

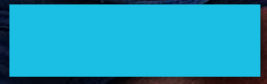
canfitpro

May - June, 2019

The Official Magazine

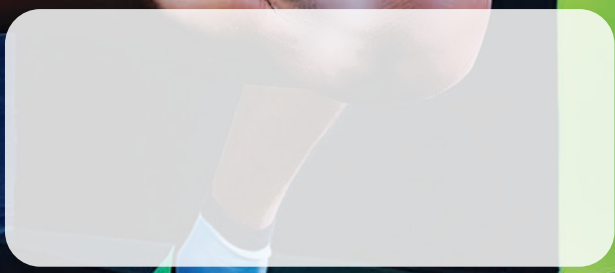


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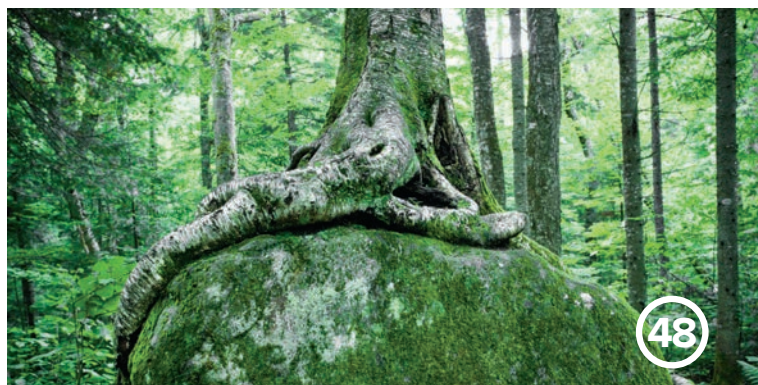
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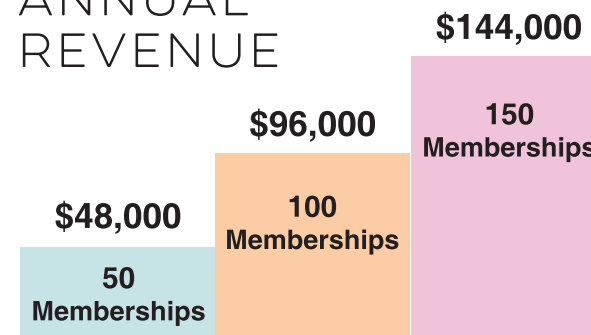
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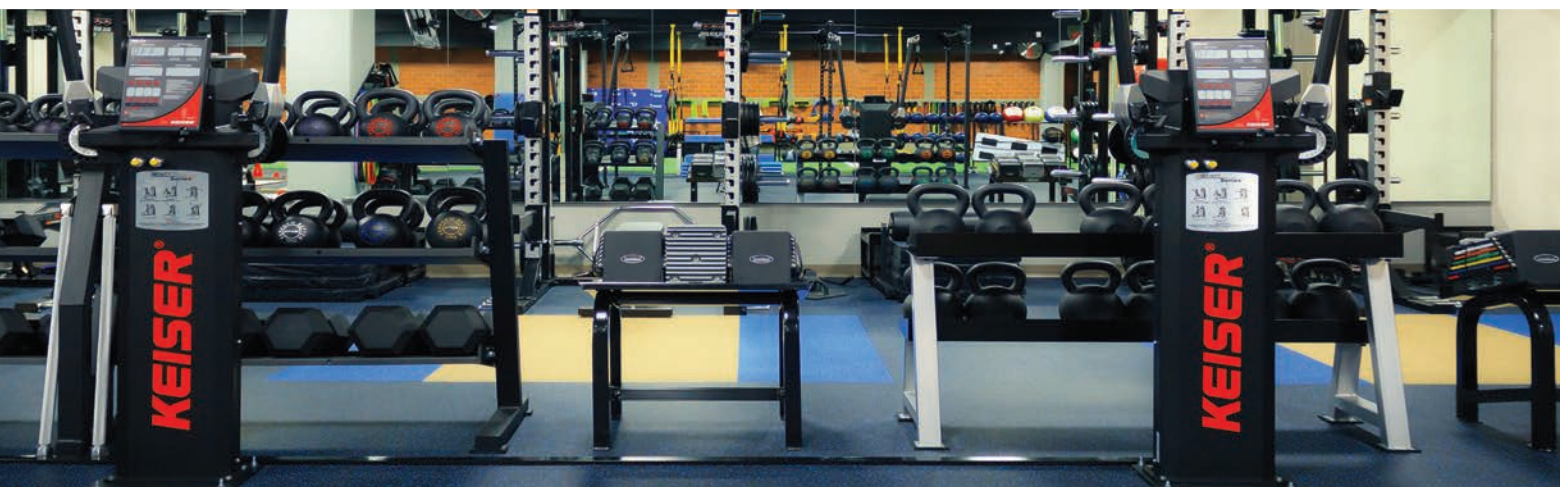
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NOTE FROM THE VP



Exciting Changes Ahead!

It has been an action packed beginning to my journey here at canfitpro. In the first few months, I've been overwhelmed with how great our team is, and how dedicated our members are to growing and supporting the Canadian fitness industry. So many of you have already reached out to welcome me, and offer your help and support. Thank you!

One of canfitpro's top priorities in 2019 is to improve the experience for our members. This is not only done through improving and modernizing both our events and general communications, but also through improved digital experiences. In 2019, we expect to take major strides forward with new technology that will enable a simple, clean digital experience for our members and customers. Response times to inquiries will be shortened, new digital portals will allow members to find information, check the status of their membership, review their CEC's etc. It will become easier than ever to find and sign up for continuing education courses and certifications, and communicate with canfitpro's customer service team.

There are also dramatic changes coming to our flagship event. The canfitpro 2019 Fitness Convention & Tradeshow already has a new name, and will have new experiences for attendees, sponsors and exhibitors. Newly aligned educational tracks will focus on Business Success and Leadership, Mental Health and Wellness, Mind-Body and Nutrition along with our core Personal Training and Group Fitness sessions. CEC's have been streamlined and simplified. Relevant and accreditable course content will be delivered on the expo hall floor for the first time. Our 3rd Annual Leadership Forum and 3rd Annual Personal Training Summit have become highlights of our show and are back again. Our tradeshow will be home to more education than ever, and new experiential zones will highlight Technology, Nutrition and other growing industry trends. General networking passes to the expo hall are now free for anyone who registers in advance. I am beyond excited about these new changes, and with more than 300 sessions and 220 speakers, canfitpro 2019 is already the largest fitness industry conference that Canada has ever seen. For more exciting announcements and event information, head to canfitpro2019.com and join the #canfitpro2019 conversation online!

I look forward to seeing everyone in August at our flagship event, and I also look forward to continuing to learn and explore the Canadian fitness industry.

Kyle Tomlin
Vice President



May-June, 2019

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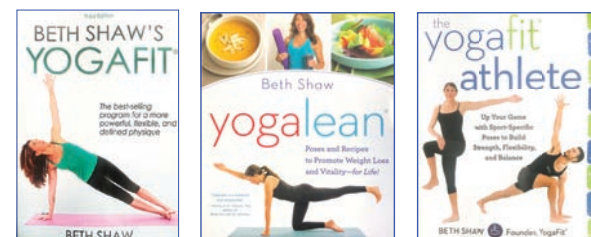
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UPDATE

March/April Magazine Corrections

Please note that there is a CEC quiz available online for the article **Ketogenic and Intermittent Fasting**, by Aric Sudicky. The quiz is available in both English and French. To take the quiz, log into your member profile at canfitprointeractive.com.

The article titled **Building Your Conflict Mastery Muscle**, by Cinnie Noble showed an incorrect photo in the author bio. Cinnie's correct photo is included here.



Cinnie Noble

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Get all your membership needs covered by speaking to one of our Customer Service Representatives with our Live Chat feature at canfitpro.com. Live Chat is now available Monday to Friday, 10:00 AM – 5:00 PM.

MEET OUR STAFF

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

Meet **Fatima Sunga** - Senior QA Analyst



How long have you been with canfitpro?
I am in my third year with canfitpro.

How do you support canfitpro through your daily role?

- Front and back end of canfitpro as a Member Experience Advisor
- Co-creator of the MET Appreciation Award.
- Answering all inquiries and concerns in all aspects of what canfitpro offers

What is your superpower?

I have the ability to create a warm and welcoming environment with a simple smile.

How do you incorporate fitness into your life?

I was always an active athlete growing up, playing basketball, volleyball, and tennis; however, once I started college, fitness was no longer a priority. I found my weight

fluctuating up and down since then, and creating the habit to go to the gym regularly has been difficult. Since working at canfitpro, I've learned to understand the importance of living a Healthy Lifestyle through nutrition and exercise, and although it still hasn't become the easiest habit to create, being surrounded by Fitness Professionals in the office and the members I've interacted with, everyone's fitness journey's have motivated me to make fitness a priority again.

Outside of canfitpro, I've recently gone back to where my fitness journey started and that is playing basketball. Since returning to the court, I feel a lot better about myself mentally, physically and emotionally.

What is one fun fact about you?

I am a huge sneaker head. I have a large Jordan and Nike shoe collection.

UPCOMING EVENTS

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June 8

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In depth look at how to train the four trimesters

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Practical application of concepts and much more...

THE WARM UP

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THE WARM UP



PRO TRAINER

SHOWCASE

Rob Dickson PEI and Moncton, NB
canfitpro Programs Taught: PTS, HWL, FMA, CPR & AED

Why did you become a PRO TRAINER?

Becoming a PRO TRAINER was the next evolution in my career. I really enjoy teaching and educating people on health and fitness. I wanted to help teach and mentor the next generation of personal trainers coming into the industry. I wanted to share all of the knowledge and experience that I have gathered over the years to the up and coming trainers.

What have you learned as a PRO TRAINER?

I have learned that there is so much to learn in the fitness industry. I see myself as a lifelong learner. I am always looking for that next course, book, blog, podcast or person that I can draw information from. One of the first things I tell my students in class is that my goal is to teach them something and to learn at least one

thing from them by the end of the course. Everyone that shows up to a course has a different background with different experiences in health, wellness, coaching, sport, exercise etc. Every course I pick up a new tip, a technique or exercise that I end up using. Every course I learn at least one new thing from my students.

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

So many people do things but don't realize why they do them. Personally, I like to know why. Why do we do certain exercises and why do they work specific muscles? That is why I love to teach the anatomy and physiology section. I find that once my students understand some basic anatomy and physiology it opens up their mind to the 'why'. They see the connection as to why they have been doing an exercise for a certain body part when they workout. Seeing them connect an exercise to a movement and then that movement to a muscle, and understanding why that exercise works that specific muscle is very rewarding.

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

My students. All of my students come in with different backgrounds and different goals, dreams and areas they want to explore in the fitness industry. I want to help them achieve their goals and become successful in the industry. I find it very rewarding when I run into a student years later and they are still working in the industry.

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

I plan on continuing to build my business here in PEI, both as a personal trainer as well as a canfitpro PRO TRAINER. I hope to take on at least one Associate to help expand my business here. I am also planning on developing a CEC course and to help build the personal training and fitness industry in PEI.

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



canfitpro is looking for PRO TRAINERS. Learn more about this entrepreneurial opportunity at canfitpro.com/pro-trainer/

PREFERRED EDUCATION PROVIDER TRAININGS



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- Jun. 8 - Winnipeg, MB
- Sep. 7 - Toronto, ON
- Oct. 5 - Burnaby, BC
- Oct. 5 - Regina, SK
- Oct. 5 - Montreal, QC
- Oct. 19 - Halifax, NS
- Oct. 24 - Toronto, ON

YogaFit for Athletes

- Jun. 15 - Ponte-Claire, QC
- Jul. 27 - Vancouver, BC

YogaFit for Warriors (PTSD)

- May 30 - Calgary, AB
- Oct. 5 - Halifax, NS

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NAVINA

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- May 3-5 – Module 1: Essentials
- May 10-12 – Module 2: Expanding
- June 7-9 – Module 3: Customizing

Lévis, QC

- May 3-5 – Module 1: Essentials
- May 17-19 – Module 2: Expanding
- May 31 - June 2 – Module 3: Customizing

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- Fitness Instructor Specialist
- Personal Training Specialist

Nominations Open April 30, 2019

For more information, log on to canfitpro.com/fpoy

You must be a certified member of canfitpro to be eligible.



DON'T SWEAT THE SMALL STUFF!

Meet **Laura Jackson**, canfitpro 2018 Personal Training Specialist of the Year Finalist

Tell us about your fitness career journey.

I began my fitness career journey after going through my own health transformation and seeing the powerful effect of what taking control of your health through fitness and nutrition could provide. I not only changed my body but transformed so many other areas of my life. I lost 50lbs, but I also was able to get rid of my chronic anxiety, overcome an eating disorder, get my skin under control, and be able to face any challenges that life threw at me without feeling overwhelmed and stressed. I became so passionate about the bigger impact of exercise and nutrition on your overall life, not just weight loss, that I

started teaching it to other women part-time. I became HOOKED after seeing the amazing changes in my clients and I quit my corporate job 10 years ago to pursue this full-time. I have never looked back!

Where will your career path take you?

I believe there is no limit to where you can go in this industry. For me, my passion started teaching clients in person and building a team who also teach our programs, but I have loved expanding my reach to be able to help more women that don't have access to our live classes through our online training and challenges. I also am extremely passionate about helping

other women build successful fitness businesses because when they do, they not only can support themselves, but they are able to impact more people by bringing health to their communities. I currently mentor over 300 female fitness and health professionals. Over the next year, my goal is to mentor 1000 female fitness professionals and give them the skills, confidence and tools to do what I have done and in turn, build healthier communities around the world.

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

I have faced a lot of challenges! Including trying to grow a fitness business without any help or loans, dealing with the self doubt that I am not cut out for this, trying to take my business online when I am NOT a techy person, dealing with shifts in the fitness market (from boot camp being super popular to increasing popularity of boutique gyms like Orange Theory and specialty offerings like spin classes). Through these challenges, I have learned that even though life will throw you all types of curve balls, there is always a solution if you just take a moment, breathe and then look for it. It has made me a better professional because I am now ok with the fact that I don't know everything, and that I need to ask for help if I don't have the answer. It has also made me WAY more resourceful!

What is the best piece of advice you have ever received? Why was this person/source important to you?

The best piece of advice that I have ever received is that "everything is figureoutable". This is from Marie Forleo, who is a business and life coach.

She is important to me because she was one of the first online female business coaches and she came into my life at time where I almost was about to close my doors. She also helped me to bring my business online while still being a heart centred fitness professional, and showed me how I can help more women with my message.

How has this advice changed your perspective and/or shaped you?

This advice changed me because it took

away all of the fear that I was going to fail. In a moment, my perspective shifted and it made all of my goals feel achievable, even if I ran into road blocks. Every time I face a challenge, I say to myself "Everything is Figureoutable", and it calms me down, shifts my perspective to problem solving mode and then I go find the solution.

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

I would tell my younger self to stop worrying and really go for it. Don't ever underestimate the power you have to transform other people's lives and don't sweat the small stuff. Your purpose here is to help other women to be their best and healthiest selves, so start building the programs and classes you know in your heart can do that and don't worry about what everyone else is doing.

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

My client nominated me for this award as I have been a leader in female fitness, nutrition, wellness and business for over 10 years. Not only have I transformed my client's bodies and health, but I have helped mentor hundreds of women who are getting into this industry to succeed in it - both online and in person. While many fitness professionals or businesses have failed, I have always led my team and been successful because we take risks and continually adapt and grow. We have a strong presence in person through boot camps, retreats and charity initiatives, but also online through challenges, programs, courses, coaching, podcasts and more. I live, breathe, eat and sleep this industry, and I continually strive to make the world healthier and this industry better. I think I am the best example for other women in this industry of what you can achieve and become, if you have the passion and the drive to do it.

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

I know when I am "done" and ready for the next challenge when I see what I have built is working and I can remove myself

from it and it can still be successful. A lot of times, it's easy to walk away from a program or class because you just want to create something new (especially if you love creating like I do!), but it is very important that in order to be successful, you have to focus and ensure you can maintain the success before you move on to the next project or challenge.

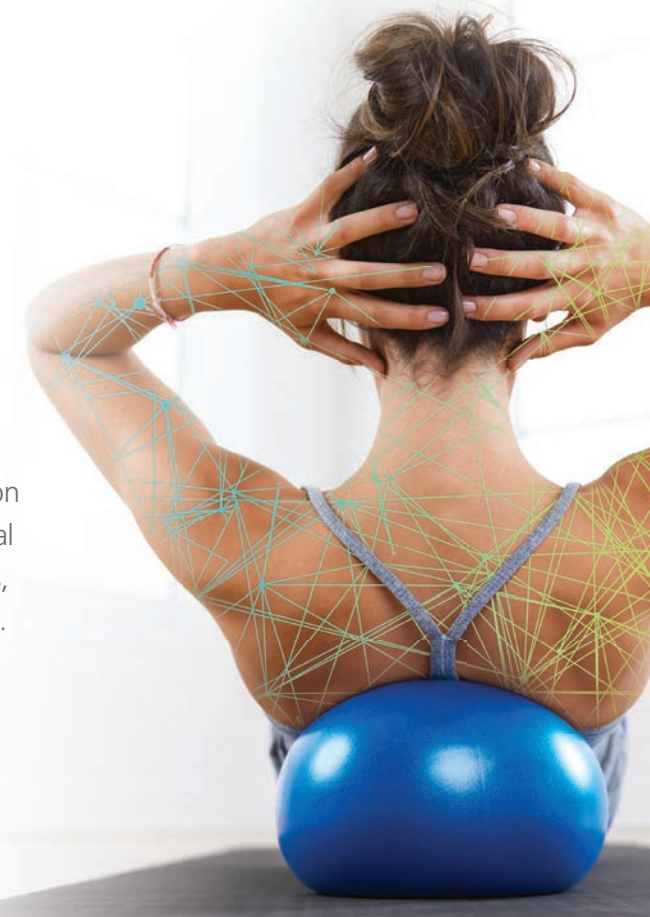
I also know when I am "done" and ready for the next challenge when I stop feeling excited about what I am doing. I am an extremely passionate person, especially about fitness and nutrition, and my business, so if I don't feel excited about teaching the same program or some aspect of my business, I know it is time for me to focus on a new area where I can create something to take it to the next level for my clients and team. The energy you feel personally will feed your business so I always check in with my emotions and let my gut lead me. You need to feel pumped about what you are doing as it will show in your business!



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By Murray MacKenzie

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One cannot afford to ignore the consequences of a lack of/inadequate insurance. Accidents happen every day, ranging from personal injuries, equipment malfunction, slip and falls, to situations arising out of liability based on professional advice. None of us are exempt from these potential exposures, and a comprehensive insurance program offers the protection needed to know that these threats are properly covered.

As the only endorsed insurance provider for canfitpro, we are proud to offer you coverage for all ranges of operations in the fitness industry. Our exclusive rates that

are available only for canfitpro members provide comprehensive coverages for everyone from fitness trainers working on other people's premises, those who operate in-home studios, work with children or the elderly, provide CPR training, as well as owners of full fitness facilities.

We first introduced the program over 10 years ago and, since then, it has been updated numerous times to keep pace with an ever changing fitness horizon in Canada. The system for trainers provides an on-line application as well as automated policy issuance. All that is required are a few minutes of your time and your canfitpro membership number. Coverage for In-Home Studios can also be placed using the on-line system. Please note we have recently updated and reduced the premiums for In-Home Studios. The process is easy, simple and our program offers exceptional service and support.

For fitness facility/gym protection, the information is gathered on an application and then a quote is produced based on the data given. Again, as a canfitpro member, you have access to rates that are only available from our program. We are also proud to insure all of the Goodlife facilities across the country.

We offer both English and French customer service and the same program is available across Canada, including 24/7 claims support. This program is available to residents of Canada who are a current canfitpro member and hold a Professional Fitness Certification, either with canfitpro or another accredited fitness association.

For those new to our program, thank you for your time to become acquainted with our offerings. With respect to our current clients, we thank you for your business as we continue to provide the broadest coverage at the most economical price. We look forward to seeing you in our booth at canfitpro 2019 in August.



Murray MacKenzie, C.I.P., B.Comm., is Senior Vice President of Commercial Insurance at Gallagher. Murray has been working in the insurance industry for over 30 years. He is a graduate of McMaster University. Contact him at murray_mackenzie@ajg.com or visit ajgcanada.com/canfitpro.



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THE MALE PELVIC FLOOR



By Cathy Watson

TRAINING THE PELVIC FLOOR MUSCLES TO IMPROVE MUSCLE TONE AND PREVENT THE NEED FOR CORRECTIVE SURGERY

IT'S A COMMON BELIEF THAT MEN DON'T HAVE A PELVIC FLOOR... BUT THEY DO! AND, IT IS JUST AS IMPORTANT FOR MEN TO INTEGRATE THIS PART OF THEIR 'CORE' INTO THEIR EXERCISE PROGRAMS.

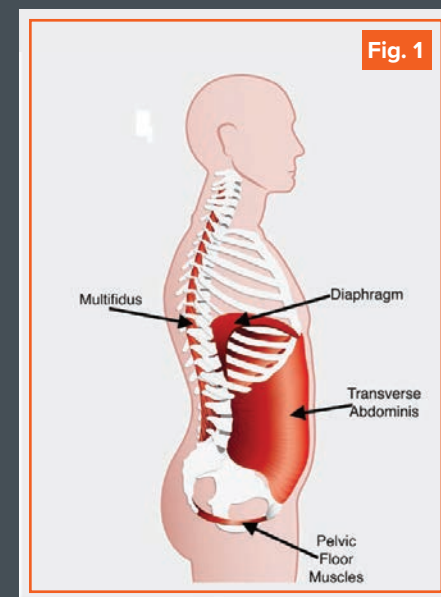
It's time to make fitness environments comfortable places to talk about, cue for, and teach pelvic floor muscle training both in classes and during private sessions. We teach all sorts of other classes for issues like osteoarthritis, Parkinson's, joint replacements, cardiorespiratory, etc., so it's time to include the pelvic floor, just like any other part of the body.

One in seven men will develop prostate cancer during their lifetime and many men experience issues due to an enlarged prostate, most commonly over the age of 50. Both prostate cancer and having an enlarged prostate, benign prostatic hyperplasia (BPH), may

negatively impact the male pelvic floor. This makes it essential that men learn how to engage their pelvic floor muscles. But, before we get into this any further, let's first become a little more familiar with where and what those muscles are.

What constitutes our core?

When we refer to our abdominal core muscles, we are referring to the diaphragm muscle, transverse abdominis, deep multifidus and the pelvic floor (Fig.



1). These muscles give stability to our spine and because they work together, we need to train them together!

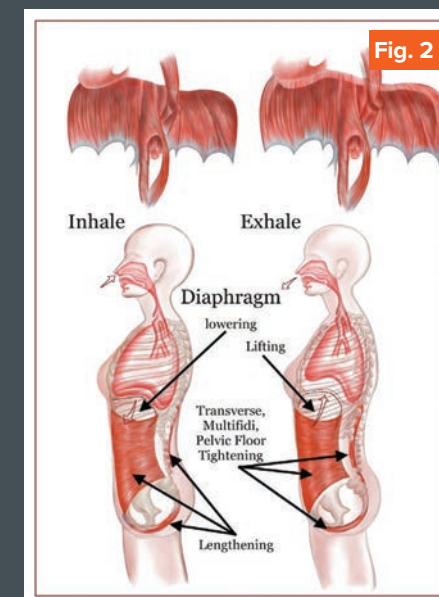
The very act of breathing influences how these muscles move (Fig. 2). When we inhale, our diaphragm lowers in our abdominal cavity as it contracts, our pelvic floor lowers and releases, and the transverse abdominis and deep multifidus muscles lengthen. When we exhale, our diaphragm and pelvic floor muscles move back up and our transverse abdominis and multifidus contract and tighten around our spine and pelvis. It's easy to see why proper breathing is necessary for the rest of our core to work optimally. The pelvic floor increases in tone when we breathe out, therefore we want to train our pelvic floor muscles when we exhale, on exertion. It is so important to include our pelvic floor muscles when we cue people during their core exercises; otherwise, we are leaving out a very important part of our core!

This is a great point to discuss when talking with your clients who aren't making any great progress with their abdominal core exercises, but also happen to be chest breathers. If they can understand that their core muscles will work (and look) better when they have optimal breathing patterns then they may be more likely to make a change.

What might you see when you're observing your clients' abdominal movement patterns?

Regardless of how 'fit' someone appears physically, I find that they often:

- Over recruit their oblique muscles
- Do not move their lower belly (below their belly button)
- Do nothing with their pelvic floor muscles



ONE IN SEVEN MEN WILL DEVELOP PROSTATE CANCER DURING THEIR LIFETIME AND MANY MEN EXPERIENCE ISSUES DUE TO AN ENLARGED PROSTATE, MOST COMMONLY OVER THE AGE OF 50.

How can this be changed?

During the harder part of an exercise, ensure that:

- Client is exhaling
- You see movement inwards of their lower belly
- You encourage an upwards lift of their pelvic floor

Where is this mysterious male pelvic floor?

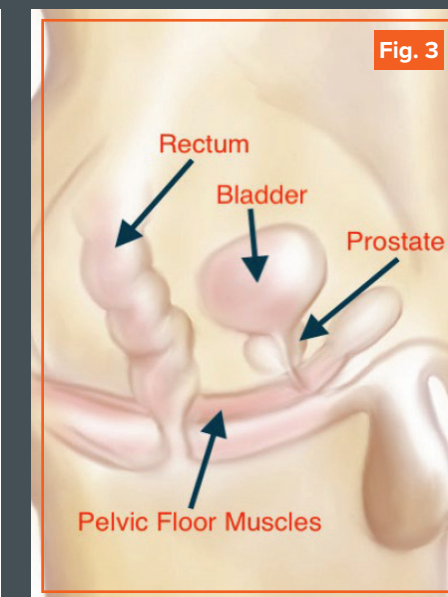
The pelvic floor lies between the pubic bone and the tailbone and side to side between the sit bones, forming a sort of hammock beneath the organs (Fig. 3).

The Levator Ani (made up of three separate muscles) circles around the external anal sphincter. These are the muscles that your male clients should work on strengthening.

What does the pelvic floor do?

Though there are many functions, these are some of the most important:

- Permits sphincters to control the flow of



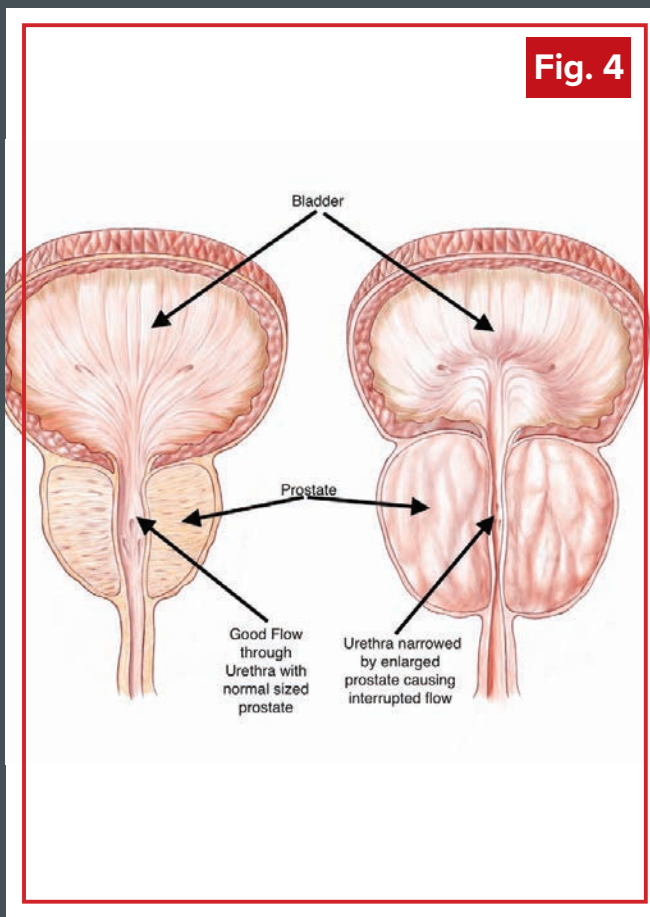


Fig. 4

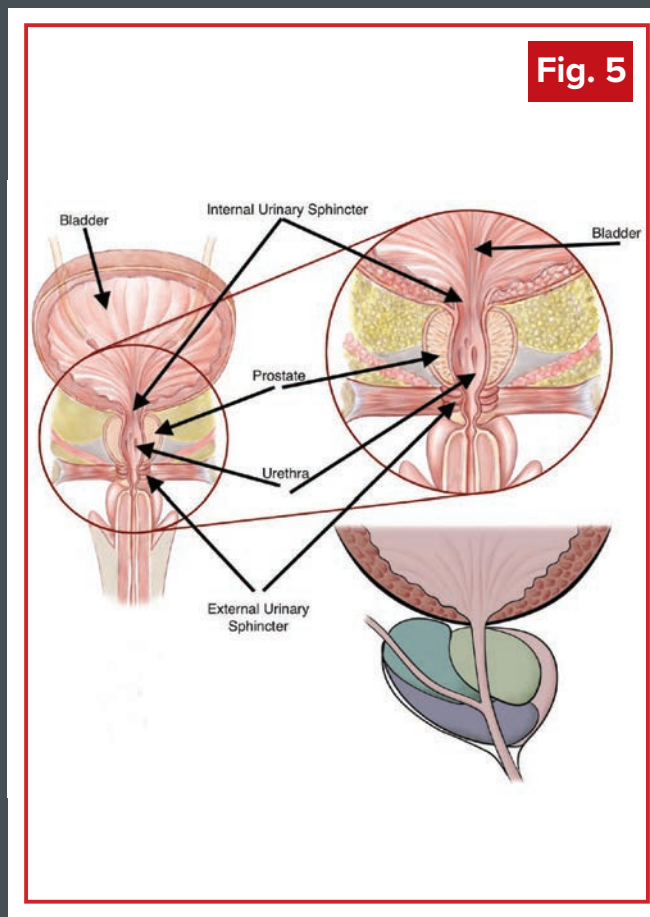


Fig. 5

- fluids
- Helps to balance the intra abdominal pressure and gives support to the pelvic organs (bladder and bowel)
 - Stabilizes the sacroiliac joint, hip and lumbosacral joints
 - Helps to achieve and sustain an erection

Helps to decrease pelvic congestion by pumping fluids away from the pelvis

What can go wrong with these muscles?

They can weaken overtime due to disuse, straining all the time from a chronic cough or constipation, being obese or lifting

heavy without proper engagement of the core musculature.

Where does the prostate fit into all of this?

We can't talk about male pelvic floor without talking about the prostate. When the prostate starts to cause problems,

the pelvic floor muscles become even more important. A lot of the men in your training and classes will experience prostate issues and the more you know about it, the better able you will be to help.

The Prostate

The prostate is a gland that is part of the male reproductive system. It sits just below the bladder and is slightly larger than a walnut (see Fig. 3).

So, why does your prostate give you a problem?

Prostate enlargement (BPH) is one reason and prostate cancer is another.

With BPH, the prostate cells begin to multiply causing your prostate gland to swell. You can see in Fig. 4 how the urethra runs right through the centre of the prostate. If the prostate enlarges, it can squeeze the urethra and limit urine flow.

With prostate cancer, the mutant cancerous cells are destroying all the healthy cells. Issues include hesitancy with urine flow (stop/start), a weak stream, difficulty starting urination, the need to urinate increases, urinary frequency at night, pain or burning with urination, blood in the urine or semen, or painful ejaculation, among others.

Treatment options are complete or partial removal of the prostate (transurethral resection of the prostate), external beam radiation, brachytherapy (internal radiation), chemotherapy, and/or androgen deprivation therapy (ADT),

among others. Oftentimes, radiation irritates the bladder and may cause urinary frequency and chemotherapy may cause stress urinary incontinence.

When the prostate is partially or completely removed, the internal urinary sphincter may be damaged as well. This is the sphincter that involuntarily helps with bladder emptying. You have no idea this sphincter is working as you go about your day to day activities, but it is helping to keep you dry. When damaged, you must rely on your external urinary sphincter. (Fig. 5)

How can Fitness Instructors and Personal Trainers help?

- Decide on the words you are comfortable using/saying. Some common verbal cues include the following words or phrases; pelvic floor, lift the boys up, don't let the gas escape, close the anus, stop the pee, you are wandering into 'cool' water, close or draw up through your rear passage, draw up through your front passage, etc.

- Encourage pelvic floor contraction on the exhale and a release/lowering of the pelvic floor on the inhale with all exercises
- Use props for increased feedback; sitting on a ball to feel the lifting and lowering around the anus, ball between the thighs to keep the focus close to the pelvis
- Begin with supported postures like sitting or lying down and progress to

- standing
- Begin with both feet connected to the ground before moving to single leg postures
- Working in the sagittal plane first makes it easier to keep the pelvic floor focus before working in the frontal plane
- Change the speed, direction and level of impact as tolerated by your client

How will you know if your client is engaging properly?

You can't know for sure, but there are a few things to watch out for.

- Watch for squeezing of the big glutes, inner thigh muscles or bulging of the abdomen
- Make sure they are using their breath and you see their lower belly move in on their exhale

Including the pelvic floor as part of an exercise program for your male clients is a great preventative approach, helping to keep the pelvic floor healthy and the core working optimally.

Cathy Watson is a pelvic health physiotherapist in Vernon, BC. She treats men, women and children for issues such as bowel/bladder incontinence, pelvic prolapse, abdominal diastasis and pelvic pain.

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THE BUSINESS OF YOUR BUSINESS

FIND OUT WHAT MOTIVATES YOU IN ORDER TO BE A MORE EFFECTIVE FITNESS PROFESSIONAL

By Trish Tonaj



DO YOU LIVE AND WORK IN FLOW2? IT'S THAT FEELING THAT YOU'RE FIRING ON ALL CYLINDERS AND THINGS ARE MOVING IN A POSITIVE DIRECTION.

FLOW2 involves a new and emerging definition for success that includes a balance between both your wealth and wellbeing. Once we've past the initial first year or so in business, we soon come to realize that we cannot have one without the other. Working 60-80 hours on our business is not the reason why we went into business. We need to find a balance, making our own choices that contribute to a healthy lifestyle and state of FLOW2.

Just think about our clients who struggle with navigating change. Everyone has a goal that relates to living healthy, a formula that most often includes changing both diet and exercise. We all know what we should do, but we just need a little help from time to time.

As fitness professionals, we are change makers, helping others to achieve their individual goals. We introduce new techniques and share information that will encourage results.

As a Certified Master Coach, here are a few questions I'd like to ask you:

Who motivates you?

What is YOUR inspiration?

What tools do you use in the business of YOUR business?

When was the last time that YOU took the time to sit, just sit, and think about your business and future direction?

We will never achieve our brand of success if we don't take the time to create our own best life! We have to "walk-the-walk", and "talk-the-talk" to live an authentic life. Practical tools provide an opportunity to reevaluate our core values, vision and purpose. At times, it is a good idea to take a minute or two to focus on the big picture

and what we hope to accomplish in the coming years.

I have been an entrepreneur for over 25 years and I've found that my best ideas evolved from listening to my customers. Their needs and wants often created an opportunity for me to expand the services in my company or focus on a new direction.

In today's fast paced environment, we need to find new and innovative ways to connect with our clients, providing them with information that fuels their passion to



change and evolve on their journey. In order to do that effectively, we need to find the things that motivate and energize us!

We all take CEC units to maintain our professional licenses. When was the last time you took a course on your business, creating an opportunity to think outside the box and introduce a new way of doing business?

We now live in a world of on-line resources that includes video, podcasts and social media groups. These things connect us with

our clients and create a new dialogue.

But, who helps you define YOU?

Here is a quick exercise: If you had an identical twin with your exact same skills and experience....

- 1) Write two columns on a page.
- 2) In the column on the left, list the things you'd rather give "them" to do.
- 3) In the column on the right, list the things YOU LOVE to do.
- 4) Compare the columns.

Wouldn't you rather be doing the things you LOVE TO DO? Don't they fuel your passion and creative energy?

Here's a thought: Are you able to hire someone to do one of the things on your NO list?

Is there something here you may be able to delegate?

Let's take social media as an example. I call it an energy vampire - very important to our business, yet time consuming and, for some, overwhelming. Is it possible to hire someone to do that for you?

I'll bet, if you think about it and take a look at the LOVE column...concentrating on this list will give you the time and energy to build and enjoy your business. It will create your own FLOW2.

If you build your network of strategic partners, you will soon see your business grow by doing the things that you LOVE, while creating a life that fuels YOUR passion.

Take a few minutes to create your own formula for success while concentrating on the business of building and enjoying your business!

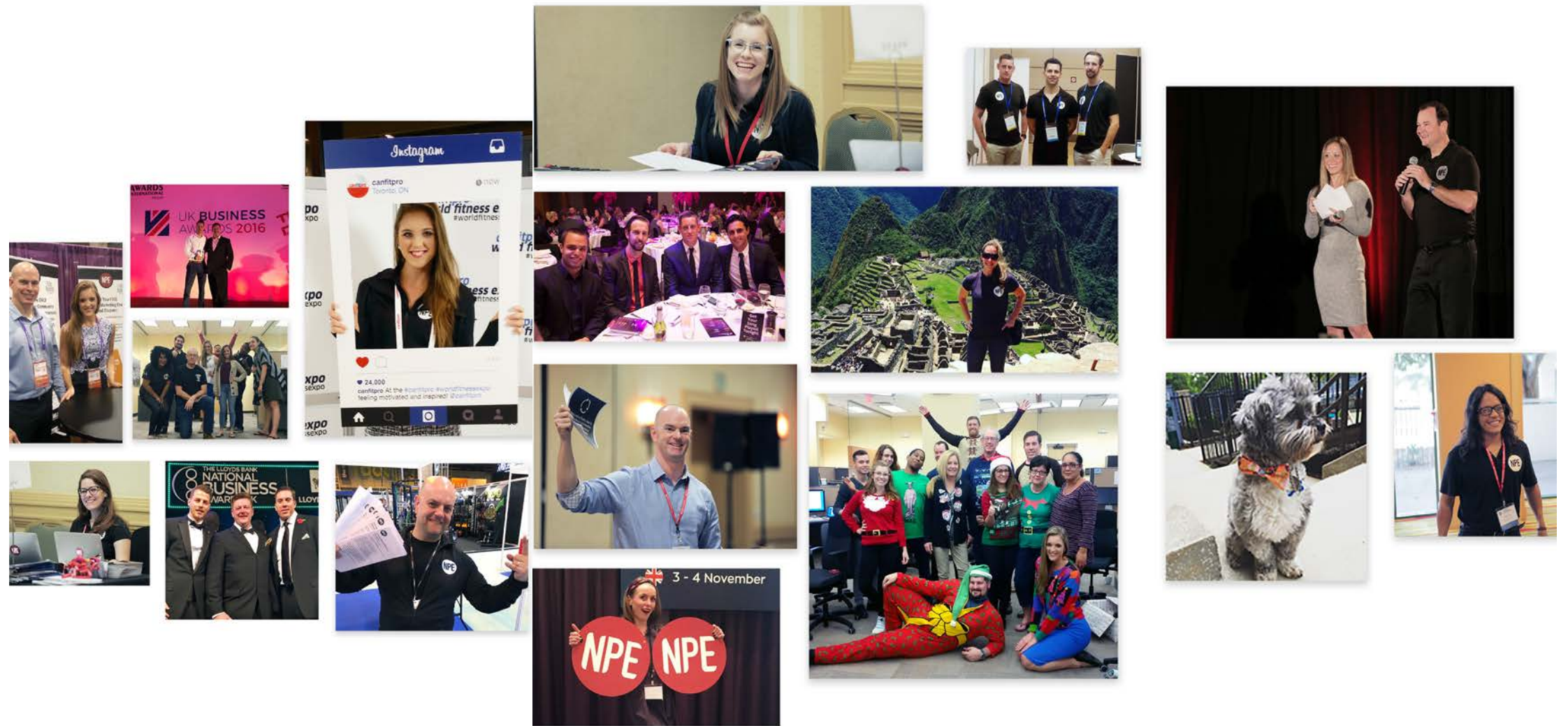


Trish Tonaj is an author, coach and speaker sharing stories to inspire great ideas while creating a culture of wealth and wellbeing. She is Managing

Partner in The Mechanics of FLOW2, online resources for you and your growing business. She is the author of two books and complimentary e-magazine, W2. Visit Trish @ phaze2wellness.com.



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- **Metrics accountability:** Face challenges head-on. Understand your numbers track your progress, and accelerate your success each month using our NPE PROFIT ANALYZER™ dashboard.
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PROMOTING YOUR GROUP EXERCISE CLASSES ON SOCIAL MEDIA

TIPS TO STRENGTHEN YOUR BRAND AND GAIN LOYAL REGULARS

By Amanda Vogel, MA

SOCIAL MEDIA IS THE PERFECT PLATFORM TO BUILD YOUR BRAND AS AN INSTRUCTOR AND PROMOTE YOUR CLASSES.

Interacting with participants on Facebook or Instagram can strengthen relationships, making it even more likely that participants will turn into loyal regulars, if they aren't already. Plus, it helps you stay in touch with those students who tend to come and go. Ever had a participant say he or she is taking a short break from classes due to a life change or vacation only to lose motivation and fail to return? Think of social media as one more touch point to reach and communicate with your class contacts and, through word of mouth, their contacts. There's also a lot of potential to make a name for yourself as an influential instructor on social.

Draw on the ideas below to start promoting your classes and instructor brand.

Know Your Instructor Brand

The first step to successfully promoting yourself and your classes on social media is to get clear on your brand in the group-fitness world. For example, when you step in front of a class, do you play up certain aspects of your personality? Or are you known for creating a particular class experience—it could be anything from a fun, party atmosphere to an athletic, crush-it-style workout. Be sure your social posts properly reflect the brand you want to convey.

Create Relevant Narratives

As you think about social content to post, consider creating vignettes—or glimpses into your experience as an instructor—that ultimately amount to a larger narrative

“BE SURE YOUR SOCIAL POSTS PROPERLY REFLECT THE BRAND YOU WANT TO CONVEY.”
“INTERACTING WITH CURRENT AND PROSPECTIVE PARTICIPANTS ON SOCIAL IS A TWO-WAY STREET, SO BE SURE TO FOLLOW BACK.”

about who you are as a fitness leader, and what formats and teaching style you want to be known for.

For example, you might create a series of Instagram Stories that offer a behind-the-scenes peek into your world as an instructor. The first Story might be a selfie with your energizing pre-workout breakfast or a screenshot of the playlist you've chosen. The second Story might be a Boomerang (short, looping video) showing the equipment you're setting up for class, a new exercise in the day's program or a few uninhibited participants in action (with their permission). Subsequent Stories might include a sweaty group photo after class and/or a look at what you do for exercise recovery later in the day. Each individual Story helps promote your class; together, they create a fun narrative that says something about you as an instructor. If you don't use Instagram Stories, you could still do something similar in Facebook's newsfeed, perhaps as a day-in-the-life series all in one post.

Invite Followers

As you get your content strategy underway, don't forget to invite your participants to follow you on social media. You could work the invitation into your post-class send-off. Let participants know where to find you on social (perhaps share just the one handle that matters most to you). Mentioning it after class means participants can pick up their phones and follow you right away. Better yet, explain why participants might want to follow you—what's in it for them? For example, perhaps you post quick exercise tutorials that will help them perform better in class, or you preview insider glimpses at upcoming class design/playlists, or you offer exciting product giveaways related to health/fitness, etc.

Another idea is to place your favourite social handle in plain view during the whole class—search “Instagram handle

decal” on Etsy for an eye-catching sticker you can attach to your water bottle!

Follow Back

Interacting with current and prospective participants on social is a two-way street, so be sure to follow back. Follow-backs accomplish two goals. First, you get a better sense of what platforms your participants and their friends use, and how they use them. This can inform your content creation (e.g., Facebook versus Instagram; Stories versus main feed). Second, you show an interest in others and avoid looking self-absorbed on social—this is especially important for conveying an instructor brand that is welcoming. It also shows your willingness to foster community and belonging, which many people enjoy about group exercise.

Inform and Inspire

At the end of the day, your social posts must be interesting to participants, even if your ultimate goal is to build your own instructor brand. Plan content that entertains, motivates and educates your followers. Consider how the in-person conversations you have with students about health and fitness might lead to interesting and informative content for people to consume on social. You could post links to credible articles on health/fitness topics that your participants ask about in class. Or film a video that breaks down exercise technique to help participants improve. Advantageously, that content then becomes a viable reason to direct class participants back to your social media accounts!



Amanda Vogel, MA human kinetics, is a canfitpro FIS and Advisory Panel member. In addition to blogging at FitnessTestDrive.

com about fit tech, exercise gear and workout wear, Amanda writes for popular magazines/blogs, including IDEA Fitness Journal, ACE, NASM, Best Health, SELF and Reader's Digest Canada. Her Instagram handle is @amandavogelfitness. Learn more about using social media to promote your brand in Amanda's sessions at canfitpro 2019: “Instagram Stories Bootcamp” and “Promote Fitness on Social Media as a Micro-Influencer.”

HOW DID THE BAD HABIT START?

FIND NEW STRATEGIES TO CREATE NEW NEURAL PATHWAYS FOR LONG-TERM SUCCESS

By Nathalie Plamondon-Thomas

IT'S 11 A.M. ON A SATURDAY MORNING, PEAK TIME IN A BUSY GROCERY STORE. YOU ARE TWO YEARS OLD. THAT DAY, YOU ARE PRETTY IRRITABLE.

As you and your mother are lining up for the next available cashier, your mom is trying to control your temper tantrum that is getting louder and louder, until you eventually start to yell as loud as you can in a cry that nobody can ignore. Your mom is embarrassed by everyone staring at her in the store and at this point, she would do anything to make you quiet. She uses a tactic that her own mom used on her, successfully, when she was kid.

She says: "If you can stay quiet for a few more minutes until we finish paying, we will go for ice cream after." To any kid, the idea of ice cream is usually enough to motivate them to stop the scene and calm down. When this happens, you actually start feeling better. The idea of a sweet treat makes you forget the reason you were unhappy in the first place, and it moves you to a different state.

Unfortunately, your brain associates the ice cream, or sweet treat, with a coping mechanism that works to make you feel better. Later on in life, whenever you don't feel right, your brain reminds you of that strategy that was developed in your early years. Our parents are not bad people, and we are not either if we have used the same with our own kids. We don't realize the damage that we create in our kids' brain with this strategy.

FINDING THE INTENTION BEHIND THE BEHAVIOUR BECOMES QUITE RELEVANT WHEN IT COMES TO GETTING RID OF A BAD HABIT.

The good news is that you can reverse this. Understanding how this neural pathway was created, that the intention behind the craving of the ice cream was to feel better, you can now think of a different way that can fulfil this intention. How else, other than using a destructive behaviour, can you feel better? Going for a walk? Going to the gym? Cutting a fresh ripe mango? Sitting down in your favourite chair with an herbal tea and a book? Listening to music? Meditating? Whatever works for you, find one thing that makes you feel great and use it as your new strategy to create a new neural pathway that your brain will eventually start adopting more and more, until it becomes unconscious and natural.

Find the Intention Behind the Behaviour

Remember the premise that more likely, if you are about to 'eat your emotions', it means that behind the scenes the food is not what you want. Find the intention behind the behaviour. Once you know

"OUR BAD HABITS ARE CONNECTED TO DEEPER MEMORIES AND TRIGGERED BY OUR SENSES."

what it is that you are after, make up a new way to fulfill that intention.

We initially self-sabotage in order to keep us safe and in our comfort zone. Most behaviours start with good intentions. Even the teenager who takes up smoking to belong in the group, even criminals usually start out with good intentions, and then go downhill from there.

Finding the intention behind the behaviour becomes quite relevant when it comes to getting rid of a bad habit. A coaching client wanted to quit smoking. All on his own, he decreased his habit to one cigarette per day, but was unable to completely quit. It turned out—after asking the right questions during coaching sessions—that he had not yet accepted the fact that his father had passed away. His father was a smoker, so the cigarette was connecting him with memories of his father. He did not want to let him go. Finding the intention

"WE INITIALLY SELF-SABOTAGE IN ORDER TO KEEP US SAFE AND IN OUR COMFORT ZONE."

behind the unwanted behaviour helps us to find other ways to fulfill that positive intention. Now, instead of having his one cigarette at night (the unwanted behaviour), he takes out the photo album and looks at photos of his father so he can connect and honour his memory. He has been smoke-free for almost eight years and is now running half-marathons.

Our bad habits are connected to deeper memories and triggered by our senses. We all know that certain smells remind us of certain things. Mom's cooking always made us feel good. Find the reason behind the bad habit and then find a different way to fulfill that craving. If you miss your mom, call her or look at some pictures. You don't need to eat a whole chocolate cake because it makes you think about her. You can still think about her and love her without having to sabotage your health!

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

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YOGA AND BODY IMAGE

YOGA IS AN ESSENTIAL TOOL IN SELF-ACCEPTANCE AND PERSONAL TRANSFORMATION

By Beth Shaw, Founder/CEO YogaFit Training Systems Worldwide

“YOGA GIVES US ACCEPTANCE AND NON-JUDGMENT AS WE EMBRACE THE PHYSICAL BODY THAT HOUSES OUR SOULS.”

BODY IMAGE IS NOT A COMFORTABLE SUBJECT TO DISCUSS AND SO MANY INDIVIDUALS STRUGGLE WITH IT.

For some, it is a constant conversation they have with themselves that is usually not a positive one. The fitness industry is rife with images of perfect bodies, sculpted abs and chiseled pecs. For most of us – this is unattainable. For those of us in the fitness industry, body dysmorphia runs rampant. So many fitness trainers I know personally were heavy children who turned their lives and bodies around through fitness. For ANYONE struggling

with body image – whether it’s you personally or a client/participant, yoga is the way to go. Yoga gives us not only the opportunity to meet our bodies as they are every time we practice, but allows for a lot of self-acceptance in the process. Yoga makes us much more comfortable in our own skin. Taking this off our mats, with regular practice, then becomes second nature.

Every time I step on my mat, I get to show up for myself - body, mind and spirit. If I’m having a bad day, dealing with recurring thoughts that are not serving me, or working through and around an injury – yoga forces me to show up and ACCEPT what is. Body image is a personal subject that does not get discussed nearly as often as it should. I still struggle with

it myself. I was a skinny kid whose nickname was ostrich, then in college, thanks to college life, gained about 25 pounds. Yes, I’ve been working out since I was 15, in the gym, but yoga has given me comfort in my own skin that goes far beyond the weights and cardio machines. Yoga gives us acceptance and non-judgment as we embrace the physical body that houses our souls. Throughout the years, as I’ve dealt with various injuries, yoga has helped me accept the present moment and practice with the body I have today. It has helped me quiet negative self-talk and even accept that there are yoga poses that I will never be able to do – and that’s ok.

When I teach YogaFit, I make sure to tell my students to have gratitude for

“FOR THOSE OF US IN THE FITNESS INDUSTRY, BODY DYSMORPHIA RUNS RAMPANT.”

their good health and acknowledge their bodies for supporting them in the practice. Every time we practice yoga it is an opportunity for self-inquiry – physically, mentally and emotionally. We get to clear space, witness what is and accept it.

This journey of yoga creates foundation on which body image can continue to improve and our self-talk to become more positive. Yoga is not a one-off class, but a journey that gets better every time we

take it. No one single yoga class will get you there, so approach your practice with patience, acceptance and dedication.

Let’s remember the Essence of YogaFit when we practice:

- Listening to the Body
- Letting Go of Competition
- Letting Go of Judgment
- Letting Go of Expectations
- Staying in the Present Moment

Enjoy the journey and relish in your practice. Thank your body, love it, embrace and celebrate it. Take good care of it. Practice yoga with the body you have today and embrace every step of your journey and your beautiful body.



Beth Shaw, ERYT 500 and C-IAYT, is the CEO and Founder of YogaFit Training Systems Worldwide.

She is the author of three books: YogaFit, YogaLean and YogaFit for Athletes. Beth has spent time in India and Asia studying yoga, and in addition to a bachelor’s degree in Business Administration and Nutrition, she holds numerous certifications in mind-body disciplines. yogafit.com

MOVEMENT AFTER

HIBERNATION



RESTORE TISSUE FUNCTION TO PREPARE FOR MOVEMENT AND REDUCE INJURY

By Drew Hume, Founder, Navina

EMERGING FROM WINTER, IT'S COMMON FOR US AND OUR CLIENTS TO BE OUTSIDE MORE AND TO PARTICIPATE IN MORE PHYSICAL ACTIVITY.

When reintegrating into full physical activity after a period of inactivity, we tend to have a greater risk of injury. Below, we'll go through a few recommendations to reduce this risk, ensuring that we get the most out of the warmer months.

When it comes to movement, tissue function is king/queen. Structure and alignment are almost unimportant when it comes to feeling good and moving well. Often we think that certain movements

are safe and others are dangerous. This mentality is gradually being overruled by the idea that the only movements that are dangerous are the ones that we are unprepared for. So, how can we be prepared for a greater variety of movements, and therefore decrease our risk of injury?

After a long period of lower activity, the best thing to do is to focus primarily on restoring function to tissues before trying to jump into the deep end of sports and other movement regimens. We want clean joint function, and in almost all circumstances, joint function is dependent upon proper soft-tissue function; so this is where our attention should be placed. Of course, this goes not only for ourselves, but also for the people that we train.

Developing and maintaining cleaner soft

tissue function, requires two main things:

1. Manual Therapy

Some form of massage, whether it be self-massage or manual therapies applied by other people, when done well, will help to free up adhesions, get the blood flowing to scar tissue to help clean it up, and release trigger points. Adhesions limit our range of motion and the ability of adjacent muscles to glide over one another. Trigger points act to restrict the availability of muscle contraction by creating nervous system confusion, and scar tissue is non-functional and tends to be a common site of adhesion as well. Working on the resolution of all of these things will mean that you have a greater availability of movement, and you also have an improved ability to access muscular contraction, with less inhibition, which

drives an improved functioning of the tissue.

2. Movement Isolation Work

Often this is referred to as CARS, PAILS & RAILS (or controlled articular rotations, progressive angular isometric loading & regressive angular isometric loading, respectively) in today's movement culture. This work has a powerful ability to isolate specific muscles and train them through an existing range of motion, as well as help to unlock more range. It also tends to highlight areas of our bodies that are currently "putting up with it", usually with a different distribution of activity or "work", which in turn gives you a lens on any overcompensations that could even be contributing to other pain syndromes. So, by utilizing this type of activity, you're targeting muscles on more of an individual basis, encouraging cleaner

function of individual components, which leads to stronger and more supported action when movements become integrated (like in sports).

Coupled together, these two tools help us to get our soft tissues moving again, gradually, after a period of reduced activity. They also help us to prepare our bodies more for dynamic movement practices, which means they have the benefit of helping us to reduce the likelihood of pain and injury. When we are better prepared, our injury rates drop.

In an ideal world, we'd be coupling these together in close proximity to one another, to free up movement possibility and then utilize it as quickly as possible. The old adage holds true "use it or lose it". This becomes more available when you have self-massage tools at home that you can

use for a few minutes before targeting the activation and recruitment of that muscle.

The biggest challenge with this type of work is that it isn't really as "fun" as getting right into sports or full dynamic exercise scenarios. It's a little tedious, but certainly worth the effort – because injuries are also much less fun.



Drew Hume's mission is to bring people together through compassionate touch. At Navina they're achieving that mission through detailed education and training. Visit navina.ca for more information.



DIET DRAMA

BUCKING TRENDS IN FAVOUR OF TRIED AND TRUE DIETARY HABITS

By Teri Gentes

DIETARY DRAMA, CONFUSION AND FRUSTRATION PLAGUE MOST PEOPLE. ARE YOU FEELING IT TOO?

Never before have there been more controversies, polarities, obsessing and confusion over what the best dietary approaches are. Fuelling our confusion is the fact that lifestyle and dietary related diseases are raging. If we are so focused on our diet, you may be wondering how this is possible.

Stats Canada reports our leading causes of

preventable death and disability – cancer, heart and lung disease, and strokes - are diet and lifestyle related.

Do you find this as remarkable as I do? Are you confident you're eating the best, disease preventing diet for your individual needs? Are you over thinking it?

Well, if your nutrition choices come from the mass media, a zealous yet perhaps unqualified trainer or some self-proclaimed weight-loss guru selling a book, program or product on how to lose weight fast, you may be in trouble.

Let's look at what a leading influencer has to say about the best ways to minimize your risk of diet and lifestyle related diseases, including obesity.

Dietary Guidelines from Canada's Minister of Health

In January 2019, the release of Canada's Food Guide revealed a rather radical revision of previous food guides, with a strong lean towards a whole-food, plant-strong eating recommendation. Coming out at a time when the Keto diet has been raging and the Paleo diet powers on, this new guide has certainly 'stirred the pot' so to speak. While the guidelines still leave room for improvement, which we don't get into in this article clearly we are seeing a shift from previous industry lobbyist influences.

Now, pending on your own current beliefs about the Keto, Paleo or Plant-strong approaches, you may or may not agree with the new recommendations. My suggestion: how about opening up your mind and mouth for a moment and choosing to consciously and joyfully consume whole-foods that appeal, nourish, satisfy and are Keto, Paleo and Plant-strong friendly?

With 30+ years' experience as a natural nutrition and whole-self wellness practitioner, I've learned it's essential to come to peace with food itself and focus on enjoying a well-balanced, whole-foods

“KETO, PALEO, PLANT-STRONG? MAYBE YOUR DIETARY APPROACH NEEDN'T BE ALL OR NOTHING AND STILL COMPLY WITH THE LATEST GUIDELINES!”

diet aligned to individual needs. Food is meant to nourish and replenish us and your body is your best guide to eating approaches that are appropriate for you.

Comparing the keto, paleo and plant-strong diets, there are numerous similarities that all eaters can benefit from the following:

- awareness of food choices
- a focus on high quality whole foods
- elimination of over-refined, processed foods
- avoidance of all high sugar foods
- less caloric intake, regular meal times

How about we focus on these similarities and come to the table together? Less obsession, more conscious consumption and attention to the way your body

“CRUCIAL TO WHATEVER DIETARY APPROACH WE CHOOSE IS OUR ABILITY TO PROPERLY DIGEST THE FOODS WE CONSUME.”

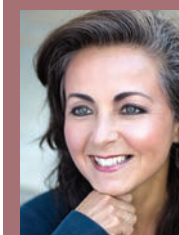
responds to your dietary choices. This may very well be your best guide on the right diet for your particular needs and it aligns with the new guidelines.

The 2019 Food Guide reminds us that healthy eating is more than just the foods we eat and encourages us to:

- cook more often
- enjoy food
- be mindful of our eating habits
- eat meals with others

Keep in mind, our food choices are incredibly personal and emotional. While it's imperative to deliver essential nutrients, food is also social, comforting, meant to be enjoyed and appreciated, as well as be nourishing. Our food choices can impact or impair our well-being on all levels merely by the way we feel about them. Crucial to whatever dietary approach we choose is our ability to properly digest, (assimilate, utilize and effectively eliminate) the foods we consume.

If you are stressed in any way with your dietary choices and eating environment, no matter how nourishing the food may be, your body's ability to actually access these nutrients is compromised. Take time to enjoy your meals with confidence and consume them consciously, appreciating the blessings of having enough and getting to make your own choices, judgement free.



Inspiring and enabling others to embrace and sustain self honoring, happy, healthy lifestyle practices is my mission. Follow me for the latest research on the

power of thought and benefits of plant based whole foods diets. Connect with Teri at terigentes.com, [Facebook.com/terigentes](https://www.facebook.com/terigentes) and [Instagram@teri_live_in_wow](https://www.instagram.com/teri_live_in_wow)

TACO BOATS WITH SMOKY TACO MEAT

Recipes created by Teri Gentes



Consider your chosen dietary approach needn't be all or nothing, comply with the latest guidelines, and allow you to eat at any table with all kinds of eaters! Rather than labelling your food choices into strict categories, how about simply embracing and consciously consuming your meal. Savour the smells, flavours, textures and satisfaction that eating really good food brings.

As a whole-self health, natural nutrition coach and recipe developer who loves enjoying and sharing really great food, my aim is to create delish recipes that satisfy and truly nourish, period. The recipe below is yummy, nutrient-dense and accommodates keto, paleo and plant-strong approaches. Use this to create delicious tacos that allow room for your own creative dietary play, be it adding in or subbing ingredients as desired.

If I can wish any one health-foodie thing for all us eaters, it's to graciously enjoy the food we eat, trusting it will nourish and satisfy us. Bon appetito to you!
PS: Do let me know how you enjoy these tacos and what creative spin you took.

- Main Course
- Keto, Paleo and Plant-Strong
- Soy, corn, peanut and gluten-free, nut free option
- Serves approx six
- Just 10 ingredients, including seasonings and water

Ingredients:

- 2/3 cup organic sun-dried tomatoes, slivered
- 3 cups raw walnuts
- 4 cloves garlic, smashed
- 1 tsp sea salt, to taste
- 1 tbsp smoked paprika
- 1 tbsp ground cumin
- 1 tbsp chili powder
- 1-2 small jalapeno peppers or 1 chipotle pepper in adobo sauce, to taste
- 2 tsp nutritional yeast or chevre or feta
- 1/4 cup reserved soaking water, as needed

To Serve:

- Nappa cabbage, Romaine leaves or coconut wraps, Cilantro, avocado, radish, jalapeno, onions, etc.

Directions:

1. Soak sun-dried tomatoes in warm water for at least five minutes to soften, then drain, reserving the soaking water.

2. Add walnuts to a food processor, pulse to chop quite finely yet leave some chunks. Transfer to a medium size bowl, set aside.
3. Devein and de-seed jalapenos and chop. Drain the sun-dried tomatoes (reserving the water); add the peppers, tomatoes, garlic and seasonings to food processor. Blend until a smooth paste is formed. Add a splash of reserved soaking water, blend to create a thick, creamy sauce.
4. Add mixture to walnuts, combine then taste and adjust flavor as needed with more sea salt or spices.
5. When you're ready to eat, spoon 1/4 - 1/2 cup into each leaf or wrap, top with lots of shredded greens, avocado, salsa or chopped tomatoes, and onion slices. Top with cilantro and enjoy.

Teri's Tips:

- This taco meat is also great on salad, or made into burritos or quesadillas. Leftovers can be stored up to 5-7 days in the refrigerator or up to 1 month in the freezer.
- Nut allergies? Sub in sprouted, dry roasted sunflower seeds.

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ENGAGEMENT RESULTS

TRAINERS WHO ENGAGE CREATE RESULTS FOR THEIR CLIENTS AND LONGEVITY IN THEIR CAREERS

By Chad Benson, MSc, CSCS, CPT, Director of Education - Innovative Fitness

WHAT'S THE MOST IMPORTANT STEP IN CREATING RESULTS? IT'S ENGAGEMENT, WHICH IS BEST EXPLAINED WITH ONE WORD, "BUY-IN". BUT, HOW IS THIS ACHIEVED?

When I first entered this industry, I would have said engagement was created through trust in my expertise and professionalism; the hard skills if you like. Today, I see beyond a sports training camp, 10 pounds of muscle or weight-loss. My vision of creating engagement has evolved from being a world class technical expert to being a positive influence who provides world class support; emotional and physical support. Most importantly, engagement is a two way street that goes beyond the training floor, and the time you are compensated for.

"BUSINESS, LIKE LIFE, IS ALL ABOUT HOW YOU MAKE PEOPLE FEEL. IT'S THAT SIMPLE, AND IT'S THAT HARD."

DANNY MEYER, SETTING THE TABLE

Sorry to disappoint, but this is not another article on minimal standards of professionalism. If you're not turning your cell phone to flight mode, don't have a plan / program, you're coaching shows a lack of urgency, you constantly count from 1-10, 3 sets for every client, and you're starting training sessions at five past every hour, then stop reading now. However, this article will examine best practices in behavior modification and training. The following statement should resonate with anyone who understands this importance.

"The best training program in the world is useless if no one is doing it."

Understanding the psychology of the buy-in: building trust and rapport

Great fitness and training service includes, but goes beyond, the physical. A great trainer knows how to create emotional "buy-in". A practitioner must know:

1. What motivates my clients?
2. What current behaviors will prevent them from achieving their goals?
3. How do I uniquely communicate and engage required behavior changes?

Long-term client success and longevity require behavior modification. To do that, it's essential to understand what makes them tick. But before that happens, you have to build rapport and trust. In my opinion, the most important steps in creating client success is: building trust; creating likeability; understanding the basic psychological needs of your client (i.e. key motivators, likes and dislikes, obstacles to their success).

Theodore Roosevelt once said, "People

don't care how much you know until they know how much you care." People begin trusting their trainer when they:

- actively listen to their needs (soft skill)
- care why these goals are important (soft skill)
- let them know they are "not in this alone" (soft skill)
- explain how your experiences can help them achieve their goals (soft skill)
- find things you have in common and share in those experiences via social media, articles and outings (soft skill)
- have the skill set required to safely and effectively help them achieve their goals (hard skill)
- are able to create a system of goal-oriented accountability (hard skill)

If your customer service goal is to have your service outperform your client's expectations, the service has to exceed in two categories; the technical (hard skill) and non-technical (soft skill) components (Table 1). Both the technical and non-technical components listed



are teachable skills. It would be amazing if we simply performed the soft skills naturally, but that's typically not the case. Compounding the problem is today's fitness education programs. Students are not taught how behavioral economics and the behavioral sciences impact our client and business results. We are predominantly taught the hard skills; how to create empirically supported and well structured goal specific programs. There's no debate whether or not the technical components are important, they are. But, what is required to create the trust, loyalty, adherence and motivation necessary to bring the best out of a client? Is it the technical components like sets, reps, exercise selection, frequency and intensity alone? The answer is a definitive no, especially if we are referring to long-term commitment and lifelong change. Psychology clearly indicates that the non-technical soft skills of a trainer have a greater impact on goal achievement and long-term retention.

Individualizing the Service

One size does not fit all; nor does one training program. How often have we seen disengaged trainers use the same training program hour after hour and month to month? I'm not saying that every client needs a brand new A-Z training experience and program. However, there are ways to effectively engage participants using goal-specific training and profiling templates.

A few of the most effective and easily implemented ways to individualize programming and, therefore, motivation include:

1. Profiling your client's social style. A great tool for this is called True Colors. This will help you to learn about the client's communication style and motivators.
2. Determining their fitness likes and dislikes. Ask participants if they prefer:
 - a. resistance training vs cardio
 - b. low reps and more weight or less weight and more reps
 - c. progressive training methods (MoveNat™, CrossFit or Zumba) vs traditional (selected weight machines and cardio equipment)
3. Determine key motivators and trigger words. These can be asked for directly or through conversation. People commonly repeat key emotional words when speaking about fitness and/or their current goals.
4. The training session and program. There's lots of ways to do this, some

- technical, some non-technical.
- a. Set goals and program in alignment with the points above, particularly in the beginning
 - b. Autonomy: scientifically, the basic psychological needs theory speaks well to how client / participant to coach interactions are impacted based on three traits (Autonomy, Competence and Relatedness).
 - c. Effective Programming
 - i. Performing assessments and reassessments
 - ii. Error detection and corrections
 - iii. Building a program specific to the goals and client preferences

“PSYCHOLOGY CLEARLY INDICATES THAT THE NON-TECHNICAL SOFT SKILLS OF A TRAINER HAS A GREATER IMPACT ON GOAL ACHIEVEMENT AND LONG-TERM RETENTION.”

Engaged Technique

Clear and effective communication is the foundation for any relationship. But, do we clearly understand the language of the human body? During movement, the human body is constantly talking, but are we technically engaged enough to listen? Although technical coaching is what most trainers attach their self-efficacy to, most simply do not execute consistently. Most of it is due to lack of engagement. The sure technical signs of disengagement and soon to be freed up for their next opportunity or career are:

- Does not perform assessments
- Does not individualize the client program and experience
- Poorly executed demonstrations and coaching
- Limited toolbox of exercises
- Ineffective cuing (both verbal and physical)
- Positioning, viewing point and proximity
- Isn't continuing their professional development

There are methods that truly help people move more effectively, which ultimately will create faster results, a sense of accomplishment, and will reduce the likelihood of injury. The key methods of effective technical communication in personal training are as follows:

- a. *Coaching effective technique.* If you

read my article in the November/ December 2018 issue on squatting, you will realize that there are many ways to effectively individualize how a client performs the squat. While that may be true, there are a standard set of cues that all coaches should be well versed in. In my training system, there are exactly 15 movement patterns that every trainer, group fitness instructor and rehab professional need to have on lock down. It is well beyond this article to review all of these in detail, but my Move Better courses cover nine strength focused exercises and six locomotion patterns for set-up, execution, and error detection and correction.

- b. *Error detection and correction:* For each of the 15 movements, the instructor, and eventually the participant, must recognize when movement is compromised. For an example of how poor movement quality “turns off” and alters movement, see the following link:
- c. *Effective cuing:*
 - i. Tactile - the language of movement is proprioception. The human body senses stimulation. The hands-on approach is one of the best-known ways to hardwire the nervous system and coordinate the movement.
 - ii. Verbal corrections - effective communication can also be verbal. It isn't as effective for beginners or those locked into a posture, but it is incredibly effective with intermediate and advanced participants. It takes a lot of practice to become proficient in verbal cuing. Regardless, what words you choose, consistent language, and immediate feedback are the keys.

Engagement is equal parts art and science, technical and non-technical. Those who engage create results for their clients and longevity in their careers.



Chad Benson MSc, CSCS, canfitpro PTS, is the Director of Education for Innovative Fitness. Before becoming an educator, Chad trained pro and Olympic athletes. He is a canfitpro PTS author and certified in Trigger Point, Bulgarian Bag, Kettlebell, Muay Thai and FRC.



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CULTIVATING RESILIENCE

RECOVERY IS THE NEW SECRET TO SUCCESS AND RESILIENCE IS A SUPER POWER

By Janice Hutton, Hon BPE, MA, B.Ed., FIS, PTS, NWS

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LIFE IS A JOURNEY THROUGH A SERIES OF PEAKS AND VALLEYS. THE TOOLS WE USE TO NAVIGATE OUR TERRAIN IN THIS ADVENTURE DETERMINE WHETHER WE SIMPLY SURVIVE OR THRIVE.

You are the designer of your life and your goal is to build your path to a successful, fulfilled and joyful life despite the obstacles, challenges and set backs that show up along the way. Resilience is like a muscle that when challenged, it will adapt. It is a critical skill that we can all cultivate personally, and as leaders in health, wellness and fitness we can help others build their resilience as well.

A Perspective on Resilience

Resilience in the engineering world is defined as the ability of a material to bounce back to its original form after being bent, stretched or compressed. From a human perspective, resilience is described as our capacity to recover from adversity. It's important to note that to cultivate resilience the focus is not to simply endure; it is actually about having a clear and well executed strategy to recharge. Just like an elastic band that appears durable, breaks when stretched too many times, we as humans cannot simply endure endless challenges without breaking. When we don't recharge we burn out mentally and physically. Many believe that if they have enough grit and they soldier through big challenges they will eventually recover. They wear exhaustion and sleep deprivation as a badge of honour. You know that saying "I will sleep when I am dead?" Shift your perspective. Overworked and exhausted is not resilience. In today's tech driven, distracted, noisy, over-worked 24/7, more is better world, we are now learning that recovery is the new secret to success, and resilience is a super power.

Adaptation

As exercise professionals, we understand that when we challenge the human machine with physical stress (cardio, weights, HIIT) that the body physically breaks down and then rebuilds itself using very complex physiological processes. We know that adaptation requires repair of damaged tissue and so we use well thought out program design to build in cycles of varied intensity to promote diverse physiological adaptations like improved endurance,

increased strength and enhanced explosive power. Do you apply the same principles of recovery to your client's mental state? Our mind has a finite amount of "mental energy" each day and when exhausted our cognitive abilities decline (poor decision making and focus), our confidence dissolves, and our emotional response is impaired (moody and edgy). Our mind and body both continually strive together for homeostasis and balance. When we are out of alignment physically and mentally, our body uses a great deal of resources to recover. Too much time in the performance zone = more recovery required. Trying to "push through" has a huge energy cost. Have you recognized that recovery is the new secret to success?

Physical Recovery + Resilience

When we develop workouts, many of us

"...WE ARE COACHING HUMAN BEINGS, NOT JUST TRAINING HUMAN BODIES."

focus on the work-to-rest ratio inside the workout to leverage energy systems and muscle gains. We teach clients about pre-workout and post-workout nutrition and hydration to help maximize their adaptation, but for many of us that is where our recovery programming ends. If we widen our perspective, we will come to understand that everything our client did yesterday impacts their performance status today. How can we enhance physical recovery and resilience on a broader scope? Here are three concepts to consider:

1. Sleep – most of us take sleep for granted. We learned to be good sleepers as a baby or a child and then never think much more about it, until we become sleepless adults. Did you know that four out of five adults have poor sleep habits and spend most days running on fumes due to lack of restful sleep? Have you ever noticed how much a poor night's sleep can affect your physical and mental productivity the next day? Sleep quality is just as

vital as quantity because both our body and our mind detoxify, repair and recharge with sleep. Sleep poorly and your physical and mental resilience is impaired.

2. Fuel – we are what we eat and drink. Our body is over 60% water, so a day long hydration strategy for recovery is critical along with a whole food diet to ensure adequate fuel, nutrient repair and water intake. Help your clients become more aware of their daily fueling activities to boost recovery, not just pre and post workout, but throughout the day, along with pre and post sleep as well.
3. Tissue Care – daily movement promotes recovery. During the workout warm up and cool down, we include mobility for safe and effective workout results. Encourage your clients to embrace more tissue care throughout the day, every day. Include movement every hour, structured mobility exercises, yoga, soft tissue release and massage as regular scheduled recovery activities.

Mental/Emotional Recovery + Resilience

The stress of today's fast paced life wears us down, leaving many of us mentally and emotionally spent at the end of our work day. When we finally get to our family and recreational "fun worth living" time we are an empty tank and our resilience level is negligible. How can we show up to be our best selves when we are mentally exhausted? Where do we find the joy and happiness in this mind-numbing lifestyle when we are running on autopilot, asleep in the driver's seat? Like ADP + P creates ATP energy in our cells, we must mindfully create and manage our own mental/emotional energy ourselves, because without an energy management system we are depleted before 10a.m. most days. How can we cultivate mental / emotional resilience? Here are three concepts to consider:

1. Mental Strength – begin each day from a position of strength. Many great, successful leaders promote a strong morning routine that prepares them mentally for owning their day. When we wake in chaos, that feeling and mindset prevails all day long. Meditation to start the day means you begin with a calm and focused mind and emotional confidence; attributes that make you more resilient to the unexpected events of your day. Journaling allows you to connect the events of yesterday, last week, last month and last year to

recognize and grow from your life lessons.

2. Recharge Breaks – throughout the day plan mental / emotional breaks ideally every 60 to 90 minutes. Recharge does not mean check your tech and distract yourself from work. Get up and move, go outside, get in nature, smile, listen to music, mini-meditate. Shift your attention and refresh your mindset all at once. You return refreshed.

“WE ALL NEED RESILIENCE TO LIVE A FULFILLING LIFE. WITH RESILIENCE, YOU’LL BE MORE PREPARED TO TAKE ON CHALLENGES, TO DEVELOP YOUR TALENTS, SKILLS, AND ABILITIES SO THAT YOU CAN LIVE WITH MORE PURPOSE AND MORE JOY.”
ERIC GREITENS

3. Mindfulness – one of the most important skills to develop is awareness. Being mindful means that you are aware of the energy you bring to all your human interactions (clients, co-workers, bosses, family members, strangers). When we pause between interactions, we can take a moment to recognize our mental and emotional state and bring our best self to every

connection we make. This gives you emotional agility which is the ability to manage your emotions regardless of the circumstances and you don’t simply react when negativity appears. It’s important to recognize that you can choose to manage your mind or it will manage you. Our mind is programmed for survival and for searching for things to fear, leaving you naturally negative. Finish your day as strong as you started it with reflection and gratitude and you will recharge your mindset.

Your Resilience Toolbox

Everyone needs a mental-emotional-physical resilience cultivation plan. Start with these eight strategies personally to learn what works for you.

1. Sleep – don’t take it for granted; learn to be a sleep pro.
2. Hydrate – your cells are thirsty, stay hydrated from the moment you wake up.
3. Fuel – you are what you eat, whole foods boost recovery.
4. Tissue care – we store our issues in our tissues, release means repair.
5. Meditate – a calm mind is powerful.
6. Reflect – journal to connect the dots on your life experiences to learn, grow and be better.
7. Mindset – manage your mind or your negative mind manages you.
8. Emotional Agility – your response to life’s events define you, not the events themselves.

I encourage you to discover your own

resilience strategies from this unique perspective. Once you have mastered your own resilience plan you are well prepared to share your success strategies with your clients to help them strengthen their resilience as well. Remember, we are coaching human beings, not just training human bodies. The more we lift people up through service, the more we grow personally.

Here are some great resources to support your quest for resilience:

- Sleep: Change the way you sleep with this 90 minute read by Nick Littlehales
- The Sleep Revolution by Arianna Huffington
- The 5 AM Club by Robin Sharma
- High Performance Habits by Brendon Burchard
- Rising Strong by Brene Brown



Janice Hutton has a diverse background in the health, fitness, sport and coaching industries. She has experience coaching elite athletes, developing certification programming, and co-founding the Active Recovery Management (ARM) system for high performance recovery. As a certified Life and Executive Coach, Janice thrives on sharing her passion and industry best practices with new and veteran professionals.



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Janice Hutton, B.H.C. Ed. p, M.A., B.Ed., FIS, PTS, NWS



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Vous êtes les créateurs de votre vie, et votre but est de paver votre route de façon à ce que vous connaissiez succès et bonheur, et ce, en dépit des obstacles, des défis et des échecs qui pourraient survenir sur votre chemin. La résilience est comme un muscle... Lorsqu'il est mis au défi, il s'adapte. C'est une qualité que nous pouvons tous cultiver; et en tant que leaders dans l'industrie de la santé, du conditionnement physique, et du bien-être, nous pouvons aider les autres à cultiver leur résilience.

Un regard sur la résilience

En ingénierie, la résilience est définie comme étant la capacité d'un matériau à reprendre sa forme originale après avoir été plié, étiré ou compressé. Du point de vue psychologique, la résilience est décrite comme étant notre habileté à se remettre, à se relever de l'adversité. Il est important de noter que pour cultiver sa résilience il ne suffit pas d'endurer, mais bien d'avoir une stratégie claire et facilement exécutable pour se remettre, se rétablir, pour récupérer. Tout comme un élastique qui, malgré sa résistance, brise après avoir été trop souvent étiré, les humains ne peuvent simplement pas endurer des défis incessants sans éventuellement se briser. Lorsque nous ne prenons pas le temps de refaire le plein, nous nous épuisons mentalement et physiquement. Plusieurs d'entre nous croient que s'ils font preuve de suffisamment de cran et de courage, ils pourront éventuellement se relever. Ils portent avec fierté les marques d'épuisement et du manque de sommeil. Vous connaissez l'expression « je dormirai quand je serai mort »? Effacez cette idée farfelue de votre esprit. Être surmené et épuisé n'est pas une preuve de résilience. Dans cette ère de technologie, de distractions, de bruits, de travail 24/7, dans ce monde de plus en plus exigeant, nous réalisons maintenant que prendre le temps de récupérer est la nouvelle formule pour atteindre le succès, et que la résilience en est l'ingrédient secret.

Adaptation

À titre de professionnels du conditionnement physique, nous comprenons que lorsque nous faisons subir un stress physique au corps humain (cardio, musculation, HIIT), il se brise puis se reconstruit grâce à des procédés physiologiques très complexes. Nous savons que l'adaptation implique la réparation de tissus endommagés; nous utilisons donc des programmes savamment élaborés pour inclure des cycles d'intensités variées pour promouvoir diverses adaptations physiologiques comme l'amélioration de l'endurance, l'augmentation de la force et l'optimisation de la puissance d'explosion. Appliquez-vous les mêmes principes de récupération à l'état psychologique de vos clients? Notre esprit dispose quotidiennement d'une quantité limitée d'énergie mentale, et lorsque nous sommes épuisés, nos habiletés cognitives diminuent (mauvaises prises de décision et difficultés de concentration), notre

«... VOUS NE FAITES PAS SEULEMENT ENTRAÎNER LE CORPS PHYSIQUE, VOUS TRAVAILLEZ AVEC DES ÊTRES HUMAINS.»

confiance se dissout, et notre réaction émotionnelle est modifiée (maussade et irritable). Ensemble, notre esprit et notre corps s'efforcent continuellement d'atteindre l'homéostasie et l'équilibre. Lorsque notre équilibre mental et physique est affecté, notre corps utilise toutes les ressources disponibles pour récupérer. Trop de temps passé dans la zone performance entraîne plus de temps passé dans la zone récupération. Tenter de passer au travers demande une charge énergétique énorme. Comprenez-vous comment la récupération est la nouvelle formule pour réussir?

Récupération physique et résilience

Lorsque nous développons des entraînements, la plupart d'entre nous se concentrent sur le ratio travail-repos à même l'entraînement pour faciliter les gains en matière de systèmes énergétique et musculaire. Nous enseignons aux clients les principes de nutrition et d'hydratation pré et post-entraînement pour les aider à maximiser leur adaptation, mais pour la plupart d'entre nous, c'est là où s'arrête

la programmation de récupération. En élargissant notre point de vue, nous comprenons que tout ce que notre client a fait hier a un impact sur ce qu'il ou elle fera aujourd'hui. De façon plus générale, comment pouvons-nous améliorer l'application des principes de récupération physique et de résilience? Voici trois concepts à considérer:

1. Sommeil – la plupart d'entre nous tiennent le sommeil pour acquis. Nous avons appris à dormir comme un bébé, ou encore comme un enfant, et de ne plus y penser jusqu'à ce que nous devenions des adultes souffrant de manque de sommeil. Saviez-vous que quatre adultes sur cinq ont de mauvaises habitudes de sommeil, et qu'ils réussissent péniblement à passer au travers une journée à cause dudit manque de sommeil? Avez-vous déjà remarqué à quel point une mauvaise nuit peut nuire à votre productivité, mentale ou physique, le lendemain? La qualité du sommeil est aussi cruciale que la quantité puisque c'est pendant notre sommeil que notre corps et notre esprit se détachent, se réparent et se rechargent. Passez une mauvaise nuit, votre résilience mentale et votre résilience physique s'en ressentiront.
2. Carburant – nous sommes ce que nous mangeons et buvons. Notre corps est fait de plus de 60 % d'eau; nous devons adopter une bonne stratégie d'hydratation et une alimentation saine, tous deux critiques, pour nous assurer régénérer nos énergies physique et mentale et pour assurer la réparation des tissus. Aidez vos clients à prendre conscience de leurs habitudes en matière d'alimentation et d'hydratation pour stimuler la récupération; pas seulement avant ou après un entraînement, mais tout au long de la journée, avant de se mettre au lit et après une bonne nuit de sommeil.
3. Soins des tissus – l'activité quotidienne favorise la récupération. Nous incluons des éléments de flexibilité pendant le réchauffement et lors du retour au calme pour assurer des entraînements sécuritaires et efficaces. Invitez vos clients à adopter le relâchement des tissus mous tout au long de la journée, tous les jours, à inclure des mouvements spécifiques toutes les heures, des exercices de mobilité structurés, des mouvements de yoga. Le relâchement et le massage de tissus mous doivent faire partie des activités de récupération programmées.

Récupération mentale et émotionnelle + résilience

Le stress de la vie d'aujourd'hui use, nous

« NOUS AVONS TOUS BESOIN DE RÉSILIENCE AFIN DE VIVRE UNE VIE ÉPANOUISSANTE. GRÂCE À LA RÉSILIENCE, VOUS SEREZ PRÊT À AFFRONTÉ LES DÉFIS, DÉVELOPPER VOS TALENTS, VOS COMPÉTENCES ET VOS HABILITÉS AFIN DE VIVRE UNE VIE SIGNIFICATIVE DANS LE BONHEUR. »
ERIC GREITENS

laissant souvent fatigués mentalement et physiquement à la fin d'une journée. Lorsqu'enfin nous retrouvons nos familles et nos amis, nous n'avons plus l'énergie et la résilience nécessaires pour profiter pleinement de ces moments de loisir. Comment pouvons-nous être au sommet de notre forme alors que nous sommes mentalement épuisés? Où pouvons-nous trouver de la joie et du bonheur alors qu'on nous impose un rythme de vie qui nous transforme en automates? Comme ADP + P génère l'énergie ATP dans nos cellules, nous devons consciemment créer et gérer notre propre énergie mentale et émotionnelle, puisque sans système de gestion de l'énergie, il arrive souvent que nous n'en ayons plus dès 10 h pratiquement tous les jours. Comment pouvons-nous entretenir la résilience mentale et émotionnelle? Voici trois concepts à considérer :

1. Force mentale – débiter chaque journée en position de force. Plusieurs leaders accomplis favorisent une routine matinale qui les prépare mentalement à affronter leur journée. Lorsque nous nous réveillons de travers, ce sentiment nous suit toute la journée. Méditer en début de journée vous permettra de commencer votre journée avec un esprit calme et aiguë, et avec confiance; des attributs qui vous rendent plus résilient aux événements inattendus d'une journée. Tenir un journal vous permet de vous connecter aux événements de la journée ou de la semaine précédente, du mois qui vient de passer, de l'année qui se termine, vous faisant prendre conscience des défis

- que vous avez dû surmonter, et vous permettant d'évoluer grâce aux leçons de vie qu'ils renferment.
2. Pausés – toutes les 60 à 90 minutes, tout au long de la journée, prenez quelques instants pour faire vous reposez mentalement. Recharger ne signifie par jeter un coup d'œil aux réseaux sociaux ni de détourner votre attention de votre travail. Levez-vous et bougez, allez à l'extérieur, dans la nature, souriez, écoutez de la musique, faites une courte méditation. Modifiez sur ce quoi votre attention est ciblée et offrez une bouffée d'air frais à votre cerveau! Vous reviendrez frais et dispo!
 3. Pleine conscience – l'une des habiletés les plus importantes à développer est la conscience. Être en pleine conscience signifie que vous êtes conscient de l'énergie que vous apportez à toutes vos interactions humaines (clients, collègues, supérieurs, membres de la famille, étrangers). Au moment de faire la pause, entre chaque interaction, nous pouvons prendre un moment pour reconnaître notre état mental et émotionnel, et réintroduire la meilleure version de nous-mêmes à chaque interaction. Ceci vous confère une agilité émotionnelle, c'est-à-dire l'habileté de gérer vos émotions, peu importe les circonstances, afin de ne pas réagir seulement lorsque la négativité fait surface. C'est important de reconnaître que vous pouvez choisir de gérer votre esprit afin de ne pas le laisser vous gérer. Notre esprit est programmé pour survivre et pour rechercher des choses à craindre, ce qui, à la base, fait de vous une personne négative. Terminez votre journée avec vigueur, en pleine conscience et en gratitude, cela vous permettra de remettre à zéro votre état d'esprit, et ainsi être dans de meilleures dispositions.

Votre boîte à outils

Tout un chacun a besoin d'un plan pour développer sa résilience émotionnelle, mentale et physique. Commencez par ces huit stratégies pour savoir laquelle fonctionnera le mieux pour vous.

1. Dormez – Ne le tenez pas pour acquis; apprenez à devenir un pro du sommeil;
2. Buvez – vos cellules ont soif, restez hydraté dès votre réveil;
3. Rechargez – vous êtes ce que vous mangez, les aliments sains stimulent la récupération;
4. Soignez vos tissus – nous emmagasinons nos problèmes à même nos tissus, relâcher signifie réparer;

5. Méditez – un esprit calme est un esprit puissant;
6. Réfléchissez – tenir un journal pour établir les liens entre les expériences que vous vivez vous permettra d'en tirer des leçons, de grandir et de devenir une meilleure version de vous-même;
7. État d'esprit – gérez votre état d'esprit pour empêcher les pensées négatives de prendre le contrôle;
8. Agilité émotionnelle – c'est votre réaction face aux événements qui vous définit, pas les événements en soi;

Je vous invite à découvrir vos propres stratégies de résilience à partir de cette perspective unique. Lorsque vous maîtriserez votre propre plan de résilience, vous serez fin prêt à partager les stratégies de succès avec vos clients pour les aider à renforcer leur résilience à leur tour. Souvenez-vous, vous ne faites pas seulement entrainer le corps physique, vous travaillez avec des êtres humains. Plus nous aidons nos clients à s'élever, plus nous grandissons et évoluons nous-mêmes.

Voici quelques ressources intéressantes pour appuyer votre quête de résilience :

- Sleep: Change the way you sleep with this 90 minute read par Nick Littlehales
- The Sleep Revolution par Arianna Huffington
- The 5 AM Club par Robin Sharma
- High Performance Habits par Brendon Burchard
- Rising Strong par Brene Brown



Janice Hutton possède un grand éventail d'expériences dans l'industrie de la santé, du conditionnement physique, du sport et du

mentorat. Elle a précédemment accompagné des athlètes de niveau élite, créer des programmes de certification, et elle est cofondatrice du système Active Recovery Management (ARM) pour la récupération des athlètes de haut niveau. À titre de coach de vie et coach d'affaires, Janice adore partager sa passion et les meilleures pratiques de l'industrie avec les nouveaux professionnels, ainsi qu'avec les plus expérimentés.

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— **Brady Johnson, Encompass Fitness, Estevan, SK**



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— **Suzy Kaitman, The Ballet Lounge, Ltd., Vancouver, BC**



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— **John Berardi, Precision Nutrition**



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— **Paul Chek, C.H.E.K Institute**

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Per 1 package (210 g)
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	% Daily value *
	% valeur quotidienne
Calories 25	
Fat / Lipide 1 g	2 %
Saturated / saturés 0 g	
+Trans / trans 0 g	0 %
Carbohydrates / Glucides 6 g	
Fibre / Fibres 6 g	24 %
Sugars / Sucres 0 g	0 %
Protein / Protéines 1 g	
Cholesterol / Cholestérol 0 mg	
Sodium 0 mg	0 %
Potassium 5 mg	0.1 %
Calcium 138 mg	12 %
Iron / Fer 0.6 mg	4 %

5% or less is a **little** / 5% ou moins c'est peu
15% or more is a **lot** / 15% ou plus c'est beaucoup