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Aiming High



We recently had the great pleasure of hosting our biggest event to date, world fitness expo, with over 15,000 in attendance! The energy is still vibrating through our entire staff and with you, our members. If you were on-site, you felt the excitement and saw first-hand the volume of dedicated fitness professionals networking, learning cutting-edge education from 230 of the industry's best presenters, and shopping the 225 exhibitor booths. The two Fitness Professional of the Year winners, presented during the Closing Ceremonies, are featured on the cover of

this issue. Get to know them better on page 68. Mark your calendars for our 25th Anniversary celebrations August 8-12, 2018!

As we wind down from the world fitness expo, we are more committed than ever to keep bring you more cutting-edge information, programming, and events so that you can continue to positively affect the lives of your clients and participants, of any age, both physically and mentally. Your dedication to learning is continually challenging us to support your career growth. We strive to offer you live events that help you specialize in your greatest strengths, diversify to grow your skill set, and network with the best in the business to recharge for your clients and participants.

In this issue, we take a look at some specific training strategies to prep for fall and winter activities like "Get a Leg Up on Fall Training" on page 32 and game changing ideas to turn any exercise staple into spectacular with "Extreme Exercise Makeover" on page 24. We can adapt and apply these training strategies to the 50+ individual, lessening the physiological effects of aging with proper training, as discussed in "Creating Fit and Functional Older Adults" (page 42). But none of this is complete without helping our clients and participants navigate improvements in their health by tracking and hacking daily habits for successful and continued change in "Habit Hacking" on page 36.

Nathalie Lacombe
proud member and vice president
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Celebrations!

Your certification team was thrilled to once again celebrate the PRO TRAINERS whose hard work and dedication have helped you obtain your certification and stay certified over the past year.



L-R: Carlie Nicol, Louise Vigneault, Marie Petigny, Christen Harvey, Curtis Medina, Ashley Gray, David Robertson, Katie Forand, Rob Dickson, Jennifer Gendron, Ron McPhee, Kathleen MacDougall, Nathan Reeves

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Carlie Nicol
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Kathleen MacDougall
Female PRO TRAINER of The Year

Curtis Medina
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10 YEARS OF SERVICE

Dan Leung • Kennedy Lodato
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world fitness expo Recap

The 24th canfitpro world fitness expo took place August 16 – 20th in downtown Toronto and attracted 15,000 fitness professionals, business owners/operators, and consumers from around the world to experience the biggest and best fitness expo in Canada.

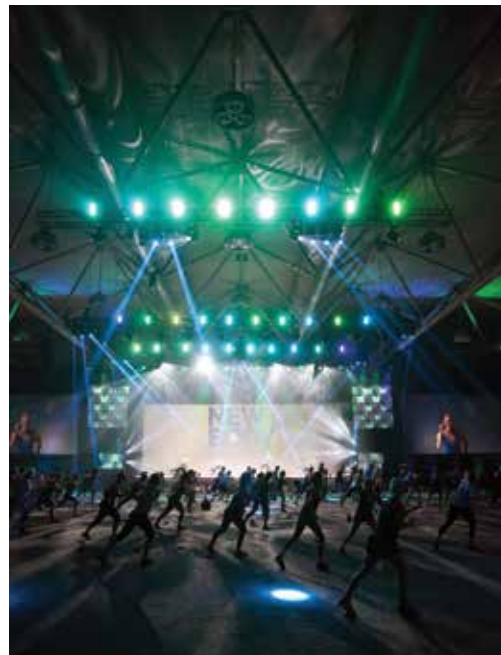
With over 300 professional development lectures and workshops to choose from, fitness professionals received the best education from top experts in their fields. The diverse topics presented ranged from all aspects of group fitness and personal training to in-depth specialized training topics such as growing your business, nutrition, mental health, life coaching, rehab, and mind-body fitness. Breakout workshops and lectures were led by 230 of the industry's best experts. This year's opening keynote speaker was motivational speaker, author, and celebrity trainer, **Tony Horton**, who motivated the audience to live large and bring more passion and strength to every area of their lives. The closing general session wrapped up the weekend with an emotional keynote presentation from accomplished fitness leader, **David Patchell-Evans**, as he shared his insight into leadership as seen through the eyes of a father with an autistic child.

The world fitness expo brought together a diverse audience including personal trainers, fitness instructors, facility managers, owners and directors, health and wellness professionals, educators, and the everyday fitness consumer. Fitness consumers were able to get in on the action by attending lectures and workshops taking place in the expo hall. Everyone was invited to shop, work out, and meet their favourite fitness and nutrition celebrities



including **Jillian Michaels, Shaun T, Tony Horton, Tosca Reno, Tommy Europe, Chef Vikram Vij** and many more. The expo hall provided attendees with the opportunity to see over 220 exhibitors sampling and selling a variety of products and services including apparel, fitness equipment, supplements, healthy food, wellness products, gym amenities, certification programs, and educational materials such as music, books, and DVDs. canfitpro continues to partner with industry leaders from around the world including Life Fitness, Matrix, Precor®, Reebok, Core Health & Fitness, Human Kinetics and Merrithew™.

We look forward to celebrating canfitpro's 25th anniversary next year and have more in store as we plan 2018's event! Mark your calendars for next year's world fitness expo on **August 8-12, 2018** at the Metro Toronto Convention Centre.



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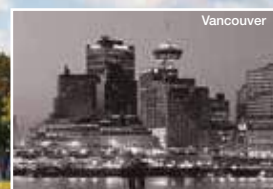
Edmonton – September 29 – October 1

Vancouver – October 26 - 29

Halifax – November 2 – 4

Toronto Summit – November 18

Montreal – February 8-11, 2018



Halifax

PRO TRAINER Showcase



Phil Wittmer

canfitpro Programs
Taught: Personal Training Specialist (PTS)

Why did you become a PRO TRAINER?

I became a PRO TRAINER because I wanted to help new and aspiring trainers take their first step in becoming certified. It's an opportunity to give back and share insights in hopes to have a positive effect on up and coming trainers.

What have you learned as a PRO TRAINER?

I have learned a lot as a PRO TRAINER. I learn as much from my students as they do from me. I really enjoy teaching and sharing why I do some of things that I do.

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

My favourite section of the PTS course would have to be the newly imple-

mented myofascial lines. I believe it's a more comprehensive way of looking at anatomy and how these connections can influence posture and movement amongst other things.

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

Simply put, I always want to deliver the most value for the service I'm providing.

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

I would like to continue to have my courses full with eager students. I would like to have a network of students who are inspired to continue to learn and grow alongside me.



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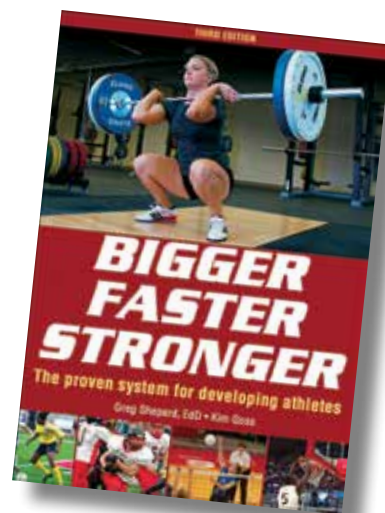
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Sarcopénie

Comment retarder la perte de masse musculaire due au vieillissement

Par Élodie Berthelier

Le vieillissement peut-être défini comme une progression vers l'incapacité. La personne vieillissante perd peu à peu ses capacités d'adaptation face à l'environnement sur les quatre plans : cardiovasculaire, musculaire, morphologique et moteur.

Aujourd'hui, nous nous intéressons aux effets du vieillissement sur la masse musculaire. Ce phénomène appelé 'sarcopénie' touche près de 25 % de la population âgée de 65 à 70 ans, et grimpe à plus de 30 % après 80 ans. En tant que professionnel de la santé, nous devons prêter une attention particulière aux premiers signes de la sarcopénie, et agir auprès de nos clients afin de diminuer ses effets.

Dans cet article, nous verrons qu'est-ce que la sarcopénie : ses causes et ses conséquences. Comment la dépister, et les recommandations en entraînement afin de retarder, voire de renverser ses effets.

Qu'est-ce que la sarcopénie?

La sarcopénie est une diminution de la masse musculaire due à l'âge. Il s'agit d'un phénomène normal, dont la gravité s'accroît avec le temps.

Ce phénomène d'atrophie est causé principalement par une non-utilisation graduelle et sélective des fibres musculaires, surtout celles à contraction rapide (les fibres de type II). Il s'accompagne alors d'une diminution de la force et de l'endurance musculaires, et ce, à un taux

moyen de 4 à 5 % par décennie entre l'âge de 25 et 50 ans, et de 10 à 15 % par décennie subséquente. On observe également une augmentation de la masse grasse parallèlement à cette diminution de la masse maigre. Ces phénomènes inverses permettent d'expliquer l'observation d'une faible variation pondérale avec l'âge.

Quelles sont les causes de la sarcopénie?

La sarcopénie est en parti accélérée par un dysfonctionnement endocrinien, et/ou une alimentation non adaptée. Cependant, elle est également le résultat d'une inactivité physique chronique qui accompagne habituellement l'avancement de l'âge. C'est sur ce troisième point, que nous, entraîneurs, pouvons agir.

Quelles sont les conséquences de la sarcopénie?

Cet état contribue à :

- Une augmentation de l'incapacité fonctionnelle dans les activités de la vie quotidienne et de l'état de dépendance. Les activités deviennent difficiles, voire impossibles. ►



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- Une augmentation des risques de chutes due à la perte de force musculaire. La qualité de la marche et les capacités de transfert (par exemple se lever d'une chaise), sont dégradées.
- Une augmentation du *syndrome de fragilité*. C'est-à-dire que l'incapacité n'est pas installée, mais peut survenir à l'occasion d'événements extérieurs minimes.

Il est à noter que les muscles des membres inférieurs semblent plus affectés par ce phénomène que ceux des membres supérieurs.

Comment dépister la sarcopénie?

En tant que professionnels de la santé, il est important d'observer nos clients de 65 ans et plus qui souffriraient des effets ci-dessus. Cela nous permettra de mettre en place un programme adapté à leurs besoins.

Il existe différents tests de masse musculaire, force musculaire et performance physique qui aident au dépistage de la sarcopénie.

Le *Senior Fitness Test* n'est pas exclusivement axé sur la perte de force musculaire, mais nous donne un état physique général de la personne. Sa particularité? Il est facile à faire car il nécessite peu de matériel et les exercices tests sont adaptés aux personnes âgées.

Comment retarder voire renverser le déclin de la masse et de la force musculaire?

Même si les exercices cardiovasculaires ont de nombreux effets positifs, il faut savoir que SEULS les exercices de musculation peuvent renverser le déclin de la masse musculaire.

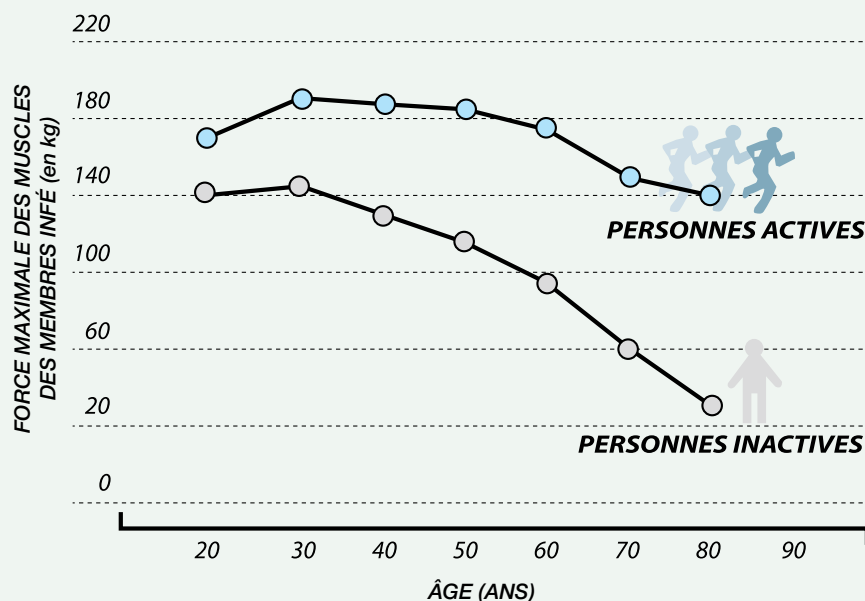
De plus, il est faux de croire que commencer la musculation à un âge avancé ne sert à rien. Au contraire, les personnes qui ont été inactives ou peu actives durant leur vie, et qui se mettent à pratiquer une activité physique, bénéficieront d'une amélioration notable de leur capacité fonctionnelle. Leur progression est comparable à la progression des *jeunes* âgés entre 20 et 30 ans! (Voir schéma ci-dessous)

Quelles sont les recommandations en musculation après 65 ans?

La musculation a de nombreux bienfaits, et doit avoir une place de choix dans un programme d'entraînement. Les contre-indications sont réduites, et pas seulement spécifiques aux aînés.

De plus, la musculation réduit aussi le risque de fractures dues à l'ostéoporose. En effet, l'os a tendance à se renforcer là où le muscle applique de la force sur l'os lors de sa contraction.

Effet de l'activité physique sur la force musculaire



Chez les personnes actives, la force maximale des muscles extenseurs des membres inférieurs diminue légèrement au cours de la vie (passant de 190kg à 140kg entre l'âge de 30 et de 80 ans), tandis qu'elle chute rapidement de façon marquée dans le même intervalle si les personnes sont demeurées inactives (passant de 150 kg à 30 kg : un écart de 120 kg plutôt que 50 kg).

Les recommandations en pratique de la musculation sont les suivantes :

- S'assurer que la personne n'ait pas de contre-indication médicale.
- Le programme de musculation doit être adapté à la personne et progressif.
- On portera une attention particulière au renforcement des membres inférieurs souvent sous-développés chez les personnes âgées. On s'assurera également de solliciter les muscles des bras, des épaules, des hanches, du dos et de la poitrine
- Les exercices doivent stimuler les capacités physiques de façon plus importante que ce qu'exigent les activités quotidiennes des aînés. L'intensité doit être assez élevée afin d'avoir un maximum de bénéfices. Les exercices doivent être 'forçant' et avoir une relation avec les activités quotidiennes des seniors: par exemple, faire des squats pourront les aider à se lever plus facilement d'une chaise, ou encore, s'accroupir et se redresser pour prendre leurs petits enfants dans leur bras.

- Selon L'American College of Sport Medicine (ACSM) et L'Organisation mondiale de la santé (OMS) il est recommandé de faire 1 série de 8 à 10 exercices de musculation lors d'une séance, et répété au moins deux fois par semaine.
- Faire des répétitions comprises entre 8 et 12 répétitions. Quand la douzième répétition devient 'facile', augmenter la charge et diminuer à nouveau les répétitions.
- S'allouer plus de temps pour récupérer afin de ne pas couper sur l'intensité

L'adage "*ce qui ne sert pas s'atrophie*" prend tout son sens ici. La personne vieillissante aura tendance à pratiquer de la musculation afin de maintenir son autonomie le plus longtemps possible.



Élodie est diplômée d'un brevet d'état des métiers de la forme, certifiée de la fédération d'haltérophilie et des sports cyclismes du Québec ainsi que dans 8 programmes Les Mills. Passionnée par son métier, elle est à la fois entraîneur, instructeur, athlète mais aussi conférencière et animatrice pour certaines émissions TV en rapport avec l'activité physique.



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Extreme Exercise Makeover

Use creativity boosters to turn any exercise staple into spectacular

By Minday Mylrea

Squats, lunges, push-ups, and sit-ups are all exercise staples. Walk into any fitness class, boot camp, or personal training session and you will see these, and a multitude of tried and true, yet same ol' exercises, included in that workout routine. Familiar is fine, but when your class starts looking like a class that anyone could have come up with this is where boredom sets in and participants start looking elsewhere. And when the body and mind are bored, improvement goes out the window. Our job as fitness professionals is to assist our clients and students to improve on their fitness skills. When we fail at this task, we need to look at our exercise selection to see where we can “up our game” and improve on our own skills as instructors.

When designing a workout program for our clients and students we need to understand and implement the foundation of these exercises, but the work doesn't end here. It is only fitting that as creative, out of the box thinkers, as any great fitness pro should be, we should add twists, turns, bells, and whistles to make the average exercise stand out - always keeping in mind form, safety, and selection. A great fitness pro uses their knowledge and creativity to excite the senses, exploring movement patterns that are unique, challenging, and thought provoking. This article will highlight simple ways to make any exercise 'more than' the expected - turning any staple into spectacular.

Let's look at the following creativity boosters to make any exercise more than what its foundation starts out to be. Quite simply they are:

1. Utilize the transitions between end points
2. Implement bodyweight shifts (with One rep mental mindset)
3. Play with toys
4. Explore multiple planes of movement

1. Utilizing the Transitions Between End Points

Think of a squat combo you currently teach. Perhaps it is a basic narrow squat moving into a split squat, forward to back, moving into a wide squat and ending in a plie squat. You shake out your legs and start another pattern.





Try this: From the plie squat move into a curtsy lunge, then into side plank scissor position and start a completely different floor combo. Wow. Now the same ol' squat-to-leg shake out turns into a transition to the floor for some crazy core and quad work.

2. Play with Shift

Even the smallest amount of a body weight shift during an exercise changes the game completely. Take for example, an elbow plank with feet on gliding discs. The simple action of sliding the feet back as hands shift from under the chin to under the forehead, activates the core and engages the entire mid section 10 fold. The further away the arms are from the midline the harder the exercise execution becomes. Shifting requires a One Rep Mental Mindset.

ONE REP MENTAL MINDSET

This approach throws counting reps out the window. We want each and every exercise to be an event, to be profound. In order to make it profound, you need to be in the moment. How can we be profound with our effort and execution if we are thinking about the next 5-10 reps? The best intention happens when the exerciser creates a mental image that this rep is the ONLY rep and takes the time to fully engage in the moment at hand. This is true mind-body training and focuses on doing the exercise you are performing right now, and perfectly, as opposed to just getting through the round or numbered reps.

2



“I love to play with toys that challenge balance, offer a focal point, a shift opportunity, a load of some sort, or just to make an exercise feel different.”



3. Play with Toys

Full discloser - as the creator of Gliding™ and Gliding™ discs, I of course throw the discs into the mix whenever I can. Every exercise staple is enhanced by using the discs, as they create a connection to the floor, offering an engagement that connects the body, head to toe. But I also love to play with toys that challenge balance, offer a focal point, a shift opportunity, a load of some sort, or just to make an exercise feel different.

***Try this:** Start with toes of right foot on a Gliding disc and lunge left leg back into a low, front leg loaded position. Place hands on the floor, lift left leg off the floor, and glide right leg back to a one-legged plank on the disc. Keeping the left leg lifted, glide right leg in to chest, sit back on heel, and come into a stork stance position. Repeat the one-legged Gliding Balance 'Burpee' and switch sides.*

4. Explore All Three Planes of Movement

You teach a group exercise class at 6:00pm. Your students have been looking forward to your class all day. Their daily commute is one hour and they sit at a desk all day. Your class is a welcome release at the end of their work day. After your warm up, you have designed an entire sagittal squat pattern for them, followed by a sagittal lunge series, and ending with a supine sagittal crunch combo on the floor.

Analyzing the class structure above, stop and think what you are about to have your students do. They will be repeating body alignment and postural behavior that they came to your class to remedy. Squats are an effective exercise but why not add a turn or twist? Front and back lunges are fabulous compound movement opportunities but why not find ways to add frontal and transverse planes into the mix? It is as easy as adding a twist to a lunge, a varied arm pattern to jumping jacks, or adding a hip dip to a plank.

Try this: Start in a low loaded lunge. Shift your body weight on to the front loaded leg so that the straight leg can be lifted off the floor. Shift the lifted leg in a circular arch behind front leg while counter balancing with arms and torso. This is a total body transfer of planes of movement.



With just a few twists and turns we can keep our classes fresh, unique, and engaging. Small changes can produce great gains. As out of the box creative fitness professionals, we owe it to ourselves, our students, and the fitness industry to lead with a fresh approach to fitness. For all these combos, and so much more, check out Extreme Exercise Makeover DVD at bruceandmindy.com



Mindy Mylrea is an international presenter, author, and motivational speaker. She is also a well known TV host and video personality, starring in over 400 instructional videos. The creator of One Day to Wellness, Gliding, and Tabata Bootcamp, Mindy donates her time and talents regularly to numerous charities and nonprofit organizations.



Smart Workout Planning

Balance safety and intensity to deliver consistent results for special populations

By Claudiu Popa, PTS, OAS

Despite our best efforts at streamlining workouts and standardizing approaches to delivering tangible results to personal training clients, the reality remains that every individual is unique and in vastly different ways. Every situation is a scenario that must be tracked, managed, and monitored to achieve a fine line between boring plateau and explosive growth, tempered by safe approaches to modern exercise.

From Elvis Presley's "The Wonder of You" to "I'm Not Like Everybody Else" by the Kinks, music that celebrates the individuality of every single one of us is part and parcel of cultural awareness.

We are brought up to conform to societal norms as a survivor and success mechanism, but we revel in embracing our own

uniqueness because we are, after all, "Complicated" (Avril Lavigne), and "Beautiful" (Christina Aguilera), and it is indeed "Hip to be Square" (Huey Lewis and the News).

As we age, the fascinating diversity of humanity makes every one of us recognize, in no uncertain terms, that even a "Freak Like Me" (Santigold) brings something special to the world and the sooner we can recognize that "I'm Different" (Randy Newman), the sooner we can acquiesce to the fact that "I've Gotta Be Me" (Sammy Davis Jr).

As personal training professionals, we are in the enviable position of not only recognizing these attributes in ourselves, but in projecting that awareness onto others, as if to say "You're So Unique" (Billy Preston), to individuals who absolutely should embrace their exquisite differences and maximize the opportunities they present.

And so it is with special populations, when older adults, rehabilitation patients, and people with disabilities, present us with exceptional opportunities to be of value, those are the opportunities we should never pass up because they matter immensely to all participants. They help us adopt a risk management mindset that is useful in every situation, regardless of uniqueness. As with everything else, the process may be simple but the execution is hard-

er because we need to apply and transfer equal doses of planning, discipline, and kinesthetic awareness, among other things. We need to define the short term goals and medium-term objectives, identify the mix of exercises that will get us there, mitigate risks with preventative techniques and contraindications, and finally proceed by identifying the correct metrics that will help us gauge the success of our efforts.

It would be arrogant of the author to expect a modest article such as this to even serve as an adequate summary for the rich subject matter that could fill a year-long graduate course, and so we embark on an initial overview of these four process steps, leaving a deeper dive to the pleasure of the reader.

Step 1: Set clear goals

Entirely dependent on the situation, the process of setting personal exercise goals is one where the personal trainer is expected to offer rational support and realistic advice. Striking a careful balance between achieving meaningful progress and pushing the boundaries of possibility is largely an exercise in enforcing commitment. Proceed with a commitment for:

- a. Documenting attainable short term goals.
- b. Identifying fixed components and aspects that will evolve over time.
- c. Identifying medium-to-long term goals, making note of individual limitations.
- d. Bundling them as a combination into a seasonal plan.
- e. Matching goals to exercise types.

Step 2: Allocate exercise types

Whether the special cases involve older adults over age 90, but still independent, or diabetics with particular accessibility requirements, the infinite diversity of situations dictates a careful balance of aerobic, strength, balance, and flexibility exercises that takes into consideration everything from range of motion, to risk profile, to energy levels, facilities and equipment, etc. Plan carefully, evolve the program gradually, and build in sufficient flexibility to preserve relevance, regardless of changes that may be required over time.

Step 3: Control risk

As you select exercises from the following four 'buckets', ensure that preventative approaches to risk management remain top-of-mind. This is your most important task, as you are responsible for understanding as much as possible about the client's personal situation and history.

a. Aerobic exercises

Prescribe activities that leverage and improve the cardiovascular system, ensuring that the heart rate operates optimally and regulate breathing throughout the session.

b. Strength exercises

Increases lean muscle mass with resistance exercises that focus on compound movements, leveraging multiple muscles simultaneously to reduce the risk of injury at all times. Rest periods will vary based on each particular situation.

c. Balance exercises

Stability and control are of particular importance to special populations as age, injury, sedentary lifestyles, neurological, and other conditions are key factors in maintaining the fitness of neuromuscular mechanisms required to ensure safety and control.

d. Flexibility exercises

Stretching muscle and loosening joints contributes to improved

range of motion, distributing blood supply to different body parts, and ensuring that a variety of risks related to limited range of motion, lactic acid build-up, and balance are adequately mitigated.

Step 4: Measure results

Gauging the success of preventative techniques and enforcing contraindications is an exercise in discipline, but also one of communication. As a personal trainer, you control many of the driving factors in the dynamic relationship with the client, especially knowledge transfer and positive communication. This ensures that every interaction is replete with encouragement and support, providing sufficient feedback, and even establishing a reward system based on category-specific achievements tied to realistic goals. As Peter Diamandis, author of *Abundance* said, "you get what you incentivize".

This is particularly true as part of the PT-client relationship, but with the caveat that we always take into consideration limiting factors such as age, weight control, diabetes, cardiac disease and dysfunction, lung and respiratory issues, arthritis and low-back pain, bone health, hormonal and chemical issues, neurological and neuromuscular disorders, spinal cord and genetic conditions, among other challenges presented by special populations.

As part of your assiduous tracking of periodic success, ensure that you live by Peter Drucker's famous quote "if you can't measure it, you can't manage it".

As part of your assiduous tracking of periodic success, ensure that you live by Peter Drucker's famous quote "if you can't measure it, you can't manage it". In effect, you should not simply focus on limitations and challenges presented by special populations, but recognize that they need to be normalized together with conventional dependencies such as gait, gender, psychological, behavioral, and situational factors. One such dimension is the psychological well-being and positive outlook of the client. Based on published studies (Salmon et al. 2000) on the beneficial effects of exercise on anxiety, depression, and stress, it is important to include these metrics, even as ranges from 1-10, in periodic assessments to track progress over time.

By taking the opportunity to frame client relationships through such a lens, we realize that every situation is special, with young adults and older populations constituting a full two-thirds of cases, leaving specific health conditions as the third aspect of the triad for which we have just applied a standardized process. Ultimately a combination of empirical and deductive models (trial and error) of fitness management should be leveraged with special populations to maximize enjoyment, engagement, and effectiveness (Epstein 1998). In effect, by managing relationships in such a process-driven fashion we can treat acute and chronic situations in the same manner, driving improvement over time, measuring progress, and documenting lessons learned that allow clients to actively shape the prescription of their own success.



Claudiu Popa, PTS, OAS, enjoys strength training and fitness conditioning, specializes in older adult fitness, appreciates working with exceptional clients and collaborating with outstanding professionals. Claudiu is the founder of Workout Smart and can be reached in confidence at Claudiu@WorkoutSmart.ca. Be sure to follow him on Twitter @WorkoutSmart and on Facebook at WorkoutSmart.ca.

Big Bench – Bad Shoulders!

Breaking down the traditional bench press to prevent and correct shoulder injury

By Paul Chek

The bench press exercise was never intended to be a benchmark of man (or woman!) hood. It is an exercise for improving the size and/or strength of the chest, anterior deltoids, triceps, and nothing else. Unfortunately, over-emphasis on the bench press, often coupled with poor technique, has led to a high incidence of shoulder injuries in both athletes and non-athletes. Additionally, many people are not anatomically designed to perform the exercise as it is generally taught by most trainers.

The problem with traditional technique

The bar is lowered until it touches the chest and then pressed back up to the start position. Everyone is expected to lower the bar to the chest; anything less is considered poor form or sub-standard. However, to perform the exercise this way requires a greater range of motion (ROM) than is found in the shoulder joint of most people.

The movement-restricting factor during a bench press is not the muscles of the shoulder; it is the joint capsule around the shoulder joint. This is anatomically designed to not only allow just the right amount of motion to prevent joint damage, but also contains thousands of proprioceptors which communicate with the brain informing it of joint position and speed of movement, as well as pressure, tension, and pain in and around the joint. Loading the shoulder and forcing it beyond the functional ROM limit will stretch the shoulder joint capsule.

Additionally, because the bench press is performed on a flat weight lifting bench, normal movement of the scapulae is disrupted. This demands that more movement must occur in the shoulder joint itself. As the bar is loaded with heavier and heavier weights, the shoulder blades are pressed into the bench harder and harder, further disrupting the normal mechanics of the shoulder girdle joint and overloading the shoulder.



Figure 1

What's so important about training within your given ROM?

In any activity, your arm rarely ever reaches a loaded end point in the same position twice, in the same game or event. Because the loads in sport are both brief in duration and seldom as high as those

encountered during a bench press session, the shoulder joint capsule can recover from intermittent exposure to end range loading.

However, repeated training beyond the shoulder's passive barrier with heavy loads will stretch the shoulder joint capsule. Once stretched, the joint cap-

sule can no longer stabilize the shoulder joint during common arm movements such as swimming, hitting a ball, holding power tools over head or even swinging a hammer. If these arm movements are repeated without the stability provided by a functional shoulder joint capsule an impingement syndrome can occur, resulting in inflammation and pain in the shoulder joint. Bursitis and rotator cuff tendonitis commonly develop secondarily. Because the shoulder joint capsule provides critical information about arm position, the athlete with a loose joint capsule often loses their ability to accurately sense joint position. This will result in a loss of accuracy in sports requiring precision placement of the arm.

How far should the bar travel when performing a bench press?

It is essential that each person determine optimal bench press ROM for his or her own shoulders, as each person is different.

THE BENCH PRESS RANGE OF MOTION TEST

- Using a wooden dowel rod or plastic pipe, have the client lie on a flat bench and perform a bench press. Gently press on their arm until you meet passive resistance from their shoulder. This is the position where the arm naturally stops without being forced. At this point you have determined the exact point at which the shoulder joint capsule becomes the primary restraint to shoulder ROM.
- Note how high the dowel rod is above the chest; this is the point where the barbell must change directions and be pressed back up (Figure 1).
- Now lift your arm 2-3cm to find your optimal bottom position for the bench press exercise. This creates a small buffer zone (10° – 15°) which will protect the joint capsule from overload when the weights get heavy or when you get tired. This place can be marked by placing a rolled up towel on the chest so the client knows when to reverse the direction of the bar.

What do I do if my shoulders are sore and I still want to bench press?

If you have painful shoulders when bench pressing you may not need to stop forever. To safely return to bench pressing, follow these guidelines:

1. Spend 4-8 weeks performing a rotator cuff conditioning program.
2. Begin your return to the bench press from the floor, not a bench. The floor cre-

ates a range of motion barrier, protecting your shoulder joint capsules and tendons from excessive stretch.

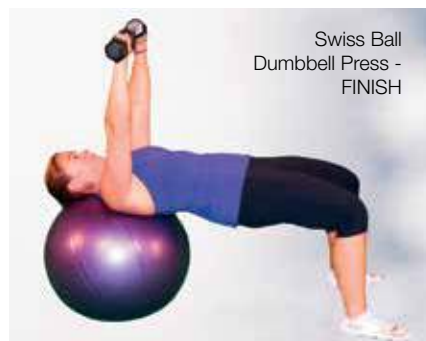
3. Always start with dumbbells. Dumbbells allow your body the needed freedom of motion to find a new bench press pathway that does not stress the injured tissues.

4. Once you have performed 3-4 weeks of floor bench press, progress from the floor to a slightly deflated 55-65 cm Swiss ball. The Swiss ball will allow a slightly greater range of motion than the floor and will increase stabilizer activation.

5. After 3-4 weeks on a deflated Swiss ball, progressively inflate your Swiss ball. The firm ball will allow slightly more shoulder joint motion as well as increased shoulder blade motion.



Swiss Ball
Dumbbell Press -
START



Swiss Ball
Dumbbell Press -
FINISH

6. Having performed the above steps, use the test described previously to ensure that you don't exceed your shoulders safe bench press ROM. Progress both volume and intensity slowly. If your shoulder(s) begin to show signs of discomfort with the traditional bench press, revert back to the previous steps in the progression and avoid the traditional bench press all together!



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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Get a “Leg Up” on Fall Training

Incorporating single leg training can help prepare individuals for fall and winter activities outside the gym

By Brett Jones, ATC, CSCS

From a general perspective, life happens on one leg. Walking, running, skiing and many of our activities require us to be strong and stable on one leg at a time. But most of our time in the “gym” is spent on two legs or sitting on machines. Incorporating single leg training can fill in gaps that may be beneficial outside the gym and improving single leg strength and stability can be accomplished with the Single Leg Deadlift (SLDL).

While the name “deadlift” may conjure up some different reactions, the SLDL can be performed in many variations, so try not to prejudge the exercise. Bodyweight, kettlebells, bands, and dumbbells can be used to perform this exercise, so find the right way to load the SLDL.

Ready, Set, Test

First, we should ensure the person performing the SLDL has the requisite amount of mobility and stabilization within the core and lower body. As a Functional Movement Screen (FMS) professional, I would like to see the person’s Active Straight Leg Raise (ASLR) at a score of 2, which means the ability to adequately flex one hip, while keeping the opposite hip in a “neutral” position and maintaining core control, has been demonstrated. However, if the person doesn’t have a good foundation in this pattern, then specific exercises should be incorporated to improve the pattern and progressing to SLDL variations. If the ASLR shows the adequate mobility to begin building the SLDL, we can add more tests to further determine whether the person is ready.

An example of another test to perform is to check single-leg stance or use the



“As a Functional Movement Screen (FMS) professional, I would like to see the person’s Active Straight Leg Raise (ASLR) at a score of 2, which means the ability to adequately flex one hip, while keeping the opposite hip in a “neutral” position and maintaining core control, has been demonstrated.”

Hurdle Step test from the FMS. You can look at single-leg stance by having the person stand on a single-leg with minimal compensation for 10+ seconds. This can be performed by having the person standing, with feet together, then raising one knee to approximately hip level. Make sure they stand in a safe area where they can easily step down or catch their

balance, if needed (no mirrors).

As the leg is raised, the person should not get shorter or lose posture, and they should not need to shift their hips or shoulders to compensate. The clock starts when the leg lifts and stops when it touches down, and should be held for 10 seconds with minimal difference between right and left.

It's important to remember if they struggle to hold a single leg stance, there maybe some lower level stability activities that should be incorporated first before going to single-leg positions. We recommend using the half-kneeling posture to improve results. Check out the half-kneeling exercises in the exercise library on Functional Movement's website (www.functionalmovement.com).

Time to Ramp Up

The SLDL can be learned first without any load or resistance. Get your clients started by having them do the following:

1. Face a wall approximately half an arm length away.
2. Establish a single leg stance with the big toe of the opposite leg touching the ground.
3. While reaching back with the free leg (held straight and "scraping" the big toe along the ground), reach forward with the hands to touch the wall while keeping the shoulders and hips level and "squared off."
4. If they are successful (meaning no loss



of balance and the ability to return to the start position without having to touch down with the free leg), then have them move an inch further from the wall and try another rep.

5. If they move too far away and their form suffers (meaning loss of balance and having to touch down before completing the movement), then move them closer to the wall and perform successful repetitions.
6. Repeat on the other leg.

When your client can control the SLDL to touch the wall with the body nearing parallel to the floor, and the free leg forms a straight line from the ear to the ankle for 10 repetitions on each leg, then you are ready to load the SLDL in the manner you choose (for example, using a dumbbell or kettlebell in the hand opposite the stance leg).

By starting with an easily achieved and slightly modified version of the SLDL, success is within reach and helps to relieve any balance or falling concerns. A dowel - held in the hand opposite the stance leg -- can also be used for balance and to assist in learning the movement with confidence.

Enjoy giving your clients a leg up on fall and winter activities with the Single Leg Deadlift!



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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The Wellness of Our Future

Teaching children how to balance mental and emotional health with yoga

By Rev. Paul Galloro, E-RYT 500

*“I believe the children are our future
Teach them well and let them lead the way
Show them all the beauty they possess inside”*

Whitney Houston wasn't lying when she sang those lyrics over 30 years ago. With the fall season and the kick off to a new school year among us, it's important we teach our children not only the importance of physical health, but mental health as well. Recent studies have shown staggering numbers in the increase of children's mental health issues and the implications they have later on in life.

According to Children's Mental Health Ontario (CMHO), as many as “1 in 5 children and youth will experience some form

of mental health problems” and what's even more concerning is “5 out of 6 of those children will not receive the treatment they need.” A survey completed by Parent's for Children's Mental Health revealed that 76% of families surveyed have no idea where to seek help.

Now with all this information available to us, we as wellness professionals need to care about these numbers as much as we care about the rise of other childhood health risk factors. CMHO also revealed “70% of mental health problems have their onset during childhood or adolescence.” We're not talking about healing already diagnosed mental health issues, as this may be beyond our scope of practice, but what we can do as fitness and wellness professionals is keep these statistics in mind and take preventative action.

A 2014 article published by Frontiers in Psychiatry revealed “yoga may help children and young people cope with stress and thus, contribute positively to balance in life, well-being, and mental health. [...] Similarly, yoga in schools helps students improve resilience, mood, and self-regulation skills pertaining to emotions and stress.” The need for children's yoga programming has never been greater, especially for it's mental and emotional benefits.

A well-balanced, play-based yoga program combining inter- and intrapersonal work through physical movement, breath work,

Peace Begins With Me – Mediation for Mental Balance

Begin seated in a comfortable position on the floor or in a chair. Repeat the mantra as you touch the tip of your finger to your thumb.

Peace – Index finger to thumb

Begins – Middle finger to thumb

With – Ring finger to thumb

Me – Pinky finger to thumb

Repeat this mantra for one minute out loud, one minute as a whisper, two minutes silently, one minute as a whisper, and one minute out loud, all while moving the fingers as outlined above.

This mediation brings mental balance and attunes your vibration to that of peace and tranquility. Repeat daily for best results.

and emotional awareness will allow children to create a loving relationship with their bodies and develop a better understanding of and control over their feelings and emotions. It will also give them a break from the pressures of school and extracurricular commitments, as well as the pressures from society at large.

Of course, children learn well when they're taught by example. In order for our children to take care of their mental and emotional well being, we as their caregivers must be willing to do the same. As a yoga therapist, I have completed sessions with children and with children and their parents and have found the most success came when the parent was also doing the work as well – not necessarily with the child, but the child had someone to look up to and model their practice after.

With a yoga practice geared towards children, it's important to meet them where they are and guide them towards stillness through mindful, engaging movement. What adults consider to be meditation or mindfulness will look completely different for a child who may think sitting cross legged and breathing for one minute is too boring, especially when they're stimulated by electronics for most of the day. If the child isn't one for a nap, they most likely won't be that open to lying down for relaxation. Using something as simple as a meditation for mental balance (see example left) is a great way to promote the benefits of meditation without having to be quiet or stop moving all together.



Rev. Paul Galloro is a hug in human form! The symbol for his work as a Metaphysical Minister, Yoga Therapist, and Professional Yoga Educator is a disco ball. He says "we're all mirrors of the same disco ball, here to reflect the light of Love out into the world." paulgalloro.com

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Habit Hacking

Finding powerful change in our daily habits

By Janice Hutton Hon BPE, MA, B.Ed.

As fitness professionals we are in the business of coaching change. The more successful we are at helping our members and clients navigate improvements in their fitness routines, food choices, and overall wellness activities, the more they are committed to our services and our healthy and fit community. Let's investigate how we can deliver successful changes through tracking and hacking daily habits.

What's a habit and why are our daily routines so powerful?

By definition, a habit is an acquired behaviour pattern followed until it has become almost involuntary. I am sure we can all quickly identify many habits that we rely on every day like showering, brushing our teeth, and funny enough, even checking our phones. We have repeated these activities so many times that they happen without a conscious thought. Habits are critical to our ability to function as humans and manage all of our daily plans and obligations. Imagine if everything you did in a day required your utmost attention and focus – your mind would be exhausted before 10 am from all the decisions you would need to make. Life is pretty frantic and complex these days with all the distractions we face and all the commitments we make. How can we use habits to build successful change?

Habit is built on repetition of a task or a thought process. Remember when you first tried to ride a bike? You probably had training wheels and a parent to help you get started because there was so much to think about as you tried to steer the bike, push the peddles, manage the brakes, while being overcome with the excitement of success. Maybe you even fell off and skinned your knees a few times before riding a bike became second nature and then you could ride no hands or jump the curb easily. In the quote by Aristotle, "We are what we repeatedly do. Excellence therefore is not an act, but a habit." we realize that habits are very powerful in our daily lives.



It is estimated that over 90% of what we accomplish in a day is fueled by our habits that are driven by our subconscious mind. The rest of our day we use our conscious mind when we execute creative, new, and novel activities. How is it that we only use our conscious mind for 10% of our actions and behaviours? We have a limited amount of conscious mental energy each day and our brains and bodies are built for efficiency. Whenever possible

the brain defaults to subconscious habits to conserve our conscious mental energy for big decisions, hard problems to solve, creative projects to work on, and life's big moments to focus on.

In his book *The Happiness Hypothesis*, psychologist Jonathan Haidt describes our brain as having two independent systems working together at all times to help us travel through our daily lives. First, there is our subcon-

scious emotional mind that feels pain and pleasure. Secondly, we have our conscious analytical mind that makes decisions, reflects on the past and plans for the future. He describes our subconscious mind like an Elephant and our conscious mind as a rider on top of the Elephant. We think our conscious mind (the rider) rules our behaviour, but when our subconscious mind (the elephant) does not agree with our choices, the big elephant wins and habits rule our choices. Interesting. Changes in behaviour often fail because the rider can't keep the elephant on the right path. As fitness professionals we see this happen all the time with clients trying to improve their eating choices and keep a consistent commitment to exercise. Habits are very powerful.

What's your habit refresh rate?

Your smart phone has an operating system that drives all the critical functions you use to manage your information. Technology has a built in system to constantly upgrade your operating system every time new software is available. This keeps your phone functioning at its optimal capability.

WE ARE
WHAT
we REPEATEDLY do.
EXCELLENCE,
therefore,
IS NOT AN ACT,
BUT A
HABIT
~Aristotle

Our habits are our personal operating system because they function automatically.

Here's a chance for personal reflection. When was the last time you refreshed your operating system (personal habits) to determine their value to keeping YOU functioning optimally? As change management professionals, we should walk our talk and always be focused on being the best role model for our clients. This means that we manage our personal change as vigorously as we try to inspire our clients to do the same thing.

Now that we understand how powerful our habits really are in creating the life we desire, we should all commit to a weekly/monthly habit refresh. This process requires a quick review of all of your daily habits to look for efficiencies (can I stack some habits together?) and upgrades (should I try to add something new in to

my routine?). Remember your own professional advice though, don't try to change everything at once. Small changes get you big results. You need to prioritize the habits that will have the greatest impact on your goals and since you have a limited supply of mental energy (focus) each day to dedicate to adopting new habits, choose your habit upgrades carefully.

How to reset daily habits

If change was easy, everyone would be the best version of themselves. As fitness professionals, we know firsthand how hard it is to help clients change their attitudes and behaviours towards exercise, healthy eating, and work-life balance. How can we help ourselves and others hack their habits successfully?

The first step is to choose a habit you want to upgrade and pull that habit out of our subconscious mindset in to our conscious thought process. Let's say we want to upgrade our breakfast to a healthy shake. We have to dedicate mental energy to upgrading this habit. We research healthy shake recipes and buy all the ingredients we need to create our shake. Second, we plan out how to execute this new habit based on our current routine. Each morning you make coffee, so making your shake at the same time builds in efficiency to your upgraded breakfast plan. Finally, you need to create accountability to reinforce this new behaviour because repetition builds automation and imbeds this new habit in to your daily routine. With this in mind, you commit to posting a picture of your healthy shake on social media every day for a week. Now you have upgraded your breakfast and soon it will become a regular part of your daily healthy habits.

Coaching for Success

Changing daily habits is complex and requires new knowledge, attitudes, and behaviours. Want to learn more about how to hack habits for better results? Check out the Certified Coach Practitioner course delivered by canfitpro in conjunction with the Certified Coach Federation. We teach practical tools to help clients refresh their habits for success using Cognitive Reflex Conditioning® with tremendous success.



Janice holds certifications in FIS, PTS, and NWS. She has experience coaching elite athletes and developing international programming used by coaches and athletes worldwide. As a strong leader in both corporate and commercial fitness management, and a certified Life and Executive Coach,

she thrives on sharing her passion and industry best practices with new and veteran professionals.



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More than a "Cool Thing"

The impact of physical activity for older adults reaches far beyond day-to-day health

By Colin Milner

I've traveled in the aging-services world for more than 20 years and visited a lot of organizations that provide physical activity and exercise opportunities for older adults. Many organizations grasp why it's important to offer these opportunities to their members. Others still lack a clear understanding. Today, I want to clear the air. Let's talk about the most compelling reasons for your organization, or any aging-services organization, to provide its members with these options.

Physical activity opportunities are not just a "cool thing" to offer. Nor are they a marketing ploy or a retention tool. Yes, you'll achieve your desired results if that's what you aim to achieve, but your organization will miss out on the more important outcomes. Programs, environments, and spaces can inspire older adults to transform their lives, leading to benefits that have a higher meaning.

To see what investing in physical activity and exercise truly means, look into the faces of your members as they stand on their own for the first time in years, or dance with a granddaughter at her wedding, or cross the finish line at a local walking event. These life moments are priceless. They provide everyone with great joy and satisfaction. These moments are only possible because physical activity and exercise helped individuals reverse or slow the decline associated with aging and lifestyle.

Physical activity not only supports quality of life, independence, and improved function (physical, cognitive and social) in people ages 50 and older, it also impacts virtually every aspect of society. There is the economic impact. Physically active lifestyles lower the costs that inactivity imposes on the healthcare system (about US\$780 billion a year in



the United States alone); decreases the number of people who leave the workplace early due to ill-health; increases the pool of human capital; and lessens the need for supportive services (or shifts the need from home "care" to home "health"). Society also gains many financial benefits when people age actively. There are effects on everything, from containing the total wage, Social Security and private pension losses associated with caregiving (close to \$3 trillion in the US, according to a 2013 report from the MetLife Mature Market Institute) to helping workplaces and countries remain more competitive. Yet, it is the personal impact derived from physical activity and exercise that will most reward you.

Don't believe me? Consider the impact on your life if you were to lose your ability to function day-to-day. For example, how would you interact with all that you take for granted - family, friends, community? How would you get around? Who would you rely on for assistance and would they always be available? How would your mental health change? Would your cognitive abilities diminish along with your physical ones? And what would you pay to

restore your function?

"Transformational" is no understatement when we describe the benefits of exercise and physical activity for older adults.

Is it in the budget to transform lives, inspire change, and make a difference? These are the vital reasons to provide physical activity and exercise opportunities for your members. When those things become your goals, older adults and their families will feel the higher purpose behind your offerings. Trust me, they will respond. You will grow your bottom-line and you will retain your members, plus you will have a more positive, satisfied customer base to help you spread the word.



Colin Milner is the founder and chief executive officer of the International Council on Active Aging® and a 31-year-veteran of the fitness industry. He has been a delegate at the World Economic Forum, which has recognized him as "one of the most innovative and influential minds" in the world on aging-related topics.



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Maintaining Mobility and Independence

Optimize flexibility with Thai Yoga Therapy to help older adults maintain an active lifestyle



By Daniela Goode

As fitness professionals, we have the opportunity to work with clients at various fitness levels and stages of life. When training older adults, each client presents with a unique set of needs that should be addressed throughout their program, as well as precautions that must be taken in order to ensure safe and effective workouts. Participation in regular physical activities has many benefits. These benefits are not only in response to cardiorespiratory training and muscle conditioning, but also from the inclusion of a well-developed flexibility program. Taking a balanced approach to exercise programming, including

flexibility training, can help to slow the effects of loss of mobility, while allowing these clients to maintain independence as they age.

In the practice of Thai Yoga Therapy, we focus on optimizing flexibility and overall mobility by taking the client through a series of passive stretches and yoga postures, while at the same time massaging the muscles to relieve tension. Given the shortening of muscle tissues and loss of elasticity that typically occurs with age, this combination of techniques helps clients to alleviate pain and regain mobility through the combined benefits of assisted stretching and massage.

A few of these benefits include:

Increased ability to perform daily life activities with ease

Helping our clients to maintain a comfortable range of motion can greatly help with their experience of daily life. Activities that may otherwise become difficult due to restricted mobility can be made easier and maintained with a greater longevity, improving the overall quality of life throughout the client's later years.

Improved fascial health

With age there tends to be a greater presence and cross-linking of collagen

fibres, combined with a decreased level of elastin. These restrictive effects can be countered by regular stretching, to allow for the movement and ongoing production of substances the fascia requires in order to remain as healthy as possible.

“Helping our clients to maintain a comfortable range of motion can greatly help with their experience of daily life.”

Reduced Pain from Osteoarthritis

Many adults are affected by Osteoarthritis as they get older, and the resulting pain and discomfort can often be reduced by incorporating stretching techniques. In these cases, it is important to note that the application of stretch may be more painful in affected areas, so a mindful and compassionate approach must be taken when guiding the client through each stretch, whether active or passive/assisted.

With these and many other benefits of flexibility training in mind, person-

al trainers who work with older adults should include appropriate stretching activities into each client’s program. As you do so, take note that the body changes with age, and more restrictions and health challenges may be present. This can make it increasingly more difficult for the client to distinguish between pain, dysfunction, restriction, and positive therapeutic discomfort. In these cases, it becomes even more important to point out where in their body a client should feel each stretch, and also to use clear explanations of how it should feel. Helping them to understand that there should be a gentle pulling sensation, while at the same time avoiding any noxious pain, will help to ensure both effectiveness and safety during their flexibility training.

With all of these things considered, incorporating a flexibility program can greatly help your older adult clients to optimize their quality of life by reducing discomfort, addressing areas of restriction, and allowing them to enjoy a healthier, active lifestyle.



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 www.navina.ca.

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Creating Fit and Functional Older Adults

Lessen the physiological effects of aging with proper training

By Jason R. Karp, PhD

Beginning in the seventh grade, I became fascinated with age—specifically how our bodies’ functional capacities decrease with the passage of time. When I once shared this perception with my 98-year-old grandmother, she said, “Just wait until

you’re 80.” I’m still far from 80, so I can only imagine how difficult it will be then to stand up from a chair or run around the neighborhood.

The biggest factor in the decline in physical capacity with age is level of physical activity. When your clients remain

active throughout adulthood, they can retard the aging process and continue to live a life worth living. I know 70-year-olds who are fitter than 30-year-olds.

Physiology of the Older Adult

After age 30, most physiological functions decline at a rate of approximately 0.75 to 1 percent per year. Perhaps the biggest functionally-related physiological change with age is a decrease in muscle mass, called sarcopenia, which is due to a loss of motor units (a motor neuron and all the muscle fibres it connects to) and atrophy of fast-twitch muscle fibres. With the loss of motor units comes denervation of muscle fibres (a lost connection between the motor neuron and the fibres within the motor unit). This denervation causes the muscle fibres to deteriorate, resulting in a decrease in muscle mass, which significantly decreases the older adult’s muscle strength and power, making certain activities of daily living difficult.

Men and women generally attain their highest strength levels between ages 20 and 40, after which the strength of

most muscle groups declines, slowly at first and then more rapidly after age 50. Muscle strength decreases approximately eight percent per decade after age 45, with greater strength losses occurring in women compared to men. In both men and women, lower body strength declines more rapidly than upper body strength.

With the loss of muscle mass also comes a loss in mitochondria, which decreases muscular and aerobic endurance. Mitochondria are unique in that they have their own specific DNA, so when older adults lose mitochondria, they also lose mitochondrial DNA. If your clients want healthy functioning muscles as they age, they need lots of healthy mitochondria.

Cardiovascular fitness also declines with age, in part due to a decrease in maximum heart rate and stroke volume (the volume of blood the heart pumps per beat). With a lower maximum heart rate and stroke volume comes a lower maximum cardiac output (the volume of blood the heart pumps per minute), a decreased ability to deliver oxygen to the muscles, and thus a lower VO₂max (the maximum volume of oxygen the muscles can consume). VO₂max decreases by 8 to 10 percent every 10 years after the age of 30 in healthy, sedentary adults. When maximum cardiovascular functioning declines, so does the workload that can be tolerated at a given percentage of the (lower) maximum. Decreases in VO₂max with aging can be variable, particularly if your clients remain active. But if not attended to, a youthful run becomes an aged walk.

Training the Older Adult

Although many physiological factors decline with age, up to 50 percent of this decline is due to deconditioning rather than aging. With proper training, your clients can lessen the physiological effects of aging and remain fit and functional.

Arguably, cardiovascular exercise will always be more important than strength training throughout your client's life because heart disease is the most common cause of death for both men and women. No one has ever died of a weak biceps muscle. But people die of weak hearts every day. One cannot live very well or very long without a strong heart. Since the risk of heart disease increases as people age, older adults need cardiovascular exercise just as much or even more than do younger adults. Like younger adults, older adults should do at least 30 minutes of cardiovascular exercise on most, if not all, days of the week. The more physically fit one remains, the slower the rate of cardiovascular decline. Maintaining exercise intensity, rather than a higher volume of training, is the key to minimizing the loss of aerobic fitness as your clients age.

Strength training also becomes more important as people age. Given that aging is accompanied by a decrease in muscular endurance, strength, and power, resistance training should take on greater weight (pun intended) when training an older client. If you've ever seen a senior citizen try to stand up from sitting in a chair or witnessed how catastrophic a fall can be to a senior, you know how much benefit strength training can have. The positive effects of strength training on bone density, muscular strength and endurance, balance and coordination (which reduces the risk of falling and fractures), functional mobility, physical aesthetics, and self-esteem cannot be denied.

“VO₂max decreases by 8 to 10 percent every 10 years after the age of 30 in healthy, sedentary adults.”

Train older clients with heavier weights and fewer reps per set to target improvements in muscular strength, or with lighter weights, lifted quickly, to target the fast-twitch muscle fibres and improvements in muscular power. Greater strength gains occur at intensities of 80 to 90 percent of the one-rep max. Although we tend to think of power training as something done to improve athletic performance, it has big implications for older adults, whose muscles lack strength and power. Research has shown power training to be very effective for strength and power development in seniors. Since it takes longer to recover from workouts as people age, give your clients more time between intense resistance and cardio workouts.

If you train older adults with higher intensity, less volume, and more recovery between workouts, not only will they be fitter and stronger, they may even be able to keep up with my 98-year-old grandmother.



Jason Karp, PhD, is the creator of the REVO₂LUTION RUNNING™ certification. He has more than 400 published articles in international running, coaching, and fitness magazines, is the author of eight books, including *Run Your Fat Off* and *The Inner Runner*, and speaks at fitness conferences and coaching clinics around the world. Find out more about Jason at run-fit.com.

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Fit for Retirement



Staying in shape can help your clients and participants enjoy the free time they worked so hard for

By Ross O'Donnell

As a Kickboxing and Martial Arts trainer in my sixties, I recognize the benefits of staying in shape for the important things in life, enjoying an active retirement and of course, chasing the grandchildren around. Recent feedback from our older male and female clients has indicated that properly instructed kickboxing workouts improve flexibility, mental focus, coordination, and balance while still providing cardio and strength benefits in a fun, challenging workout. From my own experience, this is not to say that you can't workout at a high intensity level, as many people who have been training in kickboxing and martial arts excel well into their 50's, 60's and 70's. I have conducted fitness programs with participants ranging from their teens to well into retirement age. When working with 'mid-lifers' a.k.a. 'Baby-Boomers' (those born between 1947 – 1966 and now

making up 33% of Canada's population), the old saying, "you're as young as you feel" is a great philosophy, but your lungs, legs, arms, and joints may not agree. The fact is, you can slow the aging process with exercise but you can't stop it.

Before programming your client's fitness activity you should first consider previous exercise history, weight, flexibility, and genetics. Certain physical training is more beneficial to older adults. It is a statistical fact that males are at a higher risk of cardiovascular disease over the age of 40 and women are more susceptible to osteoporosis. Metabolism slows down 10

-15 % as we reach middle age and exercise, specifically resistance training, will maintain lean muscle mass and keep the metabolism revved up. It is important to remember that overtraining isn't the answer either. If someone has been fairly inactive for several years, jumping back in with both feet will likely result in injuries. This will lead to disappointment, followed by failed adherence to your program. Training for more than five hours on a structured program will actually reduce the effectiveness and lead to other problems like over-use strains, sprains, tendonitis, bursitis, and even bone fractures. Over-training at 25 years old isn't good, overtraining at 50 + years of age is even worse because it can take a prolonged period of time to rejuvenate.

Staying physically active every day and eating right is the key to good health, longevity, and maintaining quality of life into retirement age. If kickboxing isn't something your clients or participants enjoy then there is a number of other options like stability ball training for strength, balance, and development of the abs and lower back; yoga and Pilates for strength and flexibility; golfing, hiking, swimming, bike riding, walking and running for cardiovascular and heart related benefits.

Whatever your client programming entails, make sure to set their sights on being 'fighting fit' for retirement so that they can enjoy the free time that they worked so hard for!



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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- September 23 - FKCI Bootcamp Canada Instructor's

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- October 15 - Fitness Kickboxing - Level 2 Instructor's Course - Markham

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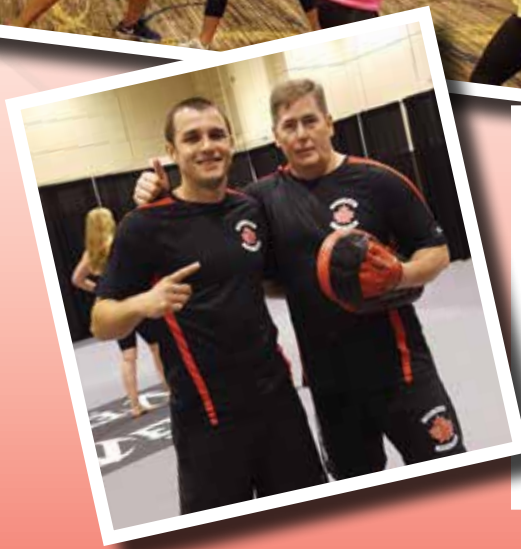
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A Holistic Approach to Health

Using Ayurvedic friendly foods and winter vegetables to achieve balance

By Kathy Smart



Health is order. Disease is disorder. This is a basic principle in Ayurvedic medicine, one of the world's oldest holistic healing systems, originating in India 3,000 years ago. Ayurvedic medicine is based on the belief that health is a perfect, continuing balance between body, mind, and spirit. In our fast-paced life, we often forget about this balance. Being in the health and fitness industries now for 20 years, I have made this mistake with clients, focusing so much on the physical body that I have neglected to address mind and spirit. It is all so connected. We can eat the healthiest food, exercise to perfection, but if we neglect those other essential elements, we do not achieve true health. Conventional medicine often only focuses on the symptoms and not the cause. If stress is

related to 98-99% of all illness, then wouldn't focusing on a holistic approach to health make the most sense for our clients?

According to Ayurveda, everyone has a combination of three doshas, each one controlling a different body function. When those doshas are not in balance, illness occurs. Here we explain the three doshas and solutions to balancing each one.

Vata Dosha- If an individual's main dosha is vata, their typical illness manifestations, when out of balance, are skin problems, panic attacks/anxiety, heart disease, and autoimmune diseases like rheumatoid arthritis.

Solution: Increasing fibre through increased vegetables and healthy fats to speed up intestinal lubrication.

Pitta Dosha- If Pitta is your main dosha, hormone issues, heart disease, and high blood pressure will manifest when the individual is out of balance.

Solution: Reduce spicy foods and avoid too much heat from the sun or sauna.

Kapha Dosha- If Kapha is your main dosha, an individual will have difficulty gaining muscle, losing weight, and have a compromised immune system.

Solution: Reduce sugar and sweet foods and focus on vegetables.

As we begin to move into the winter months, focusing on Ayurvedic friendly foods,

warming spices, and 'superfood' winter vegetables is a great way to start ensuring we are not only focusing on the health properties of our food, but also enjoying the ritual of sitting down and conversing with family and friends in order to address spiritual and emotional connections.



Kathy is a registered holistic nutritionist, best-selling cookbook author, Canada's Holistic Nutritionist of the Year 2016, and canfitpro 2015 Fitness Presenter of the Year.

Best known as the National Health Activist of Canada and North America's Gluten-Free expert she is a popular speaker, health, and fitness presenter and the go-to media expert in all things health and wellness.

Enjoy these three recipes (from *Live The Smart Way*) that will **nourish body, mind and spirit**, and pave the way for a healthy season ahead.



1. SWEET POTATOES

Why? Sweet potatoes are loaded with beta carotene. Beta carotene is especially important in the winter months to include with a source of fat to help boost your immune system against colds and flus.

How? Try this Thai Vegan Stew. This stew is a warming Ayurvedic friendly combination of Thai spices, sweet potatoes, Swiss Chard, and coconut milk for a rich and fragrant vegan meal.

Per Serving:
Calories 317
Saturated Fat 10 g
Sugar 9 g
Protein 9 g
Total Carbs 37 g

Thai Vegan Stew

Serves 6

Prep Time: 15 minutes

Cooking Time: 20 minutes

INGREDIENTS

1 tablespoon coconut or olive oil
1 medium onion, chopped
2 tablespoons each of minced garlic and chopped fresh ginger
3 tablespoons of Thai red curry paste

$\frac{1}{4}$ of unsweetened peanut butter or almond butter
4 cups of a diced mixture of carrots, sweet potatoes and potatoes
1 can (19 oz./540ml) chickpeas, drained
1 can (9 oz./280ml) peas, drained
2 tablespoons golden raisins
2 cups vegetable broth
1 can (9 oz./280ml) coconut milk
4 cups baby spinach or chopped Swiss chard
Sea salt and pepper to taste

DIRECTIONS

Heat coconut oil in medium saucepan. Add the onions and cook gently until golden brown. Add garlic and ginger and stir constantly for 1 minute. Add curry paste and nut butter and stir until well combined. Add vegetables, chickpeas, peas and raisins, stirring well and allowing the vegetables to infuse with the flavours of the onions and curry paste. Cook for 5 minutes while mixing well.

Add the broth and bring mixture to a simmer. Let cook until the vegetables are tender, about 20 minutes. Add coconut milk and heat through.

Just before serving, add in baby spinach or chard and allow it to wilt, cooking for about 1 minute longer. **Serve stew piping hot!**

2. WINTER SQUASH

(ACORN SQUASH)

Why? Winter Squash has been deemed one of the world's healthiest foods and with very good reason! Winter Squash is loaded in both vitamin C and B, both which are vital to support our adrenals in times of stress.

How? Try this honey roasted Acorn Squash with fresh dates for the perfect combination of salty and sweet.

Per Serving:
 Calories 102
 Total Fat 3 g
 Saturated Fat 2 g
 Sugar 8 g
 Protein 1 g
 Total Carbs 20 g



Roasted Acorn Squash

Serves 4

Prep Time: 10 minutes

Bake Time: 35-40 minutes

INGREDIENTS

- 1 acorn squash cut in half, seeds removed
- 2 Mejool dates
- 1 **tablespoon** butter or coconut oil
- ½ **teaspoon** garam masala

DIRECTIONS

Preheat oven to 375 degrees F. Place acorn squash, flesh side up, on baking sheet. Add 1 date in the cavity of each halved squash. Place the butter/coconut oil beside each date. Sprinkle garam masala on each piece of squash.

Bake in the oven for 35 – 40 minutes or until the yellow flesh is soft and the edges are a golden brown.

3. ALMOND BUTTER

Why? Almond butter is loaded in heart healthy monounsaturated fats, which has been shown to help fight heart disease and it is an excellent source of vitamin E for smooth skin and hair.

How? Try these Flourless Almond Butter cookies for a perfect dinner finisher with a cup of peppermint tea.

Flourless Almond Butter Cookies

Makes 18 cookies

Prep Time: 5 Minutes

Bake Time: 10 minutes

INGREDIENTS

- 1 **cup** natural almond butter
- 1 **cup** of Sucanat
- 1 **teaspoon** pure vanilla extract
- 1 large egg, lightly beaten
- Coarse sea salt, for sprinkling

DIRECTIONS

Preheat the oven to 350 degrees F and place the racks in the upper and lower third of the oven.

In a medium bowl, mix the peanut butter, sugar, vanilla and egg until well combined. Spoon 1 tablespoon of the mixture about 1 inch apart onto ungreased baking sheets. Flatten the mounds with the tines of a fork, making a crosshatch pattern on the cookies. Sprinkle coarse salt on top of the cookies.

Bake until golden around the edges, about 10 minutes, switching the position of the sheets halfway through baking. Transfer to racks to cool. Repeat with the remaining dough.



Per Serving:
 Calories 137
 Total Fat 7 g
 Saturated Fat 1 g
 Sugar 12 g
 Protein 3 g
 Total Carbs 14 g

Remember, Live Life Delicious and above all, with kindness.



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4 Steps to Finding the Right Clients



Become a marketing master and get the **RIGHT** clients in the door month after month

By Sean Greeley, CEO, NPE

Are you tired of investing your time and energy in marketing that just isn't getting the job done? For a LOT of fitness business owners, consistently attracting the **RIGHT** clients to their business (and keeping them) is an ongoing struggle. But you don't have to put up with marketing that doesn't get the job done. Here are four steps that will help you consistently turn cold contacts into satisfied referring clients.

1 Know Your Target

Before you do anything you need to get clear about a few things:

- The perfect client you want to attract
- A positioning statement that distin-

guishes your business from competitors

- Messaging that connects emotionally with your prospect
- Compelling offers that give your prospect a reason to respond

If you don't know how to identify the type of people that you're trying to bring into your business, you're never going to be able to create marketing that speaks to them and get a prospect to take action.

2 Attract Traffic

There are three main strategies we teach our clients how to use to reach the prospects and targets they want. They are:

Advertising

Advertising is a great option for attracting prospects because you have direct control over it. And it doesn't have to be expensive. You can start as low as a \$10 budget. But before spending any money on ads, you must:

- Know your numbers
- Set your goals
- Understand your target market
- Craft a strong positioning statement
- Have a compelling offer
- Choose your media

Networking/Partnerships

Networking isn't just about going to events and meeting lots of strangers. You've got to take the next step and develop those relationships. The goal of networking is to:

- Identify and develop referral partners
- Build your list of contacts
- Become the go-to person

Social Media

Social media has created a TON of opportunities for you to market your business, for little to no cost, and drive some serious results quickly. Here are three tips to crush your social media marketing:

- Share great content
- Engage your network
- Focus on personal connection and building relationships

3 Capture Leads

Once you've attracted traffic to your fitness business, you're just getting started. You need to take the next step and capture their contact information so you can continue the conversation. Some of the best places to do this are your:

- Landing page
- Phone script
- In-person script and sign up sheet

Once you have the prospect's contact info, you can add it to your database and communicate with them consistently over time, which is crucial to your success in the next phase.

4 Nurture Prospects

Alright, you've attracted some prospects and captured their contact information. But if they don't immediately buy, what's next? This is where a TON of fitness business owners fail because they don't put in the time and effort required to nurture. But if you think that it's not worth your time to nurture prospects, you're wrong. Dead wrong. On average, 81% of sales happen after seven or more contacts. And 85% of the time, fitness business owners stop after just one or two contacts. You could be missing out on a TON of sales because you aren't nurturing your unconverted leads.... or you're not doing it the right way. You can easily create an automated campaign with these two keys to nurturing prospects:

1. Indoctrination emails

2. Valuable content:

- E-newsletters
- Workshops
- Facebook Live Event
- Blogs

Rock-solid marketing isn't about finding the fastest way to get clients in the door. It's about finding the best way to get the RIGHT clients in the door month after month. And it doesn't have to be an overwhelming chore that you keep pushing it off. With the right systems in place, you'll become a marketing master and consistently turn cold contacts into the prospects you LOVE to work with.

To learn how to get more prospects, more clients, and more sales and grow your fitness business to the next level, download NPE's complimentary Fitness Business Sales and Marketing Guide at NetProfitExplosion.com/canfitpro.



Sean Greeley has an unrelenting passion for supporting entrepreneurs and growing businesses. For nearly 10 years, NPE has grown to serve over 24,000 fitness business owners in 95 countries. The company has 3 offices in Orlando, London, and Sydney and has been listed 7x on the Inc. 500 list of fastest growing, privately owned US corporations.

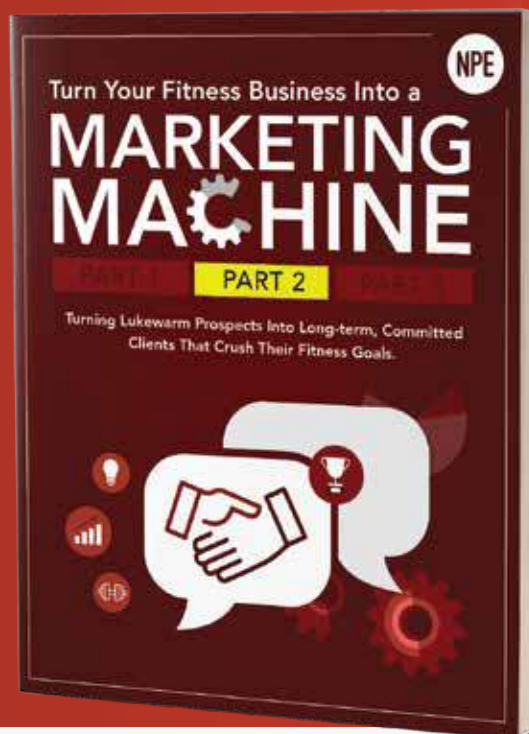
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- The best way to set expectations for your clients in their first 30 days
- How to provide more value and better serve your clients through upselling (which will also increase your bottom line)
- How to provide ongoing service delivery to keep your clients coming back

Download your complimentary guide at:

www.NetProfitExplosion.com/canfitpro-machine



NPE provides fitness business owners with:



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Coaching



Consulting



Community

Yoga On and Off the Mat

[PART 2]

Exploring the Niyamas, the second limb of yoga, to cultivate a plan for personal success

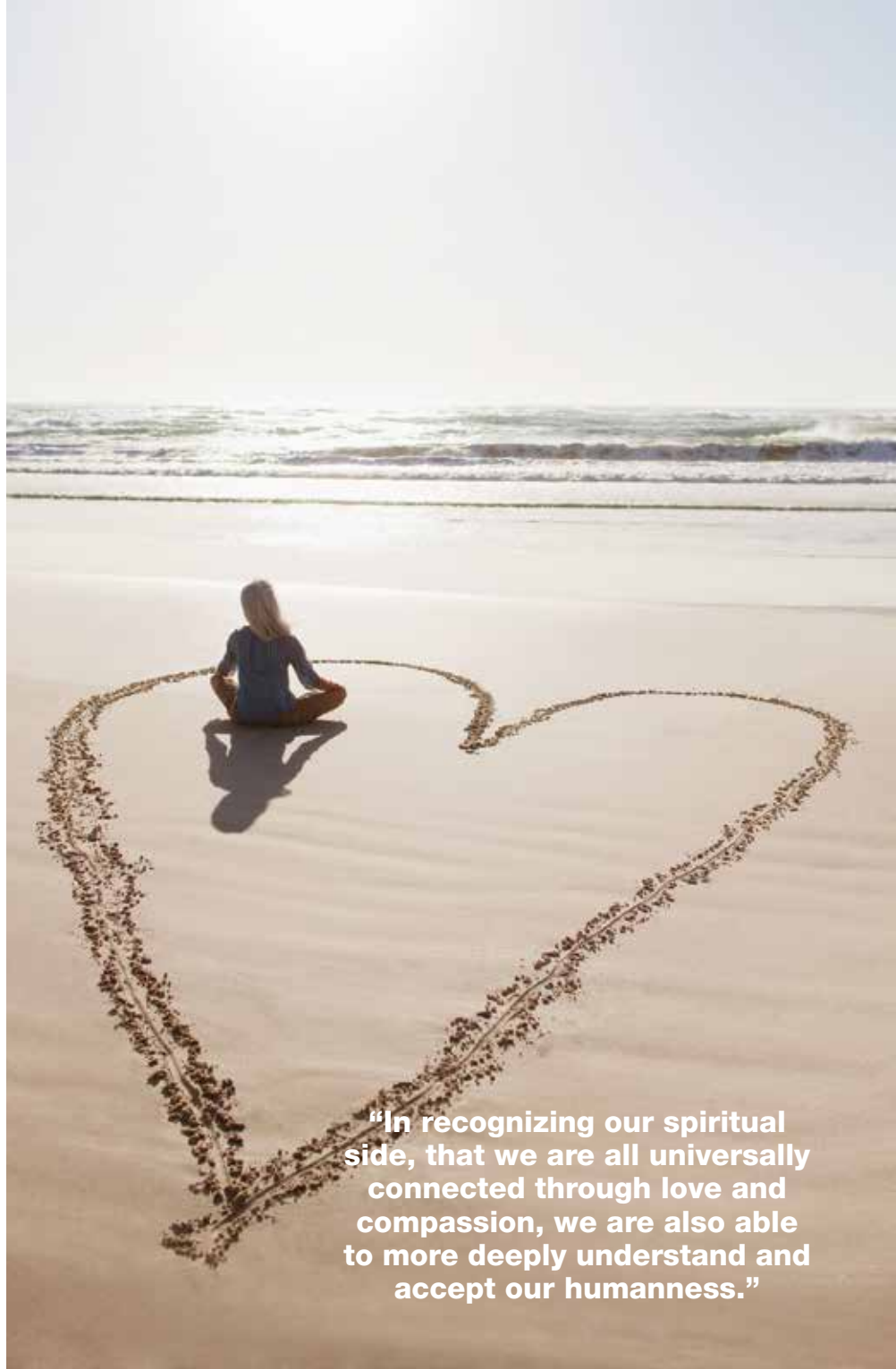
By Lisa Greenbaum E-RYT 500, YACEP

As a continuation from my article *Yoga On and Off the Mat: Exploring the Yamas as guidelines toward compassion and equality*, in the last issue of *canfitpro* magazine, I bring to you part two of this topic that focuses on the Niyamas. From the eight limbs of yoga, the Niyamas ask us to look inward at our habits or *samskaras* and how we treat ourselves. It is a success plan to cultivate happiness and self-confidence. The five Niyamas are: purity, contentment, discipline, self-study, and surrender. They can be used as guide posts for when we are feeling a little off centre, or practices for everyday self-care.

Saucha / Purity

This refers to the cleanliness of our environment, our personal hygiene, and even our thoughts. Essentially, do we take care of ourselves? Is the space around us organized and clean? Do we tend to hold on to stuff from the past? Do we keep ourselves groomed and presentable? And just as important, is the steady stream of thoughts in our head positive or are we constantly overwhelmed in doom and gloom, complaints, or telling ourselves we aren't good enough?

On the mat: Noticing our thoughts as we move from pose to pose. Are we mentally beating ourselves up through our practice because we aren't strong enough, flexible enough, skinny enough, "insert the



"In recognizing our spiritual side, that we are all universally connected through love and compassion, we are also able to more deeply understand and accept our humanness."

blank" enough. Focus instead on shifting our thoughts immediately to those that are empowering: "I'm growing stronger every week", "my yoga practice brings me clarity of mind".

Off the mat: Tackle that cupboard. We all have them, that space where everything goes that you don't know what to do with. Donate things you are no longer using or things that bring back painful memories from the past. Clear the clutter. You will be amazed at how good you feel.

Santoshā / Contentment

This is the attitude of gratitude. Even through the darkest times, finding some-

FOR FURTHER READING: *The Yamas & Niyamas: Exploring Yoga's Ethical Practice* by Deborah Adele is available at yogafitcanada.com/shop. The Yamas and Niyamas are also further explored in YogaFit's Level 2 certification course.

thing no matter how small to be grateful for, changes our mood and can ultimately change our physical health. Along with gratitude is acceptance. The ability to make peace with the hand we've been dealt. To change what we can and have the courage to accept what we can't.

On the mat: Focus on positive thoughts throughout our practice using mantras and affirmations. Practice poses that bring joy, such as heart openers and back bends like chest expansion, camel pose, dancers pose, bow pose, anything that opens up the front of the body, creating more space for breath and feelings of expansiveness.

Off the mat: Keep a gratitude journal. Write down all of the things you are grateful for and look at it often. Upon waking each morning and going to sleep at night, think of three things that you are grateful for.

Tapas / Discipline

Tapas is literally translated from Sanskrit to mean 'fire'. In this way, we stoke the fire to get things done. We have the discipline to do what needs to be done, to make the sacrifices needed in order to achieve our goals. If we are training for a marathon, we need the discipline to run everyday. If we want to deepen our Yoga practice, we need the discipline for daily self-practice. We must do the work.

On the mat: Stay in the pose. No matter how uncomfortable you are (not actual pain that may cause injury), no matter that your muscles are burning and the sweat is dripping off your nose. Stay in the pose. Find your breath and just be there, ride it out. It's amazing how good you will feel for having succeeded where you thought maybe you couldn't.

Off the mat: Stick to your schedule. It shouldn't be all hard work and no play (see bramacharya from part 1), however, having the discipline to put yourself to bed at a reasonable hour, to not skip your per-

sonal workouts, and to eat healthy all have a profound impact on how we feel.

Svadyaya / Self-Study

This Niyama involves all learning, whether from studying outside sources to learn about a new subject or taking the time to look within. Our brains are powerful beyond our wildest dreams, and the ability to constantly learn new things about life or ourselves is a gift. Read, journal, meditate, explore, and be curious.

On the mat: As you move from pose to pose, or within the pose itself, take time to listen to what your body is telling you. Are you able to find the space between 'ouch' and too easy? Pay attention to your breath, is it constrained by too much effort or flowing with ease and fullness?

Off the mat: Keep a journal to write down and explore your thoughts, your reactions, and to just lay out the 'mumble jumble' of thoughts in your head. Write through your problems, the decisions that need to be made, your heartache, and of course what you are grateful for.

Ishvara Pranidhana / Surrender

Translations of this Niyama include a devotion to God or supreme being, a surrender to a higher power or the universe. You can adjust these words to fit your personal belief system as needed. The point is that we do everything we can and then we let it go. In recognizing our spiritual side, that we are all universally connected, we are also able to more deeply understand and accept our humanness. We are not super heroes and we don't have to be.

On the mat: This can be explored during our meditation practice. Whether

it's a moving meditation as we flow from pose to pose, or the few minutes of stillness before or after our practice.

Off the mat: Have we done everything in our known power to fix the problem or solve the issue? Is it in the past and unchangeable? Then let it go. Get off the hamster wheel of your endless thoughts and move away. Surrender to what is and what will be.

The majority of us in the western world become curious of yoga philosophy only after practicing the physical side of yoga for a long time. If you have ever taken a yoga class, you've probably felt at some point the harmony of mind, body and spirit - when breath and movement become one. That is the magic of yoga. The Yamas and Niyamas are practices we bring into our daily life to keep that magic present, to be present ourselves in actions and reactions. No matter where you are on your yoga journey, know that it is just that - a journey. One of my favourite sayings is "we call it yoga practice, not yoga perfect". My only advice is to practice with compassion and forgiveness, and enjoy the ride. You will be amazed at what you discover.

The Yamas and Niyamas are further explored in YogaFit's Level 2 certification course.



Lisa Greenbaum E-RYT 500, YACEP is 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.

Ontario

- YogaFit for Addiction and Recovery - Sep. 9/10 - Toronto
- Level Four: Tradition - Sep. 21-24 - Toronto
- Level Three: Introspection - Sep. 23/24 - Ottawa
- Level One: Foundations - Sep. 23/24 - Toronto
- Anatomy and Alignment - Sep. 30/Oct. 1 - Toronto
- Toronto Mind Body Fitness Conference, Oct. 19-22: Level One: Foundations, YogaFit Seniors, YogaFit Prenatal, Ayurveda 1, Ayurveda 2, Level Five: Unification, YogaFit for Balancing Moods, YogaFit Healthcare 2: Examining the Subtle Body, Meditation and Mindfulness, YogaFit Props, YogaFit for Athletes
- Level Five: Unification - Oct. 28/29 - Ottawa
- Level One: Foundations - Nov. 11/12 - Hamilton

- Anatomy and Alignment 2 - Nov. 11/12 - Toronto
- YogaFit Kids - Nov. 18 - Toronto
- YogaFit Pranayama - Nov. 19 - Toronto
- Level Two: Communication - Nov. 25/26 - Toronto

Alberta

- Level Three: Introspection - Sep. 16/17 - Edmonton
- Canfitpro Edmonton, Sept. 30 - Oct. 1: Meditation and Mindfulness
- Level One: Foundations - Nov. 18/19 - Edmonton

Manitoba

- Level Four: Tradition - Sep. 21-24 - Winnipeg
- Level Two: Communication - Sep. 23/24 - Winnipeg
- Anatomy and Alignment - Oct. 28/29 - Winnipeg

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

Saskatchewan

- Level One: Foundations - Oct. 21/22 - Regina
- Anatomy and Alignment - Nov. 25/26 - Regina

Nova Scotia

- Canfitpro Halifax, Nov. 2-4: Working with The Chakras
- YogaFit Sweat - Nov. 11 - Halifax
- YogaFit Prenatal - Nov. 12 - Halifax

Newfoundland and Labrador

- YogaFit Prenatal - Oct. 13 - St. John's
- Level One: Foundations - Oct. 14/15 - St. John's

Quebec

- Niveau 2: Communication et Techniques de respiration - Sep. 9/10 - Quebec City
- Level Four: Tradition - Sep. 14-17 - Montreal
- Level One: Foundations - Sep. 23/24 - Montreal
- YogaFit HealthCare 1: Assessing the Physical Body - Oct. 12-15 - Montreal
- Niveau 1: Les Bases de la Sécurité - Oct. 14/15 - Quebec City
- YogaFit Seniors - Oct. 21 - Montreal
- YogaFit Kids - Oct. 22 - Montreal
- Level Two: Communication - Nov. 11/12 - Montreal
- Niveau 3: Méditation et Ajustements pratiques - Nov. 25/26 - Quebec City

British Columbia

- Canfitpro Vancouver, Oct. 26-29: YogaFit for Personal Trainers
- Level Five: Unification - Nov. 25/26 - Delta

Register for one of these upcoming YogaFit® trainings in Canada! Begin your journey with Level 1 or any of our specialty trainings. All trainings are eligible for canfitpro CECs and canfitpro members save 10% off trainings with code TTR-canfitpro. For information or to register, go to www.yogafitcanada.com.



Every BODY Loves Cocoon Wellness Pro

Wellness and exercise are combined in one machine to achieve weight management goals, flexibility, and toning

The gym isn't the only place to burn calories and shed pounds. Introducing the Cocoon Wellness Pro! Combining Isometric Fitness, Thermal Active Energy, Full Body Massage, Infrared Therapy, and Aroma Therapy in a sleek and streamlined pod, The Cocoon Wellness Pro creates the ultimate total body wellness experience.

The Cocoon Wellness Pro is the ultimate experience for ensuring we are connecting our mind and body for optimal results with our fitness routine! As your body is massaged, you can perform isometric fitness and body-toning exercises, targeting the arms, legs, abs, and core. The Cocoon Wellness Pro can be used to improve fitness by persons of any age or fitness level. The Cocoon Wellness Pro can help you create a healthier lifestyle!

In addition to promoting movement during your session, you can increase the intensity of your workout by engaging in Intense Active Thermal Exercise. This process combines dual intensity heat therapy (both dry heat and infrared heat in the chamber) as well as the FitBed's resistance bands for accelerated fitness, weight management, toning and firming, increased flexibility and energy. This is all done in a short 20 to 30 minute workout.

The Cocoon Wellness Pro total body wellness technologies help support holistic change for short and long term weight management goals and maintenance. Weight management requires ongoing lifestyle coaching, nutrition, education, and discipline. In order to keep on track with your health and wellness goals you need to participate in "healthy changes", which include exercise and healthy nutrition, to bring about long term weight management. The Cocoon Wellness Pro provides both balanced wellness and an enjoyable exercise component for weight management. It's the core tool for the wellness lifestyle change that can lead to a better quality of life and sustainable success for everyone.

Sessions can be customized for overweight and out-of-shape individuals, fitness beginners, and even elite athletes!



Users can select different Cocoon levels of hyperthermic fitness and thermogenesis exercise activity for the lifetime wellness weight management program FOR EVERYONE!

You can track the success of your session by the easy to read calorie indicator located on the Cocoon program screen – this will show you how many calories were burned during the Cocoon Wellness Pod's thermal weight management session.

Are you looking to improve your range of motion? Are you looking to lose weight? Are you looking to increase your flexibility? Are you looking to increase your muscle mass? If you answered "yes!" to any of these questions – than the Cocoon Wellness Pod is ideal for you.

You can also take advantage of some added benefits including a Pure Ionic Himalayan Salt Crystal to aid and improve your respiratory system. The Cocoon Wellness Pro also comes equipped with an

aroma system that allows you to choose from heightened vigor, health, relaxation, or cleansing essential oils.

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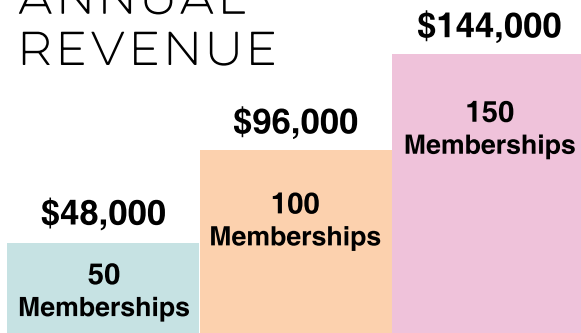
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Indoor Group Cycling

What's New, What's Next & What's Best



Jay Shapka



Suzette O'Byrne



Keelan Clemens

If you're like most indoor group cycling studio owners and instructors, you always have three things on your mind when it comes to your classes: What's New, What's Next and What's Best?

For answers, we asked a trio of Canada's leading instructors and class programmers – **Jay Shapka** of Cyklus Vancouver, **Suzette O'Byrne** of The Glencoe Club in Calgary, and **Keelan Clemens** of Victoria Sport & Social Club – for their insights into the latest trends and best practices for studios. Here's what they had to say.

In today's indoor cycling world, what is most effective in not only attracting riders to group classes, but keeping them coming back?

Jay: "People in indoor group cycling classes are interested in understanding power so they can see results and track their improvements. With a metrics system such as Spivi, riders can look back over several years of data. When they ride consistently, they see their performance is easily maintained or improved. But when they stop doing the work, the numbers fall. They then quickly realize that consistency is the most important factor for results, more so than any individual class style or effort level."

Suzette: "The first thing is the sense of community. When riders feel like they are welcomed and belong, the class becomes an 'event' and part of their

social world. They then tend to prioritize it. I also think that riders see that indoor group cycling is effective, yet fun. It's a hard workout that challenges them, but also allows them to feel successful. Another appeal is the feedback that riders receive through class projection systems or bike computer displays. People want to know how hard to work on the bike, and to see their progress. And, lastly, I think riders will commit to classes that offer something that truly motivates them, whether that's a fun instructor, their results up on a screen, someone to race against, or upbeat music."

Keelan: "We're seeing a shift in mindset where people now view spin as something for all ages and abilities rather than a high-intensity group fitness class for elite riders only. The boutique nature of spin studios is also giving individuals a greater sense of belonging and making the studio somewhere they go to feel a part of a community of like-minded, uplifting individuals."

What new trends are you currently seeing in indoor group cycling?

Jay: "The business seems to be split into rhythm cycling and traditional cycling classes. Rhythm cycling is appealing to occasional riders, but once they are comfortable pushing themselves, they quickly realize that it's a workout that reduces intensity and increases risk. At that point, they are interested in a traditional class and the low-impact, high-intensity benefits that it provides."

Suzette: "A burgeoning trend for indoor group cycling is the use of multimedia. Not only are many studios adding projection systems to show ride data, they're also using music videos and movies to enhance and differentiate classes."

Keelan: "The technological advances in indoor cycling data have made a huge change. It's an incredible asset to be able to give our clientele a readout of how many calories they burned, their heart-rate trend, the distance they rode, and the Watts they generated. These numbers speak volumes for a lot of analytical people and make them feel like they're doing something more than just spinning their legs for 45 minutes."

How important do you consider education for indoor group cycling instructors?

Jay: “For indoor group cycling instructors, there’s a lot of room for different teaching styles, music choices, and personalities. But, at the end of the day, the same fundamentals apply for all HIIT training on indoor bikes and they need to be learned whether you’re a world-class rider in Europe or a recreation fitness client looking for quality-of-life gains. Once these universal principles of recovery, long sub-threshold sets, and short sets over threshold are understood, instructors can then incorporate them into any personal teaching style to create great classes.”

Suzette: “Instructors need to be part of a true team that teaches classes in a consistent way. This allows riders to feel that they’re part of a cohesive organization and to see success no matter who is leading a class. If there is inconsistent instruction, then riders are less likely to attend classes consistently and they won’t get results. But when there is a sense of ‘team’ among the instructors, everyone, including the riders, will feel like they’re pulling the rope together in the same direction.”

Keelan: “Education is first and foremost. Our studio operates based on indoor

cycling techniques that mirrors outdoor cycling. Our instructors adhere to a strict code of conduct and would not teach drills, positions, and so on that they wouldn’t do on a road bike. We base our teachings on the principles of exercise physiology to ensure our clients are safe, see results and have fun. Although teaching styles vary, the underlying principles are consistent among instructors, and that is quite important.”

What sets your facility apart from other indoor group cycling studios or clubs?

Jay: “The thing that sets us apart is that we are a best-practice studio. If there is sound science behind it, that is what you will find us doing. If it’s not backed by science, we don’t do it. There are no stories of ‘burning calories,’ no pushing riders to consume calories they don’t need, and no fantasies that deny the fact that results come from work. We are all about doing the work. Fortunately for us, the work is very rewarding, and our clients love our fact-based approach. To be fact-based, you need the facts, and without power meters that are reliable,

accurate, and well-maintained, you simply cannot do what we do at Cyklus.”

Suzette: “We offer a class projection system that’s top of the line, have highly educated and motivating instructors, and our entire team is deeply dedicated to excellence and service.”

Keelan: “What sets us apart is our high-end equipment, which includes the Keiser M3i rather than a run-of-the-mill indoor bike, and our personalized fitness tracking and projection technology. Additionally, we have highly educated instructors with a wealth of experience and our classes feature audio-reactive lighting to create a unique dim-lit environment.”

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Make it Great



The Halo® Trainer Plus provides group classes with versatility and progression in a fresh new way

By the Merrithew™ Team

The Halo® Trainer Plus* is a versatile workout tool that brings myriad benefits to clients of all levels of ability. Group classes especially can benefit from the unique aspects of the Halo Trainer Plus, from challenging each individual in a class of varying fitness levels to encouraging muscle engagement and ergonomic wrist alignment.

Wrist alignment

The ergonomic design of the Halo Trainer Plus means clients with sensitive wrists are able to participate in load-bearing exercises supporting their own bodyweight, including Cat Stretch, Plank, Push-Up, and Leg Pull Front. The Halo Trainer Plus allows the client to work on their grasp and keep the wrist in a more neutral position, which





tends to be a better position for weight bearing for many.

Multiple levels of challenge

The Halo Trainer Plus was designed to help clients increase strength, beginning in positions they could readily access and progressing as the client's ability permitted. Used with a Stability Ball™, fitness instructors can create challenge and vary stability for all levels in a group class setting by giving individuals more or less stability depending on personal ability, making it equally challenging for everyone.

Add variety

The versatility of the Halo Trainer Plus means it's a cinch to add it to programming for Pilates mat classes, expanding your repertoire and providing clients with stimulating exercise to keep your classes fresh and exciting. Use the Halo Trainer Plus to place clients in different angles, with or without the Stability Ball. Use it for traditional Pilates moves, or more athletic exercises.

Using the Halo Trainer Plus in the standard handles down position, with the Stability Ball, creates an unstable surface on the ball for the forearms, hands or feet, but the frame keeps the Stability Ball from moving underneath the client, increasing proprioceptive feedback and the level of stability.

Have clients pick up the Halo Trainer Plus to work the arms with swinging actions, or squat with arms reaching up or forward to build strength. Add some agility work to the class by having clients step in and out of the center of the Halo Trainer Plus set in standard position on the mat, which makes a great warm-up exercise.

The Halo Trainer Plus also allows for

gradual progressions in exercises such as forearm Plank, with the forearms resting on the Stability Ball, by having the Halo Trainer Plus handles down to create more stability, or in the standard "V" position for increased challenge. Increase or decrease the incline according to the client's ability to build the strength necessary for a better Plank on the mat.

Facilitate muscle engagement

The Halo Trainer Plus can rock on the apex of the curved frame, an action that is beneficial in facilitating proper muscle engagement, including engaging and moving the scapulae when performing prone spinal extension exercises such as Breast Stroke and Swan Dive.

Incorporating the Halo Trainer Plus into your group classes is a great way to expand offerings and keep classes fresh and exciting. Merrithew offers Halo® Training courses and workshops for fitness professionals who want to learn more about expanding programming options with the Halo Trainer Plus.

To learn more, check out Halo Training Instructor training at: merrithew.com/halo-training/instructor-training, or contact an Education Advisor at educationadvisor@merrithew.com or call 1-800-910-0001 ext. 300.



leaders in mindful movement™

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Forces In Fitness

Beachbody Super Trainers, **Joel Freeman** and **Jericho McMatthews**, chat about their new Group Ex workout, CORE DE FORCE LIVE



A lot of people are intimidated by boxing workouts. What makes this more approachable?

JM: There are modifications for all the moves so people of all fitness levels can do it. The coolest thing about this workout is that it's not choreographed or set to a beat.

JF: Yes, there's no such thing as keeping up with anybody. We encourage everyone to work at their own pace and gauge their own level of exertion.

What can an instructor expect to learn in a training?

JM: We give you all the tools to become an awesome instructor. If you've never taught before we're going to teach you the basics, talk about the format, and show you how to memorize the moves. You're going to break down all the techniques you use in a class, as well as how to cue and coach. And we'll also teach you how to connect with your classes to keep them coming back. At the end, everyone walks away with an action plan that shows you what to continue to work on to be better.

You two are incredibly motivating. How can an instructor emulate that while teaching?

JF: People always tell us how well we work together. But that's because we've been doing this for so long. We created CORE DE FORCE so we know it innately. For instructors, they need to get to a point where it becomes a part of them. Like an actor, you've got to learn the script before you put your own personality into it. The motivation comes with that because you're not thinking about what move is coming up next or what to say. It just takes practice.

JM: And that's the beauty of predesigned and preformatted group fitness, which is

What is CORE DE FORCE and why are gyms going to love having this class on the schedule?

JM: It's a really exciting mixed martial arts-inspired workout. We brought together different training methods from boxing, kickboxing, and muay thai along with exercises that real fighters use to prep for fights. The class itself is designed in 3 blocks: an MMA block with combinations and spikes, a Fight Conditioning block with bodyweight moves, and then an

MMA Plus block where we revisit the combos you did in the first block, but add new moves. What sets this format apart is that we work from an authentic standpoint. For example, we teach you as much real technique as possible and how to rotate from your core.

JF: Those are the specifics, but what we wanted to do with CORE DE FORCE is create something that would help people feel empowered and fierce. As if they're training like a fighter—without getting punched in the face.

what this is. We've taken all the guesswork out of it. All you have to do is learn it. And it's actually a super-simple format to memorize. Brand-new instructors don't have to be bogged down with tons of intricate choreography. But it's also great for instructors who teach a bunch of formats because it doesn't take tons of time to memorize.

What inspired you two to become instructors?

JF: I had no idea in college what I wanted to do. I was always a people person, and then I fell into the fitness industry because I needed a different job. So I started working the front desk at a gym and worked my way up. Then I took my group fitness class and loved it.

JM: I kind of fell into fitness too. In college I was personal training and teaching a lot of group fitness classes while studying psychology, physical education, and kinesiology. It was something where the fire in me grew and grew. Working with people really became my passion. Seeing their transformations and how much happier they were was so infectious to me. Especially group fitness, because you have the opportunity to touch so many people in an hour-long class.

Let's switch gears for a second. What are your go-to snacks?

JF: I do keep some Shakeology packets on me to mix with water because it's one of the few things in this world that fills me up. I also love Lenny & Larry's cookies, even though you're only supposed to eat a half. If you tell someone my size they can only have half of something, they're just going to laugh at you.

JM: Turkey jerky for sure. I also get down with fruit and I'll put peanut butter on anything.

How about cheat meals?

JM: Sushi. Is that a cheat? I guess it depends on how much rice there is. But I could eat sashimi every single day.

JF: I could eat a cheeseburger every day and probably die early and happy. I'm not really a sweets guy. But I do crave stuff like nachos or quesadillas.

We all have days when we just don't feel like working out. What do you tell yourselves on those days?

JF: For me, I have an inward conversation. I ask myself, "Why do you need to do this?" It's a reminder that this is my life; this is what I do. And then knowing how unhappy I'll feel if I don't work out.

JM: I think a lot of people look at working out as torture and that sucks. That just means they haven't found something they enjoy yet. I think you just need to find something that excites you.

Back to CORE DE FORCE. Recently, both of you posted on Facebook about a woman who used her CORE DE FORCE skills to punch someone who was physically harassing her. How did that make you guys feel?

JM: Totally proud and emotional. It's incredible that we can give someone the confidence to stand up for themselves. That's my favorite thing about CORE DE FORCE. It's more than a great workout—it goes way deeper than that.

JF: Proud is totally the word I would use as well. I'm glad that we can provide something that gives people that level of confidence. I've never fought in the ring, but I have a level of confidence in what I do and how I train that I know I can defend myself or the people I care about.

JM: It's not just about self-defense. I've received a lot of private messages from people with different learning disabilities and this workout has brought them inner confidence in their everyday lives too. CORE DE FORCE is about standing up for yourself, no matter who is pushing you around.



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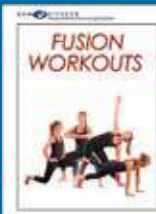
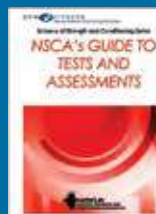


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HUMAN KINETICS

Attracting Members with Indoor Cycling

It's the fastest growing fitness craze and with the right equipment and continual programming it can help attract and retain members

By Michael Dorman, Product Manager, Indoor Cycling



Spinning® and indoor cycling were born out of necessity in the '80s when Johnny Goldberg, an endurance bicycle racer, was almost hit by a car while riding at night. This near miss inspired him to find a way to take his sport indoors. In 1994, Goldberg opened his first Spin® studio in Los Angeles, and the indoor cycle trend took off from there.¹ Today, the workout has seen a new resurgence and become one of the fastest growing fitness crazes around the world. Regardless of whether a facility is a dedicated cycling studio or uses indoor cycling classes as a part of its group fitness offerings, indoor cycling is not only one of the trendiest ways to get fit, but also

one of the best ways for fitness facilities to attract and retain more members.

Joining An Ever-Growing Trend

Indoor cycling has not only seen an uptick in classes over the last five years, but also has seen an entire branch of the fitness industry take off – boutique indoor cycling studios are popping up from coast to coast, with Los Angeles and New York City being leaders of the pack. While the trend is on the rise, the number of dedicated indoor cycling studios (studios who have indoor cycling as their primary activity) is still relatively small.

Spynergy Consulting performed a national survey of independent cycling studios in North America and found only

625 locations. However, that number is growing. The group estimates that more than 200 studios opened in the last 12 months, with more set to open in the months to come.² However, even with independent studios on the rise, large gyms that have been featuring cycle-based classes as part of their group fitness programs over the years can still benefit from the indoor cycling craze.

Both long-standing indoor cycling programs and those just climbing into the saddle must approach indoor cycling with a fresh perspective. More and more members are expecting top-notch equipment and programming with a personalized touch that makes them come back for more.

Having the Right Equipment for the Member and the Facility

Over the years, indoor cycle bikes haven't seen many revolutionary changes. The newest bikes may look similar on the outside, but taking a peek inside and into the equipment's hardware, they have definitely entered the 21st century.

For instance, the Spinner® Chrono™ Power Bike, the latest Spinner bike from Precor, a leading fitness equipment manufacturer, packs a lot of power both internally and externally. The significant changes riders will experience are the new power console, direct power measurement, and the patent-pending magnetic resistance system.

The ultra-bright backlit LCD color console requires no batteries, supports SPINPower® programming, and is network capable using Bluetooth® and ANT+. With an easy-to-use interface displaying watts, cadence, heart rate, time, distance as well as ten different interval settings, riders have all they need to get the most out of their workout. The readings on the console remain for three minutes after the rider has stopped pedaling.

Precor raised the bar on accuracy and reliability with the Spinner Chrono Power bike by putting the strain gauge power sensor directly on the resistance system for direct power measurement. Not only is the sensor now protected from the hazards of shoes and sweat, it is directly wired to the console to eliminate wireless pairing, the need for batteries or manual calibration, saving valuable class time.

Another aspect of the Spinner Chrono Power is the magnetic resistance system that is designed to allow the rider to evenly alter the bike's resistance. With each turn of the knob, the rider receives an equal

increase or decrease in resistance. This is a significant change from older bike models, which used a lever that didn't allow for consistent accurate resistance changes. In addition to the magnetic resistance system, this top-of-the-line bike has a Kevlar® reinforced cogged timing belt that gives the Spinner bike the feel and responsiveness of a road bike.

While members may only care about the console and the external details of the new bikes, gym owners will appreciate what's changed underneath the surface.

The Spinner Chrono Power bike uses a breakthrough design to eliminate the need to ever supply or replace batteries in either the console or power sensor. The bike uses a self-powered generator to store energy and supplies a current to the console as well as power to the backlight. This is revolutionary for the indoor cycling bikes.

Investing in new equipment is a great way for those wanting to kick start their indoor cycling program, but it isn't the only thing that will keep riders coming back.

Creating a Successful Indoor Cycle Program

Boutique and mainstream facilities realize that while riders care about the equipment and programming, they also take notice of customer service and their personal experiences. Serving riders correctly takes care and preparation on behalf of the gym staff.

Here are just a few of the ways facilities can ensure their indoor cycling classes are a hit:

- **Create a Motivating Environment** – people often join indoor cycle classes to be surrounded by fellow riders pushing themselves to reach their goals. Gym

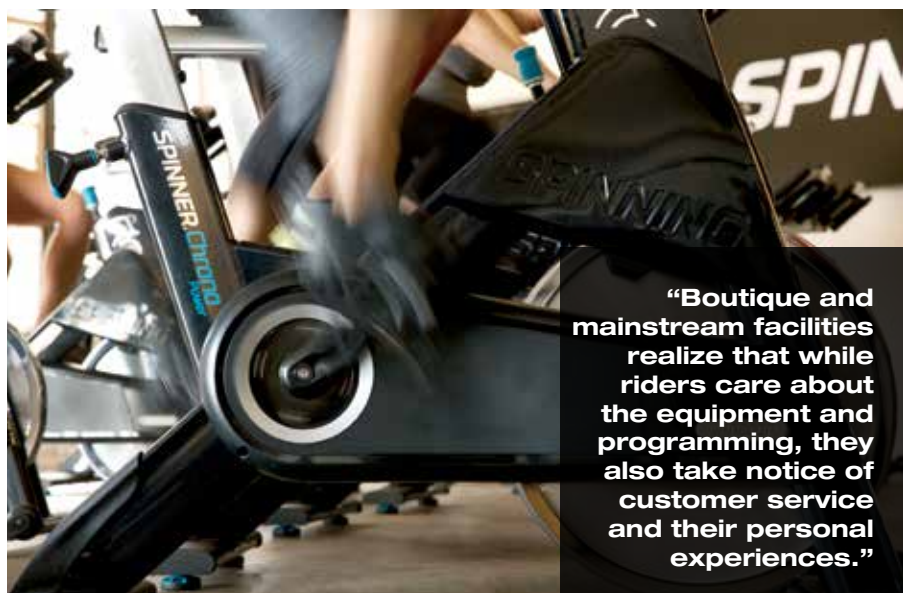
owners can help riders stay motivated by creating a comfortable and easy to use environment. By ensuring the bikes and room are clean, keeping the temperature cool, and providing an easy registration process, riders will be ready to work when they jump on their bikes.

- **Strive For Continual Improvement** – just as athletes can plateau, so can fitness programs. Bringing in fresh ideas every 2-3 months will keep members wondering what's next before they have a chance to get bored with the workout. Instructors and facilities can try creating a new playlist, introducing appealing visuals, designing ride challenges with distance or watts goals, and offering post-ride happy hours complete with refreshments to keep riders coming back for more.

- **Be Respectful Of Time** – regardless of the type of facility, classes need to start and finish on time. The reasons why classes start late is often avoidable. Checking that the bikes are in working order, testing the sound system and leaderboard, and making sure the clean towels are readily available can help riders get in their saddles quicker.

- **Provide Over The Top Customer Service** – work with your instructors to ensure they're providing the best member experience possible. Encourage them to memorize names, remember details about members, and demonstrate a sincere interest in the riders' comfort, safety, and enjoyment of the class.

With the best equipment, such as the Precor Spinner Chrono Power Bike that helps users track their vital ride information, as well as the mentality to create a program that goes above and beyond expectations, facilities of all sizes can attract and retain members for their indoor cycle classes and ride the trend as it continues to gain speed in the fitness industry.



“Boutique and mainstream facilities realize that while riders care about the equipment and programming, they also take notice of customer service and their personal experiences.”

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1. www.independent.co.uk/life-style/health-and-families/features/how-spinning-conquered-the-fitness-world-2371941.html

2. www.spynergyconsulting.com/dedicated-indoor-cycling-and-spin-studios-a-market-on-the-rise/

Net Profit Explosion

NPE turns over-worked trainers into successful business owners

Who is behind the scenes of NPE?

NPE was founded in 2006 by former professional wake boarder turned multi-location fitness studio owner Sean Greeley. Sean holds a degree in psychology and business administration, and was a professional athlete for three years. He opened a fitness business that grew to two locations, with a staff of eight coaches. In 2004 he was rated one of the top five personal trainers in the U.S. by the American Council on Exercise.

NPE has a large product and services team made up of more than 50 staff from around the world and has served more than 28,000 business owners in 95 countries. They're a diverse team of subject-matter experts in all the required areas for fitness business coaching: sales and marketing, business management, strategic planning, finance, curriculum development, and software development.

What products/services does NPE provide?

NPE is the leading fitness business coaching company for business owners who want to grow their business and still enjoy more time with family, friends and pursue personal goals. Fitness business coaching includes one-on-one coaching, online education, tools and templates, technology, live events, and a supportive community that empowers fitness business owners to grow.



When did NPE first come into being?

Sean founded the company in July 2006. NPE just celebrated its 11th anniversary.

Where is NPE located?

NPE started in Orlando, FL, and now has two additional locations in London, UK and Sydney, Australia.

Why was NPE created?

Sean had a successful fitness business and loved personal training, but in 2005, Sean was diagnosed with Stage IV cancer. He sold his businesses to focus on his health and asked himself what he wanted to do if he was going to be "gone in a year" and he decided to help as many people as he could. He had a lot of friends who owned small businesses and they were struggling ... they had typical small business challenges, trying to find new clients, what to charge, and how to hire people, and how to understand their finances and metrics. He started consulting with them, helping them solve those problems, and that grew into the company that NPE is today.

NPE has continued to enhance its product and service offerings, and develop new ways to serve the fitness industry. For example, NPE has developed sales and marketing software for new client acquisition and will release these this fall. The core business is fitness business coaching to support fitness businesses of

all sizes around the world. Today, NPE has three primary programs that serve fitness business owners around the world:

- **VIP FAST-TRACK™**: This is for business owners who are just starting out on their own, with monthly revenues ranging from 0 to \$10,000. They are usually solo operators and need help creating a sound foundation to grow beyond themselves.

- **VIP ACADEMY™**: This is for business owners with revenues ranging from \$10,000 to \$25,000 a month. They need to learn how to create consistent profitability as they grow and define, and achieve progressive financial goals.

- **VIP PRO™**: This is for business owners with revenues ranging from \$25,000 to \$50,000 a month. They want to learn to build a team to manage day-to-day operations while they create stability and freedom for themselves to pursue their dreams.

Finally, there is the **PLATINUM™** group, which is for owners bringing in \$50k and beyond per month. They've achieved a lot of their goals and are now pursuing new dreams that they may have thought impossible only a few years earlier.

It's been an awesome journey so far. NPE is not just helping business owners succeed in their goals, but guiding clients who joined as independent personal trainers step-up and go all the way through the **VIP™** programs to the **PLATINUM™** level. They're living their dreams.





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Shift to a Growth Mindset and Unlock your Full Potential



I harbored a fixed mindset, which is the belief that traits and abilities are fixed and cannot be changed or improved (Dweck 2013). Whenever I violated any of my (admittedly arbitrary) diet rules, I interpreted my lapse as a sign that I simply was not destined to be in amazing shape. As I watched my friends laugh into their salads as though there was nothing else in the world they'd rather be eating, I wondered whether the fact that I had to choke down my tuna and egg whites meant that it wasn't in my genetics to be healthy. Because of this belief, I became consumed with looking the part. I pretended that sticking to the perfect diet came naturally to me. I talked nonstop about how much I enjoyed running (in fact, I was beginning to hate every minute) while secretly pigging out more and more on brownies, cookies, and candy. The more I stumbled, the more I tried to mask my true self. Unbeknownst to those around me, I ate and exercised the way I did not because I wanted to but because I felt trapped. The reality was that I was far from the picture of health - obsessing over what I couldn't eat, berating myself for not doing better, and becoming increasingly

This is an excerpt from *Eat. Lift. Thrive.* by Sohee Lee, CSCS, CISSN

miserable with each passing day. In my pursuit of physical health, I neglected my well-being and quality of life.

Those with a fixed mindset actively avoid challenges and back down when they encounter an obstacle. They make excuses left and right about why they cannot do something. They play the victim. They balk at feedback, however well-intentioned, and do anything but exert effort.

Contrast them with people who have a growth mindset, which rests on the belief that ability, skill, and personal characteristics can be developed through dedicated effort. The growth mindset asks, "What can I learn from this so that I come back to do better next time?" whereas the fixed mindset proclaims, "Ah ha! Here is proof that I'm not cut out for this."

People with a growth mindset are all

about self-improvement. When confronted with a setback, they actively work to improve their deficiencies and mistakes. They set out to learn and are constantly looking for opportunities for progress.

The work of Carol Dweck, a researcher at Stanford University, has been instrumental in highlighting how the mind can either impede change or open doors for a drastic transformation.

Interestingly, you may have a growth mindset in one area of your life and a fixed mindset in another area. For example, you might dedicate several hours per week honing your piano-playing skills with the hopes of one day becoming a world-class musician but, at the same time, shy away from algebra studies because mathematical concepts simply don't come naturally to you.

Consider how you think about your nutrition, exercise, and even your physical body. What kind of language do you use with yourself? You may notice that you're extremely defeatist and that when something goes awry - for example, when you accidentally dive into a box of donuts - you play the victim. Or perhaps when you realize one day that you can't zip up the dress that fit you three months ago, instead of sobbing into your pillow you immediately commit to scaling back your daily wine consumption.

The good news is that you can learn the growth mindset. Simply knowing about the two mindsets can allow you to recognize which way you tend to lean and then redirect your thinking. Whatever thoughts you harbor right now about your potential can be changed for the better.

You always have room for growth; you can always do something. You just have to believe it to be so.



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2017 Fitness Professional of the Year Winners!

Meet this year's winners **Dione Mason**, Fitness Instructor Specialist of the Year, and **Sangil Jo**, Personal Training Specialist of the Year

Tell us about your fitness journey.

DM: My journey began over 15 years ago when I recognized the unhealthy lifestyle I was leading would not prove beneficial to me in the long term. I observed a number of older people whose poor health choices made aging that much more difficult and I wanted to not only age gracefully, but truly get the best out of life by feeling great about myself each day.

My desire to live a better life connected me to a mentor who saw a fire within me and genuineness in helping others. The coordinator at the corporate gym where I was training convinced me to allow her to train me to teach group fitness classes in exchange for a free membership. This part time gig became a full time career when the company where I was working downsized and I was laid off. Rather than looking for another job at a cubicle, I decided to immerse myself fully in the fitness industry and have never regretted that choice. Helping others to live their best life today, by investing in their health and wellness, has been truly rewarding.

SJ: My journey began in Seoul, Korea where I studied engineering at University. At that time I was in a Tae kwon do competition, doing 1000 kicks per day that I sustained what I now consider, a life changing knee injury. The surgery was unsuccessful and rendered me inactive. Believing I had lost everything, depression

set in accompanied by an unhealthy lifestyle, weighing in at 59kg. With rehabilitation, over time I began to feel better.

I started researching ways to strengthen my knee and from there went to seminars, took courses, and attended health conferences to heal myself. This did not feel like study or work, more like play. It peaked my curiosity and felt natural, I wanted to learn even more, but more importantly, how to apply it and acquire positive results for other people like myself. I had discovered my passion in life.

Why do you love what you do?

DM: Knowing that I am making a positive influence on individuals and my community is my WHY. I have seen directly and indirectly the positive influence I have made on people's lives, not only by helping them achieve their wellness goals, but improve their family life, work life, mental health, and focus. We can all change the world by first learning to change ourselves. Then we become contagious in a positive way.

SJ: Movement through exercise, living healthy and well is my passion in life. It is equally important that I share this with others, so they too can enjoy a good quality of life. Having personally experienced injury, loss of mobility, and motivation, I strongly believe that achieving good health



is everyone's right and opportunity. There is nothing more satisfying than helping people and seeing a smile on their face as they experience their transformation to their best version, both physically and mentally, armed with the skills to independently sustain their new healthy lifestyle. It is both a humbling and joyful experience and I am truly grateful for the opportunity to be part of their journey.

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

DM: Being honest and true to oneself and sticking to your vision. I've learned in this journey to take the time to trust myself and my instincts and be patient in knowing if I remain consistent and true to my vision things will come to fruition. It is easy to get caught up in other people's fears and self-doubt being projected upon you, but it takes patience and humility to stay the course and know the universe will reveal your blessings in time.



“I’ve learned in this journey to take the time to trust myself and my instincts and be patient in knowing if I remain consistent and true to my vision things will come to fruition.”
 ~DM

SJ: Back in my younger days when I started with a large fitness company, I was eager, full of zeal and energy, and had much to say. My fitness manager pulled me aside one day and with her wisdom, reminded me that as a fitness trainer it was more important that I know more about the client than they know about me. She taught me the importance of listening to my clients.

What is one piece of advice for aspiring fitness professionals?

DM: You must truly be genuine and passionate in helping others. The money will come, but you must be driven by love and desire to uplift others, otherwise this is not the profession for you.

SJ: Central to my own experience is to help the client achieve what they want and not what the fitness professional wants. The client’s needs are always the priority. Fitness is a journey to enhanced health that takes into consideration balancing the

physical, mental, and emotional components of an individual. To avoid the risk of driving one’s own agenda, it is important to check in periodically and listen to clients. Always take time to understand the client’s needs and physical limitations, then apply the professional skills, tools, and knowledge to help them achieve the best results. Proactive attention is essential in reaching the clients desired goals, injury free. The results always speak for themselves.

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

DM: I’ve learned in life we can’t always wait for others if we want to see things happen, we often have to make things happen. I wanted an opportunity to highlight some of the positive things I was doing in the community regarding health initiatives, particularly with my newly formed not-for-profit organization - The Simunye Foundation. This organization’s pur-

pose is to uplift, empower, and enlighten the Afro-Caribbean community toward positive lifestyle changes. There are plans to build a cultural centre to celebrate the legacy and culture of the Afro-Caribbean, as well as be a resource and wellness centre. Should I win, I plan on donating the winnings to this project.

SJ: It is really important to me to give back and to motivate young fitness professionals. As a newcomer to Canada at 24 years of age, with \$1000 in my pocket, I understand the challenges and the effort required to succeed in this incredible industry. I love what I do and I am one of the hardest working fitness professionals in Canada. My passion for health and wellness drives me to continually improve my qualifications and application of fitness principles to enhance client outcomes, for optimal body transformations accompanied by a healthy lifestyle adoption. It’s a balance between short-term goals and long-term lasting results.

The fitness industry has a central role in health and wellbeing and I am very proud to be part of this industry.

Getting Back On Track

A change in season is the perfect opportunity to tune up your mental game for a seamless transition in your routine.

By Nathalie Plamondon-Thomas

The fall brings many changes. We put aside our outdoor summer gear and clothing and begin to spend more time indoors. Barbecues, ice cream, and cold drinks on outdoor terraces have generated a few extra inches around our waist and it's time to get back on track. Prepare yourself for a successful transition by answering some important questions.

What do you want?

What are the behaviours you want to change? Make a list of what you want. Whether you want to eat healthy, exercise on a regular basis, sleep well, work on your business, be disciplined with the time you allow for social media, etc., you first need to know what you want. Be bold and specific.

Set up your environment

What will be in your cupboards and on your plate? Do you have comfortable workout clothes? Where will you exercise? Do you need to sign up at a gym or a register for a class? Do you need specific equipment? Visualize where your new behaviours will take place. Decide what and whom you want to be around. Setting



up your environment will establish the foundation for your new routine.

Accountability

Who are you surrounding yourself with? Do you have friends to workout with? Your trainer, coach and fitness instructor will serve as accountability buddies to make sure you stay on track.

Clean up your mental limitations

What are your beliefs? Do you believe that if you lose weight, you will gain it back? Do you believe that exercise is hard and you have to push through the pain? Is gaining weight during the summer normal for you? Could you believe instead that you get fitter over the summer? You are right either way. Identify what belief doesn't serve you and elicit what you want to believe instead. Create a lifestyle change instead of a temporary fix. Believe that eating well tastes much better and that exercise is fun and a part of your life.

Who is it for and why are you doing it?

Outside of your own goal, who else are you helping? Are you inspiring others to

be healthy? Are you a role model for your kids? Identify with the person you want to become. Hear yourself say: "I am healthy and fit." "I am living a healthy lifestyle." When you think beyond yourself and discover the reason behind the desire of implementing this into your life, you may find the extra motivation to stick to your plan.

What is in the way?

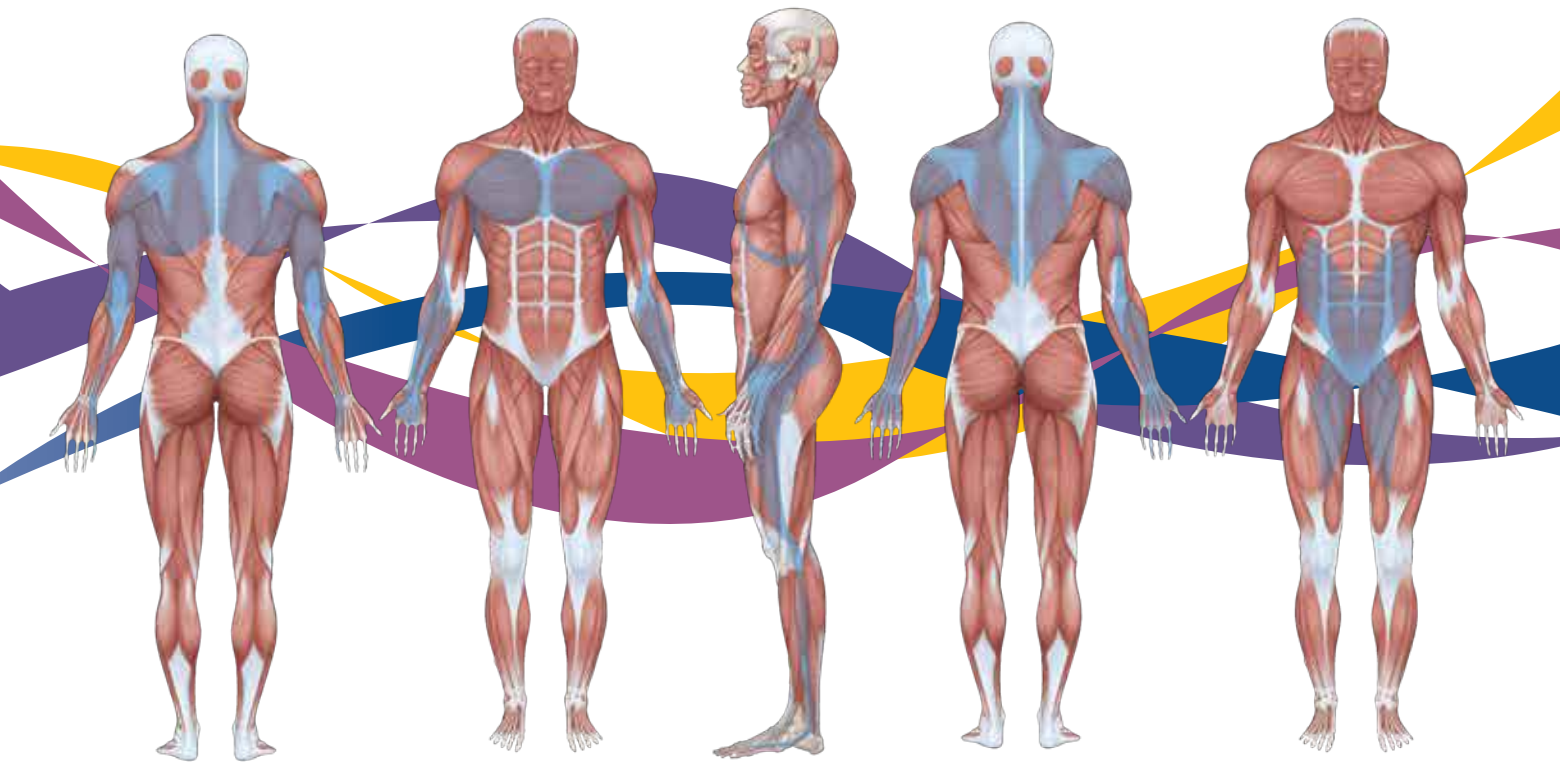
Prepare for potential problems you may encounter and rehearse what you will do about it. Remove temptation by moving towards something you have chosen to be the 'good' instead of moving away from something 'bad'.

Chunk it down

Start simple. Break it down into smaller chunks. Replace one behaviour at a time, step-by-step and create the life you want.



Speaker, Life Coach & 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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Saturated / saturés 0 g	0 %
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Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Carbohydrate / Glucides 6 g	2 %
Fibre / Fibres 6 g	24 %
Sugars / Sucres 0 g	
Protein / Protéines 1 g	
Vitamin A / Vitamine A	0 %
Calcium / Calcium	8 %
Iron / Fer	4 %

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