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Canadian Fitness Professionals**
Our Purpose: Inspire Healthy Living
Through Fitness Education

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It's That Time of the Year



It's hard to believe that the holidays are on our doorstep. It's naturally a time to reflect on all our accomplishments and set a plan to maximize our goals for next year. Let's not forget that for many people adjusting to cooler temperatures, shorter days, extra

shopping, and more social events can leave one feeling exhausted, overwhelmed, and falling short on their fitness and health. Create a solid strategy now with SMART goals so you can head into the holidays with a success plan and enjoy the season guilt free and healthy! Take the personal success challenge on page 70 and "Hit the Reset Button!"

Perhaps one of your goals for the season will be to keep your nutrition on track and limit holiday 'treats'. If your or your clients struggle with sugar, then turn to page 52 for "The Sugar Addiction." Our cover story this issue takes a closer look at the damage sugar can do and offers a few 'sweet' ideas to help avoid added sugar and keep nourished during and after a workout.

One of my favourite things to do is teach, especially during this time of year, when everyone seems to need an escape from the hustle and bustle. Connecting with my class participants and providing an experience that makes a difference is my goal each time I step into the studio. Discover how you can communicate more effectively with your class on page 22, "Finding Yin and Yang in Your Voice", and enhance client performance with "Mindful Recovery" on page 40. Keep your client's and participants engaged and performing their best!

Wherever the season takes you, there are plenty of ideas and how-tos in this issue to keep you fired up and delivering the best experiences and results. Look after your clients, but more importantly, look after yourself so you too can enjoy health and well-being now and into the New Year!

Nathalie Lacombe
Proud member and Vice President
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NOVEMBER/DECEMBER 2017

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*Michael Carey and Nikki Reynolds
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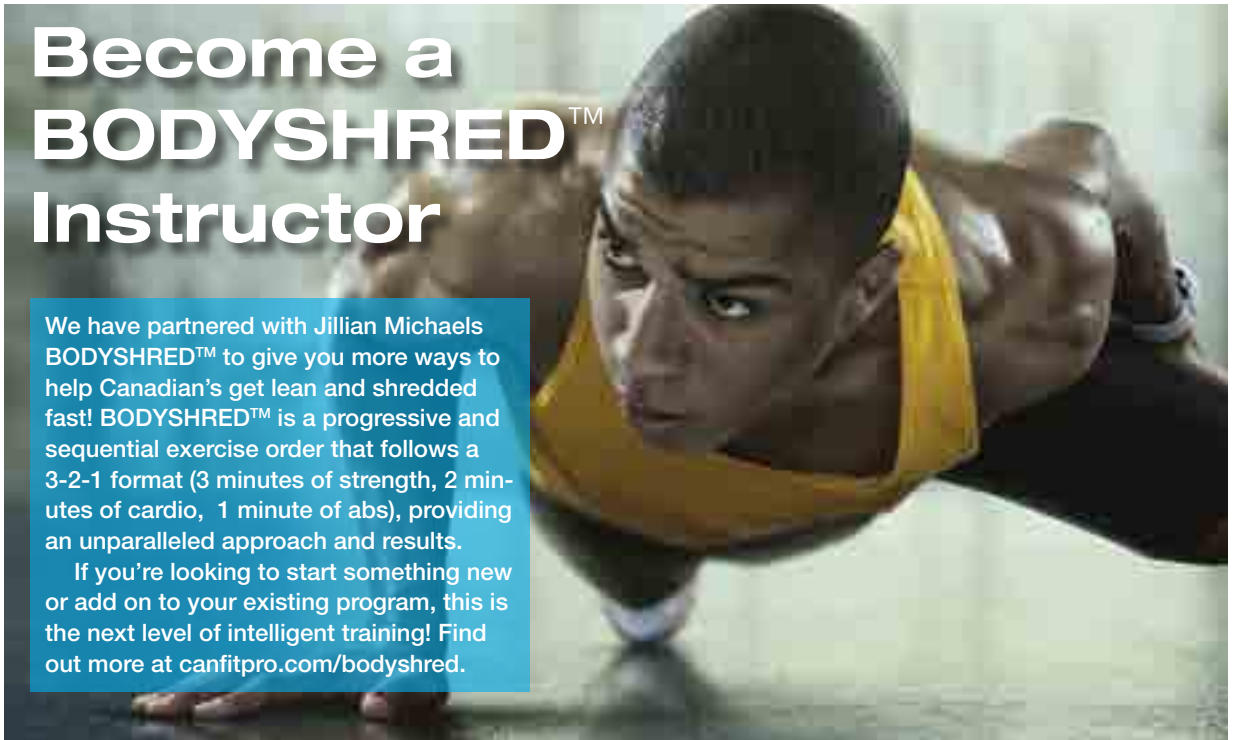
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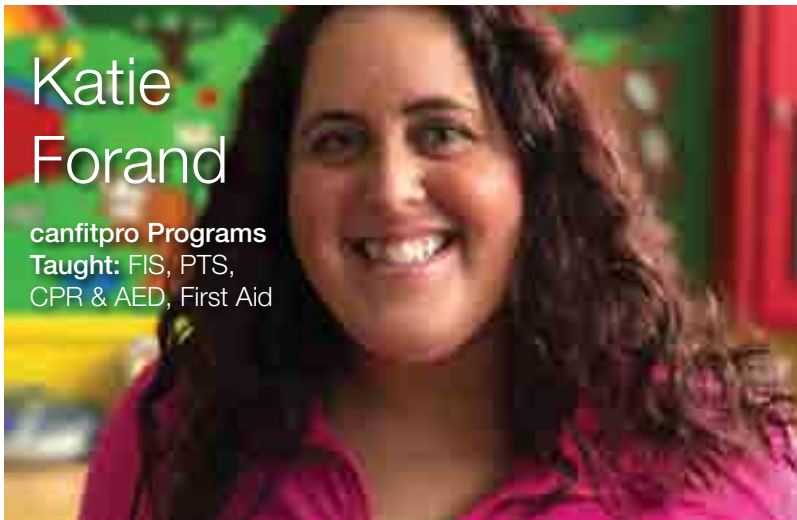
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PRO TRAINER Showcase



Katie Forand

canfitpro Programs Taught: FIS, PTS, CPR & AED, First Aid

Why did you become a PRO TRAINER?

I've wanted to be a PRO TRAINER since childhood. I grew up in the industry, at the fitness club my family owns and operates and my mother is also one of canfitpro's original six PRO TRAINERS. I watched both my parents, who were also physical education teachers, educate, inspire, guide, and motivate people to live their best lives. As I got older, it became my passion too. After my father's passing in 2012, I wanted a way to honour his memory and became an educator for

First Aid and CPR courses. When the opportunity presented itself it was a dream come true.

What have you learned as a PRO TRAINER?

That I have so much more to learn. This has been my first year as a PRO TRAINER and I'm just starting to find my groove and style as to how I want to present my courses. I've become more confident and have re-ignited my own passion for continued education as a PRO TRAINER. I'm excited for year two and the journey ahead.

What's your favourite section of the First Aid course and why?

Using music and the dramatic performances I get to see are awesome for sure, but I think the sharing of stories and experiences would be top of the list. Everyone has something truly unique to offer in the course (and some pretty incredible stories) and when we get to share our experiences we create a bond between all of us.

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

My mother - I could write a novel about everything she's done and accomplished in the industry, and in life in general, she's such an amazing woman. She has been a mentor to so many people. I would love to continue her legacy of inspiring others and to make her proud.

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

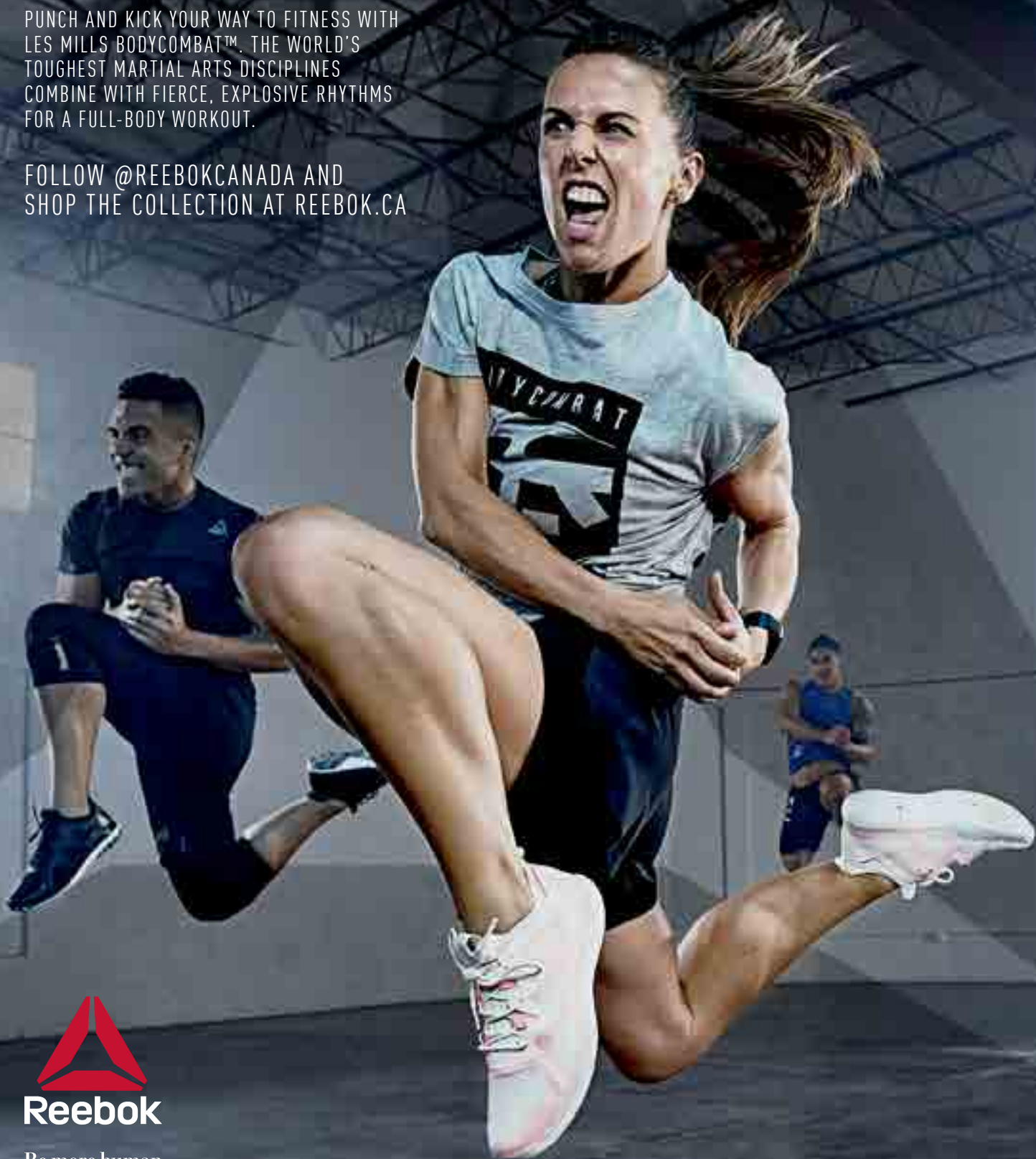
I hope to have inspired people to live their passion and follow their dreams, because they do come true. Also I hope that people realize First Aid and CPR are anything but a boring course they have to renew to maintain their canfitpro membership. I promise it really can be fun.

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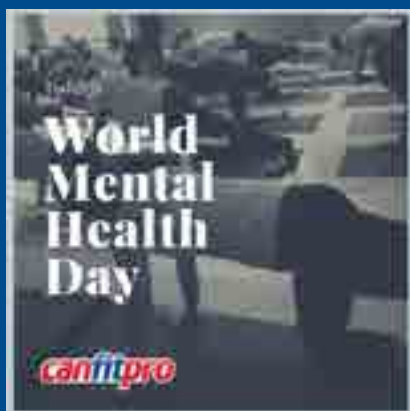
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Les sources d'abandon de l'entraînement et les méthodes de prévention

Par David Dulude, B.Sc., Kinésologue

Comme vous le savez tous, un grand nombre de personnes abandonnent leur entraînement avant la fin de leur abonnement annuel. Nos clients ne nous disent pas toujours les raisons de leur abandon. Donc, c'est à nous, entraîneurs, de les découvrir et ensuite éliminer les causes mettant fin à l'entraînement. Voici des pistes de réflexion ainsi que quelques solutions au défi à relever concernant la perte de motivation.

La motivation par la détermination d'objectifs

Nombreuses études ont été faites sur le sujet et j'ai découvert, lors de mes lectures, que la première anicroche était le manque d'objectifs précis à l'entraînement. JJ. Annesi nous le prouve bien dans son article paru dans le *Percept Mot Skills* (2002). Ce dernier a testé un protocole d'établissement d'objectifs pour vérifier si cela a un impact sur l'adhérence à un nouveau programme d'exercice. Il a procédé en divisant le groupe en 2 sous-groupes, l'un s'étant fixé des objectifs avec le protocole et l'autre non (groupe contrôle).

Les résultats sont édifiants ! Il y a eu seulement 30 % d'abandon pour le groupe avec objectifs contre 74 % pour le groupe contrôle. De plus, le groupe qui s'était fixé des objectifs est allé de façon plus régulière au centre de conditionnement physique. Ceci m'amène à vous suggérer fortement de prendre le temps de bien aider vos clients à déterminer et fixer des objectifs motivants, réalistes et plaisants lors de la première rencontre.

La motivation par le professionnalisme des entraîneurs

Une autre source de démotivation, c'est un programme d'entraînement mal adapté. Il est possible que le programme soit trop

long, trop court, trop facile, trop difficile physiquement ou parfois même techniquement. ...

Lors de la consultation en entraînement, questionnez vos clients sur leurs antécédents sportifs, d'entraînement, etc. Par exemple, il se peut qu'un client soit déjà très en forme sans qu'il ne se soit entraîné dans un centre de conditionnement physique auparavant. Vous pouvez lui faire un programme d'entraînement difficile physiquement mais, sans trop de difficultés techniques. Suite à la consultation d'entraînement, le programme du client nécessite souvent quelques ajustements. Il est de notre devoir d'observer adéquatement les membres lors de nos tournées actives de plateaux ainsi que lors des rencontres-révision pour apporter les corrections nécessaires et, de cette façon, s'assurer d'un rendement optimal. Il n'y a pas de bon ni de mauvais programme d'entraînement, il y a seulement des programmes mal adaptés aux besoins du client.

La motivation par l'image que projettent les entraîneurs et leur facilité de s'exprimer
Pour que les clients demeurent motivés,

il faut que nos séances d'entraînement soient une source de plaisir. Une deuxième étude portant, cette fois-ci, sur les caractéristiques de l'instructeur des cours en groupe et de la salle de cours se révèle très concluante. Le sondage a été répondu par 296 femmes et la motivation dominante est la condition physique de l'in-

“Être physiquement actif et aimer communiquer sont parmi les clefs du succès de l'entraîneur et amène ainsi une motivation aux clients.”

structeur et en deuxième place, la facilité avec laquelle l'instructeur communique les directives. Avoir du plaisir avec les autres participants arrive en troisième place. Cette étude nous décrit la situation pour les cours en groupe, mais nous pouvons facilement transposer cela dans la salle

d'entraînement. L'entraîneur a un rôle important à jouer pour garder les clients motivés. Être physiquement actif et aimer communiquer sont parmi les clefs du succès de l'entraîneur et amène ainsi une motivation aux clients.

La motivation par le centre

Les vestiaires, l'ambiance, les cours offerts et l'emplacement du centre ne sont pas des éléments à négliger. Si ces points ne sont pas pris en considération par le client lors du choix du centre, ils seront de petits irritants qui, à la longue, amèneront l'abandon graduel de la pratique de l'activité physique.

Il ne me reste plus qu'à vous inciter à continuer votre bon travail !!!



David a passé les 15 dernières années de sa vie dans le domaine du fitness, principalement chez Énergie Cardio comme superviseur des entraîneurs-chefs. Il est maintenant entraîneur Powerwatts au centre de l'île des sœurs. Le souci de l'atteinte des résultats de ses clients reste sa priorité.

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Benefits of Infrared Heat

Infrared technology can help clients lose weight, detoxify, and manage pain

Did you know that infrared heat occurs naturally all around us? We can't see the infrared rays as they are part of the invisible spectrum of light, but they are there! Infrared technology works by heating the body at a deep level to break up fats and toxins, alleviate aches and pains, and increase circulation throughout the body. This process assists with skin rejuvenation as well, but that's not all it can do! Infrared heat also promotes calorie burn through the process of sweating, breaks up fats and toxins that are released through perspiration and bodily functions, and promotes deep relaxation.

Adding an infrared system to your treatment line up can greatly enhance the other beauty or therapeutic services you offer by helping your clients lose weight, manage their pain, and improve their quality of life. Infrared technology has been proven effective to treat the symptoms of arthritis, joint pain, and muscle spasms, in addition to sports-related injuries and more. This variety of benefits means your infrared body wrap can draw in an assortment of clients. Their versatility makes them a no-brainer for almost any business model.

There are three types or wavelengths of infrared heat, our sun's output is made up of a mixture of them, but the human body emits far infrared specifically.

Near Infrared is the shortest wavelength and it sits right next to red light on the electromagnetic spectrum. This wavelength penetrates our epidermis.

Mid Infrared is the medium wavelength, penetrating a bit deeper to assist the body with increased circulation.

Far Infrared is the longest wavelength and instead of warming the air around the body it heats the body directly. This wavelength penetrates deeply into the body allowing it to provide the benefits we're about to share!



The FIT Bodywrap System

People all over the world participate in weekly infrared sessions and find they notice multiple benefits during and after each session:

Pain Relief: One of infrared's magic powers is increasing blood flow to assist with faster healing or recovery. Infrared penetrates the body approximately 1.5 inches to act on irritated nerve endings almost immediately, calming them, which can result in up to 48 hours of relief. Countless studies show that this magical heat can assist with chronic pain, arthritis, fibromyalgia, onset muscle soreness, and relief between workouts.

Weight Loss: Because infrared sessions can safely expose the body to temperatures up to 130 degrees Fahrenheit, and because heat makes us sweat, we are able to burn calories and release fats and toxins through our sweat glands during a 50-60 minute exposure. Infrared sessions can act as a passive form of cardiovascular exercise, even astronauts use it on long flights to space!

Skin Rejuvenation: If your skincare goals include anti-aging, toning, tightening, and cellulite reduction, infrared heat can

help! Again, the rise in blood flow during a session makes a difference in the rejuvenation of skin because it brings oxygen and nutrients to tissues and cells.

Detoxification: Humans have 2 million+ sweat glands and infrared can activate them, promoting heavy toxin release. During immersion, the infrared waves pass through the water molecules in our body, vibrating them until they burst and are carried out in sweat. This means an infrared session can rid your body of more than just water! The toxins you lose during an infrared session will not be replaced upon rehydration, making infrared an essential tool for healthy detoxification.

Relaxation: This is just as important to the human body as the other benefits listed above. While relaxing in the warmth of infrared heat can induce relaxation, it actually affects and lowers cortisol (the fight or flight hormone) levels to leave the user with a sense of well-being and calm.

So, to review, what is infrared heat? It is a naturally occurring part of the electromagnetic or light spectrum that shows itself as warmth. The benefits infrared can provide are vast and it is effective because it penetrates the body with the same type of far infrared heat the body itself produces. Ready to immerse yourself in infrared heat and experience firsthand how it works? Visit a Uvalux showroom today!



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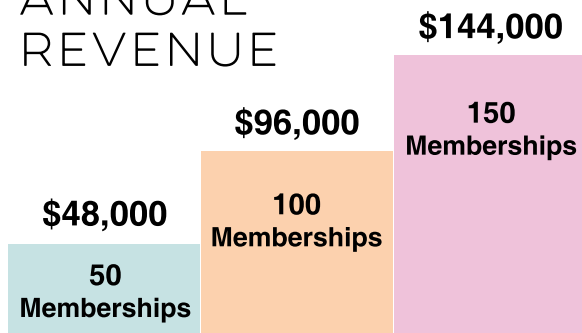
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Finding Yin and Yang in Our Voice

Enhance your classes' experience by discovering how to alter the yin and yang in your voice

By Jill Cressy, BPHE, MEd

Being able to alter the yin and yang of our voice can help us speak more consciously and improve communication skills while teaching. First, let's review the difference between yin and yang then apply these principles to our voice.

Yin - 'To Be'

Within the fitness class environment, yin is the ability to be patient and adaptable, providing continuous modifications and intensity options, especially when we are teaching participants of various levels.

Yin includes the ability to shift our class format, staying flexible and adaptable. In addition, yin is being receptive to feedback from participants.

Yang - 'To Do'

Yang is showing up on time, being prepared and organized, sticking to our class plan, and following the policies and procedures of our club or studio. Yang is also the ability to provide clear direction, articulating safety and alignment cues with conciseness. In addition, yang is setting clear boundaries with participants

after class when students continue to ask questions about topics outside the scope of our practice.

Speaking Rhythm

It is an art and skill to incorporate both yin and yang speaking rhythm while teaching. An overly repetitive rhythm can cause people to tune out and lose interest in what we are saying. To help our participants stay interested and engaged, we need to understand the difference between yin and yang speaking rhythm.

Yin speaking rhythm is called legato. It is a smooth, flowing delivery of a message. We can use legato speaking rhythm when correcting technique to a participant who is new to class. Legato works best when we want to sound gentle and light. It is also useful when we are talking about a sensitive subject. Once in a while a participant may disclose personal information related

to an injury, traumatic event, or various mental health challenges. Responding using a legato voice helps the participant feel more relaxed, calm, and safe.

Yang speaking rhythm is called staccato. It is short bursts of speech, used to emphasize a point. It may even sound 'choppy'. Yang style of teaching is effective when we need to sound more authoritative and commanding, or formal and business oriented. Staccato is best used when teaching higher intensity moves such as power and plyometrics. Yang style is also useful when addressing inappropriate behavior with a participant, like bullying and harassment situations. Staccato rhythm is

“Practice altering your speaking rhythm, as situational context changes. Mixing yin and yang rhythm helps keep listeners awake, alert, and present in the moment.”

also useful when explaining the research behind a particular exercise. Finally, yang staccato rhythm works well when correcting participant's technique for safety reasons, particularly if we have already attempted to cue using legato speaking rhythm and the participant is still demonstrating unsafe technique, which may put them at risk of injury.

Practice altering your speaking rhythm, as situational context changes. Mixing yin and yang rhythm helps keep listeners awake, alert, and present in the moment.

Vocal Placement

Placement exercises help change the energy of our voice. To sound more soft-spoken, light, innocent, and tender, it is best to use yin vocal placement, directing our voice above the neck, particularly from the eyes. This technique will help raise our pitch and sound softer.

To sound yang, direct your voice from your chest. This will make your voice sound deep, mature, authoritative and commanding. Yang vocal placement is useful when we want to be taken more seriously and show we mean business. Context is important here, and discernment is key.

Addressing sexual harassment is an example of a situation that benefits from vocal placement directed from the chest. When we need to “draw the line” and speak with clarity, directing our voice from the chest helps us speak assertively.

To achieve rich, vibrant sound it is also helpful to “place” our voice in our facial mask, which is the triangular area between the two sinuses and our mouth. This gives our voice resonance and makes our voice sound more yang.

Speaking Rate

Speaking slowly and incorporating more pauses comes across as yin, while speaking quickly comes across as yang. Tune into your participants and adjust your pace, as appropriate, knowing that the needs of your participants may change as they warm up. During a high intensity workout or during power yoga moves, it's more effective to speak quickly (yang). Slower speaking rate is useful when you want to create a more soothing, calm environment, such as in cool down or relaxation.

If you feel that your rate is coming across as too fast and you are speaking with a sense of urgency yet want to speak more yin, concentrate on breathing more fully, expanding your waistline rather than your chest. If you feel your speaking rate is too slow and you want to sound more yang, compress the space between your words rather than saying the words faster, and eliminate unnecessary pauses.

Voice Tone


To sound more yin and come across as warm and friendly, think of a key word such as “tender”, then visualize an image that brings out your soft tone and makes you “feel” tender. Think about relaxing your shoulders, relaxing your jaw, and gently smiling.

To sound more yang, think of a word such as “respect” and if you are using your hands while you speak, gesture more firmly as if to emphasize a point. At the same time, focus on feeling more assertive and make your eyes more intense and focused.

Consciously alternating our voice's yin and yang is not just about effective communication. It's about creating a healthier fitness and learning environment while enhancing the class experience for all! And as we shift the yin and yang of our voice while speaking, we as instructors will also begin to sense more yin-yang harmony in our daily life!



Jill is the Assistant Manager of Fitness & Instruction at the Faculty of Kinesiology & Physical Education, University of Toronto. Jill is a certified canfitpro FIS & YogaFit Instructor (RYT 200). She has published articles, presented a variety of workshops, and received awards for various wellness initiatives.




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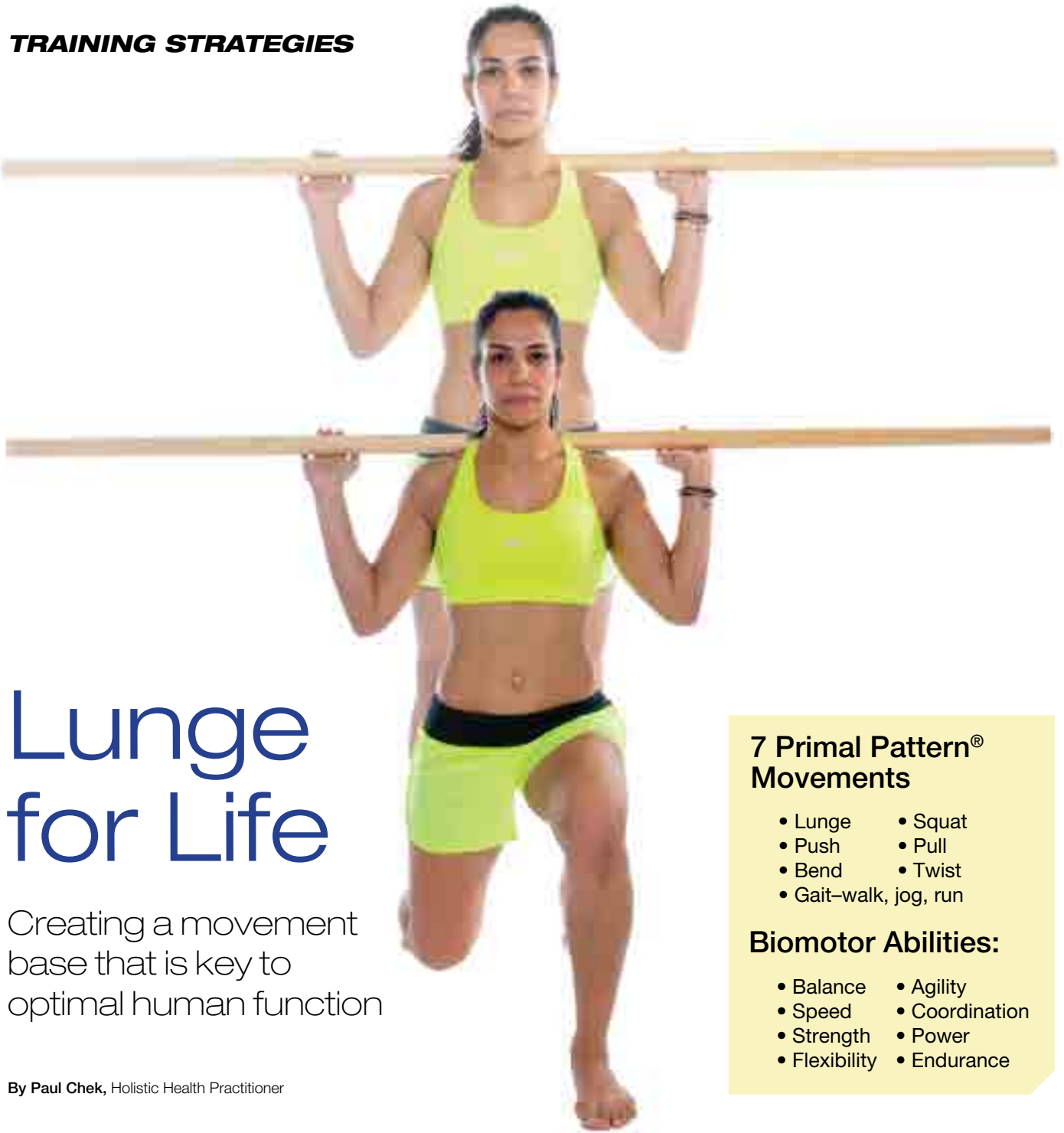
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Lunge for Life

Creating a movement base that is key to optimal human function

By Paul Chek, Holistic Health Practitioner

The lunge is one of the seven Primal Pattern® movements, a term I created to describe the most important movement patterns that are the keys to optimal human function. By combining two or more patterns, all other movements can be created, e.g. throwing a ball is a combination of a lunge, twist and push (Fig. 1). Exercises based on the Primal Pattern® movements train the musculoskeletal and nervous systems together, mimicking real-life movement patterns that translate directly to work and sports situations.

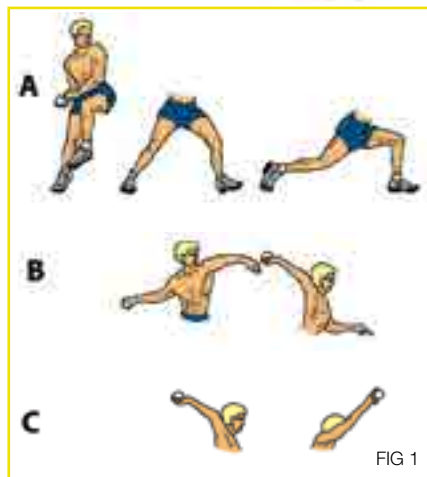
The lunge is also a classic “Big Bang” exercise; another term I developed for exercises that work multiple muscle groups in multiple planes of motion and require

7 Primal Pattern® Movements

- Lunge
- Push
- Bend
- Gait-walk, jog, run
- Squat
- Pull
- Twist

Biomotor Abilities:

- Balance
- Speed
- Strength
- Flexibility
- Agility
- Coordination
- Power
- Endurance



more than one biomotor ability. The lunge requires activation of all the muscles surrounding the hip joint, those of the lower extremity and also the interaction of the core with the lower limb. It is excellent for improving general strength and stability, balance and coordination. Depending on the acute exercise variables used when performing the exercise, power or endurance can also be developed.

The lunge has great esthetic benefits, sculpting the glutes and legs, and improving postural alignment when performed correctly. Since you have to balance your own center of gravity over your own base of support, the lunge also has a far greater functional carryover to daily living than all those butt blaster or inner/outer thigh machines.



FIG 2

Performing the Basic Lunge (Fig. 2)

As in any exercise, correct technique is essential to reduce the risk of injury. Apply the Form Principle; perform every repetition and set with perfect form and stop the exercise before the form breaks down, to ensure optimal neuromuscular conditioning.

- Take a deep, diaphragmatic breath and draw your belly button inward toward your spine. This will activate the transversus abdominis muscle, a key stabilizer of the spine.

- Hold an upright posture and take a big step forward into the lunge. If your step length is correct, your front shin will be vertical. Take care not to “short-step” the lunge.

- Bending both knees, descend into the lunge as deeply as possible, or until the trailing knee is just off the floor. Do not let the leading knee drop inward towards the mid-line of the body.

- Push off the heel of the front foot to return to the start position – this encourages activation of the glutes. If you have difficulty returning to a standing position with one step, you may use a double-step method (step up half-way and then take a second step to the start position).

- Release the air through pursed lips as you step back to the start. Do not let the air just escape unrestricted. Using this exhalation technique is especially important when you are lifting heavier loads.

The principles of the basic lunge are carried out in all the lunge variations, so it is important to take the time to learn correct form as you begin training this key movement pattern. As you master this pattern, you can add more weight by placing a wooden dowel rod (page 24) or bar (Fig. 3) across your upper back and gripping the bar as close to your shoulders as comfort-



FIG 3

able. This activates the scapula retractors and encourages good posture.

Descending and Ascending the Lunge

The lunge performed with just body weight is what I call **Primal Standard**. This is the level that most people should be able to perform to survive the rigors of daily life. If someone is unable to perform a free lunge due to strength or balance issues, they will need to descend the exercise. Alternatively, many workers or athletes require a higher level of functionality in the lunge pattern and so will need to ascend the exercise once they have mastered Primal Standard.

PRIMAL STANDARD

Body weight lunge

1st Level of Descent
Split squat

2nd Level of Descent
Split squat with 1-hand support

3rd Level of Descent
Split squat with 2-hand support

1st Level of Ascent
Weighted lunge

2nd Level of Ascent
Walking lunge

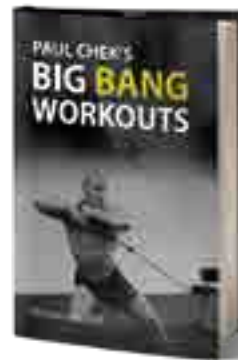
3rd Level of Ascent
Jumping lunge



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 (www.chekinstitute.com) and the creator of the P-P-S Success Mastery Program.

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It's a common misconception that in order to really make fitness gains (whatever your goals), that you have to spend a lot of time in the gym. That's simply not true.

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Carved like a Christmas Turkey

A 15 minute full body workout to help you and your clients/participants enjoy the holiday season

By Marc Lebert

I'm not a big fan of those holiday workout recommendations like "Park the car further from the mall entrance" or "Don't have a second helping of the stuffing"! Like a few extra steps will get you in shape? Or that second helping was responsible for your weight? As fitness professionals, we know it's a cumulative effect over the whole year. I am, though, a big fan of either working out or not working out. Like my wife says, I am either full out or not at all! I'm going to take the closest parking spot I can find (and not worry about the extra 200 feet), when I have already done my super quick and effective 15 minute, full body, strength building,

metabolism boosting, bodyweight training workout, with my Lebert EQualizers®. Try it yourself or incorporate this into your client programs or fitness boot camps for a refreshing holiday challenge.

Perform these simple push/pull movements, followed by jumping jacks (for 1 minute) and repeat! Take each strength move to failure. Yes, to failure! Safely of course, but really try and squeeze out an extra rep or two. Those are the reps that count. The jumping jacks can be done like a wet noodle or you can really get those arms pumping - the legs will follow! Perform 3 rounds. Be sure to thoroughly warm-up first. Now get after it!

EQ INCLINE CHEST PRESS

With the Lebert EQualizers® parallel to each other, place your hands on outside curve of the bars. On your toes, and keeping back straight, slowly lower until arms are bent to 90 degrees, pause and press up. Do not look down. Keep your neck straight by looking out slightly in front of you.



2



EQ INVERTED ROW

Place the Lebert EQualizers® close to each other with one set of feet touching and open about one foot on the other end. Lie down between them with your head just past the feet that are touching. With your feet flat, knees bent, and hips up, reach up and grip the foam handles. Pull yourself up as high as you can, keeping your head and hips in the same line. Pause at the top and slowly lower.

3



EQ RUNNING MAN

With the Lebert EQualizers® parallel to each other, stand between them and place your hands on the foam grips. Bring one knee up in front of you as high as you can and slowly reach out (like you are going over a hurdle). Make sure to keep your shoulders down and back, and your chin down, as you slowly work into the other leg with a slow, controlled “run”.

Now go find that prime parking spot and have a wonderful Holiday Season!



Marc is the owner of Lebert Fitness, a global leader in innovative bodyweight training tools, owner of Fitness NATION in Mississauga, Black Belt, Certified NLP Practitioner and International Presenter. Marc was named as one of Canada's Top100 Health Influencers by OptiMYz Magazine 2017 and is a member of the canfitpro Fitness Advisory Panel.



Dial Up Your Coaching

The use of thoughtful and compelling coaching strategies will power up your impact as an instructor and help your class numbers soar

By Kim Lavender

The new age of group fitness instruction demands a different approach. Our consumers are much savvier and are looking for more than a kick butt workout. They seek the socialization, a connection, results, a perfect blend of variety and specialization and, of course, an Instagram worthy experience. What will set group fitness experiences apart from the rest is an instructor's ability to coach the experience and elicit emotions. They crave an experience, being immersed in it, both mind and body. As instructors, we can create a signature class experience that leaves the wheels turning long after the workout is done. The better, stronger instructor will emerge with an ability to deliver successful coaching language and strategies during the workout that will impact the other 23 hours of our participants' day.

The length of my tenure in the saddle and at the front of the class has afforded

me over 6,000 classes to listen, observe, and connect with thousands of participants. I have taught everything from kickboxing, boot camps, cycling, step, and yoga. Through my experiences, I have learned to be more open and hyperaware of what lands with participants, inspires them, and gives them reason to return. I am grateful for the wisdom yet I still find myself thinking "boy I wish I knew then what I know now".

I have always known that people enjoy the experiences in my classes, get results, and trust me as their fitness leader. I get great participation and feedback on a regular basis. I work hard to bring the best choreography, education, and music to each class that I teach. The moment I knew that my coaching reached far beyond the last track was declared in a moment that changed how I look at instructing about 10 years ago.

For years I taught a Friday morning

class to about 35 regulars who assembled to workout, laugh, and unite as a sort of sorority. During sets, I would often infuse statements and questions about purpose, positive beliefs and values, cultivating empowerment and inner strength. As a result, much of what they trained for in their classes transcended into their daily life. I learned that linking the workout to a greater purpose propelled their performance, that leveraging their shining strengths could get them through anything, and that they did indeed have the grit to get comfortable with uncomfortable. We dismissed old limiting beliefs and replaced them with stronger more useful beliefs that served us well, and in return, they had a heightened awareness of what they were truly capable of. It was at the end of a class, as I was just wrapping up the cool down, when I heard a very shaky voice emerge from the corner door and say my name. As I turned, I immediately recognized this woman and leaped off the stage towards her. I met her halfway in an embrace and she simply stuttered, saying: "I came to thank you. I recently had an aneurysm which has obviously affected my speech and movement. But I wanted you to know, as I laid waiting for surgery, so much of what you have taught me about positive thinking and strength ran through my mind. Thank you."

She remained active during her recovery and regained her balance, movement, and speech! Ultimately, she practiced positive thinking while being challenged. She understood that she was stronger than she thought she was, that if she focused on visualizing the strength in her health and mindset she could get through this. These were all skills she had learned in my class.

Another moment happened more recently in a cycling class, when I heard a gentleman comment: "I come to your class because it is like a life-coaching session on wheels." It is not abnormal for people to become emotional and shed tears in my classes, and also leave saying they are now ready to take on the day. Many of my participants will say how the words I have used continue to ring in their ears during races, personal workouts, and even in daily life. This, in my perspective, is the greatest reward as an instructor. I love knowing that I have positively impacted lives by helping members unlock their potential... and get a great workout at the same time.

After studying Neuro Linguistic Programming (NLP) for over 500 hours and obtaining my Master practitioner level, along with coaching courses like the CCF (Canadian Coaches Federation), I realized that language, mindset, and connection are possibly more important than any modality, exercise, or trend in fitness. Thoughtful and compelling coaching language and techniques transcend any type of class or workout, bringing out the best in each participant with the resources they have available to them in that moment. I set expectations right at the beginning: I expect your best and you deserve mine. I also commend with powerful acknowledgements.

So how can you evolve the way you teach your classes and become an overall better coach? How can you start using language as a tool to strengthen the connection and leave your class feeling empowered?

First off, the biggest impact comes from focusing more on your participants and their response, and less on what your script says you have to do next in your choreography. A good coach will be able to differentiate between a performance and an immersive experience. Remember, your members did not come to watch you perform on a stage. They came to experience an empowering workout in unity and get a sense of an internal society that is stronger than anything else in the hour we spend together. Know your music and routine inside and out but be willing to go with the flow and dance in the moment.

Second, ask powerful and meaningful questions like: "What do you want to achieve by being here today?" or "Where in your life can you leverage this kind of commitment and strength?" Powerful questions are meant to be thought-provoking and should lead the participant to relate to a purpose behind the workout. Ultimately, they should learn that they already have the tools and skills required to succeed in their everyday life.

Third, make it personal. Learn to have empathy and understanding. Find out more about your members. Know what they are feeling, what they are thinking, what their doubts are, and what their hopes are. You must have the desire to understand your clients and connect with them. I always say "what we feel we wheel", which means that our emotions drive the motion. Participants who feel comfortable

will have more confidence. Confident members are the ones who believe they deserve and are able to get results. These are the people who WANT to work hard in your class.

Together we still have much to learn. The moment we think we know everything is the moment we stop growing and attracting the same. So just remember:

- **Be focused** - watch what lands and generates a great response.
- **Ask questions** - pace so they can process.
- **Give choices to empower them**, acknowledge that they are in control.
- **Give powerful feedback and acknowledgements**, reach beyond the "way to go". What did they just prove? (i.e. resiliency, grit, determination). Where else in their life might that be helpful?
- **Be authentic** - if it feels natural for you, it will feel natural for them.
- **Connect the workout to the real world**. How will this skill improve their life in some capacity?
- **Finish with a summary**, not about the hill they climbed, but what they accessed to do it.
- **Choose helpful themes** (i.e. inner strength, gratitude, planning to succeed)
- **Identify that failure is only feedback**, finishing is evidence that you did your best and should be celebrated.

Our role is to help more people see the beauty in movement, to honour their days, appreciate the growth that lies in the challenges and ultimately fall in love with fitness...mind and body. We can never underestimate the impact we can have as instructors.

Lastly, I guarantee that when you invest in yourself and commit to becoming a better coach through language and coaching strategies, others will want to invest in you. You'll find yourself with a lineup of participants not there because you kick their butts, but because you help them mentally and physically long after the last beat drops.

Go teach your next class with some of these concepts in mind and I would love to hear how it changes the game for you.

"...the biggest impact comes from focusing more on your participants and their response, and less on what your script says you have to do next in your choreography."



A proud Reebok Canada Ambassador, Kim Lavender (Coach Lav), is the GoodLife Fitness VP of Team Training and Specialty Group Training, creator of the GoodLife MyBootcamp program, and Coaching Essentials Training. Coach Lav is a Master Practitioner in NLP and contributing author for the canfitpro Foundations of Professional Personal Training manual.

Move and Achieve with BOKS

If you haven't heard of **BOKS** your kids might be missing out. Find out how this early morning exercise program is the ultimate way to boost brainpower.




Haven't heard of BOKS? You will soon. This before-school fitness program is taking schools across America by storm – and now it's come to Canada.

Why Kids Need BOKS

BOKS (Build Our Kids' Success) is a FREE program, funded by the Reebok Canada Fitness Foundation, which gives kids a body and brain boost that will set them up for a day of enhanced learning.

The BOKS vision is to have active kids in every school, every day. It started in 2009 when Executive Director Kathleen Tullie was inspired by the research of Dr. John Ratey, author of *Spark*. The Harvard



BOKS in a Glance
BOKS is a 45-minute turnkey physical activity program that focuses on developing functional fitness skills for children aged 5-12. Passionate volunteers like you run the before-school program, 2-3 times per week, for 12-24 weeks segments.

professor found that “exercise is the single most powerful tool that we have to optimize the function of our brain.”

Unfortunately most kids aren't getting the exercise they need. Last year, Canadian children received a D- on the *Global Report Card for Overall Physical Activity, with just 5 per cent of Canadian children between the ages of 5 and 17 meeting the recommended guidelines for daily exercise. These failing grades in physical literacy translate to failing grades in school.

The BOKS Effect

BOKS works with parents, educators, coaches, teachers, and other dedicated community members to get kids engaged

“On average BOKS students took 4,710 more steps on days when they did BOKS.”



in fun physical activity before school. Why before school? Dr. Ratey’s research shows that the areas of the brain that control physical movements also coordinate the flow of information. When kids get their bodies moving, it boosts memory and focus, setting kids up for a day of optimal learning.

Many of our BOKS volunteers are canfitpro certified fitness instructors and personal trainers, who are inspired to share their knowledge and passion for fitness with kids in the community.

Vanessa Morrell, owner of Waterfront Fitness & Pilates Inc. in Barrie, Ontario,

Exercise and its Impact on Learning

- Adding 40 minutes of daily exercise results in an average IQ increase of 3.8 points.
- Students who start regular exercise show a 20 per cent improvement in math, science, and social studies scores.
- Fit students are more likely to go to university.

has been volunteering as a BOKS trainer at Hyde Park Elementary School for two years. “Seeing the transformation in the children is what keeps me coming back to the program.” says Morrell. “BOKS has sparked confidence in kids who didn’t think they were athletes, and inspired them to do other activities after school.” Morrell has also been inspired by the feedback she’s heard from teachers. “They really notice a difference on BOKS mornings. Kids are less distracted and more focused on learning.”

How You Can Get Involved

BOKS can’t win the war on inactivity without you! Learn more about bringing BOKS to your school, and how your fitness expertise can contribute to creating a healthier generation of kids at www.bokskids.ca.

BOKS (Build Our Kids' Success) is an initiative of the Reebok Canada Fitness Foundation, aimed at creating a social movement that empowers volunteers to change children's' lives through fitness. We provide free resources, materials, and lessons for school children aged 6-12. For more information visit www.bokskids.ca

**2016 Participation Report Card*



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The Best Recovery Technique



A look at several techniques used to recover from training and their overall effectiveness

By Mike Bracko, Ed.D., CSCS, CHSC-3, FACSM

Recovery from exercise and sports training has become of more interest to personal trainers. Although there are many techniques that can be used to recover from training, the most popular seem to be foam rolling and post-workout snacks. However, the most important one is sleep.

Sleep

Gordon Sleivert, Ph.D., of the Canadian Sport Centre Pacific, indicates “A universal recovery strategy that is essential to both physiological adaptation and to the consolidation of skill development is sleep.” Sleep is important for recovery because we release human growth hormone during stages 3 and 4 which repairs muscle that has been damaged during training. Cheri Mah, Ph.D. (Stanford University), indicates “sleep is an important factor in peak athletic performance.”

Sleep and Athletic Performance

Mah, et al., (2008) investigated the effects of increased sleep on college swimmers who increased their sleep to 10 hours/night for 6 – 7 weeks. After the sleep extension period, they swam a 15-m sprint 0.51 seconds faster, reacted 0.15 seconds quicker off the start blocks, improved turn time by 0.10 seconds, and increased kick strokes by 5.0.

Mah, et al., (2011) did the same research with college basketball players. After they increased sleep they were faster on a sprint by 0.70 seconds, improved free throw percentage by 9.0% and 3-point field goal percentage by 9.2%.

Foam Rolling

Cheatham, et al., (2015) conducted a review of literature on the effectiveness of foam rolling on performance variables. The results indicated foam rolling lessens decrements in muscle performance caused by delayed onset muscle soreness.

Beardsley and Škarabot, J. (2015) conducted a review of literature on the acute and chronic clinical effects of foam rolling. The results found that acutely, foam rolling increases flexibility and reduces muscle soreness, and does not hinder performance. It improves arterial function and vascular endothelial function, and increases parasympathetic activity, which are useful in recovery.

Schroeder and Best (2015) conducted a review of literature on the use of foam rolling for pre-exercise, recovery, or maintenance. The results indicate foam rolling has a positive effect on range of motion and decreasing soreness/fatigue following exercise.

Ice Baths

Sánchez-Ureña, et al., (2017) compared two cold water immersion protocols, continuous or intermittent, on recovery in basketball players (10 male basketball players, 14 yrs old). The results indicate both cold water immersion protocols were effective in reducing muscle pain 24 and 48 hours after training compared with the control. There were significant differences in countermovement jump after 24 and 48 hours of cold water immersion compared to the control.

Crystal, et al., (2013) investigated the

“A universal recovery strategy that is essential to both physiological adaptation and to the consolidation of skill development is sleep.”

effect of ice baths on the inflammatory response to muscle-damaging exercise. Twenty subjects did a 40 minute run at a -10% grade. Ten of the subjects sat in a 5 °C ice bath for 20 minutes and the other ten served as controls with no bath. Knee extensor peak torque, soreness rating, and thigh circumference were obtained pre-run, and 1, 6, 24, 48, and 72 hours post-run. There were no differences between groups in knee extensor peak torque or soreness rating.

Post-Workout Snack

The International Society of Sports Nutrition (Kerksick, et al., 2008) summarized the research on post workout meal and the timing of the meal/snack.

- A post workout snack is most important when the exercise is 60 – 90 minutes of moderate to high intensity exercise.
- Consumption of a carbohydrate snack (8 – 10 g CHO/kg/day) within 30 minutes stimulates muscle glycogen re-synthesis.
- Carbohydrate snack and protein ratio of approximately 3:1 (CHO:PRO) stimulates glycogen re-synthesis to a greater extent.
- Consumption (immediately after and up to 3 hours) of amino acids has been shown to stimulate greater increases in muscle protein synthesis.
- During resistance training, post-exercise consumption of carbohydrates and protein has been shown to stimulate improvements in strength and body composition when compared to placebo or carbohydrate-only snacks.
- Pritchett and Pritchett (2012) indicate that chocolate milk is an affordable recovery beverage. Low-fat chocolate milk consists of a 4:1 (CHO:PRO) ratio and provides fluid and sodium.

Exercise is actually a form of stress. It causes a catabolic response in the muscles, creating small tears during weight training or high intensity training. After the damage caused by exercise, the body needs rest and recovery. The recovery process can be started immediately after exercise by drinking fluid and eating a snack to start replenishing water, carbohydrates, and protein. A healthy mixed diet further helps with recovery to rebuild damaged muscle tissue and replenish carbohydrates in the muscle cells. Foam rolling, before exercise, has also been found to reduce symptoms of delay onset muscle soreness and improve flexibility and range of motion. But getting a good quality and quantity of sleep is by far the ultimate recovery tool one can use to train, progress, and achieve goals.



Mike is a fitness educator, hockey skating coach, and writer. He holds a doctorate degree in exercise science and is the strength & conditioning coach for the USA Men's Deaflympic ice hockey team. Mike is the author of 32 DVD's on fitness, high performance hockey skating, safe lifting, and back injury prevention.

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Get Your D.O.S.E of Good Stress

Exploring the neurotransmitters responsible for helping us stay motivated and inspired

By Nathalie Plamondon-Thomas

Dopamine, Oxytocin, Serotonin, Endorphin. These feel good neurotransmitters are essential for our survival. Wanting to repeat a behaviour that makes us feel good is the source of our motivation. When released in our brain, these good stress chemicals each play a different role.

The selfish chemicals, dopamine and endorphin, give us short term rewards. They help us accomplish and persevere.

Dopamine

Dopamine allows us the ability to focus, set goals, and get things done. It is a reward-motivated behaviour generator. We get a feel for the incentive power of dopamine when we make progress. Writing down and visualizing our goals helps us 'see' and imagine what is possible and gives us a feel-good hit that will help us continue moving towards achieving it. When we do so, dopamine will support us in our journey. If procrastination and self-doubt are present, chunk down your goal into smaller steps and keep track of your progress. Dopamine will reward you along the way and keep you on track.

Endorphin

Known in the fitness industry as 'the runner's high', endorphin provides the ability to work through hard labour. It gave our ancestors a competitive advantage when hunting their next meal. Without it, they would not have had the stamina necessary to bring back food for their family. Endorphin counteracts our perception of pain. Stress, anxiety or fear can all benefit from the analgesic powers of endorphins. Exercise and laughter are two easy ways to get endorphins. We cannot be afraid and laugh at the same time.

A great short-term boost and activated in our brain without the need of others, dopamine and endorphin are temporary and can become very addictive. Caffeine, alcohol, drugs, and social media all contribute to the release of these selfish chemicals. Exercising, laughing, chunking down and visualizing our goals, are much healthier ways to get our good stress fixes. Now, how do we tap into a longer-lasting state of mind and true confidence?

Although they are not as instantaneous, and they take time to build up in our system before we can enjoy their full benefit, the long-term selfless chemicals of serotonin and oxytocin will provide a much more fulfilling result.



Oxytocin

The social chemical, oxytocin, helps us form bonds of love, friendship, and trust to make relationships stronger. Oxytocin makes inspiring and being inspired possible. Generosity and empathy are relying on oxytocin to do their magic. Without it, society would be complete chaos; every man for himself and nobody would care about anyone else. Knowing that people around us have our back is the primary generator for self-confidence. It also reduces cardiovascular stress and improves the immune system. It will give us a boost when we are either at the giving or receiving end of a selfless act or even if we are just observing it. Oxytocin keeps us healthy; it opens our mind, and biologically it makes us better problem solvers. Close interaction with others, orgasms, hugs, giving, receiving or witnessing an act of kindness all contribute to releasing a flow of this long lasting and amazing feeling.

“The objective is to find balance between the selfish and selfless chemicals.”

Serotonin

If you crave sugar, you may have a serotonin deficiency. Instead of reaching for your next sweet fix, reach for a friend! Feeling important, making a difference, being significant, making someone proud or feeling the pride from seeing someone around us accom-

plish something all contribute to the production of serotonin. Fulfilling our purpose and feeling that we are doing things, not just for ourselves but also for others, creates a durable sensation that can counteract loneliness and depression. Exposure to sunlight may also contribute to promote serotonin production. Cultivate relationships, spend time with others, and be a friend. Group training, fitness classes, working with a personal trainer or a coach can all contribute to triggering this happiness neurotransmitter.

The objective is to find balance between the selfish and selfless chemicals. Providing the next endorphin fix to our clients provides them with a great sensation and rewards us with a weekly paycheck. Enriching their lives with long-lasting relationships will secure your business in a more permanent way. Working "in" with our clients will contribute to transformational changes. If you are interested in positioning yourself as a long-lasting, results generating professional, check out the Certified Coach Practitioner course delivered by canfitpro, in conjunction with the Certified Coach Federation. You will learn tools to transform your client's minds in order to support their programs and achieve the results they are seeking.



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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Happy Feet

Assessing foot mechanics and providing exercises for the feet will prevent injuries and provide a strong base for daily activities and fitness

By Ona McDonald

Fitness leaders often neglect one of the most important regions of our clients' anatomy... their feet! They carry the total weight of our bodies all day long. And yet, we often overlook them in a fitness and health regiment.

Feet Facts

The foot and ankle complex contains 26 bones (plus 2 sesamoid bones), 33 joints, 107 ligaments, and 19 muscles. All of these, in conjunction with blood vessels and nerves, work in harmony to allow the functions of the lower legs and feet to work properly. 1.5x the body weight passes through the ankles when standing or walking and 8x the body weight moves through the ankles when running. This complex joint system supports the body as a shock

absorber, adapting to varying surfaces, maintaining mobility and balance every day. It provides us with a strong base from which we can push to walk, run or jump. This area of the body is the basis for all closed kinetic chain exercises.

Foot Mechanics

Anatomical motions of the ankle hinge joint include plantar flexion, dorsiflexion, inversion, and eversion. The mechanics of the foot affect the whole body's kinetic chain. Proper ankle and foot alignment can prevent injuries to the knee, hip, and spine. Improved function can assist in core strength and leg power.

Did you know?

One cannot squat properly if the feet and ankles are not working well, especially if

there is a diminished range of dorsiflexion. Proper posture is interconnected to foot and ankle movements. We lose 35-50 percent of our ankle range of motion as we age, and ankles are required for mobility. The natural foot arch declines and weakens with time.

Injuries

Common injuries include sprains, tendon strains, and ankle fractures. The foot can suffer with arthritis, bones spurs, plantar fasciitis, Achilles heel pain and Morton's Neuroma (pain between the 3rd & 4th toes).

What should fitness professionals look for?

- Range of motion in all directions
- Strength in the toes, feet, ankles
- Sensation abilities in the toes, feet, and ankles
- The ability to walk on different surfaces - flat, cushioned, bumpy, uphill, moving

Focus on dorsiflexion. Poor dorsiflexion could be a result of:

- Lack of flexibility of the gastrocnemius and soleus muscles
- Ankle restrictions from arthritis, injury or surgery

- Improper pelvic posture – an anterior pelvic tilt places the foot in plantar flexion to counterbalance
- Other injuries to the knee, hip, and spine
- Wearing improper footwear on a regular basis

“The foundation must be sound or the edifice will fall.”

Take care of the feet by considering the following:

Going barefoot

- This all depends on the surfaces that clients will be walking on, such as sand, concrete or cushioned flooring
- Consider the client’s age, mobility, and stability
- Is this appropriate for the individual?

Foot Wear

- Suggest the client be fitted correctly for their foot size, foot genetics, lifestyle, daily and fitness activities

Orthotics

- Used for increased support of all three arches of the foot, stability, and shock absorption
- Research, consult a doctor or foot specialist, as there are as many arguments for wearing orthotics as there are against wearing them

Pedicures

- Helps prevent ingrown toenails and infections

Stretching and Muscle Release for the Feet

- Use a golf ball, tennis ball or roller to work through the tissues of the feet and calves for myofascial release
- Try frozen balls under the feet
- Teach your clients self massage - work through each toe, ball of foot, through the arch, into the calf muscles and shin muscles
- Stretch the lower leg muscles - gastrocnemius, soleus, and tibialis anterior with straight knees, bent knees, double leg, single leg

Exercises for the Feet

To begin, one should be able to stand with proper upright posture and perform the following:

- stand barefoot so that they feel the floor beneath their feet

- keep toes straight ahead
- distribute weight evenly through the balls of the big toes, baby toes, and heels
- spread the toes
- keep the big toe in contact with the floor

Once this can be performed with ease then additional exercise can be performed.

Standing (barefoot or in supportive footwear):

- transfer body weight, body sways
- single ankle rotations, inversion, eversion motions
- spread the toes, crunch the toes
- push/lean the ankles outward to lift the arches upwards
- one foot at a time, put weight on the heel and circle the forefoot - put weight on the forefoot and circle the heel
- practice tandem stance (heel-to-toe) for balance
- heel raises with straight knees, bent knees, double and single leg
- toe raises with straight knees, bent knees, double and single leg
- walk on toes, walk on heels
- single leg stand while holding one kettle bell - switch the kettle bell to the other hand
- single leg stand while passing and catching a weighted ball
- single leg hop and balance

Sitting:

- some exercises from standing can also be done sitting
- use a resistance band and perform plantar flexion, dorsiflexion, inversion, eversion
- in bare feet, scrunch up a towel/marbles with the toes

Using different surfaces:

- stand on cushioned mats and perform heel raises, walking, balancing
- use wobble boards
- stand on a BOSU ball with two feet and single leg

Educate your clients to exercise their feet just as they would any other muscle. Healthy, happy feet lead to a more functional body.



Ona has been involved in the fitness industry for over 40 years. She holds a degree in Physical & Health education, a Bachelor's in Education and works in the teaching profession. Ona is an active group Fitness Leader, Personal Trainer, Yoga, Pilates, and Aqua Instructor and a canfitpro PRO TRAINER.



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Breath and Movement

A look at why breathing must take a more important role in our health and fitness

By Brett Jones, ATC, CSCS

We all do it, roughly 14,000 – 20,000 times a day. Breathe. While we can go 30 days without food and several days without water, we can only go minutes without air. To say that breathing is critically important, at the most essential level, is not an exaggeration at all. But what does that have to do with movement? I'll get there in a moment.

For centuries disciplines like Martial Arts, pranayama, and others, have focused on breath as a key component of health and performance. In modern times, we have gone from ignoring the breath to giving it almost mystical properties. Let's try to cut through some clutter and get a bit of clarity.

We can focus on three areas of breathing:

1. **Biomechanical**
2. **Biochemical**
3. **Psychophysiological**

First let's be clear on breathing vs. respiration.

Breathing is the physical act of moving air in and out of the lungs while respiration has two areas: Physiological (transfer of gas in the lungs) and cellular (energy production in the cells/mitochondria). For our purposes, the mechanical actions of breathing will be discussed while looking at the biomechanical and the physiological actions of gas exchange.

If you perform a quick Google search, you'll realize that these terms are sometimes "interchanged" and even used in the definition of the other and it can be confusing to say the least. There is some great info out there about different aspects of breathing. See my recommendations in this original article on FunctionalMovement.com

Biomechanical

There is a lot going on in a breath cycle and the diaphragm is the star of the show. Other primary and accessory muscles become active for inspiration and expiration at rest and during exercise. The diaphragm is one of the coolest muscles in the body, with unique attachments and anatomy. It functions as the primary muscle of breathing, but also is active in maintaining posture and 'core' stability, as part of the inner unit (diaphragm, pelvic



"When you truly own a movement pattern, strain isn't part of the picture." - Dr. Mark Cheng

floor, transverse abdominis, multifidus).

For years, FMS has been using diaphragmatic breathing as a key concept and tool to improve movement. In fact, I often have course attendees get reacquainted with diaphragmatic breathing through 'Crocodile Breathing', and see improvements in their weak link on the Functional Movement Screen 70 percent or more of the time. Similar observations are supported by research as well. A 2014 study suggests there is a significant relationship between breathing pattern disorders and movement dysfunction identified by the FMS. So, breathing definitely impacts movement.

From a practical standpoint, breathing in movement can be addressed in two concepts: anatomical breathing match and biomechanical breathing match.

Anatomical breathing match refers to

the natural matching of the inhalation and exhalation with extension and flexion of the spine/body. Extension facilitates inhalation and flexion facilitates exhalation. As the body gets compressed (flexion), exhalation dissipates the pressure and extension assists in opening the thoracic area to assist in inhalation. In addition, anatomical breathing can be used in stretching where the exhale is used to enhance the relaxation into a stretch.

Conversely, in the biomechanical breathing match, we flip those actions: Inhaling to increase the intra-abdominal pressure during flexion and exhaling to improve muscular action and stability during extension. Biomechanical breathing match is the key to being able to handle loads through the body during performance. During a deadlift, kettlebell swing or a kettlebell military press, the biomechanical breathing match allows us to amp up our strength and stability.

Stu McGill addressed breathing in his panel discussion with Gray Cook at Stanford University:

"Consider an athletic competition where your athlete has an opponent—mixed martial arts or UFC. These guys are so good. If they have their opponent in some sort of a compromised position and they want the arm down, they'll dig the opponent's liver to get a defensive arm down. They wait for the second the opponent inhales—not exhales—and then snap on a submission based on that breathing cycle... How would I teach the diaphragm to be as athletic as it possibly can, independent of stability and control?"

I get them breathing heavily and drop them into a side bridge. If they entrain any of the other muscles to the breathing, they'll fall out. All they have left is the diaphragm. I'm going to teach that



In collaboration with world renowned osteopath, Dr. Rosalba Courtney, FMS has developed a breathing screen and assessment for fitness professionals and healthcare providers. For more information about *Screening and Assessing Breathing: A Multidimensional Approach*, visit FunctionalMovement.com

diaphragm to be independent and allow them to breathe no matter what.”

Martial artists refer to this as ‘breathing behind the shield’. This is the ability to brace and breathe essentially.

Obviously, when it comes to breathing and performance, it is not one thing, but many - from a biomechanical perspective.

Biochemical

The biochemical aspect of breathing/respiration is all about gas exchange - getting O₂ in and CO₂ out to maintain the balance in the blood/body. This occurs in the cells as cellular respiration (using O₂ in the production of ATP and getting rid of the waste product CO₂) and in the lungs as gas exchange. Chemical receptors keep an eye on blood pH and adjust breathing rate accordingly to maintain blood pH. Hyperventilation (over-breathing) actually blows off too much CO₂ and causes alkalosis. Medically, CO₂ levels can be measured by capnography or blood tests.

While we do have conscious control over this subconscious system of breathing, the physiological controls of the body and brain will alter breathing to ‘get what they need’ regardless of what we ‘think’ we are doing.

Psychophysiological

The psychophysiological impact of breathing is significant. Breathing is part of the Autonomic Nervous System (ANS). The ANS is broken into the Sympathetic nervous system (fight or flight) and the Parasympathetic nervous system (rest and digest). While most ANS functions are beyond our control because of the blend of skeletal and smooth muscle fibers involved, we can control our breathing to an extent.

In their article published in 2011, titled *Breathwork in Body Psychotherapy*, authors Christine Caldwell and Himmat Victoria provide a variety of information about the impact of breathing on psychological factors (touching on the work of Chaitow and others) by stating:

“It is clear that the physiology and psychology of breathing are inextricably intertwined when Chaitow, Bradley, and Gilbert (2002) also state that: Feeling anxious produces a distinctive pattern of upper-chest breathing, which modifies blood chemistry, leading to a chain reaction of effects, inducing anxiety, and so reinforcing the pattern which produced the dysfunctional pattern of breathing in the first place (p. 2).”

Putting It All Together

While breathing may influence or improve movement, moving poorly does not mean that you have ‘dysfunctional’ breathing. And just because you have dysfunctional breathing does not mean you have poor movement. However, this correlation is quite strong.

The dictionary is the only place where fitness comes before health. Therefore, breathing must play an essential role in our health and fitness practices. Considering movement and breathing allows us to properly allocate resources and attention in the right direction.



Brett Jones is a fitness professional and international presenter with almost 20 years experience. In addition to a Bachelor of Science in Sports Medicine from High Point University and Master of Science in Rehabilitative Science from Clarion University, Brett is also a Strong First Master Instructor, Advisory Board Member for FMS, and is a writer and co-creator of multiple articles, DVDs and fitness products.

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Mindful Recovery

Enhance physical and mental performance with planned recovery time and self-care

By Daniela Goode

When working toward specific performance goals, fitness enthusiasts and athletes often work their bodies ragged while trying to increase their physical capacity. What is interesting to note however, is that the recovery process between workouts is actually a key component to overall improvement. This is the time in which the musculature, joints, and physiological systems of your body actually respond to the challenges you've undergone during training, and make the necessary adaptations that lead to the gains you are aiming for. Unfortunately,

in many training programs, the value of recovery is often overlooked in favour of activities that present a greater level of physical exertion. This means that many people end up falling short of their true performance potential, because their bodies do not have the optimal opportunity to adapt and prepare for ongoing training and competition.

One of the best ways to be mindful of your body's need for recovery is very simple - plan for it. Whether you're a fitness professional working with clients or participating in your own work out program, make a point to incorporate a

safe and effective cool-down and stretch segment at the end of each session. Also, when looking at overall workout schedules, be certain to include active recovery days that promote flexibility, mobility, and a lower intensity of movement. This will allow the body the much needed time to recover and rebuild, in preparation for the next challenging training session.

Even more deliberate recovery efforts can be made by working with a massage practitioner, or having regular sessions of assisted stretching with a trained professional. In our Thai Yoga Therapy practice, we have several athletes and gym-goers who include this combination of massage, passive yoga, assisted stretching, and pressure techniques, as a part of their regular self-care and recovery routine. This practice allows your muscles to release tension in a passive manner, while encouraging



“One of the best ways to be mindful of your body’s need for recovery is very simple - plan for it.”

overall mobility, flexibility, and increased blood flow, as well as mental relaxation, which is a very important component in the recovery process.

The full benefits of recovery extend far beyond physical adaptations, as they bring a sense of peace and calm to our minds, as well as our bodies. Taking the time to move through various stretches and postures (whether actively or passively) allows you to connect breath with muscular release, and learn more about patterns of tension in your body that could hinder your progress if left undiscovered or unaddressed.

As you continue training others and also manage your personal fitness pursuits, always remember that the body adapts best when given a nurtured opportunity to do so. If nothing else, after the next challenging workout, be sure to allow enough time for you and your clients to take a few mindful moments to quietly breathe, stretch, relax, and restore.



Daniela Goode is a Kinesiologist and Wellness Educator whose passion lies in using movement to foster vibrant health. Email Daniela at daniela@navina.ca or visit navina.ca.

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More Than a Punch and Kick

If you think fitness kickboxing is simply a physical form of exercise - think again

By Ross O'Donnell

Fitness enthusiasts are constantly seeking new, innovative, and challenging ways to get, and stay, in shape. Many clubs feature an array of machines and line ups to use them, and there still exists the belief that one can't workout unless there is heavy equipment involved. As fitness professionals, we know that this is certainly not true. We also are aware that goals can only be achieved if the exerciser is connected and invested in what they are doing. Instructing a client how to set up a treadmill program or perform a set circuit does not necessarily result in a lasting connection.

Sessions and intensive workshops are packed at canfitpro events for a reason. Fitness professionals are realizing that client retention in a program, where you the trainer are an integral part, is the most effective way to keep your clients engaged and wanting more.

Over the last few years, traditional martial arts programs and crossover fitness type classes, like Tae Bo and other cardio-kickboxing classes, have waned in interest and athletic-fitness kickboxing has become a popular form of fitness training in North America.

The attractiveness of fitness kickboxing is that participants get a calorie burning, cardiovascular and resistance training workout, combined with learning valuable self-defense skills. By wearing boxing gloves and striking focus pads, the extra resistance improves technique and reduces the likelihood of hyperextension to the knees, elbows, and shoulders by providing a target for impact. It is also a dynamite way to build self-confidence, agility, coordination, stamina, and mental focus, with authentic combinations led by a certified instructor.

Incorporating a fitness kickboxing program or specialty kickboxing personal training sessions encourages partner training, which provides increased mo-



tivation, commitment, and makes it the perfect type of activity for men or women, couples, mother-daughter, father-son, and friends to get involved in. It is a fresh, innovative workout, enabling participants to add a new dimension to their routine. The fitness kickboxing techniques and combinations are structured and designed based on authentic sport kickboxing, but do not require sparring. The program provides the participants with enhanced mental focus by concentrating on the challenging and stress relieving punch-kick combinations.

Other than the gloves meeting the pads, there is no physical contact between the participants. With minimal equipment and no line ups, one can get the results they are looking for with fitness kickboxing.



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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- November 18 - Fitness Kickboxing - Level 2 Instructor's Course-Etobicoke
- November 19 - FKCI Bootcamp Canada Instructor's Course - North York
- November 25 - Fitness Kickboxing - Level 3 Instructor's Course - Toronto
- November 26 - Fitness Kickboxing - Level 1 Instructor's Course - Brockville

- December 10 - FKCI Bootcamp Canada Instructor's Course - North York

Saskatchewan

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- December 9 - Fitness Kickboxing - Level 1 Instructor's Course-Bienfait
- January 6 -MMA - Level 1 Instructor's Course - Buena Vista

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Mitigate Risk and Protect Your Fitness Business

A highlight of key practices to keep your business and personal assets protected

By Murray MacKenzie

As the leading fitness insurance broker in Canada, we are frequently asked how fitness professionals and gym owners can reduce the risk associated with their clients and/or premises. We have seen many different claim scenarios during our tenure as the only endorsed broker for the canfitpro 'Protect Yourself' Insurance program, and we want to share with you some key practices to mitigate threats to your business:

- Make sure equipment is well maintained and service records are kept – remember, if it isn't recorded, you can't prove it happened.
- Be certain to acquaint new customers with equipment operation and provide proper signage so that use is easy and clear to understand.
- Be sure to have a completed Par-Q for each client so that you are aware of past health issues, allergies, existing conditions, etc.
- Provide supervision for clients who require assistance.
- Have written safety protocols as part of your staff training program and have a response plan available for staff so they are prepared for various loss scenarios including injuries, sickness, CPR, etc.
- Realize that any clients under the age of 18 are not allowed to enter into a contract. While the parents can sue for negligence now, the minor can also come back later when they become an adult and pursue legal action again. For these reasons be very careful about training minors.
- Even if an action does not result in a claim, the cost of defence can be extraordinary and a proper liability policy will pick up the cost for insured claims. That is why it is so important to carry commercial liability insurance to protect your business, as well as your personal assets.
- Carry at least \$2M of liability coverage. Lawyers are expensive and can deplete liability limits very quickly in lengthy



claims situations. Some other industry programs offer limits of \$500,000 to \$1M and as noted, these limits can be eroded to the point where you do not have enough insurance to cover the claim.

- Make sure your staff have proper training and certifications to perform their duties, otherwise their insurance may not respond.
- Be sure to have a commercial liability policy to cover your exposure if you work from home and have clients coming into your residence. Should your homeowner's insurer find out you have a commercial operation without proper insurance, they may cancel your homeowner's policy.

By taking these practices into consideration you will greatly reduce your exposure to claims, protect your business and personal assets, and help to avoid a stressful, drawn out litigation and potential trial.

Insurance is there to protect you in the

event of an unforeseen accident or occurrence. These situations, however, can be mitigated with some careful planning, as outlined in this article.

Should you wish to obtain a quote as either a fitness instructor, personal trainer, in home studio operator or gym owner, we can be contacted on the canfitpro website or directly at ajgcanada.com/canfitpro.



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Murray MacKenzie C.I.P., B.Comm., is Senior vice President of Commercial Insurance at Arthur J. Gallagher Canada Limited, formerly Stevenson & Hunt Insurance Brokers. Murray has been working in the insurance industry for over 30 years. He is a graduate of McMaster University. Contact him at murray_mackenzie@ajg.com or visit ajgcanada.com.



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The Importance of Being Trauma-Informed

As fitness professionals, we can better serve our clients with more awareness and compassion



By Lisa Greenbaum E-RYT 500

If you have been teaching group fitness, personal training or mind/body classes to the public, there is no doubt that you have been teaching people with trauma and/or PTSD. Trauma is a human experience and we will all be touched by varying degrees in our lifetime, some (generally those who've experienced severe and/or multiple traumas) will also develop PTSD. The requirement for workers in hospitals and recovery centres to be trauma-informed is now common place. The time has come for all other facilities that service

the public, in particular through health and well-being (that's us!), to understand the basics behind trauma-informed care so we can best serve our clients. Without this knowledge, we are inadvertently sabotaging the health and wellness goals of the very people we are trying to help.

Trauma-informed is based on awareness. Understanding why someone might be reacting in a particular way, how to make our clients feel safe, and how to avoid triggers by creating a trauma-informed environment. A very important as-

pect of healing from trauma is referred to as 'bottoms-up processing' or essentially through the body. Many psychotherapists and psychologists understand the circle of healing to include mind, body, and spirit. In the fitness industry, we promote this every day. By adding in trauma-informed practices, as fitness professionals, we actually become an aid to ones overall healing.

The first point of reference we need to understand for the basis of trauma-informed practices is how we interpret danger and/or a life threat. Our periph-

eral nervous system is split between our somatic and autonomic systems. The somatic being the messages and thereby actions we control in our body, such as lifting our mug to take a sip of coffee. Our autonomic system represents everything that works on its own: breathing, digesting, heartbeat. The autonomic system then further splits out to parasympathetic and sympathetic nervous systems. Parasympathetic is also known as rest and digest. What this means is that our nervous system must be essentially calm and relaxed so we can perform important bodily functions such as sleep, digestion, moderate heart rate, and perform deeper diaphragmatic breathing. These are also the functions of the body that are compromised in both trauma and chronic stress. Sympathetic is considered fight or flight. When this system is triggered, our body gets ready for action, we bear down clenching our muscles, heart rate quickens, breath becomes shallow, all so we can

“There is a fine balance between a healthy sympathetic nervous system - someone who is able to feel comfort through discomfort vs. someone who quickly unravels when their feelings of control are compromised.”

react quickly and efficiently, like moving out of the way before we are hit by a bus.

What is interesting to note is that our brain doesn't differentiate between real or imagined danger. After someone has experienced a traumatic event like a car accident, natural disaster, war or any form of abuse (trauma is also subjective and can only be defined by the person who is experiencing it), memories or flashes of memory (as with PTSD) continually replay in the persons mind. Their bodies essentially become stuck in the sympathetic nervous system, hypervigilant and ready for any perceived danger. This can lead to chronic stress, creating a destructive feedback loop in the body and overtime the system will stop working. In other words, our natural reaction to stress is compromised. We either shut down and freeze or create situations of “over-reacting” to everyday stresses.

So what does this look like?

For someone who feels safe, eye-contact is easy and often followed by a smile. In ►



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the fitness environment, they appear to be following along (to the best of their ability) or engaging in dialogue, asking questions, they have generally “done this before”. They are operating from their rational brain (neo-cortex).

For someone who feels in danger, they are operating from their emotional brains (limbic centre). This includes our new students, while they navigate the space and your instructions. This also explains why proprioception and coordination are more difficult. There is a fine balance between a healthy sympathetic nervous system - someone who is able to feel comfort through discomfort vs. someone who quickly unravels when their feelings of control are compromised. What does this look like? Agitated movements, loud sighs, or leaving before the class/session is complete. Remember – fight or flight.

Furthering this reaction is when someone perceives a life-threat situation. Both danger and life-threat experiences are quickly created by our nervous systems based on our brains understanding of the situation. Again this is subjective and learned behavior. This is what is meant by ‘triggering’ someone. This could be severe like a loud bang from the door or outside, to a cell phone going off in the middle of a class, to words, actions or a lack of choice given to the client. There may be a lack of eye contact, dissociation, or simply going through the motions until the session is done. They begin to shut down and operate from their primitive brain (brainstem). This is NOT fight or flight – this is freezing or simply being able to do nothing at all.

For more information on teaching a trauma-informed class, or how to use Yoga techniques for healing from physical or emotional trauma, check out the YogaFit for Warriors 100/140hr certificate program. Trainings offered individually across Canada. The 100hr Warrior Intensive is being offered January 22-30, 2018 in Toronto.

This is the most challenging place to come back from, from a healing perspective.

Please keep the following points in mind to provide a trauma-informed environment:

- 1. Be cognizant of the space:** Do the doors shut with a bang, can people see in the windows, is it loud outside the room or subject for sudden noise? For many of these situations we can't do much about them, however what we can do is provide a warning such as *“The weight room is above us and from time to time people can be a little over zealous with the weights they are using.”* If possible, place a note on the door to remind people to shut quietly or close the blinds on the windows if on the ground floor. For our students to relax they need to feel safe.
- 2. Provide options:** While teaching classes, provide as many options as you can, so they can decide the best course of action for themselves. Give students permission to rest when they need. The same can be done with personal training clients by involving them more and listening to their

feedback as to what they like and don't like about their routines. I know our job as fitness professionals is to push them to their edge, but start to create an awareness of what edge you are pushing them toward.

- 3. Watch your language:** Become aware of the words you are using. Notice if the majority of your cues are centered around negative words like ‘don't’ and ‘stop’. Create an environment of inclusivity and safety with your words.
- 4. Be careful with touch and adjustments:** We generally advise not to touch those suffering trauma, however, it is important to always ask your students and clients so they can decide. Give them the option of adjustments in every class and respect their decision. When training, consider where you are standing in relation to your client and your proximity of closeness. Again, always ask permission to touch.

5. The student is in charge: Ask your students and clients for feedback, in particular around music and lighting. If they want the door open or the music lower, they are asking for a reason. When people have experienced trauma their control has been taken away. By providing choice and listening to what they are asking us rather than us trying to convince them otherwise, we are creating a safe and thereby healing environment for our students.

Unfortunately, it is not a question of *if* we trigger someone, but *when*. Following a trauma-informed practice will help create a safe space for your clients/students and also help you develop more awareness and compassion. Together, we can truly create change and provide healing in the fitness industry - mind, body, and spirit.



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.

YOGAFIT TRAININGS IN CANADA

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- Level Two: Communication - Nov. 25/26 - Toronto
- YogaFit for Emotional & Physical Trauma - Dec.2/3 - Toronto
- Level Three: Introspection - Dec. 9/10 - Toronto
- Advanced Ayurveda - Jan. 11-14, 2018 - Toronto
- Level One: Foundations - Jan. 20/21, 2018 - Toronto
- 100-hour Warriors Intensive, Jan. 22-30: YogaFit for Warriors, Restoring Balance: Training the Parasympathetic Nervous, YogaFit for Warrior Kids (Childhood

Trauma), YogaFit for Emotional and Physical Trauma

Alberta

- Level One: Foundations - Nov. 18/19 - Edmonton
- YogaFit Prenatal - Dec. 8 - Calgary
- Level Two: Communication - Dec 9/10 - Calgary

Manitoba

- YogaFit Props - Dec. 1 - Winnipeg
- Level Five: Unification - Dec. 2/3 - Winnipeg
- Level One: Foundations - Dec. 9/10 - Winnipeg

Saskatchewan

- Anatomy and Alignment - Nov. 25/26 - Regina

Nova Scotia

- Anatomy and Alignment 2 - Dec. 2/3 - Halifax

Quebec

- Level Five: Unification - Dec. 2/3 - Montreal
- Niveau 3: Méditation et Ajustements pratiques - Dec. 9/10 - Quebec City
- Niveau 1: Les Bases de la Sécurité - Jan. 13/14, 2018 - Quebec City

British Columbia

- Level One: Foundations - Nov. 18/19 - Burnaby
- Level Five: Unification - Nov. 25/26 - Delta
- Level One: Foundations - Jan. 13/14, 2018 - Burnaby

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1

SUPINE BRIDGE WITH MEDICINE BALL TOSS

This exercise encourages shoulder stability and builds endurance through the glutes, hamstrings, and core for better squats, deadlifts, and chest presses.



What you'll need:

- 1 Medicine Ball (your choice of size and weight, but should fit comfortably in the hands)
- 1 Stability Ball™

Exercise

Starting position: seated on the Stability Ball, feet hip distance apart, Medicine Ball held between both hands.

Inhale to prepare

Exhale – walk the feet away from the Stability Ball and roll the ball along the spine until the head and shoulders rest on the ball with the feet on the ground, hip-width apart. Hold the Medicine Ball in both hands above the chest. Keep the pelvis in a neutral position.

Inhale – taking the Medicine Ball in one hand, open both arms out to the side to a point where you can stabilize above the ball.

Exhale – both arms return to the ceiling, pass the Medicine Ball to the other hand.

Inhale – arms open wide.

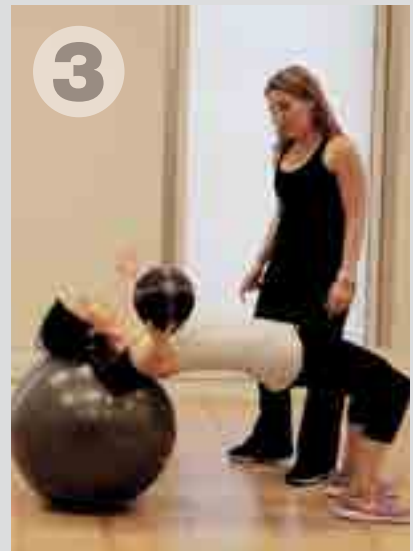
Exhale – arms return to the ceiling.

Repeat 5x

2



3

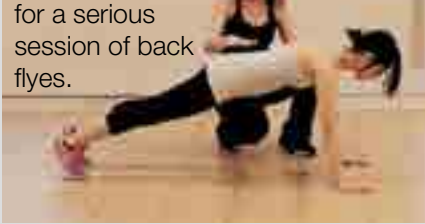


Note: For safety, be sure to never pass the ball over the face. Once you have mastered the skill, the pace can be increased.

PLANK TWIST WITH PUSH UP

This exercise warms up the scapulae in preparation for a serious session of back flies.

1



2



Exercise

Starting position: high plank, with neutral alignment.

Inhale – maintaining plank, flex elbows lowering torso toward the mat.

Exhale – extend elbows and push up.

Inhale – lift left arm to the ceiling, rotating torso to face the side, allow legs to rotate to staggered position.

Exhale – return left hand to the ground.

Inhale – maintaining plank, flex elbows lowering torso toward the mat.

Exhale – extend elbows and push up.

Inhale – lift right arm to the ceiling, rotating torso to face the side, allow legs to rotate to staggered position.

Exhale – return right hand to the ground.

Repeat 5x

Modifications

This exercise can be done on the knees if strength does not permit high plank.

Once a stronger and more stable rotation to the side can be performed, the movements can be combined on one breath, i.e. exhale while extending the elbows into plank and rotate to side plank followed by an inhale back to plank and lower to push-up position.

3



4



PLANK WITH MEDICINE BALL TOSS

This exercise strengthens the deep core muscles for taking weights overhead, in front of the chest or down towards the floor.

1



What you'll need:

1 Medicine Ball (smaller is better to fit in the hands)

Exercise

Starting position: from plank position, have the Medicine Ball starting on the right side near the hand. Feet can be wide or narrow depending on your strength and stability (wider is more stable). As strength improves, you can bring the feet closer together to challenge stability. Quads, glutes, hamstrings, lateral hip muscles, and obliques are engaged to keep the hips square and prevent rotation.

Inhale to prepare

Exhale – lift the right hand and toss the ball to the left hand, placing the left hand on top of the ball. Maintain the plank position without pelvic/torso rotation.

Repeat, tossing the ball back and forth.

Repeat 5-10x

2



3



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The Sugar Addiction

If your clients are working hard in the gym but aren't seeing the changes they were hoping for, it could be that sugar is undoing your good work

By Sherry Strong

So you have a client and they are a dream. They are motivated, do the work, show up on time each week, but their form is not changing, body fat is not shifting and you wonder, how long will they continue without seeing the results they are paying me for? Let me tell you, it is likely not your fault. So many people are consuming high levels of hidden or masked sugars in products marketed as healthy that they are literally undoing their hard work and in some cases making things worse.

If you see this trend in your clients, you may want to get them to look at how much sugars they are actually consuming. For most, it will startle them, and even more so, what that long term impact can have on their body.

Sugar in unnatural forms and amounts will create havoc in the body. It will create a cycle of addiction, erode and/or degenerate vital organs, and can strip nutrients from the body. The result is disease and there are over 144 diseases that can be directly linked to sugar consumption.

There is a current misconception in

the health and fitness world that people who work out a lot are the ultimate picture of health. The full picture of health, however, has many different parts. Yes, one of those parts is exercise, but constantly working out doesn't mean you can eat whatever you want and however much you want with no negative impact. Eating highly processed foods that contain high amounts of sugars and toxic chemicals will be a detriment to your health regardless of how much you work out. The theory that most people fall back on in this argument is that since those people are working out so much they are burning all of that energy as fuel. This argument fails to recognize the other substances present in processed foods. Toxic ingredients and preservatives are in most sports drinks, sports bars, and recovery snacks marketed to athletes.

Fit "Unhealthy" People

No human is going to burn these toxins as fuel, these substances get stored in fat cells (a physiological protection mechanism to keep the toxins contained so that they cannot damage our vital organs). For

thin people who are working out in high amounts but are constantly treating themselves with highly processed foods post workout, these toxins don't have as many places to go considering they have a lower fat mass. This means their vital organs are at risk of damage directly from what they are ingesting.

"You can't burn off the damage sugar does."

The disconnect of thinking that if you're working out a lot that you can eat whatever you want is pervasive in mass media, as many famous athletes share their high calorie, low nutrient dense meal regimens. For example, Olympic swimmer, Michael Phelps, was highlighted on numerous news outlets for sharing that he ate fried egg sandwiches, pounds of



- Instead of popping an energy gel or bar half-way through your long distance run, skip the processed chemical stuff for a date. Pit the date before you begin your workout and slowly take bites of it or just let it sit in your mouth for a bit and dissolve during your workout. You will benefit from the natural nourishment and energy in those dates.
- Thirsty and looking to replenish electrolytes after a big workout? Try this homemade all natural sports drink and skip the bottled stuff:

NATURE'S SPORTS DRINK



Ingredients:

- 4 cups spring water or filtered water
- Juice of 1 lemon
- 1 Tablespoon Maple syrup
- pinch of sea salt

Method:
Shake the contents in a jar and place into your reusable drink bottle.

pasta, and entire pizzas while sipping on sports drinks on a daily basis while he was training. This does a disservice to athletes everywhere because they look up to professional athletes as the gold standard of performance. Working out a great deal puts a large amount of stress on your body and in order for your body to heal from this stress it needs highly nutrient dense and antioxidant dense foods in order to repair and recover for ultimate performance. No powder or supplement can trump nutrient rich foods.

It's not just enough to tell your clients to stop eating sugar. It is highly addictive, in everything, found everywhere, and hard to avoid. It is made in the same way we take natural things like coca leaves and opium sap, that are not highly addictive in their natural state, but when processed to the white form it becomes addictive and toxic to the body. Getting off of it for most people requires a strategy, not a diet.

We've come up with a couple ways to avoid the added sugar and keep you nourished and balanced when it comes to your fitness:

- Finally, if you're looking to reward yourself after a big workout with something sweet, pack your pantry and gym bag with delicious raw and organic options that provide great taste and loads of nourishment.

Remember: Packing in the calories will most definitely provide a fuel source, but choosing more nutrient dense foods to add to your training regime gets you a lot farther, no matter the sport or activity.

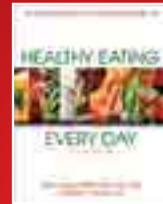
At Sweet Freedom, we are dedicated to ending sugar addiction for good and have created tons of recipes, blogs, and resources to help you help your clients get the results they are working so hard for.



Sherry is the author of *Return to Food* - the life-changing anti-diet and the Founder of the Sweet Freedom Project, helping people end sugar addiction for good. She is the Food Coach's COACH and runs the Return to Food Academy, an online school that trains food coaches to make a healthy living through holistic food, wellness courses, and retreats.

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Serving:
12 Muffins
Prep Time:
15 minutes
Bake Time:
20-25 minutes

SWEET POTATO (YAM) DATE MUFFINS

By Sherry Strong

This recipe is in my book, *Return to Food*, and came to me via my friend, Viv Thom, who led a cooking class years ago at the Return to Food Academy. It is always a crowd pleaser.

INGREDIENTS:

- 1 ¾ cups** organic quinoa flour
- 1 tsp** baking powder
- 1 tsp** baking soda
- ¼ tsp** sea salt
- ¼ - ½ tsp** ground nutmeg
- 1 tsp** cinnamon
- 1/3 cup** organic extra virgin coconut oil
- 1/3 cup** organic coconut sugar
- 2** large eggs
- 2 cups** mashed, cooked sweet potato (yams)
- ¾ cup** chopped pitted dates

INSTRUCTIONS:

Preheat the oven to 375°. Lightly grease a 12 cup muffin pan or line with parchment liners.

In a large bowl, whisk together the quinoa flour, baking powder and soda, salt, nutmeg, and cinnamon.

In a medium bowl, cream the coconut oil and coconut sugar. Beat in the eggs, one at a time. Whisk in the sweet potato. Add this to the flour and spice mixture and stir just until blended.

Add the dates, mix until well distributed. Scoop the batter evenly among the muffin cups.

Bake for 18 to 20 minutes or until a toothpick inserted into the center of a muffin comes out clean. Cool in the pan for about 5 minutes and remove.



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The 9 Biggest Gaps in (Almost) Every Fitness Business Plan

Measure yourself against these key elements of successful fitness businesses

By Sean Greeley, CEO, NPE

In the first year, 20 percent of new businesses fail.

Within five years, it's 50 percent. Why do they fail?

Lack of business know-how, according to the Statistics Brain Research Institute.

Fitness businesses are no different. Even those that don't fail often survive only through intensive self-effort, such as independent personal trainers working split shifts and long hours to fill their schedules and make a living.

To really survive and to thrive, we've found fitness business owners need to have a successful business plan - a plan with nine required elements (and one really crucial follow-up strategy). But it's a rare bird who has mastered (or even understands) all nine elements. So even if fitness business owners are good at half, they'll still face challenges in the others. Measure yourself against these requirements of a successful business plan.

1 Take a hard look at your personal strengths and weaknesses.

Self-awareness is the No. 1 personal characteristic and important trait. You always

have to be growing, or your business will outgrow your skills.

2 Choose the type of client you will serve. The biggest mistake we see is fitness business owners' thinking they should work for anybody or everybody. But you'll end up with clients who can't afford what you're worth, or who will use up your time. Choose who you will serve and who are willing to pay your rates.

3 Analyze the market. Too many business owners fly blind. You want to research where you plan to serve,



including potential demand, market size, income range, competitors, and competitor pricing.

4 Pick a service model and differentiate it. Don't be a jack of all, and master of none. Pick a primary service offering and OWN it. Keep it simple. Start out with a core offering like one-on-one, group, semi-private, boot camp, or whatever works with your personal strengths. Know why it's different (or better) from what's already in the market.

5 Figure out staffing and resource needs. What equipment will you need, and what help will you need?

6 Determine packaging and pricing. Most fitness business owners don't charge what the business needs. And they don't offer packaging that fits their clients' needs. Set clients and yourself up for success with packaging and pricing that matches clients' needs and your business's.

7 Do your sales forecast and financial analysis. This boils down into knowing

what's going to come in and what's going to go out (and how you're going to make a profit). What will your costs be (fixed and variable), and what type of sales volume will you need to break even?

8 Work up your sales and marketing plan. Again, don't guess. Get your messaging, sales process, and lead generation plan in place.

9 Get clear on your financing strategy. What money will you need to start up? Where can you get investments, and how? Understand how you'll get through until you build up enough clientele to get your company cash flow positive.

As thorough as that seems, there's one follow-up strategy that makes the difference between where you will create a successful business plan and execute it in the real world. That's writing a personal development plan. Assess yourself in each area, determine where you need to grow, and what time you plan to set aside for personal growth.

Wherever the gaps are, that's where you are likely to be challenged. That's why

the biggest cost of gaps in a business plan are not outright business failure or even limping along - the biggest cost is that you could have been prepared, but weren't.

Without planning, you will react to events. With planning, you'll be ready for the predictable challenges. Plan accordingly.

To learn more, download our business guide *How to Write a Fitness Business Plan that Drives Long-Term Success (and Profits)* at NetProfitExplosion.com/canfitpro.



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.

How to write a

NPE

FITNESS BUSINESS PLAN

that Drives Long-Term Success (and Profits)!

Why do most fitness businesses either crash-and-burn OR stay afloat only because of the intensive efforts of a stressed-out business owner? Planning. Or rather, mis-planning. Whether you're just starting out or have already owned a business for some time... EVERY business owner needs an (updated) business plan to drive success.

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!)
- What every business plan must include to avoid financial pressure and stress (from lack of planning)
- How to avoid running out of cash from flawed projections (which is why most go out of business)
- The all-important connection between your personal development plan AND your business plan
- And much, much more!



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STRONG by Zumba® is Changing the HIIT Landscape

A look at how this brand new class is helping participants push past their limits



High-intensity, boot camp style exercise classes are not new to the fitness industry. It's been proven that working out in bursts of intense activity, followed by rest periods, leads to a highly effective form of training that burns fat and builds muscle. And best of all, you can accomplish this in less time than a typical exercise class. So, how does a brand-new class stand out from the rest? Introducing STRONG by Zumba®, the class that is changing the group fitness game.

What the Workout Entails

While this program was developed by the creators of dance-fitness phenomenon Zumba, STRONG by Zumba® is not a dance class at all. It is a high-intensity cardio program that places a focus on bodyweight and plyometric exercises like burpees, high knees, squats, lunges, planks, kicks, punches, and more. What makes it stand out from other programs on the market is the emphasis that STRONG by Zumba® places on the importance of music. In this program,

the routines were created first and were then given to Grammy-award winning producers to score a soundtrack to the routines. The result is a class where every single movement is synchronized to music (think: kicking on cue to a beat), thus shifting one's focus away from the number of reps remaining and towards hitting the mark. Because of this format, participants are able to push past their perceived limits and get a more effective workout that burns calories and tones muscles quickly.

The one-hour class does not require

any equipment. It is structured into four quadrants, ramping up in intensity, and with a very short period of rest between each quadrant. In quadrant 4, participants will take it down to their mats for floor exercises that work the core, like side planks, Russian twists, alternating leg lifts, and bridges. At the end of the 60 minutes, you'll have worked every muscle in your body, with an emphasis on arms, legs, glutes, and abs.

How the Music Motivates You

The process in which music was created for STRONG by Zumba® is referred to as reverse-engineering. Producers take this total body workout and create a playlist of amazing music that perfectly fits each routine. But how did the program developers arrive at this process?

"In every high-intensity workout, music is an afterthought," explained Alberto Perlman, CEO of Zumba Fitness. "What if the playlist wasn't just background noise? What if it actually drove the class? So in STRONG by Zumba®, it's the main thing. Every move has a sound and every sound has a move. This has never been done in the fitness world."

Perlman believes that this formula drives participants to do the ten extra reps they didn't think they were capable of. But, he's not the only one who buys into that theory. It's based off of a notion called synced music motivation, which is the idea that synchronizing your exercise to a beat will result in more effective workouts. A 2012 study published by the National Center for Biotechnology Information found that cyclists who synchronized their movements to music required 7 percent less oxygen than those who did not, which shows that our brains and our bodies perform

better when exercise is synced to music. Music may distract people from pain and fatigue, elevate mood, increase endurance and even promote metabolic efficiency, netting out at overall effectiveness.

However, Perlman and the other program developers didn't want to stop short at simply ensuring that every move in the class had a partnering sound attached to it. They wanted to create music that was remarkable, in and out of class. To do so, talented and experienced partnering producers were a requirement. One of the first people to jump on board was Grammy-award winning, mega-producer, Timbaland.

"I was excited about the idea that a fitness brand approached exercise in a way that no one has done before—a workout created where music is the main motivator," said Timbaland. "They are using music in a way to maximize your workout, and I want to create music that inspires people. Music is infectious. It's like music speaks to the body and makes it move, so why not put it to fitness?"

The growing list of original tracks produced specifically for the group fitness class leans towards EDM-inspired rhythms, but also includes hip-hop, dub-step, and Moombahton. As of now, these exclusive tracks can only be heard and experienced in a STRONG by Zumba® class.

To date, STRONG by Zumba® also counts EDM-sister duo, Krewella, as a music partner, with plans to announce other major partnerships in the near future.

Why STRONG by Zumba® Was Developed

For 16 years, Zumba Fitness has been the leading dance-fitness brand in the world. They revolutionized the way people perceived a workout by making it fun

and attainable. Going to a Zumba class never feels like a chore because it feels like exercise in disguise. And one of the main reasons the program is so popular is because of the music that is at its core.

"Zumba has been a leader in creating original music for years," said Perlman. "Our instructors are given exclusive, hot tracks by big-name artists to use in their classes. And artists are eager to work with us because our platform reaches at least 15 million people every week. We wanted to take our expertise and our knowledge to recreate the boot camp experience and make high-intensity training fun for people. And we are accomplishing that through STRONG by Zumba®."

In addition to being music experts, Zumba Fitness has succeeded in creating a highly-effective business model that puts its instructors at its forefront. Instructors for both Zumba and STRONG by Zumba® are required to take a training and receive a license directly from the company. Beyond that, the company makes instructors successful entrepreneurs by constantly providing tools to keep classes fresh and ever evolving.

STRONG by Zumba® offers its instructors SYNC, The STRONG by Zumba® Network. Fitness professionals have cited that program benefits are an incredibly important and valuable element. Through the SYNC Network, instructors receive new music, new routines and an innovative system that helps them memorize them, progressions and modifications that cater to all fitness levels, customizable marketing materials, discounts on Group Ex Certifications such as AFAA, and more. All these tools are in place for the sole purpose of ensuring an instructor's long-term success in being a competent, safe, and up-to-date fitness professional.

Zumba aims to replicate the success of their business model, music expertise, and innovative fitness classes through STRONG by Zumba®. Classes are currently available at gyms like 24 Hour Fitness, Crunch Fitness, YouFit, Z Club NY, and Lucille Roberts, as well as independent studios throughout the world. To learn more and find a class, visit strong.zumba.com.



STRONG by Zumba® is a non-dance, music-led, high-intensity exercise program that combines body-weight, muscle conditioning, cardio, and plyometric training moves. The routines are created first and then music is reverse-engineered to match every move perfectly, for a unique workout experience that pushes you past your perceived limits and allows you to burn more calories while toning abs, legs, arms, and glutes. Visit strong.zumba.com.



Why the Key to Your Success is Membership

Professional membership connects you with those that can help inspire ideas, confidence, and higher levels of excellence

By Bedros Keuilian

I'll be totally transparent with you: I'm a socially awkward guy. I've become an expert in delivering speeches from the stage and being able to identify major fitness industry players I want to connect with at networking events, but those aren't my natural instincts. My natural instincts are to stay in my quiet little cow town of Chino Hills and chill out with close friends and family. If something is going to drag me out of my house and my company HQ (which is basically a second home to me), there's got to be a pretty huge benefit to it. So trust me when I say that membership in an industry group like canfitpro is the most important thing you can do to advance your career in the fitness industry.

Amateurs Go it Alone, Pros Seek Help

When I was a struggling personal trainer in my twenties, back when I had to work two extra side jobs just to support myself, I was stubborn. I was hot-headed and full of anger issues, and even though I was broke I still thought I knew everything. Although I'm sure that isn't something that you can relate to, right?

Looking back, it's very obvious that I was behaving like an amateur back then, and that's exactly why I had an amateur income and an amateur lifestyle. If you want the higher income and better lifestyle of a professional, turns out, you need to be a professional. And for the record, I already had my certification at this point. Getting a certification is extremely important, but having a certification alone is not enough to make you a professional! Being a professional is an attitude, and part of that attitude is knowing when to ask for help and who you should go to for help.

In my case, I had an awesome training



client named Jim Franco who was a highly successful entrepreneur. When I noticed how much money he had to spend on nice clothes and fancy cars, I figured, “Hey, this guy probably knows something about business.” So, I offered Jim a free extra training session every week if he would then let me pick his brain for an hour about how I could get more clients and make more money. Those advice sessions were priceless, and they eventually gave me the confidence to open my own training studio, which later grew into a chain of five studios.

Surround Yourself with Winners

Jim Franco was a hugely important mentor, and to this day he’s a good friend of mine. Still, he’s only one man, and if he was the only guy I had on my side I wouldn’t have the same level of success that I do today.

“So trust me when I say that membership in an industry group like canfitpro is the most important thing you can do to advance your career in the fitness industry.”

The big shift in my career came when I started to join networking and educational groups for fitness, business, marketing, and sales. See, there have been many studies that show that your personal income is the average of the five people you spend the most time with. In my experience, that same rule applies to everything in life. Your level of discipline is the average of those same five people. Your healthy habits are the average of those same five people. Even your level of happiness and personal fulfillment is the average of those same five people.

So what this really means is that if you want to be a winner, you need to surround yourself with winners. Networking at industry events and career development groups like canfitpro are perfect for that, because you are able to surround yourself with motivated, high-achieving professionals like yourself, who are also looking for ways to level up.

Engaging in continuing education by

attending canfitpro courses is also a great opportunity to expand your web of connections and add people to your network. Being a member of an organization means that you will meet people that share your passions and goals, and attending education sessions, for example FMA (Fascia Movement and Assessments) or BODY-SHRED™, are great ways to continue to build your community.

In fact, Craig Ballantyne, (the World’s Most Disciplined Man, born and raised in Canada) for the past decade, has been my biggest personal mentor and inspiration. Craig has helped me make more money and help more people than anyone else I’ve ever worked with. My level of success wouldn’t even be close to where it is now if I hadn’t connected with Craig, and you want to know where we met? We met in a mastermind group, as part of a networking session.

I want you to find your Craig Ballantyne. In fact, I want you to find yourself five Craig Ballantynes so you can be the sixth massively successful fitness pro like him.

How to Join the Right Group

As you’ve probably noticed, there are hundreds of groups out there that will offer you better fitness education and better career opportunities, but not all of them really deliver. So how do you know which group is the right one to join?

For me, the biggest test is to look at the people involved in the group and judge how much they have accomplished in their careers. After all, for all the reasons I just said, that’s the most important thing: getting access to high-achieving people so their successful habits can rub off on you. That’s why I want to acknowledge canfitpro as such an excellent resource for you. In addition to all the great information and education they provide, I know from working with them that canfitpro includes some serious heavy hitters as members in their program.

The good people at canfitpro are definitely the people you want to learn from and get into your inner circle of top five winners. Make sure you sign up today!



Bedros Keulian is the founder of the franchise Fit Body Boot Camp and an online fitness marketing expert. Between his information products and his live coaching programs, he has helped many fitness professionals build 6 and 7 figure businesses. Contact Bedros at chelsea@keulian.com or visit ptpower.com.

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Re-engage and Motivate Staff and Members

Create unique experiences in your fitness facility with an investment in education and functional fitness training



Boutique fitness studios make up 42 percent of the US market. With concepts such as CrossFit® and SoulCycle® all around, if you're a traditional gym owner, you may look at that statistic and wonder if you're in the wrong business. Thankfully, you have no need to change your business model. The fitness world is always changing and while boutique studios and open box concepts will continue to pop up, you can still play in the functional fitness and 'boutique' sandbox. Ultimately, from traditional gyms, to open concept boxes, to branded boutiques, the deciding factor for exercisers comes down to the fitness professionals at the facilities and what programs are offered to

help them reach their fitness goals.

Employing a staff that brings professionalism, integrity, excitement, and value, while also providing the equipment and training for success, will make or break the experience for users, regardless of the size of the facility. Through exerciser and staff education, maximizing investments, and upping your functional fitness game, you can make sure your facility—and staff—stand above the crowd.

Creating a Unique Experience with Customized Offerings

While more exercisers are looking for personalized training and unique experiences, they are also looking to build community

and find a sense of belonging. Wanting personalized services isn't anything new; after all, personal trainers in facilities of all sizes have been around for decades. You, as a gym owner, have ample opportunities to create one-to-one experiences or grow your small group fitness offerings to simulate the boutique experience, regardless of the size of the facility. There are different ways you can go about discovering those opportunities.

One of the best ways you can get on the 'boutique fitness' bandwagon is to invest in a functional fitness system. These systems provide significant weight in the gym because they are versatile, functional, and help members get the results they're

looking for during their workouts. Systems like the Precor Queenax™ units provide ways to bring the diversity of an open box concept into a facility, without taking up too much valuable floor space. It can provide easy ways for exercisers to mimic the movements of everyday life with a system specifically designed to meet the demands of functional fitness.

With the installation of a functional fitness system, the possibilities are endless with how trainers and exercisers can utilize the equipment to get results. From small group trainings, to hybrid group classes, to personal workouts, to circuit training, a Queenax unit is the ultimate resource for tailor-made workouts. Training Apps and Optionals that include battle ropes, plyometric platforms, monkey bars, suspension fitness training apparatuses, and more, allow trainers to provide members with the personalized experiences they're looking for.

Make the Investment in Education

To ensure the staff brings as much knowledge and insight to their exercisers as possible, you have a responsibility to hire and educate the right people for your teams. Research has shown that creating a strong culture within a facility can help reduce member cancellations by 40 percent. This significant fact should be enough to demonstrate that staffing matters. The better the sense of belonging and community exercisers feel, the more likely they'll continue to keep coming back.

Beyond hiring the right people on your

teams, you should see the need to educate and retrain your staff frequently. When investing in top-of-the-line equipment, especially a functional fitness system like Queenax, education is absolutely essential to ensuring the system is used safely and effectively to reach your facility's goals – and the goals of your members.

Equipment manufacturers, such as Precor, realize the importance of staff education. With a significant purchase like a Queenax, Precor offers half-day and all-day trainings with Master Coaches* to

“Without proper education on key pieces of equipment, the chances of underuse or even equipment lying dormant, increases.”

ensure that everyone on the team understands the possibilities with the unit. The coaches also consider the needs of your facility and tailor their training to what's most appropriate. You can even bring the Master Coaches in multiple times, if needed, to retrain or educate new staff on the equipment. Even without a Master Coach in your facility, there are multiple resources available online for keeping staff and exercisers engaged. With a Workout of the Week posted on precor.com/education, and established partnerships with

significant players in the fitness world, one cannot run out of workout options with a functional fitness training system.

You should see the education of your staff as an investment in your facility. Not only will staff feel more qualified for their work, but also feel valued and appreciated. They'll see themselves as an investment and bring that enthusiasm to their clients.

Education is an investment in the staff, but also the facility as a whole. Without proper education on key pieces of equipment, the chances of underuse or even equipment lying dormant, increases. Functional fitness systems may look intimidating to new users, but once they see how it can help them reach new heights, the excitement around the equipment will significantly increase.

Up Your Group Fitness Game

With increased excitement about a functional fitness system, both staff and exercisers will start seeing the unlimited potential of the system. One of the best ways you can utilize your functional fitness investment is to incorporate it into the group fitness and circuit-training offerings. Small group fitness classes are perfect for functional fitness, especially when conducted on a system like Queenax. New users will not only be able to get comfortable with the system in a controlled environment, but veteran users can also see the endless variety of exercises they can do on it without getting bored or plateauing.

The possibilities are seemingly infinite when it comes to using a functional fitness training system. It's essentially a grown-up jungle gym. Not only will it help them perform daily activities better, but they'll see the countless training options offered and be excited to try new things and push their bodies harder, both individually and in a group setting.

Educating staff and members about the potential of the functional fitness training system will bring excitement and challenge back into the gym setting. You can re-engage, motivate, and encourage exercisers and staff like never before.

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Precor® develops and manufactures premium fitness equipment, software, and service solutions that help fitness facility operators grow their business and create a personalized fitness experience for their customers. Precor has introduced the world to industry-changing products including the Elliptical Fitness Crosstrainer™, Adaptive Motion Trainer®, Queenax™, and Spinning®, precor.com

*A Precor Master Coaching Session is included in a Queenax purchase of \$10,000 or more.





Merrithew™, Leaders in Mindful Movement™

As Leaders in Mindful Movement™, for close to 30 years, Merrithew has built a business and a community on the philosophy of responsible exercise as the foundation to a better lifestyle. From humble beginnings as a small STOTT PILATES® studio in Toronto, Canada, Merrithew has grown to become a global leader in mind-body education and equipment, with over 50,000 students trained in over 100 countries, and over 100 training centers worldwide.

Our commitment to providing the very best in education, equipment, and programming means that we are equally committed to keeping on top of the most cutting-edge exercise science and research, which informs everything we do.

Merrithew Programming

The principles of our premier Pilates brand, STOTT PILATES®, form the foundation for our growing family of exercise modalities, which branch out into new fitness practices, including fascial fitness,

biomechanics of movement, functional fitness, and core-integrated bodyweight training.

STOTT PILATES®: The renowned contemporary approach to Joseph H. Pilates' original method incorporates modern principles of exercise science and rehabilitation into the traditional framework. With a focus on mindful movement, breath and proper form, STOTT PILATES is the world's premier Pilates program.

ZEN•GA®: A unique mind-body modality that fuses elements of Pilates,

yoga, martial arts, and meditation into a series of flowing movements that emphasize the breath and strengthen both body and mind. Using props and equipment, these accessible workouts are playful yet powerful, emphasizing smooth transitions, intention of the movements and focusing on the personal physical effects of movement paired with deep breathing.

CORE™ Athletic Conditioning & Performance Training™: A mix of mindful movement combined with functional fitness that targets core strength and builds kinesthetic awareness, this modality helps athletes of every ability level improve precision, control, power, and agility.

Total Barre®: STOTT PILATES®, dance, cardio, and strength training combine to create an exercise modality that is as adaptable to varying client populations as it is beneficial. Total Barre® emphasizes correct biomechanics of movement to music, for a powerful combination that is both the safest and most effective barre program available.

Halo® Training: A multi-functional, three-dimensional exercise program that incorporates the science of core-integrated bodyweight training with the use of

the Halo Trainer. The program teaches exercises that follow unique progressions or regressions designed to increase functional strength and stability for a client at any level of condition, from rehab through to athletic performance training.

Merrithew Education

Personal trainers, health care professionals, group fitness instructors, athletes, and fitness professionals of every kind turn to Merrithew training to expand and diversify established knowledge bases. Our training and certification programs are recognized as the Ivy League of the fitness industry and are available at training locations around the world.

Merrithew Equipment and Accessories

Recognized as The Professional's Choice™, Merrithew equipment is synonymous with quality. Crafted with pride and precision, Merrithew equipment is the first choice for sports teams, health professionals, studios, and fitness facilities around the world.



Merrithew™ was co-founded by Lindsay and Moira Merrithew in 1988. As Leaders in Mindful Movement™, for almost 30 years they have been dedicated to enriching the lives of others by providing responsible exercise modalities and innovative fitness brands across the globe. For more information visit merrithew.com.

SOME FITNESS CLUBS NEED TO SHAPE UP.

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What are Fascia Mobility Nets?



Fascia mobility nets (FMNs) are anatomical visual aids that help you easily assess, locate, and eliminate problem areas in your body. Always visualize any individual net with extensions and layers that can branch up and down, sideways, diagonally, or in spirals and can be deep or superficial (Myers 2014). In addition, keep it firmly in mind that single nets never work alone, and in sports and in life, they are all simultaneously active to greater and lesser degrees depending on function. The reason stretching may have not worked for you in the past could have been because you stretched where you felt the need as opposed to where you actually needed it.

Here's an example: Stretching your hamstring didn't work; it's still tight. This often occurs because you addressed the symptom (i.e., where you felt the need) but not the cause (e.g., a tight hip joint and other muscles around the hip besides the hamstring). Here is another example: Stretching your shoulder didn't work; it still hurts and feels weak when you challenge it with activities that require good stability and good mobility

(e.g. swimming, throwing, grappling). This often occurs when your shoulder is too loose and not stable enough for power movements. There are likely regions nearby - above, below, or on the opposite side - that restrict movement. This forces regions that move to compensate with even more movement so the entire net can function. Over time, a chronic cycle of cumulative stress builds, resulting in regions along the net that are less mobile (hypomobile) and nearby regions in the same net that become too mobile (hypermobile).

The solution is to properly assess what doesn't move optimally, which may be local (involving just one or a few net links) or global (involving most or all of the net), and only stretch what needs stretching. Next, reassess to make sure you completely solved the problem. Finally, finish by correctly retraining the movement. This approach helps you find solutions quicker and often eliminates problems for good.

As stated earlier, sports and life require the full participation of all fascial nets at any time. This means that fascial

This is an excerpt from *Stretch to Win, Second Edition*, by Ann Frederick and Chris Frederick.



nets must be able to stretch, shorten, or stabilize. They must adapt to extremely fast power movements, such as Olympic lifts or sprinting, and to constant activation of postural muscles in long-distance sports such as swimming, cycling, and running. Stretching, shortening, and stabilizing can occur simultaneously within one or more FMNs.



Learn more about *Stretch to Win, Second Edition*. Copyright © 2017 by Human Kinetics Publishers, Inc. Excerpted by permission of Human Kinetics, Champaign, IL. Available to order from Human Kinetics Canada at www.HumanKinetics.com or by calling 1-800-465-7301.



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Dream it Possible!

Meet **Oonagh Duncan**, canfitpro 2017 Fitness Professional of the Year Finalist

Tell us about your fitness journey.

If you had told me in my 20s that I would one day be a fitness instructor, I would have tripped over my platform boots and dropped my cigarette. I was a kid who would have done anything to avoid gym class and spent every recess reading.

It wasn't until my early working years, when I started to get frustrated and embarrassed by the shape I had gotten myself into, that I tried a lurching, shuffling, wheezing attempt at a jog, when I was sure no one was looking! My goal was to keep jogging for one entire song on my Walkman. That led to a tentative step into a fitness class where I hid in the back row so I could make a quick escape. One year later I'm in the front row. One year after that I'm on a stage and welcoming the newbies.

Why do you love what you do?

I get to influence people all over the world in my online business. At home, I get to work outside. I spend my days in the parks, listening to cheeseball dance music that I love, and playing with the funniest, coolest people I know – my clients. Everyone leaves sweaty, energized, and smiling.

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

Just make it to the end of this song!

What is one piece of advice for aspiring fitness professionals?

Find a mentor or coach. They will show you possibilities that you had no idea existed.

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

Because I never dreamed it was possible to have the kind of career that I do. I want other fitness professionals to see how far they can go and to inspire their passion to help other people live healthier and happier lives.





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Hit the Reset Button!

By Trish Tonaj

It is that time of year, when we prepare for the holidays and begin to look at our plans for the New Year. Yes, the dinners, drinks, and cocktail parties with colleagues, friends, and family are just around the corner! Now is the time to brainstorm a plan for our health and well-being, while juggling all the social events that will be flooding into our calendar. Take the personal success challenge I've put together below and create a solid strategy to hit the reset button, and enjoy the season guilt free!



The Personal Success Challenge

Create a list of your goals for the season that also include **fun**, while celebrating all the success you've achieved this far. Wouldn't it be nice to sail through the season feeling great about the holidays? We've come too far to take our eye off the prize, which is enjoying life while living a healthy and active lifestyle.

If you've been using the SMART principle as a planning tool for your goals this year, then you're familiar with the strategy.

Here's a little refresher:

S = Specific; Clear and focused on your objective

M = Measurable; What do you want to see, hear, and feel when you reach the goal?

A = Attainable; Make sure you're committed and confirm the reasons why it is important to you.

R = Realistic; What resources will you need to stay focused and on track? Do you need a wingman or accountability partner? Have all the tools ready before the season starts.

T = Timely; This one should be easy... beginning now, enjoy the holiday and feel great at the end of the year.

For those who accept the challenge, I have provided a list of goals you may wish to consider while you create your own roadmap for success. For convenience and success, post the list in a place that is visible. Reread it throughout the day to reinforce the goal.

GOALS TO CONSIDER

1. De-stress and Breathe

Yoga, tai chi, or meditation every day.

2. Maintain your exercise routine

If "time" is an issue, commit to 30 minutes each day. Exercise in the morning to make sure it doesn't keep getting pushed aside.

3. Eat well - 80/20 Rule

Go with sensible food choices and give yourself permission to indulge. Don't go to a party hungry!

4. Rest and Hydrate

Get at least six hours of restful sleep and drink lots of lemon water throughout the day.

5. Be Creative

Choose an activity like skating, skiing or hiking as the reason to get together.

6. Monitor Progress

Check-in daily, weekly and make adjustments as you go... Don't wait until the end of the season.

7. Celebrate

Relax and enjoy.

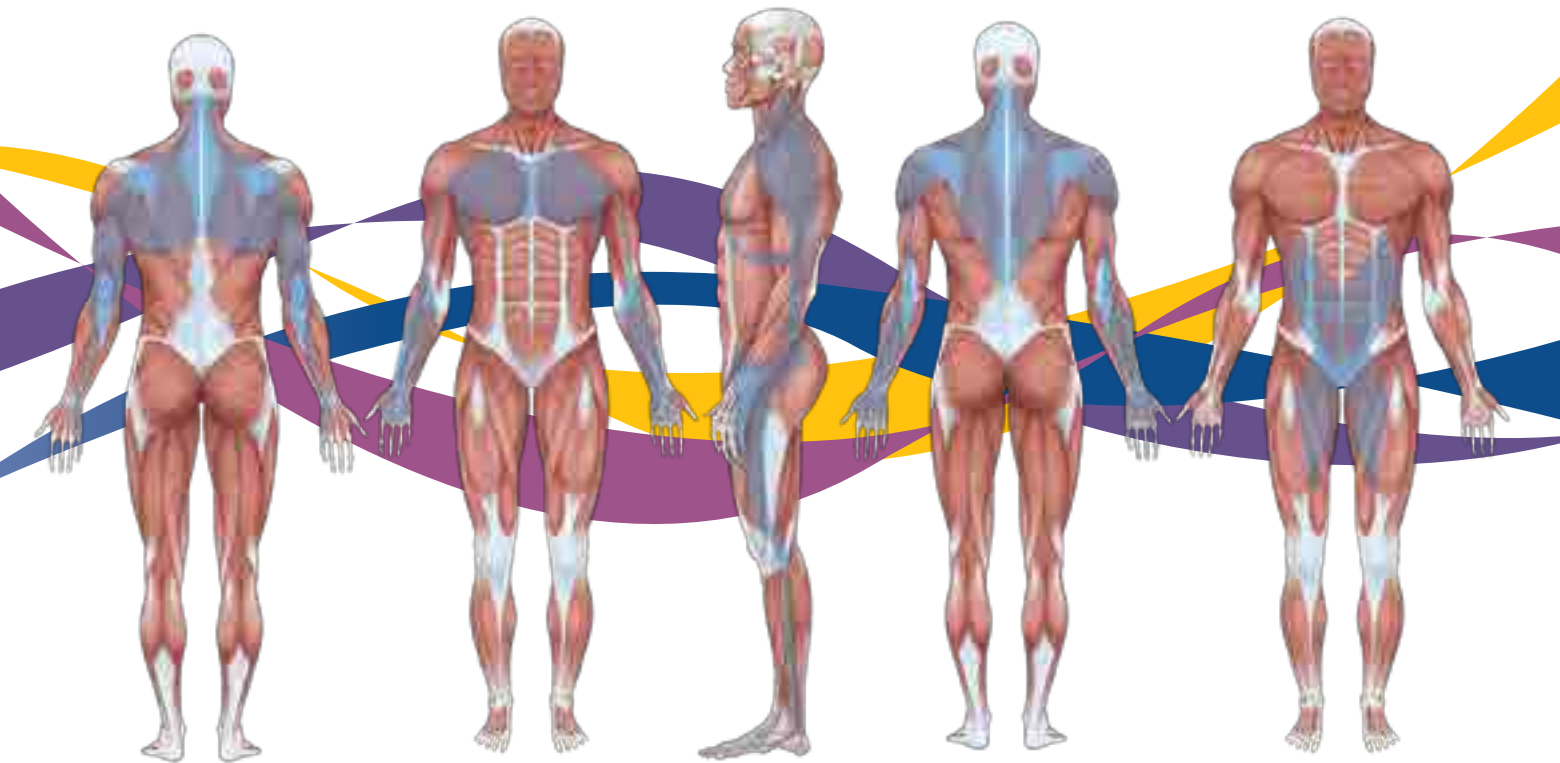


There is no better way to contribute to our health and well-being than committing to an action plan that will encourage success.

Here's to your health, well-being, and a great holiday!



As an author, coach, and speaker, Trish is the "Coaches Coach". She is a Certified Personal Trainer, Nutrition & Wellness Specialist, Certified Yoga Specialist, a member of canfitpro and CCF. She is a painter, loves to travel, and will readily admit that life is a work in progress. phaze2wellness.com



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Amount Teneur	% Daily Value % valeur quotidienne
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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 %
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