supination se produit lorsque nous redressons les genoux, elle est cruciale pour propulser notre corps vers l'avant, avec efficacité. Pour exploiter les avantages de la fonction du pied, il faut que les articulations du pied soient mobiles et qu'elles contrôlent les mouvements. La fonction des pieds est affectée par des pieds rigides et immobiles. De plus, une bonne mobilité et un bon contrôle du gros orteil sont essentiels à la fonction du pied et du corps entier, non seulement pour générer de la puissance, mais aussi pour maintenir équilibre et stabilité.

Regardons la fonction du pied de plus près. Pour vous aider, vous pouvez effectuer ces mouvements pieds nus, devant un miroir. Premièrement, voyez si les articulations de vos pieds bougent avec aisance. Debout, les pieds parallèles, placés à la distance des hanches, pliez et dépliez les genoux. Observez-vous un mouvement des articulations des pieds ou seulement dans les chevilles ? Idéalement, plier et déplier les genoux devraient entraîner un mouvement sans effort dans chacune des articulations de vos pieds.

Ensuite, observez si vos pieds sont en pronation et en supination. Placez une jambe légèrement devant l'autre, fléchissez le genou de celle-ci tout en transférant votre poids vers l'avant. Est-ce que votre pied s'allonge et s'étend ; la voûte de votre pied s'affaisse-t-elle lorsque vous fléchissez le genou ? Observez-vous un mouvement au niveau des articulations de vos pieds ou

seulement dans les chevilles ? (Fig. 1)



Debout, les pieds parallèles, placés à la distance des hanches, les articulations de votre pied bougent-elles lorsque vous dépliez les genoux ? La voûte de vos pieds se soulève-t-elle du sol, vos pieds raccourcissent-ils et deviennent-ils plus étroits (fig. 2) ?



La supination engage le mouvement et le contrôle des articulations du gros orteil. Lorsque vous soulevez tous vos orteils du sol, les articulations du pied sont-elles mobiles ? Pouvez-vous atteindre une amplitude de mouvement de 60° avec votre gros orteil (fig. 3) ? Qu'en est-il lorsque vous vous mettez sur la pointe des pieds (fig. 4) ?



Ces quelques tests éclair révéleront à quel(s) endroit(s) la fonction de vos pieds est déficiente. La bonne nouvelle, c'est qu'il existe des techniques pour rétablir la mobilité des articulations du pied. Après chacun des exercices suivants, faites quelques pas pour voir si vous ressentez des changements.

Premièrement, libérez les articulations pour qu'elles puissent bouger. Placez une petite balle ferme sous votre pied. Déposez lentement le poids de votre corps sur la balle, maintenez la pression tout en détendant votre pied sur la balle. Enlevez la pression, déplacez la balle, et remettez la pression sur votre pied. Assurez-vous d'atteindre toutes les parties de la voûte plantaire (fig. 5).



Nous rétablirons ensuite l'amplitude de mouvement et le contrôle des articulations des gros orteils.

Soulevez seulement vos gros orteils (fig. 6), puis soulevez seulement les quatre autres orteils (fig. 7). Résistez à l'envie d'agripper vos orteils au sol.



Si au début vous éprouvez trop de difficulté à y arriver, entourez vos gros orteils d'un élastique (fig. 8).



Les tissus sous les pieds doivent s'allonger pour pouvoir se contracter, ce qui est souvent impossible chez les personnes ayant les pieds plats et peu mobiles, ou souffrant d'une fasciite plantaire. Au coin d'un mur, placez votre gros orteil aussi haut que possible, tout en vous assurant de ne pas ressentir d'inconfort et en laissant les autres orteils au sol. Fléchissez le genou vers le mur, sans que celui-ci ne dépasse le gros orteil (fig. 9). Alternez en plaçant les autres orteils sur le mur et le gros orteil au sol.



Finalement, créer plus d'amplitude en étirant la plante de vos pieds. À quatre pattes, repliez les orteils sous vos pieds, en les écartant. Lentement et doucement, assoyez-vous sur vos talons tout en appliquant une pression sur les pieds. Permettez à vos chevilles de tomber vers l'extérieur (fig. 10).



Bouger les articulations pour permettre à votre voûte plantaire de s'élever est un élément clé de la supination. Debout, les pieds parallèles, placés à la largeur de vos hanches, maintenez un genou droit, transférez le poids de votre corps sur cette même jambe, puis tournez tout votre corps de ce côté. Gardez la plante de votre gros orteil au sol (fig. 11).



Ce qui est différent avec ces exercices, c'est qu'ils ont été conçus pour restaurer

la fonction du pied dans l'environnement dans lequel ces mouvements se produisent. Chaque exercice utilise le mouvement des articulations au-dessus et en dessous de l'articulation pour aider à créer des mouvements dans le pied. Ceci permet d'accomplir deux choses : restaurer l'amplitude de mouvement et apprendre au corps quand accéder à cette amplitude de mouvement.

La pronation et la supination sont des mouvements essentiels au bon fonctionnement des pieds. Nous voulons avoir un accès complet à ces positions chaque fois que nous bougeons. Prenez le temps d'observer le fonctionnement de vos pieds lorsque vous marchez, courez, ou lorsque vous faites de exercices. Effectuez-vous une pronation avant une extension triple? Effectuez-vous une supination lorsque vos orteils quittent le sol alors que vous marchez ou courez? Vos pieds restent-ils droits devant avant que vos orteils ne quittent le sol ou remarquez-vous une rotation?

Quelques conseils pour maintenir une bonne fonction du pied et pour éviter de la perdre :

- Passez plus de temps pieds nus et sur des surfaces irrégulières pour offrir à vos pieds la variété dont ils ont besoin;
- Essayez de soulever des poids ou passez lentement à la course pieds nus;
- Mettez vos pieds et votre corps tout entier au défi sur des surfaces irrégulières lors de randonnées sur des sentiers accidentés;
- Bougez différemment pour offrir plus de variété à vos pieds et votre corps;
- Choisissez des chaussures qui permettront à vos pieds et vos chevilles d'accéder à une amplitude articulaire complète;
- Utilisez ces exercices pour restaurer et maintenir la fonction des pieds après avoir porté des chaussures qui ont entravé vos mouvements.

Si vous désirez recevoir plus de renseignements à ce sujet, contactez un praticien d'Anatomy in Motion de votre région ou Gray Ward, fondateur d'Anatomy in Motion (findingcentre.co.uk/search/).



Holly Middleton est une spécialiste en entraînement personnel et instructrice spécialisée dans le mouvement pour Anatomy in MotionMC.

Propriétaire de Flow Movement Therapy à Vancouver, elle aide les personnes ordinaires frustrées par leur corps à mieux bouger pour éviter les blessures récurrentes, reprendre leur vie active, et rester en santé.

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