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JANUARY/FEBRUARY 2018



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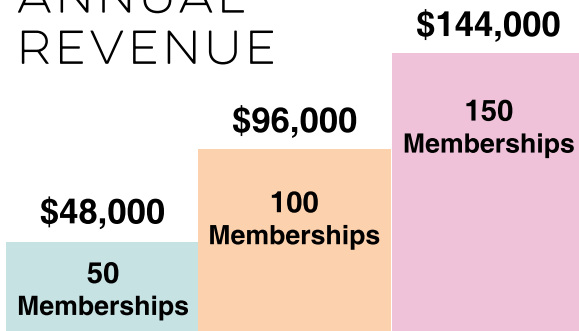
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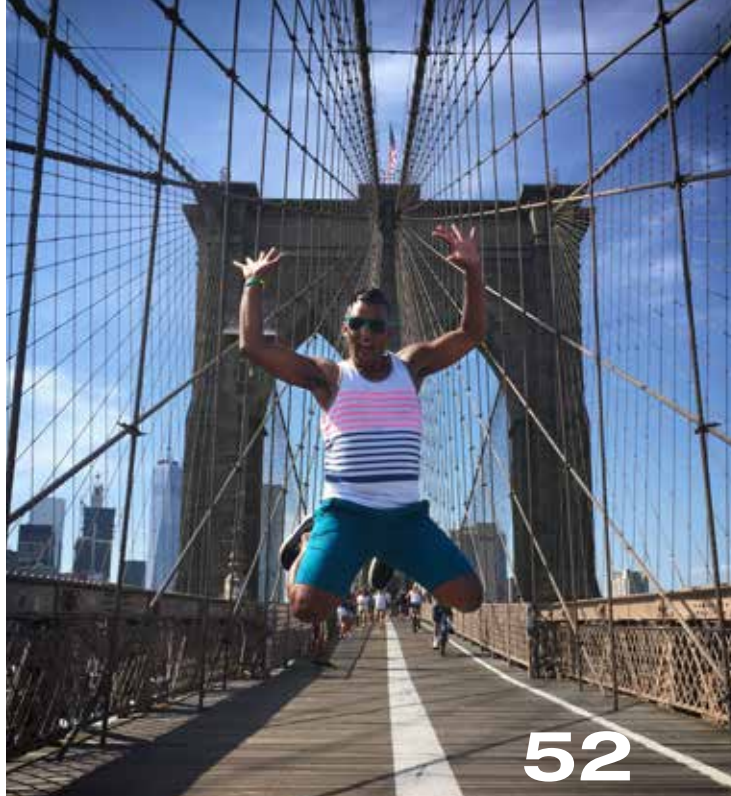
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**The Official Magazine of
Canadian Fitness Professionals**
Our Purpose: Inspire Healthy Living
Through Fitness Education

EDITORIAL DISCLAIMER: We recognize that fitness professionals look to canfitpro for current and reliable information about the fitness industry. There are many opinions on every topic we cover, which is one of the reasons our industry is so interesting. However, the opinions of authors may or may not reflect those of canfitpro. In addition, canfitpro reserves the right to refuse any advertising and bears no responsibility for advertisers' messages. When applying information learned here to themselves, their clients and their class participants, we expect readers to think critically and to use common sense.



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Celebrate, Motivate and Inspire



The end of one year and the start of the next is the perfect time to reflect on past accomplishments. It's a time to pause, appreciate where you are

now, set your vision and plan for what's to come. That's exactly what we are doing here at canfitpro as we kick off 2018 and celebrate our 25th anniversary! From a small conference launched in 1993 to our current education opportunities, we are grateful to you, our members, who have taken the journey with us. Your dedication to the industry has made us the best at what we do and it gives us inspiration to continue providing more opportunities to learn and grow as fitness professionals.

The New Year is a time when we see the gyms get busier and people's eating habits get healthier, but for how long? As fitness professionals, we've witnessed the excitement, eagerness and even apprehension as the gym 'newbies', and even the veterans, kick off a brand new year. Everyone starts with the best intentions and commitment but all too soon motivation begins to ebb. You can help your clients continue to achieve their fitness goals by understanding their internal motivation filters on page 26, "The Secret to Motivation". Since we can not be with our clients and participants 24/7, taking some points from our article "Mastering Motivation Outside the Gym" on page 18, will guarantee you stay in their heads and hearts and continue to keep the flame alive.

If you are in need of some extra motivation yourself, you need to check out how to "Ignite Your Leadership Spark" on page 40. We gathered the 'Top 10 List' from fellow leaders at the 2017 world fitness expo for things you can do right now to inspire action and create change.

No matter where you are in your fitness journey, there's no better time to start taking care of yourself! The helpful tips on page 32, "Self-Care NOW!", will help you to keep the balance you need so you can continue to give to your clients, participants, family, and friends and avoid burnout. If you've made a New Year's resolution list of your own, make sure to evaluate what you have worth keeping and what you may need to let go of to make space for the new. Just like our clients and participants, our cups are only so big - let's make some space in order to always stay a bit thirsty!

Nathalie Lacombe
Proud member and Vice President
canfitpro



JANUARY/FEBRUARY 2018

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canfitpro's education partner, NPE, has just released a NEW guide that covers the nine biggest gaps in (almost) every business business plan and how you can avoid making the big mistakes that cause so many to close their doors.

Download How to Write a Fitness Business Plan that Drives Long-Term Success (and Profits)! (150.00 value) and discover:

- How to identify what your business plan is right now-- even you don't think you have one
- Keys to building your business around the right clients (to ensure more profit and fun!)
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Canadian Fitness Trends for 2018

canfitpro reached its nearly 30,000 members, including fitness professionals, health club operators, industry suppliers and fitness consumers from across Canada to gather the annual survey results. The results show that the ability to move optimally for everyday life is more important than ever to Canadians. Functional Fitness took the #1 spot while High Intensity Interval Training (HIIT) fell to #2 (#1 in 2017) and Older Adult Training climbed up to #3 (#6 in 2017).

Survey results also revealed that:

- **More training in less time** continues to be a focus for Canadians with HIIT and Express Workouts ranking in the top 5
- **Active Recovery exercises** (foam rolling, mobility, low intensity, YIN Yoga) and Branded Group Fitness (Orangetheory, Zumba) debut in the top 10 this year

- **Fusion-style group fitness** (merging different types of workouts i.e. Piloxing, ZEN•GA®, Strong by Zumba®) returns to the list
- As **Express Workouts** continue to rank in the top five, personal trainers will likely offer shorter sessions and increase the number of sessions per week

For a full list of the top 10 Canadian fitness trends for 2018, visit canfitpro.com/blog/articles.

The results (and answers) are in!

We surveyed this year's world fitness expo attendees to find out the top career challenges that our members face as they navigate the ever-evolving fitness industry. The top five challenges that were identified are quite common and follow a typical cycle for career success:

- **Networking opportunities**
- **Time management guidance**
- **Keeping up with industry trends**
- **Growing a fitness business**
- **Finding a specialization/niche**

Check out canfitpro.com/blog for helpful advice on how to approach these challenges and turn them into opportunities to grow your fitness career with confidence and success.

Upcoming Events from Coast to Coast

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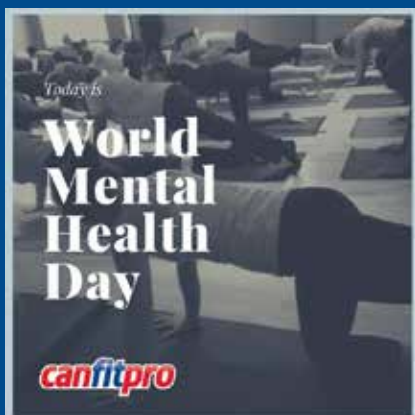
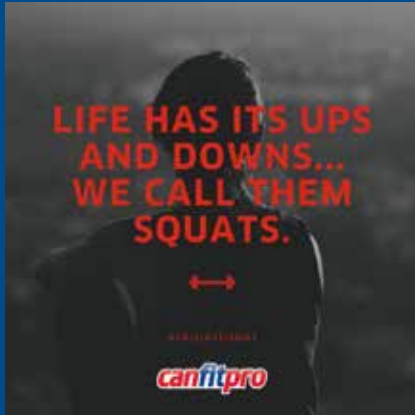
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The Power of Influence

The industry's most successful and influential women create a massive 'ripple effect' that inspires hundreds

By Maureen Hagan

While there are many words to describe what transpired at this year's Women Who Influence luncheon at world fitness expo, the word I choose is INSPIRATION. Defined as an inward energy and a sister force of influence, this word perfectly describes what this year's delegation of 240 women experienced. Along with the abundant opportunities of inspiration were influential lessons, stories, song and networking.

Fitness education consultant and three-time canfitpro Presenter of the Year, **Krista Popowych**, shares her thoughts about this year's event.

"As both a past speaker and a yearly attendee at the Women Who Influence luncheon, this is one of my favourite days. Each year I am moved, I am inspired, and I am proud to be in a room with women who are truly creating history.

Being in the presence of these inspirational women, both sitting beside me or on stage, helps make me be a better friend, sister, mother, wife, and fitness professional. I always leave appreciating everyone's openness, vulnerability and wisdom. And yes, we learn, laugh and cry! It's a memorable day and one that I highly recommend."

It was again an honour to share the stage with eight highly respected female influencers in their fields - **Tosca Reno, Angela Kontgen, Dr. Kristy Prouse, Kathy Smart, Helen Vanderburg, Moira Merrithew, Emma Barry, and July Black**. It was with great pride, I was able to recognize the following 'trailblazers' for having made their mark on the fitness industry: **Kim Fitzpatrick, Sarah O'Halloran, Nadine VandenHeuvel, Trina Medves, Charlene SanJenko, and Brady Johnson**. Each of these influencers' stories shifted



Back Row (left to right): Emma Barry, Angela Kontgen, Helen Vanderburg, Moira Merrithew, July Black, Kathy Smart

Front Row (left to right): Tosca Reno, Maureen Hagan, Marsha Vanwysberghe, Dr. Kristy Prouse

UPDATES

the minds, hearts and lives of each woman in the room and reminded us of the power that influence has on each of us and one another collectively.

This is how attendee Lina Miranda was impacted by her first experience at the Women Who Influence event:

Helen Vanderburg made reference to the ripple effect of influence. "One small change can have an enormous impact in the world". Helen's analogy to a drop of water landing in a pool of water brought this analogy to life. This analogy resonated with Lina so deeply because "often I can

the 'drops of water' so to speak." And with that 'aha' moment, she was back to writing her blog. Lina walked out of the event feeling empowered to continue living her purpose and fulfilling a dream. Since that day she has followed up with a book publisher to get the ball rolling on publishing her book that she had put on the back burner, out of fear of putting herself out there to the world. Congratulations Lina!

Influence Inspires Us To Believe

My purpose for creating Women Who Influence was initially to honour the health and fitness industry's most successful

"Just before the Women Who Influence luncheon in August I made the decision to quit my job, a bold decision I had contemplated during years of feeling 'less in' in so many ways. What I learned at the luncheon event both affirmed that decision and inspired me to believe in myself and to believe that anything is possible. I attended the event with my daughter and together we experienced such positive and welcoming energy, even at an event this big. I met with one of the sponsors of the event, Gerry Visca, and experienced his Why Time following the event. This was a transformational experience for me. I realized that I am ready to 'jump into the game of life', and this ignited a light I continue to feel every day. I am joyful, empowered and confident in my future, which has evolved since the event, but is still not fully known. I have a long way to go but I'm loving the journey."

~ Jennifer Gerard

Trailblazers!



Back Row (Left to right): Trina Medves, Charlene SanJenko, Nadine VandenHeuvel, Brady Johnson – **Front Row:** Kim Fitzpatrick, Andrea Laporte, Sarah O'Halloran

get caught up in what I call the 'fear of the masses'." Lina published her blog immediately following the event and shares how this fear was taking over her purpose for why she was writing her blog in the first place. Initially, she started blogging because she wanted to influence others and have an impact. Overtime, despite receiving great feedback about her blog, she admits that this fear had set in to such a point that she talked herself out of writing. "Attending this event gave me the kick in the butt to realize that rather than thinking about the masses I would redirect my focus on the individuals,

and influential women; those who may not have had the ability to be recognized for their contribution to their profession, and to provide them with a platform to share their story, success, struggles, secrets and everything in between. Each year, for the past four years, the event has almost doubled in size in terms of attendance, yet it doesn't even describe the massive 'ripple effect' this event has had on the hundreds of influencers that have been impacted by its existence. This year women from 17 to 97 years of age attended with their girlfriends, sisters, daughters, mothers, bosses, and

co-workers. Many return year after year and describe Women Who Influence as their launch pad to world fitness expo weekend; a reunion with their girlfriends and a personal retreat. Mark your calendars for August 9, 2018! Registration will open in January.

It is an honour for me to be surrounded by so many inspiring and motivational women. Women who have helped shape my career and helped me become the leader I am today. I exist to create MO'tion, to help people see their own greatness and be bold enough to take the steps forward. Throughout my career, I have always tried to recognize people's unique strengths and to help connect individuals with others who have complementary strengths and goals so that together strong relationships could be forged and new strengths and opportunities ignited. With Women Who Influence, it is my intention to influence positive change for women worldwide. Oh, the places you'll go when you believe!

Congratulations to **Andrea Laporte** from Ottawa and **Marsha Vanwynsberghe** from Kitchener-Waterloo, both of whom won a spot in the official photo shoot with this year's Influencers and Trailblazers.

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Louise Vigneault

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Why did you become a PRO TRAINER?

I became a PRO TRAINER back in 2003, at the request of one of my friends, Michelle Cormack. She mentioned to me that I was always helping everybody around me, which I had never realized until she pointed it out to me, and it was time to share my knowledge with more people. I will always be very grateful to her for having suggested this awesome opportunity. More and more, I realize knowledge should be shared otherwise it will be lost forever.

What have you learned as a PRO TRAINER?

I learned that people, in both the general population and the fitness industry, are eager and willing to learn more. All the participants coming to any of my courses already have a lot of knowledge. It's great to be able to share my knowledge and see them have those 'aha' moments. Sometimes I learn from participants because of the knowledge they bring to the table. I've also learned that each participant in my courses is different and I should always use different learning styles in order for them to understand the material.

"I always love to see my participants in my courses succeed and become awesome at what they do!"

What's your favourite part of the JILLIAN MICHAELS BODYSHRED™ course and why?

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

I always love to see my participants in my courses succeed and become awesome at what they do! It is always rewarding to see a student become a canfitpro PRO TRAINER themselves later on in their fitness career.

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

I have been in the fitness industry for over 20 years and one ultimate goal would be to become 'Female PRO TRAINER of The Year'. This is a hard award to achieve, as it is based on the number of participants in our courses. I hope this year I will fill all my canfitpro courses! Time will tell! Have an awesome fitness year and see you at world fitness expo August 8-12!

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- Feb. 3/4 - Level One: Foundations - Ottawa
- Feb. 22-25 - YogaFit Restorative - Toronto
- Feb. 24/25 - Level One: Foundations - Toronto
- Feb. 24/25 - Level Two: Communications - Toronto
- Mar. 4 - YogaFit Props - Ottawa

- Mar. 24/25 - Level Two: Communications - Ottawa
- Mar. 24/25 - Level Two: Communications - Hamilton

Alberta

- Mar. 3/4 -Level One: Foundations - Calgary
- Mar. 17/18 - Level Two: Communications - Edmonton

Manitoba

- Mar. 10/11 - Level Two: Communications - Winnipeg
- Mar. 17/18 - Ayurveda 2 - Winnipeg

Nova Scotia

- Mar. 3/4 - Level One: Foundations - Halifax

Quebec

- Jan. 13/14 - Niveau 1 - Quebec City
- Mar. 17/18 - Level One: Foundations - Montreal
- Mar. 24/25 - Anatomie - Quebec City

British Columbia

- Jan. 13/14 - Level One: Foundations - Burnaby
- Feb. 17/18 - Anatomy and Alignment - Burnaby
- Feb. 24/25 - Level Two: Communications - Vancouver
- Mar. 1 - YogaFit Props - Vancouver
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Mastering Motivation Outside the Gym

The motivation you provide away from the gym can exponentially impact a client's life

By Todd Durkin, MA, CSCS

During my 20-plus years as a coach and trainer, I've witnessed a ton of change, but one thing has withstood the test of time: Clients need motivation and A LOT of it! Whether it be a professional athlete grinding in the trenches, an average 'Joe' blasting fat, an executive seeking an outlet from stress, or a young buck preparing to compete, the motivation we deliver both in-person and away from the gym has the power to massively change lives. While lighting a fire and igniting peak performance during sessions is a core competency of any fitness professional, it's the motivation you provide away from

the gym that can exponentially impact a client's life.

So, how do you get in the heads and hearts of your tribe? In today's day and age, it takes a combination of consistent effort, specific tactics and daily action to feed your clients the constant motivation they crave. Here's a crash course on how to get your client's minds right and master the art of motivation OUTSIDE of their training sessions.

Engage with Emails

There's a lot to love about email; positive ROI, billions of users, mobile functionality, and the list goes on, but how does that

relate to motivation? Checking email is a complementary activity. This means our clients do it while binge-watching TV, unwinding in bed and even away on vacation; all of which are ideal times to hit them with a heaping dose of motivation. That's reason enough to start clicking send, but to take it a step further, studies show people are most likely to open and engage with personal emails. Thus, they want to hear from you; an individual — not a big brand — who they have a *personal* relationship with.

Start by sending them extra education, recommended reads, your top nutrition tips or inspirational articles or videos.

“Making the most of motivation requires always being in their heads and hearts...”

That gives you four email themes that can be re-imagined quarterly for a year's worth of monthly sends. A monthly or weekly email is a low-effort, high-reward commitment, and as you get more comfortable behind the keyboard, you can increase the volume of sends. Just be sure when you're ready to scale your message to a larger audience, you continue to craft each email as if you're writing to only one person. Keep them short (even 2 or 3 paragraphs is fine) and keep it personal so people feel like you're talking directly to them.

Develop a Newsletter

As your email content and your distribution list evolve, you reverse engineer the email end-game; a newsletter. Now that hitting send is second nature, a newsletter is the next step in inbox motivation.

An effective newsletter packs a punch of direct and indirect motivation as it combines announcements, offers, content, and media into a piece your most loyal clients will look forward to. In fact, getting started is easy. Tweak previously created emails that resonated well with your audience to curate your newsletter content. I suggest making a commitment to a quarterly newsletter until you're ready to dive deep on a monthly send. Consider the newsletter a macro piece of motivation made up of several micro pieces of content. It may sound challenging, but execution is attainable when you're already delivering excellent emails.

Fire 'em Up With a Text

My guess is you have a smartphone sitting in your pocket. And I imagine you text as well, correct? Well, our clients need more 'touch-points' outside of the 2-3 times per week you see them in session. Text messaging is a great way to connect with them... and connect with them quickly.

Consider texting motivation on demand (90% of texts are read within 3 seconds); you can connect with your clients in seconds by firing off videos, quotes, pictures and links, while staying top-of-mind by *literally* being in their hip pockets. Making the most of motivation requires always being in their heads and hearts, and texting is a space that allows you to do just that. Plus, it's 98% open rate isn't too shabby. By texting, you know your motivational message will be seen.

Over the last 2 years, I've employed text messaging (SMS marketing) as an outstanding vehicle to connect with thousands of people with one "personal" text. The message may feel like it's just for them, but it's actually sent to dozens, hundreds or even thousands of people at once. I might text my clients, "Hey, what are you eating right now? Fuel up on clean

food so you don't sabotage yesterday's great workout" or, "Get your mind right today. Get up and get going. We have a world to change!" The feedback I get from these text messages is that my clients want more. Therefore, I know I'm winning the game of getting in their heads when I'm not with them and you can do the same.

If you want to see the power of texting in action, drop your number at DoseOfDurkin.com and keep an eye out for my texts every Monday morning. If you like what you see, feel free to replicate with your own texting techniques.

While texting is great for stand-alone motivational content, you can also add it to your motivational marketing mix by sprinkling in things like "I hope you enjoyed my email," "This month's newsletter is in your inbox," or "Can't wait to see you at tonight's event!."

“[Your clients] want to hear from you; an individual — not a big brand — who they have a personal relationship with.”

Host Live Events

Motivation comes in many forms and connecting clients via events is an outstanding, outside-of-the-box motivation tactic. Events cultivate interactions and relationships which allow your community of clients to connect in new ways away from the trenches. Ultimately, your clients will begin motivating each other as their friendships blossom through events and experiences. Meanwhile, you remain the common bond between them. Before you know it, Brenda's reminding Bill to stay away from sugar and Joe is in Jane's ear about tonight's group training session. Later, they'll be meeting up at the event highlighted in your newsletter that was originally teased in an email.

Whether it's an on-site activity like a social or holiday celebration, or a group outing like a hockey game or ski trip, connecting your community pays off tenfold. We have clients at my award-winning gym, Fitness Quest 10, who have been enjoying morning coffee and working out together for years thanks to relationships built at annual events like our Holiday Party and donation-based IMPACT Event.

Motivate your Tribe on Social Media

There are an estimated 1.96-2.46 billion

social media users worldwide and that astounding number is expected to grow year by year. This presents ample opportunity to motivate your tribe, while also motivating others worldwide. If you're not already active on social media (Instagram, Facebook, YouTube, Snapchat, etc.), it's easy to get overwhelmed by all of the opportunity. The best way to navigate the noisy landscape is to start by committing to one platform based on your avatar and your current clients' habits.

Personally, I've focused on Instagram and Facebook. In layman's terms, Instagram is great to connect with your younger clientele (teens through 40's) or connecting with athletes, celebrities and influencers. On the other hand, Facebook (FB) has a huge place in the market share and I've seen it is best used to connect with clients from early 30's through to their 70's. Regardless of age, they all need motivation.

Once aboard the social media train, the possibilities are endless. From live video and stories to images, videos and targeted ads, you can deliver dynamic content intended to motivate in whatever styles suit you and your audience. Many platforms are algorithm-based, so testing content is key for your success. By devoting just 30 minutes per day to engaging with your audience and crafting social media content, you can make a major impact on motivation and your bottom line. For now, simply start posting a few times per week and gauge the reaction you receive.

While these strategies are designed to motivate clients, they are also excellent techniques to maintain, retain and grow your business. From referrals and lead generation to client retention and revenue, these techniques will impact all aspects of your business. A business built a business on relationships, world-class culture and outstanding customer service is built to last, and when these foundational principles are coupled with the right tactics and motivation, tremendous growth is the end result.



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



Step Revival

Teaching choreography effectively is the key to participant success and retention

By Lynne Skilton-Hayes

Remember the days when step classes were packed? It's still the great workout it always was. If our participants don't like 'choreography', then why are they attending dance based formatted classes like ZUMBA, Bolly X etc.? Maybe we need to consider that they left because they couldn't follow us. So rather than abandon a format that can yield great results, we need to go back and hone the skills to teach choreography effectively and in turn, create an atmosphere where our students feel successful again.

Although metabolic classes like "30 secs, go as fast as you can!" have proven to yield great results, it has reduced the frequency of instructors using the tools necessary to be able to teach choreography effectively. Smart teaching progressions and strategies are paramount and enable us to put the 'choreography puzzle' together. In conjunction, using your music as a tool rather than background noise, can enhance your ability to move people through transitions effectively. At the end of the day, if we want step to live on, and we struggle with the daunting task of putting

ideas together and having them all flow seamlessly, we need to revisit some of the teaching techniques, smart progressions and learning curves that are paramount to teaching smooth choreography that we learned in our certification courses. And more importantly, practice them regularly.

Remember that magic you felt when you attended a class where the choreography and music flowed together in one seamless piece. Your mind was engaged and class flew by. With some consistency and practice, we can drive numbers back to our step classes.

Pre-Class Planning

To fail to plan is to plan to fail. Choreography only works if your participants can follow you. You need to invest time to not only prepare the final combination, but also how we will progressively get there in the most logical manner possible. This is where we tend to fall short as instructors, usually due to lack of time this process can take and/or we lack the tools to even figure out where we need to start. Over- ▶



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time the more you put the 'tools' to good use, the quicker you get at designing/constructing combinations and figuring out how to break them down for your participants.

A Constructing Combinations

- Try not to have a lot of similar moves – you need to ensure distinction between movements and combinations to minimize 'mixing up' the combinations.
- Establish a basic foot pattern (foundation) or base. This is what you build on.
- For ease of flow, establish a natural, tapless foot strike.
- Construct or expand on your foundation by taking a movement or portion of a movement and change the look by layering in elements of variation such as STRIDE... think outside your box!

Style – Technique, flare and attitude

Travel – OTS (on the spot) versus all over the board and floor

Rhythm – simple versus complex

Intensity – single versus multi levelled – what elements of STRIDE add intensity?

Direction – change the orientation of the move and where you face

Energy and Enthusiasm!

B Breakdown Plan

- Always look at your combo in pieces when considering how to break it down and teach it. It's like a puzzle.
- Establish transition moves so you can alternate skills on each side. This can allow the breakdown to flow evenly from side to side as you work towards your final product.

- Try to keep your layers within the same counts as your base moves. As well, you need to consider if the move you are teaching is same leg repeating or does it change the lead. Your base move should reflect that.
- Change one thing at a time and don't rush it.
- When layering, add rhythm before direction so that participants are able to view the change.
- There is more than one way to teach the same combination. Experience and practice will teach you what works the best and when to use what.
- Use one or more of the following progressive teaching strategies:

1) Linear Progression

Unlike combinations, linear progressions consist of a series of moves that link smoothly together and are not repeated in a predictable manner. This is often referred to as 'freestyle'.

2) Pyramid

Repetitions of a move or a sequence are gradually increased.

3) Reverse Pyramid

Repetitions of a move or a sequence of moves are gradually reduced leading to a more complex combination. This can also be referred to as multiple to single.

4) Pure Repetition

A movement pattern or combination is taught and learning occurs by repeating this total product over and over.

5) Linking

This is a version of "Part to Whole Teaching". Here, moves A and B are taught and then linked together into a double move combination. The same is done for moves C and D, and finally (A+B) and (C+D) are joined together to develop a combination or part of a combination.

6) Add On

This is also referred to as the memory or building block method. In essence it is another way of teaching part to whole but unlike the Link method, only one element at a time is added. A, A+B, A+B+C, A+B+C+D.

7) Layering -

A pattern that can be repeated is established. Then, changes to this pattern are gradually layered in. This technique allows for a logical and easy transition from a simple to a complex routine. This can also be referred to as basic to dynamic or slow to fast if rhythm is involved.

8) Holding Patterns

A move or number of moves are taught in a sequence and then a holding pattern/move is interspersed between these subcomponents. Once the participants learn the move(s), the holding pattern is gradually removed to arrive at the end product.

9) Association Method

To assist in the recall of exercises, associate them with key words (i.e., Elvis). Once these associations have been established by the participants, the instructor can test their recall by prompting them with word association.

C In Class Instruction

- Use holding patterns while teaching layers to give participants time to respond and adapt to changes.
- Use a lot of foot work cueing.
- Teach to the level in the room. If you don't get through all the layers, add them to next week's class.

At the end of the day, it is not what you teach, but how you teach it. We need to create an experience by focusing on the journey, not just the last 5 minutes. For the most part, our students will probably not remember what we show them or tell them, but they will always remember how we made them feel. SUCCESS is key! As instructors, we are responsible for creating a positive learning experience - honing the tools in our toolbox to reduce student frustration and drive the numbers back to our step classes.



Lynne is the Fitness Program Supervisor at the University of Guelph. She holds a B.S.C. degree and brings over 22 years of education and experience to the fitness industry. She is an International Fitness Presenter/Educator, Matrix Master trainer and canfitpro PRO TRAINER.

Using the teaching strategy of layering, try this 8 count move called **Elvis** with a quick stomp to exit back to home. You can also see a full 32 count combination using the Elvis on the canfitpro YouTube channel and titled 'Step Revival Choreography'.



Start: R lead march on top - 4 counts



March on floor - 4 counts



March on top and to R - 4 counts



Stomp down R on floor; stomp down left on top - 2 counts



Step back to home - 2 counts



Add Elvis on top - 4 counts



Quick exit to R to end - 1 count



Stomp to home - 3 counts



Begin with L lead leg

Creating Healthy Fitness Professionals



10 principles to help you lead by example and energize those around you

By Paul Chek

The New Year is a time to reflect on where we are and where we want to be, do or have. As fitness professionals, it is important that we “walk our talk” with regard to our health and vitality. Here are the 10 essential principles that I personally follow, and coach others to use, to care for myself and maintain my inner and outer wellness.

1. Love

When we are clear what our Chief Love, Dream, Goal, or objective in our life is, we experience the inevitable labors of work or owning a business as *labors of love*. Your Chief Love is something you are truly motivated to *live* for. When we are clear

about what makes us feel loved, *we don't need a crisis* in our lives and the challenges of life become meaningful growth opportunities.

2. Forces To Balance (tai-chi)

All creation emerges from two forces: The feminine force (yin) relates to the inward flow of energy and resources, multiplying your inner power. The masculine force (yang) relates to the outward flow of energy and resources, dividing our inner power. While *yin* is most active during eating, drinking and resting, *yang* is most active while thinking and doing. The secret to balancing these essential creative forces is learning to place equal value on rest and

play as we do on ‘doing’ and being productive at work.

3. Choices

There are three choices we can make in relationship to any person, place or thing. They are the *optimal*, the *sub-optimal*, and *to do nothing*, either because we need more information or we are paralyzed by indecision. When we are clear on our core values, making optimal choices is much easier because our ‘yes’ always affirms our values.

4. Doctors

The word ‘doctor’ originally meant *teacher*. Your four Doctors are expressions of your natural gut-instincts; the wisdom within. Dr. Happiness is expressed as your Chief Love and in the values you have chosen to support the process of living each day. Dr. Movement expresses how you nourish your body with movement. Dr. Quiet exemplifies the principle of rest

and regeneration, while Dr. Diet expresses your unique individual food and hydration needs. Your four Doctor relationships express themselves as your state of well-being, or body-mind harmony. Balance your four Doctors and your life will become more balanced.

5. Essential Planning Factors

When planning activities, we must carefully and realistically consider:

1. Time availability
2. Energy availability
3. Financial ability vs. needs vs. wants
4. Equipment availability vs. needs vs. wants
5. *Willingness*. How willing are you to nurture this project to healthy completion?

Maxwell Maltz wisely stated, "Success is getting what you want. *Happiness is wanting what you get.*" If we are to create sustainable happiness in our personal and professional lives, we must be very realistic when addressing these five factors.

"As fitness professionals, it is important that we "walk our talk" with regard to our health and vitality."

6. Foundational Health Principles

There are three yin/feminine principles and three yang/masculine principles we must manage as an essential part of our daily healthy living practice:

- Yin** = Nutrition, Hydration and Sleep
Yang = Breathing, Thinking and Movement

Too much or too little of either of these life-factors results in diminishing vitality and elevated stress levels.

7. Body-Mind Themes

Daniel Siegel defines mind as "*an embodied process that regulates the flow of energy and information.*" Our minds are embodied within us and create the physical basis of *thought-action*. As our bodies grow from infancy to adulthood, we are tasked by nature to develop:

1. Safety and security
2. Creative sex energy
3. Self-identity and personal will-power
4. Love for ourselves and others
5. Effective communication and creative self-expression skills
6. Imagination
7. Intuition

Each of these body-mind themes or modes of mental-emotional self-expression are energetically linked to specific regions of the body. If we are imbalanced in our management of our creative life-force energy, we often begin having physical symptoms in the areas related to these life themes.

8. Self-Reflection

Self-reflection is the only way we can decide if we want to do what we did *yesterday* to optimally facilitate our dreams today. Taking time to be still and listen to the silent voice within, as well as loving oneself enough to be honest with ourselves, are all essential to effective self-reflection.

9. A New State Of Awareness

Each day, as we live in harmony with these holistic principles, we can experience new states of awareness. We feel more calm, clear, and alive! Each state inspires us to maintain our holistic living practice, taking us progressively to the next stage of our development.

10. A New Stage Of Development

Inspired by our Chief Love, we keep our newly found states of *awareness* alive in us each day. What was a *conscious effort* now becomes *unconscious competency*. It is as if we are driving down our chosen love-road enjoying our story and all the lights are green! We are now a healthy fitness professional who exemplifies, energizes, and shares our love naturally in personal and professional relationships. We have the energy and inner-presence to see our challenges as growth opportunities – as chances to meet and grow abundance with new and interesting people. Our abundance now expresses our wisdom in that we *play* to work.

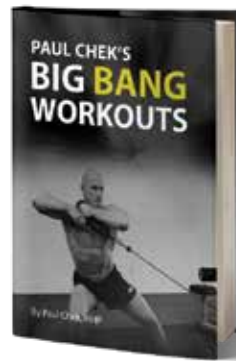
I encourage you to explore these 10 principles for holistic living as you determine your goals and dreams for 2018. They have worked for my clients and students and I know they can work for you too.



Paul Chek, internationally acclaimed speaker, consultant and Holistic Health Practitioner, is the author of six books and numerous courses for health and fitness professionals. Paul is the founder of the C.H.E.K Institute, based in San Diego, CA (chekinstitute.com) and the creator of the P-P-S Success Mastery Program.

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The Secret to Motivation

Keep your clients achieving their fitness goals by understanding their internal motivation filters



By Nathalie Plamondon-Thomas

Our brain contains over sixty filters that drive and determine your client's preferences in how they think, feel and ultimately, act. These roots of our motivation are called Meta Programs.

Here is an overview of a few internal filters, demonstrating how to use them to motivate your clients, whom are all driven differently.

Direction: Toward or Away From

If your clients are motivated *Toward* pleasure, you will motivate them by setting goals and frequently creating new ones. They are generally forward thinking, possess positive energy and drive, and may take on too many new initiatives at once.

Keep them focused on one goal at a time, reminding them of their goal regularly, and they will thrive.

If they are motivated *Away From* pain and risk, provide them with lots of safety cues, as they like to make sure everything is secure before moving forward. They love solving problems. They focus on the downside and prefer to fix and improve what they struggle with instead of trying new exercises. They will perform with encouraging words like: *"Think about how great it will feel when you have this move figured out."*

Frame of Reference: Internal or External

The client with an *Internal* filter will rarely ask for advice, help or opinion.

Even if you tell them they are doing great, they are their only judges and will instinctively know when they have performed at their best, or not. They can stay motivated with little or no praise. They will disregard your advice and will thrive when you empower them to choose when they feel they did enough reps or trust them to let you know when they feel they can handle more.

Your clients with an *External* filter need outside evidence to know how well they are doing in order to stay motivated. Give them constant feedback and remind them they are doing great at every set. They will be seeking advice from you and need constant reminders of their performance in order to make progress.

Decision: Sameness or Difference

It is frequent in our industry to think that our clients need to constantly be exposed to new exercises in order to stay motivated. It is true for your clients with a Difference filter. They like frequent and drastic change and will be excited with new methods and concepts. This may require you to become creative when it comes to basic foundational moves like a good old squat.

Clients with a Sameness filter would rather things to stay the same. They are empowered when relied on to complete repetitive activities that they remember from session to session. They may not be willing to try new exercises.

No need to re-invent the wheel at every session as the bulk of the population, 70%, is driven by sameness while the remaining 30% is driven by difference.

“No need to re-invent the wheel at every session as the bulk of the population, 70%, is driven by sameness while the remaining 30% is driven by difference.”

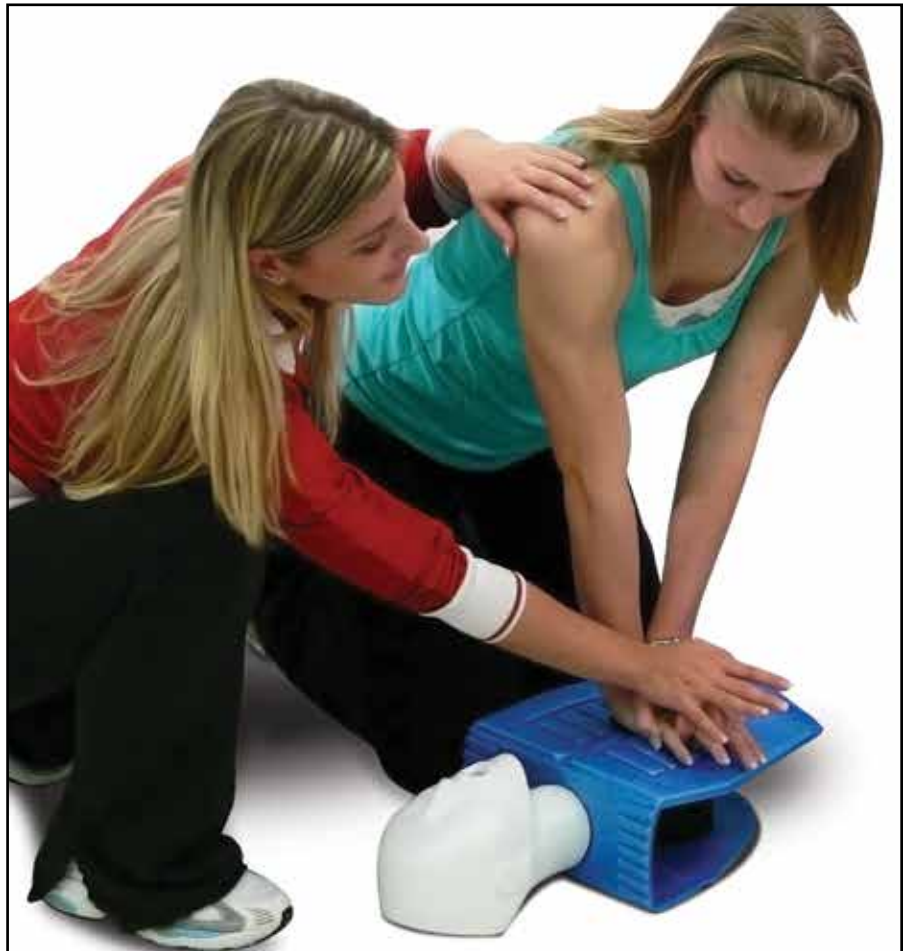
Scope: Specific or General

Clients with a *Specific* scope will continue to train with you if you offer them lots of details and spot small mistakes they can work on. They will want to know, in detail, what each session will include, while your clients with a *General* filter will prefer a global overview of their workout. They may get frustrated with too many details, so stick with a big picture approach.

If you are interested in learning more about Meta Programs, they are covered in part in the canfitpro Certified Coach Practitioner's course, in conjunction with the Certified Coaches Federation.



Speaker, Life & Executive Coach and No.1 Best Selling Author, Nathalie has been in the fitness industry for over 30 years. She combines her fitness background with motivational concepts and the brain programming processes she practices as a Master Practitioner in Neuro Linguistic Programming.



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My Body Let Me Down . . . Again

Learn to be more self-aware by listening to the signals your body is sending to you

By Gray Cook



I know I've thought this...maybe I've even said it.

"My body let me down."

Beyond my personal usage, it's a very frequent statement I hear as a coach and as a physical therapist. It's often how people refer to a performance that wasn't up to speed or an injury that was unforeseen.

For a different perspective, you could also flip the statement to 'you let your body down'. Maybe your body has been sending you signals for quite some time that things weren't right: feeling tired all the time, less than optimal energy, poor flexibility, a problem on one side or pain with simple movements. All of these things are signals; the only way your body really has to communicate with you.

A simple checklist could help you quickly locate the source(s) of your body's problem with you:

QUALITY	QUANTITY
<input type="checkbox"/> Sleep	<input type="checkbox"/> Sleep
<input type="checkbox"/> Food	<input type="checkbox"/> Food
<input type="checkbox"/> Movement	<input type="checkbox"/> Movement
<input type="checkbox"/> Relationships	<input type="checkbox"/> Relationships

Are any of the boxes unchecked?

In today's highly-quantified life, with all kinds of gadgets that will analyze your body's natural rhythms, frequencies and tendencies, the one thing you're failing to recognize is a need to be self-aware. Some of the best athletes of all time just know their body so well they don't need the technology. You may not be as self-regulating and in need of a device to help you get to that level.

Start deciding to write down if you had a good night's sleep before you check and see if a device told you that you did. See if you

actually had an awesome trail run (by both time and feel) before you look at your optimal heart rate and your recovery. Can you estimate your state of readiness before a new app tells you about your heart rate variability and your current state of readiness?

You don't need a device to see if you're letting down your body. If you have pain with simple movements or during exercise and don't do anything about it, you're letting your body down. It's the only way your body has to speak to you in that pattern. You are so self-unaware of poor movement patterns that your body finally had to use its loudest volume to communicate with you.

We look at a lot of signals. With Functional Movement Screening and Y-Balance Testing, we can easily see when your body's function is actually under your expectations for the activities you're getting ready to do. Does it mean you'll have an injury? No. Does it mean you'll have a less than optimal opportunity to become better? Probably.

There is a constantly recurring theme in movement screening and movement testing research: those who compared the most poorly to the majority of most groups also required greater resources to accomplish the same results as the majority.

Ankle mobility is a very, very important factor in the fitness and athletic communities. What's an indicator you can figure out right now? If you've lost your deep squat, the ability to sit deeply, almost butt-on-heels without weight, just in your living room or outside, with or without shoes on, then there could be an ankle mobility problem. So, if you've lost your deep squat, that's the first signal that you are no longer moving as authentically as your forefathers, or a three-year-old. Secondly, if you have pain with movement that's not extreme movement (not intense, not loaded - it's simply an average movement pattern: touching your toes, lunging on each side) that's your body sending you a signal.

Inability to perform movement patterns and put your body into shapes and postures that are absolutely normal is an indicator that there's dysfunction. Look at somebody else doing a movement or look at a textbook picture of a movement. Can you reproduce that movement? Can you read and write the language of movement patterns? If you see a squat, attempt one, and actually perform a hip hinge, then you cannot read and write movement patterns.



“Inability to perform movement patterns and put your body into shapes and postures that are absolutely normal is an indicator that there’s dysfunction.”

If this were English class, I’d question your literacy and your fundamentals. But, if it’s a day at the gym, we suspend logic and just load on some weight and see how much you can push . . . then post the experience on Facebook.

Listen to the signals your body is sending you. If you’re having a hard time reading those signals, ask for help. The Functional Movement Screen was designed to help start the conversation. Most people think it was designed to finish the conversation. It was not. If your movement screen is normal, it doesn’t mean all things are well. There are lots of other tests we need to do to solidify, say, your performance and your durability. If your movement screen is clear, but you’re having fitness problems, we can then actually screen your fitness and fundamental capacities. If your movement screen is dysfunctional, we can actually put your fitness goals over to the side for a minute, work intensely for about a week on corrective strategy and see if we actually changed your movement screen. If we did, we could go back and measure that fitness issue that was giving you a problem. If it’s gone, what you thought was a fitness problem was simply a functional problem.

This occurs so often with the participants at our Fundamental Capacity Screen (FCS) courses that it seems staged. I assure you that it isn’t, but it does demonstrate that we decide on the problem before we measure or baseline all of the potential sources or complicating factors.

Last, but not least, if you have pain during a movement screen, the movement screen has done its job. It’s not going to tell you too much more about that pain, other than the site where it occurred and the movement pattern that provoked that symptom. From that standpoint, we’ve got a nice safety net. A professional, like a chiropractor, certified athletic trainer, physical therapist or a physician trained in the SFMA can take that same movement pattern language that we use in the movement screen to help engineer your fitness and actually construct a rehabilitation plan that’s based on your movement pattern behaviors, not just look at you like a bag of body parts.

If you want to know how to listen to your body, just start listening to your body. Start listening to the signals I’ve been discussing. Follow some of the guidelines I’ve given you. If you’re having a hard time just getting reintroduced to your body, that’s

when sometimes a single session of a movement screen is worth 10 workouts from the exact same professional. A single step in the wrong direction can be easily fixed, but 2,000 steps in that wrong direction will require serious time and energy to correct.

Map makers and geographers will tell you, “The map is not the territory. It’s simply a representation. The territory is much different, much more diverse, and ever-changing. The map is a fixed set of images that simply relates to the territory.” Looking at an anatomy book and pointing out your painful body part, that’s playing with a map. Going through a movement screen, going through corrective strategy, confronting your own inappropriate movement behaviors . . . that’s getting into the territory. That requires you to get your feet a little muddy and your hands a little bit calloused. In the end, you and your body will be talking together. You and your body will be engaging the familiar and the unfamiliar with integrity.



“If you’re having a hard time just getting reintroduced to your body, that’s when sometimes a single session of a movement screen is worth 10 workouts from the exact same professional.”

Whether you start listening to the signals of your body and using some quantifying assistance to gauge your perception to its measured reality or whether you want to seek out a movement screen professional to just help you find out where your movement literacy is probably good enough to pursue a training goal and where it’s inadequate, you’re probably never going to see that goal unless you learn how to read and write movement patterns first. It doesn’t replace any of the fitness strategies or performance strategies you’ll put on top of that. However, most coaches at the elite levels are far too wise to put unnecessary fitness loads on inappropriate movement patterns. The movement screen was our simple way to tap into this acquired wisdom long before we are as accomplished and wise.

If you believe that perception drives behavior, then embrace the corollary: Self-awareness is the first step towards self-regulation.

If you’ve got 10 minutes, shake hands with your body, because you’re getting ready to start communicating in a completely different way. Start by listening and understanding. Maybe you’ve failed your body and it’s not that your body failed you.



Gray is a practicing physical therapist, orthopedic certified specialist, certified strength and conditioning specialist, and an RKC kettlebell instructor. He is the founder of Functional Movement Systems. His work and ideas are at the forefront of fitness, conditioning, injury prevention and rehabilitation.



Age Be Damned

Bridging the generation gap and reinforcing what it means to grow 'old' today



By Colin Milner, CEO, International Council on Active Aging

There is a growing sentiment in society today that age is just a number. As our expectations for growing old change, a new mantra is emerging to support this view: **“Age be damned.”**

At the root of this shift are the scientists who dissect every aspect of growing old - from the impact that lifestyle modifications have on disease management, to preventive strategies that help us age well. These unsung heroes, and their findings, enable us to develop and provide solutions that can reduce many of the challenges and obstacles associated with growing old. Their efforts drive recommendations

and demands for new models and social contracts that promote older adults' abilities and contributions. And their findings encourage us to recognize the benefits of a more cohesive, inclusive society. This growing body of research is not only shifting views and expectations of what is possible over the life course, but redefining the life course as well.

The World Health Organization's

director general shares the new way of thinking. “When a 100-year-old man finishes a marathon, as happened last year, we know that conventional conceptions of old age must change,” said Margaret Chan in her World Health Day message in 2012. And changing they are.

A new survey from AARP shows that people in their 60s (69%) and 70s (69%) are not letting problems with their physical health hold them back from what they want. Those in their 40s (58%) and 50s (63%), however, find this a bigger issue.

Still, “89% of older adults and 84% of younger adults say they're confident they can maintain a high quality of life throughout their senior years,” reports a 2014 survey conducted by the National Council on Aging, National Association of

Area Agencies on Aging, United Healthcare and USA Today.

The question is: Is this raw optimism based on facts or denial of facts?

The same AARP research reveals that 85% of survey respondents, ages 40-90, don't see themselves as old yet. For the poll, individuals were asked the question, "At what age is a person old?" People in their 40s said 63; individuals in their 50s thought 68; adults in their 60s answered 73, and those in their 70s said 75. Respondents consistently viewed "old" as a future state. But there is disconnect between how we see ourselves and how we see others. This disconnect may be because we tend to think of ourselves as 10-15 years younger than we are, or it could be due to the older population's diversity, or it could simply be denial. Whatever it is, when we talk about others the tone of the conversation shifts. For example, a recent social research study by Pfizer shows that 62% of the 4.2 million tweets about aging posted in the last 12 months were negative. It is key to address this issue for people to widely embrace a new view of aging. The question is how?

In June 2014, ICAA presented at an "expert consultation" for the OECD (Organization for Economic Co-operation and Development). During this presentation, ICAA recommended that one way to change views of aging is to enlist role mod-

"We should acknowledge the great gift of getting older - fear shouldn't be our dominant emotion about this change."

els of all ages and abilities. Role models can dispel myths of aging. They can also demonstrate that people are capable of participating fully in life throughout the life span. By encouraging older adults to recognize their potential and to be active in society, we can bridge the perceived

generation gap and reinforce for all what it means to grow old today.

"We should acknowledge the great gift of getting older - fear shouldn't be our dominant emotion about this change," says Ted Fishman, author of Shock of Gray. "We should be optimistic about it, but we also need to be willing to do our job as citizens and be smart about it. That means taking better care of our finances - working longer, staying engaged with our families, and taking better care of our health."

Each of us can become a role model and illuminate what it means to age well, not only for current generations, but for generations to come. So, are you on board?



Colin Milner, is the CEO of the International Council on Active Aging®. Connect with him on Twitter, Facebook and LinkedIn.



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Self-Care NOW!



Take care of yourself so you have more to give

By Lisa Greenbaum, E-RYT 500, C-IAYT, YACEP

With the New Year upon us, resolutions being made, and new goals being set, the time is now to make sure self-care practices are at the top of your list. Too often my clients are coming to me suffering from burnout because they take on too much, try to be everything to everyone, and functioning at the top of their game every day. Sure, these are great things to have on your list of goals but without a proper self-care routine to help you balance out all you give, you will be giving from an empty cup, otherwise known as that all too familiar word: burnout.

Burnout affects everyone. I find in this industry it's an all too common theme. We work very odd hours (especially when we are first starting out), we have challenges

fitting in our own workouts, or if teaching group classes we are often working out too much, we take on the stress from our clients, and have our own continual life stress of trying to hold it all together. Burnout shows its face in many ways from irritability, mild to moderate depression, feeling stuck, lethargic and possible insomnia, poor digestion, or a general feeling of disconnection.

Self-care isn't selfish. Self-care is one of the most unselfish things that you can do. By taking care of yourself and filling your own cup, you have more to give. When you try to give from a space of depletion you will only feel resentful. The life you've built around doing what you love becomes a hollow space leaving you confused and more stressed. If you haven't figured it out

already, I'm speaking from personal experience – a few times around this circle.

So where to begin? One thing we talk about in Yoga is the balance between prakriti (nature or self) and purusha (true Self). By understanding our nature, we can feel more connected to ourselves. So how do we understand our nature? There are a few ways.

1. Ayurvedic Dosha Test

You can search any test on the internet and get the same results. Basically, according to ayurvedic science, everything is comprised by three different doshas: pitta, vata or kapha. Our likes and dislikes are determined by the dosha we are more affiliated to. This also helps personalize our needs around self-care.

Pitta, is represented by a fiery nature. Those that are strong pitta are highly energetic people, have a lot on the go, and generally feel happiest when pushed to the edge a little bit. The challenge here is maintaining the balance on the edge, as all too quickly the fires rage out of control and anger and resentment set in. Without enough to do, pitta feels useless. For someone with high pitta, maintaining a daily exercise routine (without over doing it) is key. Taking walks in nature or spending time near water has a calming effect on the pitta fire. As like attracts like, cuddled up by a warm fire also helps settle the nerves for our pitta friends.

Vata is represented by the element of air. Those high in vata are our highly creative friends that spend a lot of time lost in their heads. The danger here is a lack of grounded energy and overthinking, leading into a negative spiral. Practicing mindfulness through grounding exercises

“Self-care is one of the most unselfish things that you can do.”

helps vata tremendously. As vata’s tend to be cold, a regular hot yoga practice may be helpful particularly in winter. Hot baths and sitting by the fire are also very soothing.

Kapha is the earth element. Those high in kapha love to be at home. They are the nurturers, taking care of the family, always there to help others. They are steadfast and true. The dangers of high kapha is struggling to put themselves first. They also need a higher motivation to get moving, as rest time is always more attractive to them than moving. A regular exercise routine that builds in intensity, such as yoga or weight training, is very helpful. Getting outside for fresh air and going to new places also helps counter kapha energy. However, everything in moderation, as kapha’s need a lot of mental downtime to off-set energetic output.

2. Meditation

Yep, I’m saying it again. A daily meditation practice is paramount for every single person out there hustling and busting. The more you think that you don’t need to meditate, the more I promise you that you need to. With meditation, it’s all about finding the hook - having that one experience where it all comes together and you finally feel it. You find that sensory impression in mind and body when it all

comes together. In Yoga we call this dhyana, the meditative mind. With a regular meditation practice you will have better clarity of mind, feel more in control of your emotions, and make better decisions. In essence, you will stop sweating the small stuff and be more objective around the big stuff.

Meditation helps you feel more connected to you, or in other words connected to Self or our light within, that which never changes. It is said we become so lost by our prakriti (nature), how we look, what we have, what we are doing, that we forget that the light exists. It is this misunderstanding that leads to disconnection and eventually burnout. Stop the cycle now by creating more time for you by simply just being. Whether you sit in silence, listen to meditation music, follow a guided meditation through YouTube or even a quiet walk in nature, there are many ways to practice meditation. Follow your heart and see what happens.

3. Make a Happy List

One of my favourites! Write down all the things that you love to do just for you, and do one thing from that list every single day. This is highly personal and does absolute wonders to fill your heart and refresh your soul. The only rules are that it is something that you love, that it’s done in moderation, and that it fills you up rather than depletes you. A long run, watching the waves, long talks with good friends, cuddles with your fur babies, cooking, bubble baths, reading, a glass of wine, watching a favourite movie... the list is literally endless. The funny thing is, we often forget or take for granted that we will get around to those things eventually. Don’t wait for happiness to find you – go get it. Make it a priority! That is self-care at work.

Yes, there are a million things to do and only so many hours in the day, but I promise you it will all catch up to you eventually if you aren’t practicing self-care every day. These are just a few suggestions, the list is endless. The bottom line is you can’t give from an empty cup. Fill yourself up and everything else will fall into place.

Namasté



Lisa is E-RYT 500, YACEP and the Director of YogaFit Canada. Known for bringing an easy-going style to her teaching by encouraging everyone to honour and listen to their bodies, Lisa has been teaching group fitness and yoga in Toronto since 2001.

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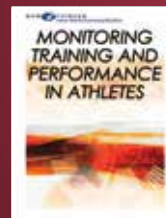
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HUMAN KINETICS

Glute Activation

Creating stability in the hips and pelvis

By the Merrithew™ Team

These exercises, from the STOTT PILATES® Rehab repertoire, are aimed at getting the glutes to fire and create stability in the hips and pelvis. See these exercises in action and explained by Merrithew™ Master Instructor Trainer, Wayne Seeto, on the Merrithew blog at merrithew.com/blog.



Glute Activation: **Crossover Press on Stability Chair™**



This exercise trains the glutes as stabilizers in a functional standing position. The far-reaching leg creates an adduction movement which forces the glutes and adductors in the opposite hip to fire to stabilize the pelvis.

Starting Position: Standing next to the Stability Chair pedals, feet parallel with the side of the metal frame. Back heels are aligned with the back edge of the frame. Hand rests on the Stability Chair handles. The foot closest to the Stability Chair is as close as possible,

while still allowing clearance when the pedals are pushed down. The outside foot comes across the leg closest to the Stability Chair to rest on the pedals.

Inhale: Bring the pedal leg up.

Exhale: Push the pedal down.

Repeat 5-10x

Tips: The knee that is being lifted will often splay out to the side, releasing the glutes and adductors from working and avoiding the coronal plane challenge. Encourage the knee to lift along the midline.

Glute Activation: **Footpress on Long Box**



Work the glute max, glute med and stabilizer muscles in this dynamic exercise that encourages a functional standing position.

Starting Position: Place the Long Box lengthways next to the pedals of the Stability Chair, with enough clearance for the pedals as they are pushed down. Stand with one foot on the Long Box and the other on the pedals. Hand is placed on the handlebar. Feet are hip distance apart.

Inhale: Prepare

Exhale: Bending the knee of

the outer leg, press down on the pedals and lower down.

Pause with the outer leg bent. **Inhale:** Keeping the outer leg bent, bend the inner leg and allow the pedals to rise.

Exhale: Extend the inner leg, pushing the pedals down. *Repeat 5-10x, then return to a standing position.*

Tip: The hip will often drop, or the pelvis will shift outwards, going into excessive adduction, losing the connection through the abduction system. Keep the pelvis central, with the heel of the standing leg underneath the sitz bones.



Glute Activation: **Forward Step Up on Stability Chair™**

Engage the glutes and work on hip stabilization with this exercise.

Starting Position: Facing the Stability Chair, place hands on the handlebars, step onto the pedals with the balls of the feet, feet hip distance apart. Place one foot on the seat of the Stability Chair, toes facing forward, ankle under knee.

Inhale: Drop the heel of the foot on the pedal, extending through the calf.

Exhale: Plantar flex the foot on the pedal as the weight shifts forward, and lift up as the leg on the seat straightens. The bodyweight is shifted slightly forward so that the torso follows the line of the back thigh.

Tips: Ensure that the hip doesn't drop, keeping the hips level throughout and maintaining integrity of the pelvis.

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Mindful Eating



How we feel while eating impacts the body's ability to metabolize food

By Gillian Mandich

The ancient poet Rumi once said: “The satiated man and the hungry man do not see the same thing when they look upon a loaf of bread.” Although in today’s world that loaf of bread may be gluten-free or sprouted, the truth of that quote still rings true: our perception of food varies depending on our relationship with it.

Consider this: A dinner plate with chicken, salad, and rice can be something very different depending on who it is placed in front of. A dieter may see the meal’s total calorie content, an athlete may see a plate

of fuel in the form of grams of protein, a vegetarian might look upon the slaughter of a chicken, and a scientist may gaze at a collection of chemicals and molecules. What is remarkable about that dinner plate is that each of those individual’s bodies would metabolize and react to that same meal in different ways based on how each of them relates to it because one of the most essential components of metabolism isn’t a vitamin, a chemical, or a molecule, it is your psychological relationship with food; meaning, how you think and feel about what you eat impacts how your body digests it.



Food for Thought

According to food psychology (the study of the mental processes behind how and why we eat), the thoughts and feelings you have when you eat play a role in how you metabolize food. If you are feeling guilt or shame about eating extra calories, you trigger a stress response that can slow digestion and even increase fat storage. The same goes if you are having negative thoughts about a healthy meal, (“Ugh, chicken and broccoli again?”). Here’s how it works: the negative neural signals initiate an inhibitory response in the digestive organs, preventing the body from fully metabolizing your food. This inhibitory response also affects hormones (such as insulin and cortisol), which can lower the calorie burning efficiency of your body and cause you to store more of your food as fat.

Your Brain and Body on Food

Your emotional connection with food is largely responsible for the way your body responds to it on a physiological level. When you eat, your brain releases powerful chemicals such as endorphins (that make you feel good) and dopamine (which can motivate you to keep munching). For example, decadent treats such as cookies or ice cream can release more endorphins than eating something naturally sweet (and potentially healthier), such as fruit. Although both of these foods contain sugar, they are different types of sugar that affect the body very differently.

Making Connections

Our relationship with food began on a basic emotional level when we were babies (when food = survival), and this relationship became more and more complicated through endless amounts of advertising; dieting; eating when we're sad, lonely, happy, bored, at parties, or going out, and on dates. The result of this is that food is no longer just something that is integral to survival – it has become a symbol of comfort, enjoyment, happiness, celebration, and prosperity.

Because your brain is always creating associations, how you feel when you eat impacts your body's relationship with that food. For example, who hasn't reached for a tub of ice cream after a break-up, or zipped into a drive-thru after a bad day? If you eat when you feel sad and then you feel better, you strengthen the association in your brain that that food makes you feel better. The next time you feel sad your brain will tell you to eat that food because it knows you will feel better (even if just for the short term). Knowing this, it is important to be mindful of what you eat when you are in emotionally heightened situations so that your brain doesn't link unhealthy food choices as a way to pacify emotionally challenging moments.

TRY THESE TIPS TO ENCOURAGE MINDFUL EATING:

- 1. Slow down.** Eating is not a race, so take time to chew your food slowly. Savour and enjoy the flavours in every bite.
- 2. Unplug.** Make mealtime a tech-free time. Turn off all electronic devices and distractions before you sit down to eat.
- 3. Connect.** When you sit down to eat, ask yourself, where did your food come from? Knowing your food sources as well as how it went from the farm to your table will allow you to have a deeper appreciation for what you are eating.



Eating: A Full Sensory Experience

We tend to think that the amount of food we eat is a result of how hungry we are. It is a factor; however, it is not the only one. We are also affected by the smell, sounds, and look of food as well as the size of plates, serving spoons, packets, and more.

“Because your brain is always creating associations, how you feel when you eat impacts your body's relationship with that food.”

Research from Cornell University found that the average person eats 94 percent of the food on their plate, regardless of size, yet they report feeling equally full from both smaller and larger plates. The same study also found that people are more likely to overeat food that comes in a wide container as compared to a tall one.

Maximizing Your Nutritional Success

Studies have shown that people eat more when they are distracted (such as eating while watching TV or talking with friends). The next time you sit down to eat a meal be sure to not just go through the motions, make a conscious effort to eat mindfully. Mindful eating can not only enhance the experience of the meal, but it can also help you to learn to eat when you're hungry, stop when you're full, and control cravings.

You can also set up your environment for nutritional success. At home, try to make the only food visible on the counter a bowl of fruit or healthy food, because individuals who leave junk food (such as cereal or candy) in plain sight are more likely to overeat and weigh more. In the workplace, avoid eating at your computer, as those who do not only eat more, but can't effectively recall what they ate even as little as 30 minutes after a meal. Finally, when you are grocery shopping, your mind wants to see a full shopping cart and you are more likely to keep filling your cart if it doesn't look full. Try to fill the front of your grocery cart (the part you can see) first, and fill it with healthy food. You can also consider chewing gum while shopping (gum chewers tend to buy about 7 percent less junk food when they shop).

DID YOU KNOW?

Not only do our serving dishes affect how much we eat, the variety of food we have matters too. Research has found that simply increasing the perceived variety of food in front of us can increase consumption. In an iconic study where participants were presented with a bowl with an assortment of 300 m&m candies with either 7 or 10 colours (the taste of all the candies was identical), participants who were given the bowl with 10 colours ate 43 percent more (91 versus 64 candies) over the course of an hour.



Gillian is currently completing her PhD at Western University in Health and Rehabilitation Science. She teaches health and wellness on a variety of platforms including TV, radio, university classrooms, podcasts, magazines, online, video, documentaries, yoga studios, and more.



Serves: 6
Prep Time:
 30 minutes
Bake Time:
 30 minutes

EASY & FUN FISH TACOS

By Gillian Mandich

INGREDIENTS

- 6 (4-6oz) fillets tilapia
- 2 limes, juiced
- 3 **tbsp** olive oil
- 1 **tbsp** honey
- ½ **tsp** cayenne pepper
- ¾ **tsp** celtic salt
- ¾ **tsp** pepper
- ½ **tsp** fresh garlic (or garlic powder)
- ½ **cup** coconut flour (optional)
- ½ **tbsp** coconut oil

Shell Ingredients (optional – can substitute with lettuce wraps)

- ¼ **cup plus 2 tbsp** coconut water
- 2 eggs
- 2 **tbsp** coconut oil
- ½ lime, juiced
- 2 **tbsp** coconut flour
- ¼ **tsp** baking powder
- ½ **tsp** chili powder
- ¼ **tsp** garlic salt
- ½ **tsp** sea salt

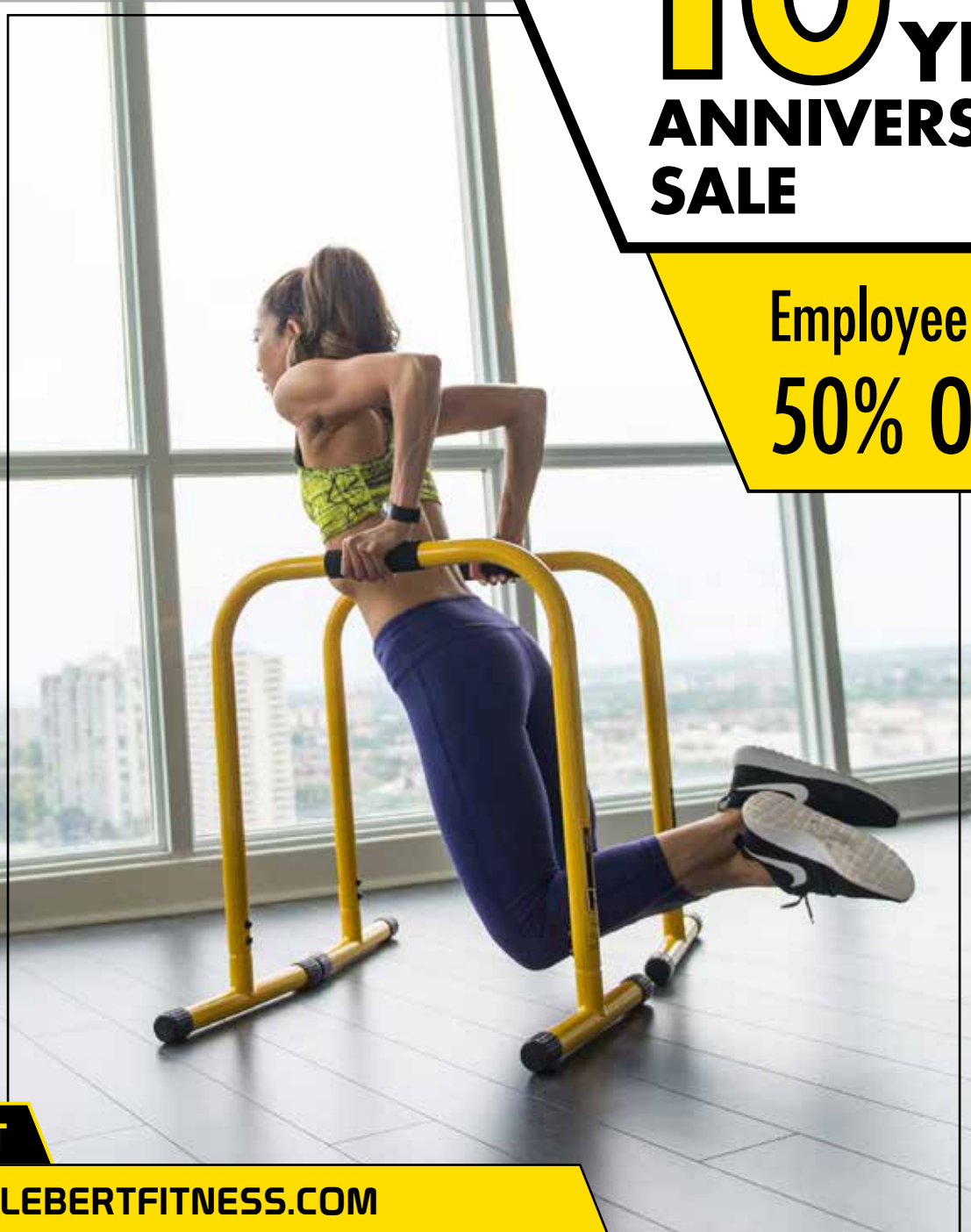
INSTRUCTIONS

1. Assemble marinade by combining lime juice, olive oil, honey, cayenne, salt, pepper, and garlic in a shallow container with a lid. Add fish and marinate in the refrigerator for 30 minutes to overnight.
2. When ready to cook, remove the tilapia fillets from the marinade and lightly coat with coconut flour on both sides (optional). Heat 1-2 **tbsp** coconut oil in a medium skillet over medium-high heat until shimmering and then cook fillets for 3-4 minutes per side (or until opaque and browned). Add additional oil to the pan if necessary.
3. To prepare the shells, whisk together coconut water, eggs, coconut oil and lime juice.
4. In a separate bowl, combine coconut flour, baking powder, chili powder, garlic salt, and sea salt.
5. Slowly pour wet ingredients into the dry ingredients, whisking as you pour so clumps don't form.
6. Heat ¼ **cup** coconut oil over medium high heat. When the oil is hot, pour ¼ **cup** of batter in the pan, tilting pan so the batter spreads thinly. Let the batter sit untouched for one minute then put a lid on the pan and cook one minute more. Flip the tortilla and fry for 2 more minutes.
7. Assemble each taco on a tortilla (or lettuce wrap) with a piece of fish. Top with shredded lettuce, cilantro, guacamole, and salsa.

PER SERVING: Calories 230 • Saturated Fat 6 g • Total Fat 17 g • Protein 14 g • Total Carbs 5 g

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Manger consciemment



Comment nous nous sentons en mangeant, affecte la capacité du corps de métaboliser la nourriture

Par Gillian Mandich

L'ancien poète Rumi a dit un jour : « L'homme rassasié et l'homme affamé ne voient pas la même chose quand ils regardent un pain. » Bien que dans notre monde d'aujourd'hui ce pain peut ne pas contenir de gluten ou contenir des grains germés, la vérité de cette citation sonne toujours vraie, notre perception de la nourriture varie en fonction de notre relation avec elle.

Considérez ceci : une assiette garnie de poulet, de salade et de riz peut être

quelque chose de très différent en fonction de qui est assis devant. Une personne qui suit un régime peut voir les calories totales du repas, un athlète peut considérer que c'est du carburant en grammes de protéines, un végétarien s'indigne peut-être de la boucherie d'un poulet et un scientifique peut considérer la collection de produits chimiques et de molécules. Ce qui est remarquable à propos de ce plat est que le corps de chacun de ces individus métabolisera et réagira à ce repas de

façons différentes en fonction de sa relation au repas, car une des composantes essentielles du métabolisme n'est pas une vitamine, un produit chimique ou une molécule, mais c'est notre relation psychologique avec la nourriture, donc notre façon de penser et de ressentir envers ce que nous mangeons, influence comment notre corps le digère.

Matière à réflexion

Selon la psychologie alimentaire (l'étude des processus mentaux derrière comment et pourquoi nous mangeons), les pensées et les émotions que nous avons quand nous mangeons jouent un rôle dans notre métabolisation de la nourriture. Si nous ressentons de la culpabilité ou de la honte, manger des calories en plus, nous déclenchons une réponse de stress qui peut ralentir la digestion et même augmenter l'accumulation de gras. La même chose est



vraie si nous avons des pensées négatives à propos d'un repas santé (" Ouache, du poulet et du brocoli, encore ? "). Voici comment cela fonctionne : les signaux nerveux négatifs amorcent une réponse inhibitrice dans les organes de digestion prévenant le corps de métaboliser complètement les aliments. Cette réponse inhibitrice affecte également les hormones (comme l'insuline et le cortisol) qui peuvent diminuer l'efficacité du corps à brûler des calories et causer une plus grande accumulation de nourriture en gras.

Votre cerveau et votre corps face à la nourriture

Votre connexion émotive avec la nourriture est largement responsable de la façon dont votre corps y répond au niveau psychologique. Quand vous mangez, votre cerveau libère de puissants produits chimiques comme les endorphines (qui vous font sentir bien) et la dopamine (qui peut vous motiver à continuer de grignoter). Par exemple, des gâteries décadentes, comme des biscuits ou de la crème glacée, peuvent libérer plus d'endorphines que la consommation de quelque chose de naturellement sucré (et potentiellement meilleur pour la santé) comme un fruit. Bien que ces deux types d'aliments contiennent du sucre, il y a différents types de sucres qui affectent très différemment le corps.

Faire les connexions

Notre relation avec la nourriture a commencé sur un niveau émotionnel de base quand nous étions bébé (quand nourriture = survie) et cette relation est devenue de plus en plus compliquée suite à des quantités sans limites de publicités, de diètes, de manger quand nous sommes tristes, seuls, joyeux, ennuyés, lors de fêtes, quand nous sortons et lors de rendez-vous. La conséquence de tout ceci est que la nourriture n'est plus seulement quelque chose d'intégral à la survie — elle est devenue un symbole de confort, de plaisir, de bonheur, de célébration et de prospérité.

Parce que notre cerveau établit toujours des associations, comment vous vous sentez quand vous mangez affecte la relation de votre corps avec cette nourriture. Par exemple, qui n'a pas touché à un litre de crème glacée après une rupture ou ne s'est pas arrêté à une commande au volant après une mauvaise journée ? Si vous mangez quand vous vous sentez triste et qu'ensuite vous vous sentez mieux, vous renforcez l'association dans votre cerveau que la nourriture vous fait sentir mieux. La prochaine fois que vous vous sentirez triste, votre cerveau vous dira de manger cette nourriture, car il sait que vous vous sentirez mieux (même si seulement pour une courte durée). En sachant cela, il est important de vous soucier de ce que vous mangez quand vous vivez des situations chargées émotivement afin que votre cerveau n'associe pas des choix de mauvais aliments pour atténuer ces moments.

Manger : une expérience sensorielle complète

Nous avons tendance à penser que la quantité de nourriture que nous mangeons dépend de la faim que nous ressentons. C'est un facteur, mais pas le seul. Nous sommes également affectés par les odeurs, les sons et l'apparence de la nourriture ainsi que les dimensions des plats, les cuillères de service et plus. Une recherche de l'université Cornell a trouvé que la personne moyenne mange 94 pour cent de la nourriture dans son assiette indépendamment de sa dimension et qu'elle se dit également rassasiée par les plats plus petits ou plus grands. La même étude a trouvé que les gens sont plus susceptibles de manger plus de nourriture si elle est présentée dans un large contenant comparativement à un contenant plus haut.

Maximiser votre succès alimentaire

Des études ont démontré que les gens mangent plus quand ils sont distraits (comme manger en regardant la télévision ou en discutant avec des amis). La

prochaine fois que vous vous assoyez pour manger un repas, assurez-vous de ne pas le faire machinalement, faites un effort pour manger consciemment. Manger consciemment ne fera pas qu'augmenter l'expérience du repas, mais cela peut également vous aider à apprendre à manger quand vous avez faim, arrêter quand vous êtes rassasiés et contrôler les fringales.

Vous pouvez aussi arranger votre environnement pour un succès alimentaire. À la maison, essayer de ne laisser qu'un seul bol d'aliments visible sur le comptoir, un bol de fruits ou d'aliments santé, car les personnes qui laissent à la vue de la malbouffe (comme des céréales ou des friandises) ont tendance à trop manger et peser plus. Au travail, évitez de manger devant votre ordinateur, car ceux qui le font non seulement mangent-ils plus, ils ne peuvent se rappeler ce qu'ils ont mangé même 30 minutes après un repas. Finalement, quand vous faites l'épicerie, votre cerveau souhaite voir un panier plein et vous êtes plus susceptibles de continuer à le remplir s'il ne semble pas plein. Essayez de remplir d'abord le devant de votre panier d'épicerie (la partie que vous pouvez voir) avec des aliments santé. Considérez mâcher de la gomme pendant que vous magasinez (les mâcheurs de gomme ont tendance à acheter environ 7 pour cent de malbouffe en moins).

Essayez ces trucs pour vous encourager à manger consciemment :

- 1. Ralentissez.** Manger n'est pas une course donc prenez le temps de mâcher lentement vos aliments. Savourez et appréciez les saveurs de chaque bouchée.
- 2. Débranchez-vous.** Faites du repas un temps libre de technologie. Fermez tous les appareils électroniques et éliminez les distractions avant de vous assoir pour manger.
- 3. Connectez-vous.** Quand vous vous assoyez pour manger, demandez-vous d'où provient votre nourriture. Connaître les sources de votre nourriture ainsi que la façon dont elle est partie de la ferme pour arriver à votre table vous permettra d'avoir une plus grande appréciation pour ce que vous mangez.

Saviez-vous ?

Les plats de service n'affectent pas seulement la quantité que nous mangeons, la variété d'aliments importe également. La recherche a démontré qu'une simple augmentation de la perception de variété de nourriture devant nous peut accroître la consommation. Dans une étude iconique où les participants recevaient un bol avec un assortiment de 300 friandises m&m avec soit 7 ou 10 couleurs (le goût de toutes les friandises était le même), les participants qui recevaient un bol avec 10 couleurs mangeaient 43 pour cent plus de friandises (91 versus 64 friandises) en une heure.



Gillian complète actuellement son doctorat à l'université Western en sciences de la santé et la réhabilitation. Elle enseigne la santé et le bien-être sur plusieurs plateformes incluant télévision, radio, classe à l'université, baladodiffusion, revues, en ligne, vidéo, documentaires, studios de yoga et plus.



Ignite Your Leadership Spark

10 things you can do right now to inspire action and create change

By Maureen Hagan

Today leaders are expected to be so much more than a manager of duties and deadlines. Leaders are being stretched. They are being asked to do more and to be more—more creative, more adaptable, more innovative and more strategic. At the center of every workplace and project is the team—people who look to their leader for inspiration, a vision and a cause. Without the understanding and insight into what makes a strong, self-confident and effective leader, leaders cannot move beyond management to ignite their own leadership spark and

the passion in others. In order to positively influence others, we must look at ourselves, develop a conscious awareness of our leadership abilities and open ourselves to growth and development. This is a perfect time of year to reflect on your own leadership and renew your intentions in both work and life. This article provides you with invaluable advice presented by a distinguished group of leaders, who came together this year at canfitpro's inaugural *Ignite Leadership Symposium*.

It was refreshing and very satisfying to see so many leaders from all walks of

life, both inside and outside of the fitness industry, attend this 2 day event. canfitpro felt it was important to bring this type of education to world fitness expo and it is our intention to make this an annual event. Why would you consider attending a leadership event at a fitness conference? Just as great trainers and instructors inspire people to exercise to create change, great leaders inspire action to create change.

"I walked in not knowing how the day would unfold and walked out inspired and energized. To see like-minded people come together, all who want to make a change in the world was soul stirring. Each delegate brought their unique voice and story, but my big takeaway was how much more similar we all are in both our



“It was an absolute privilege to be part of the inaugural Leadership Summit at World Fitness Expo 2017. The quality and caliber of the presenters was second to none, and the program was very well thought out and comprehensive. I would highly recommend anyone who is in a leadership position, or aspires to be to attend”

Ryan Hogan (Business Development Leader and Speaker)

struggles and desires, than we are different. To be a leader takes both vision and courage. It also takes resources, relationships and resilience. Throughout my own presentations, during the leadership panel and in the hallway between sessions, my inspiration tank was filled by meeting attendees who were curious, open minded and excited to learn a new way of strengthening and motivating their inner leader so they can be the change agents of the future”. ~ Petra Kolber

canfitpro was fortunate to have two outstanding leaders, Ryan Hogan and Deb Crowe, co-host this year's event. They gathered the following *“Top 10 List”* of things leaders can do to ignite their own leadership spark from fellow leaders; Todd Durkin, Gerry Visca, Jenni Bryd Grier, Petra Kolber, Jamie and Kim Fitzpatrick, Tasha Hughes, Nathalie Plamondon-Thomas, and Colin Sprake.

1. Spend 80% of your time doing the things you LOVE. Doing the things you love is also in alignment with your strengths (what you do best).

2. Discover your WHY. Start with your passion. Leading with your passion will help you find your purpose. Passion + Purpose = living your WHY (World Helped by You). Life isn't about knowing HOW, life is about knowing WHY. Invest in some 'WHY TIME'.

3. Understand that you are a product of the five people you hang around with. Surround yourself with the people who will catapult you forward and stay away from those people who you feel are like concrete blocks holding you back. There is a power in being connected with like-minded people.

4. Get clear on what kind of leader you are or wish to become. Success in leadership is not a doing. It is who you become in process of leading yourself and others. Ask those around you for feedback and embrace opportunities for growth. Leadership is becoming a game changer in business and in life today. The key to maintaining and sustaining a motivated team begins with you.

5. Manage your mind. Your thoughts are electrical and your feelings are chemical. Emotional intelligence will be the key quality of future leaders. Your thoughts either propel you forward or hold you back. You attract to yourself that which you set out for yourself. Therefore, be defined by a vision of the future and not a memory of the past.

“We were surrounded by greatness within the inaugural Leadership Summit. Each presenter brought their best tips, strategies and they were honest and authentic to share their journey with the audience. Above all their number one most important piece of advice, consistent with all the speakers was, you have to keep learning and growing”.

Deb Crowe (Professional Speaker on Work Life Balance)

6. You and your brand are on social media so you may as well be part of the conversation. Be real. Be authentic. Be YOU.

7. Adopt a practice of morning meditation. This is key for all leaders who are successful.

8. Aim to read and listen to podcasts daily and seek out ongoing, personal development coaching and mentorship.

9. Establish rules in work and life that work best for you. Be able to 'disconnect' and 'reboot' in order to find balance in your life.

10. Connect with people. Create influence. Foster relationships. Build trust. People follow you because they want to.

Thank you to all the leaders who helped to create an inspiring leadership experience at this year's world fitness expo.



Maureen Hagan is vice president of program innovation for canfitpro and GoodLife Fitness. Maureen or Mo, as she is known in the fitness industry, is a global fitness ambassador and has been recognized for her work in fitness that spans over three decades. She is a #1 best-selling author, member of the Board of Directors for Prescription to Get Active and a Reebok sponsored athlete.

Plan SMART

Set your goals properly and enjoy the rewards

By Ross O'Donnell

It's a given that many of your client and participant New Year's resolutions to get fit will grind to a halt before the end of February. Boredom with their routine claims a great many of these well meaning souls. As fitness professionals, you need to become an integral part of the workout to be the motivator. MMA and kickboxing combinations are limitless and defy boredom... increase your marketability and revenue.

Don't fall into the same trap, like many of your well-meaning clients, with an abundance of good intentions to be the best version of oneself in the New Year, only to find yourself back at square one a few months in. Embark on a quest to be the best trainer/instructor you can be by continuing to learn and upgrade your skills. The biggest reason that most resolutions are short lived is not the fact that you can't achieve them, it's that you have set unrealistic goals that quickly become self defeating. Short and long term goals must be set for success to be attained. By setting S.M.A.R.T. goals you are more likely to stay committed.

Take your time to plan your path, remembering, failing to plan is planning to fail. Let's look more closely at each facet of the SMART goal principal.

S Specific: Know what it is that you want to accomplish. To say, "I want to get some new ideas for clients," is too broad ranging and very difficult to assess. Ask yourself what needs improvement. Take a look at what skills you need to improve as a trainer in combat style fitness training. Are my skills meeting my client's needs. Select one specific area to focus on...boxing, kickboxing, MMA or combat boot camp training.

M Measurable: How will you know when you've accomplished it? When you earn your certification and you are retaining and gaining happy, satisfied clients? Clearly define your short and long term goals so that you can recognize when you've reached them. For all of your goals, make sure you record where you are now and where you want to be, and chart your progress.



“Take your time to plan your path... failing to plan is planning to fail.”

A Attainable: Is it possibly to reach? Yes, there a Fitness Kickboxing Canada courses offered across Canada and at all canfitpro events. Register for a course and exam and set yourself up to complete the education within a three month period.

R Realistic: The cost of a course is reasonable, with a full certification costing less then three hundred dollars.

T Time Targeted: The course is a one day, eight hour intensive. The take home exam must be completed within 30 days of the course date.

Don't forget to reflect on your past year successes and misses. Take what you learned from these and apply this to your 2018 goal setting so that when the end of the year comes around you'll have accomplished what you set out to do and perhaps smashed a few more goals you hadn't even thought possible!



Ross O'Donnell is the president and CEO of Fitness Kickboxing Canada Inc. (FKCI). FKCI is proud to be the preferred MMA Certification Provider for canfitpro. For information or to register for a certification, please visit fitnesskickboxingcanada.ca.



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Up your Business Game in 2018

Take these five steps to refocus your game and take your business to the next level

By Amanda DeGrace

Being in the fitness business means that you need to be in shape personally AND professionally! If one area isn't up to par, you feel it in the other, and not in a good way!

1. Reflect on the year prior

It's important to look at your prior business year and see what worked, what didn't, what successes you should celebrate, and what you could have done differently? This is NOT the time to beat yourself up over missed targets. Instead, reflect to better meet your goals moving forward. As a fitness professional, you know that throwing in the towel on your quest to eat healthier because you ate one crappy meal isn't the way to go, so why not look at your business in the same way?

2. Stop spinning your wheels

Do you feel like you are running day in and day out to keep up in your business? STOP. Take a day to plan out your full year ahead and understand what you need to do to keep your plan moving forward with success, motivation, and inspiration. Does a full year of planning seem unachievable? Try the next 90 days instead!

3. Get a handle on the money

Imagine trying to train for a marathon but having no idea how many kilometres the race consists of and having no actual plan to make it happen? Setting your big financial goals and just hoping that you get there by the end of the year isn't a plan either!

Instead, set up manageable steps and check in points to review and adjust your plan for success, both financially and with all your tasks and goals. Just like stepping on the scale doesn't give you the big picture of the effects of your workouts, only looking at the number in your bank account doesn't give you an overview of your financial position.



“...it’s time to reach beyond and start exploring areas that may seem slightly outside your comfort zone.”

4. Build content

Creating good content will build on the services you offer. If cash is king, then content is queen. Without content to build your reputation, it is very hard to stand out in the online world. Understanding your client's needs, wants, and challenges will help you to create content that gets your followers engaged and gains you new ones.

5. Get comfortable with being uncomfortable

You tell your personal training clients that they need to up their game to get the results they want. The same goes for your business - it's time to reach beyond and start exploring areas that may seem slightly outside your comfort zone.

Contact that media source you have been wanting to work with, reach out to that “big” corporate office to offer lunch and learns, and so on. The magic happens in that place where you're a little less comfortable!

Take these steps and rock 2018 in business and in life!



Amanda specializes in business coaching for small to medium sized companies who are ready to make a serious change and see serious results. Find her at littlotusyoga.ca and degraceenergetics.com



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Insurance Coverage Considerations

Choose the right protection for your business so you can have peace of mind

By Murray MacKenzie

As a fitness instructor, personal trainer or gym owner, you invest time in planning out your classes, training sessions, and schedules. The attention you give to this planning is vital to your success. But if you haven't planned and invested in insurance coverage for your business, one unforeseen accident or occurrence can destroy everything you've built.

To help you understand what to look for in an effective insurance program, let's examine the key elements of insuring a "bricks and mortar" fitness facility. Some important coverage's would include, but are not limited to:

- Insurance for either the building that is owned and occupied as a fitness operation, or if space in the building is leased, Tenants Legal Liability to cover you for damage to the premises you occupy.
- Coverage for your contents including fitness equipment, furniture, fixtures, tenant improvements and electronic data processing equipment, such as laptops and desk computers, servers, copiers, and fax machines.
- Liability for your operations. This can be based on either the number of members, revenue of the business or a flat charge for fitness instructors. Make sure this includes professional liability for advice you give to your customers, as well as abuse coverage for claims that may result from your interaction with clients.
- Crime coverage should protect you from employee dishonesty, theft, cheque or computer fraud, hold up, and electronic transfer.
- Auto fleet insurance for any vehicles owned and operated in the company name
- Director and Officer liability to cover their personal assets in case of a lawsuit



“...if you haven't planned and invested in insurance coverage for your business, one unforeseen accident or occurrence can destroy everything you've built.”

against them with respect to their activities as a Director or Officer.

• A fairly new coverage that is becoming more relevant and unfortunately prevalent in our society is cyber-attack coverage. In case of a hack in to your system this will help to recover from financial loss and the cost of notifying affected customers, as well as recovering from the situation.

Insurance is there to protect you in the event of an unforeseen accident or occurrence. These coverages noted above

are a good starting point for an effective insurance program but is by no means an exhaustive list of coverage considerations. For a more complete explanation and insurance review, please contact a registered insurance broker.

We thank you for the time to review this article and hope it has provided you with the motivation to put in to place an insurance program to adequately and effectively protect you, your assets and your business to ensure its security, longevity and survival.

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Crush Your Business Goals

The #1 character trait to help you grow your business

By Sean Greeley, CEO, NPE



What's the most important characteristic you'll need to grow your fitness business? A lot of fitness pros will say:

- Courage to take risks
- Resilience to endure difficulties, and
- Discipline to keep going even when courage fails.

Actually, it's none of those. They're all important character traits. And as you start and build your business, you'll have plenty of time to develop all of those

(necessary) traits. But there's one more that's even more important. It's a character trait you can develop, and one you can learn, and one that everything else hangs on.

The #1 trait of successful fitness business owners is **self-awareness**.

Your fitness business starts with you. Your business's success or failure will depend on the kind of person you really are, with all of your strengths and weaknesses.

Self-awareness means pushing aside wishful thinking or idealized versions of

ourselves. It means getting rid of blame and taking a hard look at our own role in anything that occurs. It means correctly assessing our skills, and seeing ourselves as other people see us.

Business owners who lack self-awareness in one or more areas will make the same mistakes over and over again. They'll get stuck. They won't be able to adapt in time. Or their businesses will outgrow them, so they'll run headfirst into a wall that they could have avoided with greater self-awareness.

What Self-Awareness Looks Like (and What It Doesn't)

We all know people on both sides of the self-awareness issue. We all know people who are:

- Open to feedback and even welcome it
- Focus on how their own behavior impacted others or the situation, and
- Know when they've goofed and look for ways to avoid making the same mistake in the future.

These people possess confidence. And for good reason — as they get better and better at self-awareness, they are better able to predict how their behavior will yield results in the real world.

And sadly, we all know a few people who don't quite see themselves as others see them. Perhaps they think they're outstanding at something, but they're merely OK. Or they think that they're funny, but come across as abrasive. Perhaps they see themselves as leaders, when they just like to control others. They don't get the results in the real world from their behavior, so they have less confidence. That can lead them to over-compensate, basically, get worse and more difficult to be around.

“Self-awareness means pushing aside wishful thinking or idealized versions of ourselves.”

When You Need to Grow Your Business

Whether you are just opening a new facility or already have an existing business that's successful and are thinking about opening another location, your self-awareness is what will help you continue to adapt yourself to the greater and greater business (and personal) challenges you'll face.

The bottom line is, when you're hitting a growth spurt in your business, you'll need to be ruthlessly honest with yourself about what you know and where you need help getting stronger. Get some feedback from others, such as surveying your own current clients and even co-workers. Ask about your strengths and weaknesses and ask them to rate you on a scale (1-5). If the answers don't match up with your own self-assessments, don't be alarmed. No one has perfect self-awareness and everyone gets out of sync every now and again. Yes, you know you have some work

to do, but FAR BETTER to know than not to know.

And that's true even if there's a big mismatch. It can be painful to find out that we don't see ourselves as others see us, but knowing allows for correction. Not knowing just keeps us stuck.

Here are just a few questions to ask yourself:

- **Do I understand how to consistently generate leads and sales?** Many fitness business owners do a lot of marketing, get clients, and then stop marketing while they provide service to the clients. Self-awareness means getting honest about your abilities to consistently generate leads, and your capacity to continue doing so when you are busy with clients.

- **Do I understand finance and financing?** Profitability is how you keep going and keep track of how you are growing. Self-awareness means asking yourself just how much you know about calculating the numbers.

- **Do I understand commercial real estate?** Many fitness business owners learn the hard way. They get more space than they need (or can afford). They also tend to be impatient and grab what's available, instead of waiting for the right opportunity. Self-aware people recognize if they need to be more patient in selection or learn more about commercial real estate.

- **Do I understand the cost structure of my business?** Costs have a way of hiding until discovered later. For example, deferring maintenance is a cost. How well do you understand all your costs, even those that don't show up right away? Self-aware people get help rather than just hope for the best.

- **Do I choose the right expense margins and pricing that will ensure profitability?** Self-awareness means knowing if you can calculate the margins you need, or need to fill in that gap in understanding.

Remember: The business starts with you. If you aren't aware of your weaknesses (or your strengths), running a business will soon smoke them out.



Sean, former pro athlete, fitness business owner, cancer survivor, competitor, and leader, has an unrelenting passion for supporting entrepreneurs and growing businesses. NPE has grown to serve over 24,000 fitness business owners in 96 countries. The company has

been listed 8x on the Inc. 500 list of fastest growing, privately owned US corporations.



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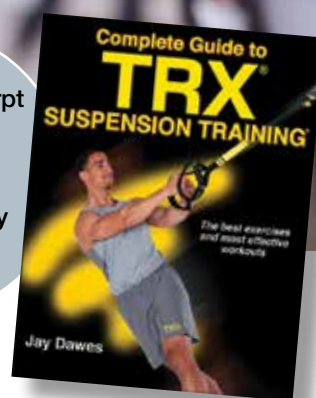
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Understand the Foundation of Suspension Training



This is an excerpt from *Complete Guide to TRX® Suspension Training* by Jay Dawes.



It is generally well accepted that performing resistance training on a regular basis can help maintain and improve health, fitness, and quality of life.

However, people often encounter obstacles to resistance training, such as time, space, equipment, and cost. Suspension Training® offers a unique approach to resistance training that requires only one portable piece of equipment, and it can be done almost anywhere. In addition, Suspension Training exercises can be used to address a wide range of fitness needs such as enhancing and maintaining general fitness, improving sport performance, and as a rehabilitation or injury prevention

tool. This mode of training can be used as a stand-alone exercise regime or be integrated into a more traditional training program to add variety and prevent staleness and boredom. Additionally, Suspension Training is popular among those who are traveling or who do not have access to a training facility because of its versatility and portability. Based on this, it is no wonder this form of training has become so popular.

Although Suspension Training seems to be a very straightforward concept, a good deal of science is involved in setting up a workout. Suspension Training is based on principles of anatomy, exercise

physiology, physics, and biomechanics. The better these principles are understood, the more Suspension Training will make sense as a training option. However, one of the primary goals of this book is to keep it simple. This chapter presents some basic principles to help the reader manipulate training programs and learn how to progress or regress exercises to change the intensity of a training program. It also presents foundational program design

concepts to help in the development of fun, challenging, and productive training sessions.

By using a single-point anchor, Suspension Training allows users to take advantage of some basic principles of physics, including Newton's law of gravitation using force vectors, center of gravity, and pendulum. Creating resistance or force requires changing the direction of the force. The Suspension Trainer™ has a single-point anchor with straps, handles, and foot cradles that are perpendicular to the floor when it is allowed to hang, as a result of the object's center of gravity. When a person grabs the handles, mass increases (due to the person's body mass), resulting in a change in the object's center of gravity. Changing the angle of the straps on the Suspension Trainer changes the application, or direction of the force on the musculoskeletal system, thereby increasing the force of pull, or resistance placed on the body. The result of these forces, or force vectors, and the center of gravity being pulled away creates gravitational potential energy. A single-point anchor system creates a pendulum, converting gravitational potential energy and kinetic

energy into work, or resistance.

A variety of ways are available to manipulate the intensity or difficulty of a Suspension Training program based on these principles. For the purposes of this text, *intensity* will be defined as increasing the load on the musculoskeletal system, or increasing the absolute load (i.e., amount of weight which must be moved) such as when changing the vector resistance, angle, or pendulum. *Difficulty* will be defined as any variations that may increase the complexity, or stability demands of a movement or action (e.g., single-arm, single-leg, balance, coordination). Stepping toward or away from the single-point anchor (depending on the exercise), and thus increasing the angle of pull, increases the intensity of an exercise. Ground contact is necessary to resist the forces that are trying to bring the mass back to perpendicular. The wider the floor contact base in the direction of the force vector is, the easier it is to resist the force vector. On the contrary, the narrower the ground contact base in the direction of the force vector is, the more difficult it is to resist the force vector. Consider the game tug of war. As one opponent pulls, creating a

force vector, the other opponent must split the feet from front to back to keep from being pulled forward. This increases the base of support along the direction of pull created from the resultant vector, increasing stability along this vector.

There are three methods for varying the intensity or difficulty, or both, of a single-point anchor Suspension Trainer. These methods include:

- changing the stability demands of the exercise (e.g., from dual handles to a single handle, or by altering stance),
- manipulating the angle of pull, and
- changing the position of the center of gravity.



HUMAN KINETICS

Learn more about *Complete Guide to TRX® Suspension Training*®. Copyright © 2017 by Human Kinetics Publishers, Inc. Excerpted by permission of Human Kinetics, Champaign, IL. Available to order from Human Kinetics Canada at HumanKinetics.com or by calling 1-800-465-7301.

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Be Authentic and Keep Learning

Meet **Steve Sinanan**, canfitpro 2017 Fitness Professional of the Year Finalist

Tell us about your fitness journey

My fitness journey started when I was 10 years old. I discovered my first workout and committed to my first 30 day challenge before those were even a thing. I realized then that this was something I was passionate about. Since then, fitness has always been a part of my life. Many years ago I made a decision to leave the comfort of the corporate world and switch careers to fitness full time. I realized that doing what you love and are passionate about for work makes life very rewarding.

Why do you love what you do?

I love what I do because it allows me the opportunity to help people and leave a legacy of change. When people realize their full potential, they become unstoppable, and I want to help others succeed in their lives. A fitness goal is like any other life goal, once attained the hunger for more is ignited. Helping people understand the importance of how they navigate their fitness journeys and create successes through small goals is something that I instill within all my class participants.

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

The best advice I received when I started this career was to always be yourself and never stop learning. Teaching from an authentic place allows one to let go of ego and give fully to their classes. Being myself, I am able to connect with my participants on a personal level. They see the true me and as a result, I see the true them. It's from this place of authenticity that we all grow and achieve.

The fitness world is constantly evolving, so it is important to stay on top of all the latest fitness trends and education. Being a lifelong learner helps me to be a better instructor every day. I may have taught a class 100 times and then through continuing education I suddenly see things in a new light, and this helps me grow and evolve as a fitness professional.

What is one piece of advice for aspiring fitness professionals?

My advice for aspiring fitness professionals is to stick with it. The fitness industry can be very challenging. The rewards do not always come right away. However, they reveal themselves in the every day work with participants/clients. This is where passion plays the biggest role. My passion has seen me through difficult times and kept me going. As a result, I am able to guide my participants through their own challenges and fitness goals.

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

I decided to nominate myself for the Fitness Professional of the Year Award because I wanted to demonstrate that anything is possible with passion, commitment, and grit. My love for fitness gives me the opportunity to assist others in celebrating their fitness successes and helping them see their full potential. Becoming a finalist is a highlight in my journey and I stand proud with all those instructors and trainers that have guided me to this great accomplishment.



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Winter Hydration

Remember to bundle up for your outdoor activity and don't forget that dehydration is still a risk when playing in the snow



By Tatiana Vicol

Hydration is the process of water absorption by the body and it is required for vital processes and functions. When you exercise you produce heat, more than half of the energy used for exercise is converted to heat and then lost through sweat and water vapours. To maintain homeostasis, body temperature must be maintained within its safe limits of 36.1C to 37.2C and so the heat created must be dissipated. During exercise, the working muscles create heat and you sweat to disperse this heat. Your blood capillaries carry the water available in your body towards the skin and as it evaporates, the heat that was created is lost. We don't often associate cold-weather exercise with dehydration. The body doesn't get as hot, and sweat evaporates more quickly in the cold air.

In warmer temperatures, it is almost intuitive to reach for a bottle of water to hydrate. But what about in a cooler climate, when sweat and possibly thirst may not be as noticeable? How do you ensure you stay hydrated?

Herbal tea. Enjoy a cup of herbal tea like chamomile, peppermint, rosehips, and ginger. Steep a big teapot of a variety of herbs and then sip throughout the day at room temperature. You can use the same brew for another three to four times as you continue to get a delicious flavour. If you need to sweeten, use natural sweeteners like raw and unpasteurized honey, stevia, and maple syrup.

Water infusions. Enjoy warm water and lemon at room temperature and sip throughout the day. You can also enjoy fruit and herb infused water, such as berries, cucumber, fresh rosemary and mint.

Water dense fruits and vegetables. Enjoy a variety of fresh fruits and vegetables that are high in water content, such as grapefruits, oranges, apples and pineapples. Vegetables such as broccoli, cabbage, celery, and radishes are all high in water content as well. Enjoy fruit before or after a workout session, as the vitamins and minerals contained will help nourish your cells, and the high-water content will help with fluid replenishment.

WATCH OUT FOR DEHYDRATING CULPRITS

Caffeine is a diuretic and especially dehydrating in large doses, resulting in larger fluid loss. If you have to have caffeinated drinks during the day, make sure to rehydrate.

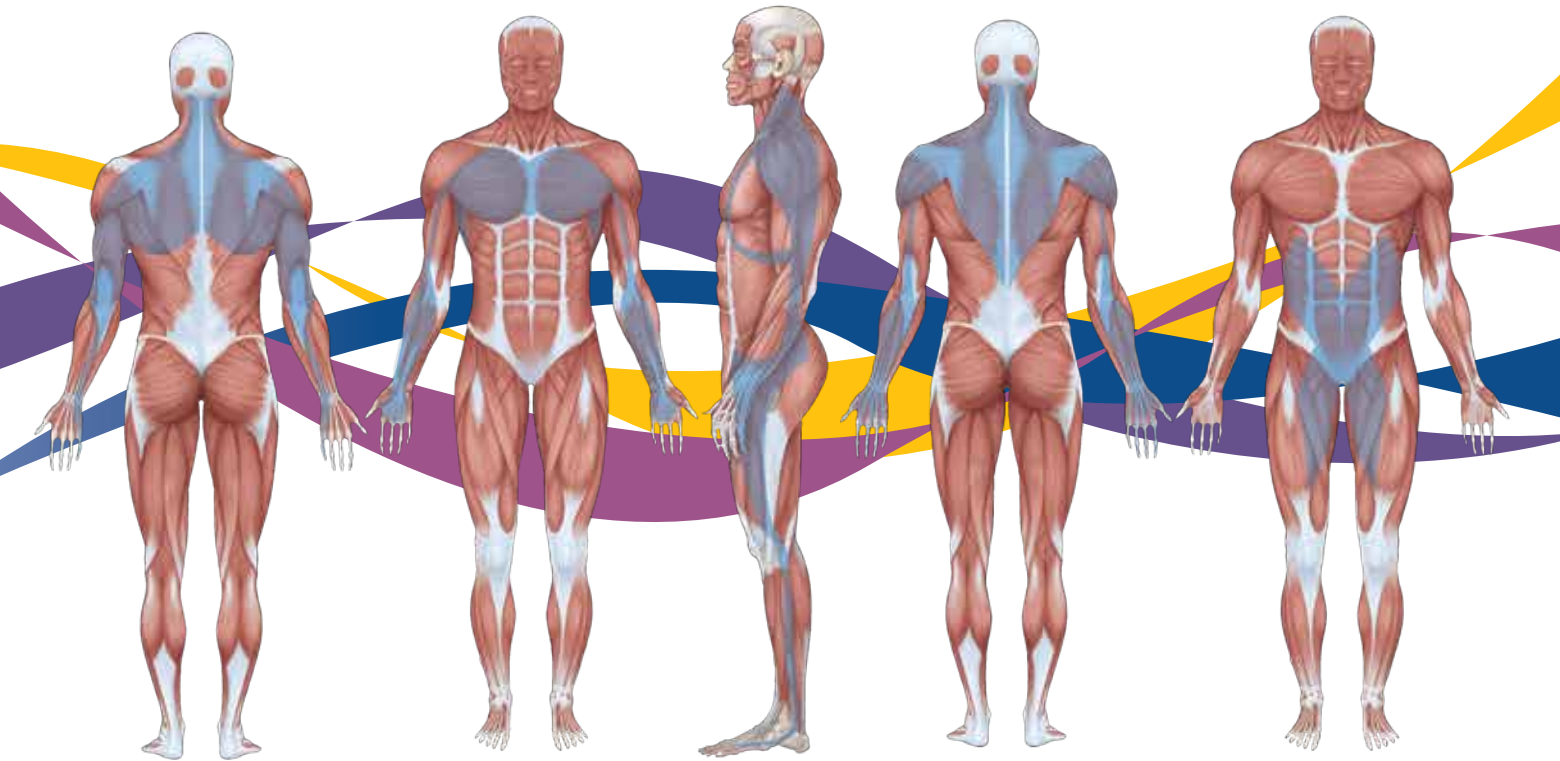
Alcohol increases water excretion through urination and the risk of dehydration increases. Consume alcohol in moderation.

Soups and stews. Incorporate soups and stews into your diet as these tend to be high in water content. Soups are also easy to eat in cooler months as we tend to opt for foods that are warming and comforting. Not all soups are created the same so make sure your soup is made with natural ingredients, check for sodium content, and avoid additives.

Staying hydrated will ensure that your skin looks beautiful and healthy, digestion works optimally, and you are able to detoxify more efficiently.



Tatiana is a Toronto based Registered Holistic Nutritionist on a mission to help millions of people achieve wellness through the power of real food and lifestyle choices. She specializes in weight management, hormonal balance, mental wellness, and recipe design. Tatiana is also a life coach, yoga practitioner and fitness pro. Visit her at thecorporatenutritionist.com



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Nutrition Facts Valeur nutritive

Serving size 1 package (210 g)
portion 1 paquet (210 g)

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 25	
Fat / Lipides 1 g	2 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Carbohydrate / Glucides 6 g	2 %
Fibre / Fibres 6 g	24 %
Sugars / Sucres 0 g	
Protein / Protéines 1 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	8 %
Iron / Fer	4 %

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