

canfitpro™

November/December, 2019

The Official Magazine

HELP YOUR CLIENTS SKIP HOLIDAY WEIGHT GAIN

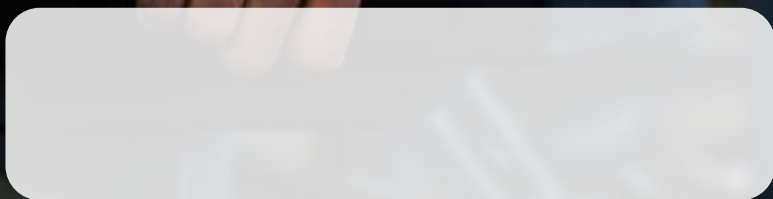
TIPS TO CREATING UNFORGETTABLE EXPERIENCES IN GROUP FITNESS CLASSES

2020: MAKE IT THE DECADE OF SELF-CARE

HOLIDAY SURVIVAL GUIDE

BEATING BAD BEHAVIOR

THE LEAP FROM PT TO OWNER





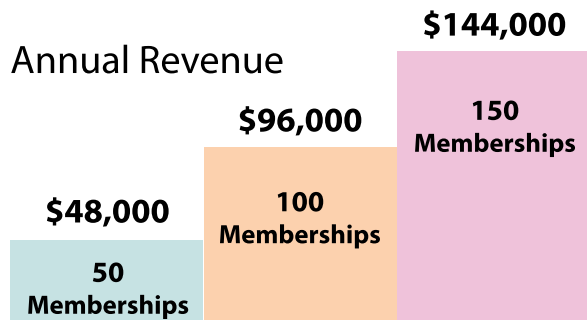
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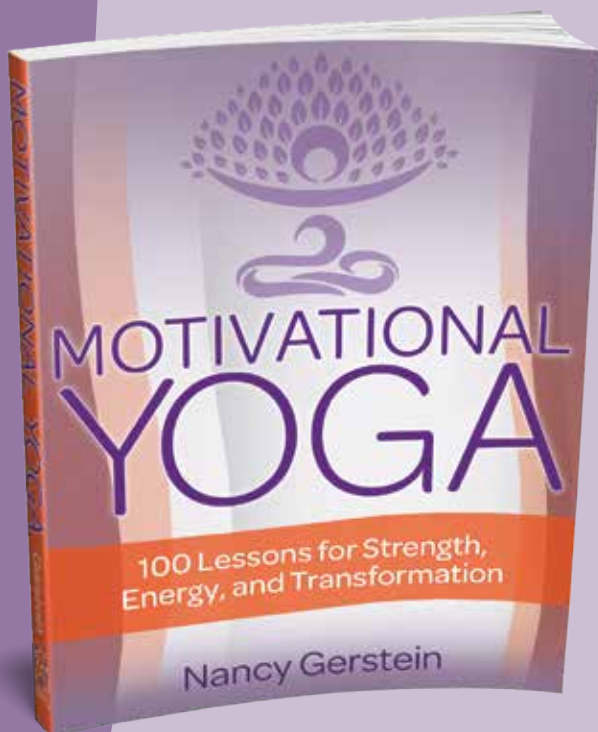


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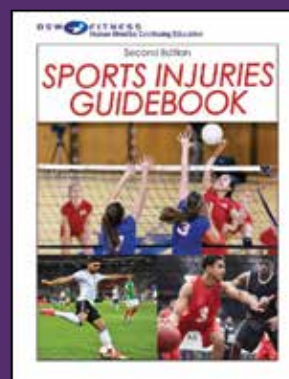
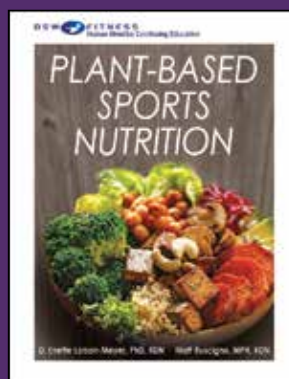
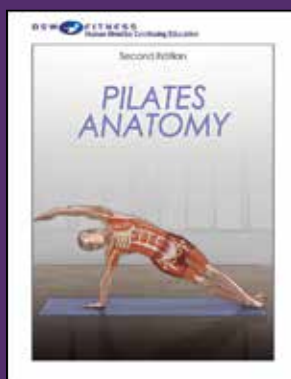
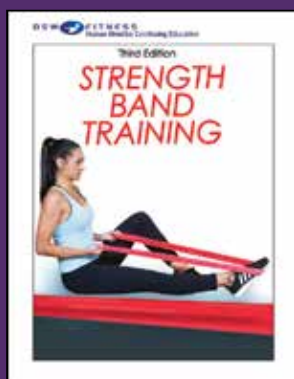


Ready to use lessons to save you valuable preparation time

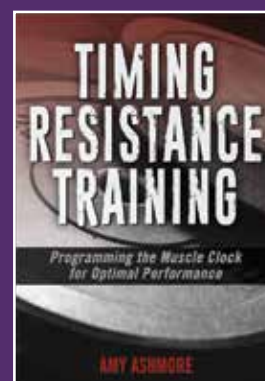
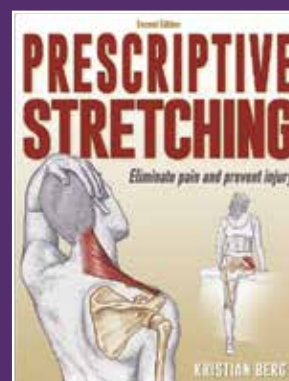
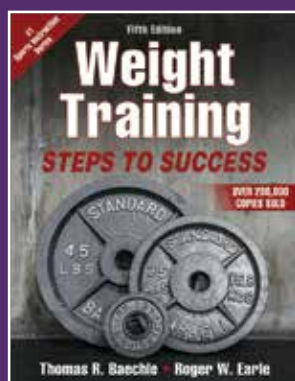
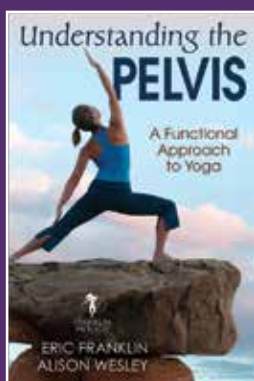
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Making Progress

What is your purpose and how are you living it?
What are you doing today that your future self will thank you for?

As we approach the end of 2019, it's a great time to reflect on your goal(s) and the progress you are making towards achieving that goal(s). The feeling of recognition that you will have when you realize you are moving towards achieving your goal will not only motivate you to keep going, it will positively impact your overall health. Feeling success fuels your drive to keep going and gives you the physical, mental and emotional energy to pursue your dreams. So why wait until the year passes you by to reflect on and recognize the actions you are taking? Reward yourself for the success so far, and re-boot your focus to ensure you finish this year strong!

In this issue, canfitpro and its contributing team of talented professionals offer you an informative and inspiring view on people and programs through its PRO-File, Spotlight and featured articles. This time of the year can be difficult for so many people and businesses, so it is an incredibly important time to invest in your own self-care, no matter your situation. Today's self-care is tomorrow's new health care and it is my goal to help certified Fitness Professionals receive the recognition and respect, as does today's allied health professionals, that they deserve. I believe we are making positive progress; however it will take more than a few of us to move the reputation of the fitness industry forward. It is imperative that we set our goals and build a resilient mindset towards getting better every day and pass this along to others! canfitpro is here to support your journey towards this, so embrace the learning you have in front of you, the conferences and courses you have available to you and step it up if you need to, to ensure you step into 2020 even stronger!

So many exciting canfitpro advancements are coming your way in 2020 and we want you to be ready. Create an action plan for yourself and reach out if you need help. canfitpro is here not only to *inspire healthy living through fitness education*, but also to help ignite your passion to live your purpose.

Maureen "Mo" Hagan
Chief Operating Officer



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canfitpro UPDATES

MEET OUR STAFF

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Meet **Aurie Philosoph** - Finance Administrator



How long have you been with canfitpro?

Four years.

How do you support canfitpro through your daily role?

I recently joined the Finance Team and before that I started at canfitpro as part of the Member Experience Team. The experience here has been foundational in strengthening my talents and skills that I use to this day.

What is your superpower?

I am an Encourager. I can detect a lot by a person's tone and body language. If I see anyone having a challenge, that's a call to action. I love to help, and I am a certified Life Coach. The personal change or improved results you are looking for matter to me. I seek ways to get results that work.

How do you incorporate fitness into your life?

I love the exercise and benefits I get by using a mini-trampoline almost daily. It is an

effective way to release stress and toxins from your cells through the lymphatic system, and it does so much more! Light bouncing on it for a few minutes can reap health benefits. I always feel lighter and more flexible afterwards than I felt before I got on.

What is one fun fact about you?

I was involved in the Film and TV industry for a few years and I have always been moved by great movies or shows. I love being the viewer and I marvel at the heart, soul, tears and hours that go into making the shows we love. One of my favourite styles of comedies is the ones about all the unpredictable antics and drama that goes on behind the scenes of making a movie. I guess that's because I know!



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DELEGATES' CHOICE 2019 NEW PRESENTER OF THE YEAR: DIONE MASON TORONTO, ON

This award is given to a presenter who (while they may be an industry leader and established presenter) presented for canfitpro for the very first time. Their ability to educate and deliver content in an informative and entertaining way earned this presenter high scores and highly positive feedback by the delegates who attended their sessions.

Who is Dione Mason?

Dione is a Certified Fitness Professional with canfitpro and has earned many certifications since she began her career in fitness starting in 1999. Dione was recruited and mentored by a Fitness Coordinator who saw something special in Dione. Dione went on to earn the 2017 Fitness Professional of the Year (Fitness Instructor Specialist).

Today, in addition to teaching classes, Dione produces fitness events throughout the year and works as a Fitness and Lifestyle Coach. She is also the President of The Simunye Foundation, a not-for-profit that seeks to unite, empower and enlighten the African/Caribbean community toward positive lifestyle changes through individual health and wellness promotion, career and business

development, and arts and cultural support.

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

I am a Fitness and Lifestyle Coach and strive to help others "MASON" (i.e. build and transform) their full potential through various forms of physical and psychological training. I achieve this through group classes, personal training and appearances at fitness events.

How long have you been active in this role?

Since 1999, I have been dedicated to improving the lives of others through health and wellness.

What do you love about what you do?

I love seeing the immediate emotional

impact I make on others during and/or after a session and the long-term effects on their health. It gives me a deep sense of purpose and satisfaction to see the results of my efforts in helping others.

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

There are so many wonderful stories that I have been blessed to experience, however, one of the most memorable stories this year was at the 2019 Toronto Carnival Run – an annual running/walking event I produce to encourage active living and raise money for my not-for-profit organization.

One of the participants was both blind and in a wheelchair; yet that didn't stop her from completing the 5K race. Watching her cross the finish line brought tears to my eyes and confirmed that I'm truly in the

“Dione Mason won hands down for her standing ovation performance at the 2018 Women Who Influence event as she shared from the stage her truth about learning to embrace her challenges and celebrate her ability to pursue a vision and succeed despite what happens to you, or may be said about you, by the bullies and the haters you meet along your path, and those who aim to stand in your way of success. Her engaging performance in her workshop “danceFIRE” also earned her this recognition”.

MO HAGAN

Photo Credit: Dawn Bowman

best industry of inspiring people to move their bodies, thus improving their physical and mental health.

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

Listening and caring too much about opinions from the wrong people. My father once told me free advice is the most expensive advice and “nothing comes from nothing”.

Particularly with social media, there is a plethora of people that feel a need to express their opinion of you and how you should run your business, even when they are not affected by it.

Don’t get me wrong, listening to your clients and getting their feedback to ensure their needs are satisfied is

important. What I’m referring to are random people who don’t have your interests at heart and, often motivated by jealousy and/or bias. For a short time, I allowed these people to cloud my vision. However, as I mentioned at the 2018 canfitpro Women Who Influence event, I learned to “ignore the barking dogs” as they will only distract you and interfere with your goals. As a result, I’ve learned to get proper advice in my career through additional training, enlisting the services of mentors, and surrounding myself with people who have a similar vision and proven results.

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

Travelling has helped me learn how to connect with others despite language and

cultural differences. It has taught me to be quick on my feet when encountering unexpected situations. I remember I was teaching in Dominican Republic and was asked to lead a step class. When I arrived, I was told to lead the class on the beach, but there were no steps and half the people didn’t speak English. What a disaster! I improvised by asking people to draw a rectangle in the sand as the “step” and used a lot of non-verbal communication to lead the class. In the end, it worked out and we had fun.

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

Professionalism, passion and a great attitude. Those that view this as “just a hobby” manifest that in their delivery. Even if Personal Training and/or teaching Group Fitness classes is a part-time occupation for you, when you bring professionalism, passion and a great attitude to the gig, it sets you apart from those that don’t see what we do as a “real job”, and your clients feel it.

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

Remember, it’s more than just a “workout”, it’s about inspiring and helping people get through life. People can download and access all kinds of workouts on the internet. However, what they don’t get from a screen is someone who can look them in their eyes and show compassion and warmth.

When they come to us as Fitness Professionals, they’re really searching for something more – a connection and validation that they matter. When your participants enter the room, remind them that their life matters and create an atmosphere for them to connect with others and feel validated.

What does this award represent to you?

Receiving this award from my peers is humbling and a great honour. It is a manifestation of the decades of hard work I’ve put in, the impact I’ve had on others and the fulfillment of my purpose of raising the vibrations of those around me.

However, I am not driven by accolades and awards. My reward comes each day by doing what I love as a Fitness and Lifestyle Coach. When I see people achieve their wellness goals and the long-term impact it has on their life, family and community, I’m rewarded everyday. The Delegates’ Choice New Presenter of the Year Award was the cherry on top. Once again, I am truly grateful for this honour.

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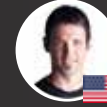
"With NPE I've gone from 'doing it all' myself to creating leaders who hire, train, and manage other coaches in what I do ... so my business can run itself even with 2 locations, 350+ clients, and 20+ team members."
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"Within a year I went from being a burnt out, overwhelmed, and underpaid trainer to a successful business owner, growing from 5 to 180 clients."
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"I was charging less than other fitness studios because I was new and wanted to break into the market. I nearly went out of business. An NPE flash sale saved me. Now I am charging more than my competitors thanks to NPE."
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Why did you become a PRO TRAINER?

I became a PRO TRAINER because it seemed like the perfect fit for me! I love

my career as a personal trainer and the idea of teaching others is something I am passionate about as well. I received my certification through canfitpro and think

this is the perfect way to come full circle in my career. Helping new trainers helps me to stay relevant with new trends and allows me to stay involved in the fitness community.

What have you learned as a PRO TRAINER?

I have learned so much by interacting and working with others in the fitness field. It is such a great way to network with others and has helped me to expand my business in a variety of different ways. Helping others is inspiring and provides me with a sense of fulfillment because I am truly doing what I love, and it is all related to health and fitness!

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

My favourite part of the course is the working out component on the last day. It is very hands on and allows the class an opportunity to bond and cooperate with one another. I love perfecting technique and exercising with my class because we all work together and help one another.

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

A few things: My family is the most important thing in my life. They inspire me to push boundaries and keep going in the fitness field. I love working in a field that provides me with an opportunity to give back to the community that gave me my start when I entered into this business several years ago. Helping others is such a rewarding part of the job and continues to motivate me in this business.

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

My main goal is to continue to expand my business. This role has provided me with an opportunity to work in the field that I love. I hope to continue to collaborate with new trainers, help others learn and obtain their certifications, and inspire people to improve themselves in their careers.

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ARTICLE

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BIG LIFTS, WHITE LIGHTS!

MEET CHRIS FUDGE, CANFITPRO 2019 FINALIST FOR PERSONAL TRAINING SPECIALIST OF THE YEAR

Tell us about your fitness career journey.

My journey started when I was 13 years of age when I wanted to be better, stronger and faster at sports. I always idolized healthy people. For Christmas that year, my family purchased a gym membership. I would go to the gym with my Dad from Monday to Friday. My father would take the weekends off, but I wanted to go exercise. At the age of 13, I wasn't old enough to go into the weight room alone, so when I asked my Dad how I

could lift weights he answered with three of the most impactful words I've ever heard...."Figure it out." I went to the facility and pleaded my case. They said I was too young, but I could train solo if I was certified. I registered for my first Personal Training course the following weekend. Immediately, I found something I loved. Learning about health wasn't 'school' to me, I enjoyed it and wanted to learn more and more. I started helping my family then my friends. Fast forward to college and university and I knew exactly what I wanted to do, I wanted to train people and

make them feel better.

I played college basketball and became the team's off season Strength Coach when ours wasn't available. This led me into my post graduate years of being the Strength and Conditioning Coach for multiple sports teams. I also worked in the university assessment centre, created and facilitated boot camps, and worked as a personal trainer. This all took place in the Maritimes. I was busy, but I knew there was more. A colleague and friend of mine told me Ontario had more opportunities



Maureen Hagan, Paul Chek, Tosca Reno, Douglas Brooks and Kevin Darby, just to name a few, my motivation was higher than ever. I've been a canfitpro delegate every year since, including attending regional events. A humbling experience for me was being a part of the teaching staff for FST/Stretch to Win Canada and DTS Fitness Education as part of the canfitpro pre-conference sessions. My biggest highlight was being a presenter for one of my favourite passions, powerlifting.

My fitness career led me to teaching for Goodlife Fitness at GLPTI, Basecamp and presenting at meetings and in clubs. Besides training one-on-one clients, I began exploring team training. This led me into winning multiple awards over the years as a PT, eventually becoming a Level 7 trainer. I am proud to say I am the first and only level 7 in the company.

Over the next ten years, I had the pleasure of training people and changing lives



for trainers, where I could grow as a professional. Within a couple of months, I had organized travel and employment in Ottawa.

Within my first year living in Ottawa, I began taking every course I could so I could be a very well rounded trainer. I knew this would allow me to work with as many people as possible. I obtained my PTS right away and went to my first canfitpro conference. Immediately, I knew where I belonged. Listening to presenters like Peter Twist, Len Kravitz,

everyday with GoodLife Fitness. What I hope to achieve by the time I'm done is adding as many years of life to others that I can through educating, motivating and training. I get to teach my passion through many avenues, including being a part of a great team at DTS Fitness Education. I honestly don't believe I have a 'job' but rather a purpose.

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

I pride myself on my work ethic but

I can't take the credit there as I was raised in a military family and that was the expectation. No specific motto was ever given to me, but I've always lived by "work hard now, play later". I used that with school, sports, training etc. I use that motto with my two sons daily to instill work ethic.

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

When I started my career, I was driven by knowing everything possible from more of a research and science approach. What I didn't focus on, until later, was the human factors of training such as remorse, empathy, motivation, adaptability and, most importantly, patience. I would tell myself to use a more human approach when dealing with people. I learned this over the years from working with great colleagues, mentors and the experience you get from working with people.

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

Exercise for extra fries.....just kidding! I enjoy competing in the sport of powerlifting and in this sport white lights represent passed lifts from the judges, so we always follow the motto "Big Lifts, White Lights". The big lifts come from working hard to get better while the white lights signify the result.

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

I was nominated and endorsed by two fitness professionals who have been in the field and leading the way for many decades. Their contribution to personal training and fitness in Canada could never be met by my own actions to date. However, I will strive to follow in similar footsteps and do my part as much as I can.

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

"Flexibility as displayed by water, is a sign of life. Rigidity, its opposite, is an indicator of death." Anthony Lawlor. This quote reminds me of always striving for more challenges. I know I will never be done. If I won 100 million dollars, I would still train people. I am always looking to better my skill set so I can continue to work with more people.

2020: MAKE IT THE DECADE OF SELF-CARE

**LEARN MORE ABOUT THE PROGRAMS
AND POLICIES OFFERED BY EMPLOYERS
TO HELP YOU STAY HEALTHY**

By Sarah Becker, BA

THE FREQUENCY OF BURNOUT IS ON THE RISE, AS EVIDENCED BY THE WORLD HEALTH ORGANIZATION'S (WHO) ANNOUNCEMENT IN MAY 2019 THAT IT WOULD BE INCLUDING AN UPDATED DEFINITION IN THEIR INTERNATIONAL CLASSIFICATION OF DISEASES.

Most of us lead busy lives that include growing responsibilities and stresses. In our efforts to succeed in life, we often prioritize activity and accomplishment over our own health. As these stresses and responsibilities grow, we find ourselves removing the very things research now says will help protect us from the risk of burnout.

Self-care is a critical component to building resiliency against the risks of feeling burnt out. As career pressures rise and the demands of life seem out of control, taking that time for yourself to exercise, eat healthy, meditate, read, or spend time outdoors is actually the solution, not part of the problem.

With the New Year approaching, now would be a great time to create an action plan for self-care to help you stay on track for 2020 and beyond. As part of that planning, consider what resources and tools you may need to keep things not only fresh, but also easy to execute. To help you with that planning, start by looking at the programs and solutions offered by your employer.

With companies realizing the profound economic impact of burnout (loss of productivity, increased high cost medical claims, additional hiring and training), employers are implementing robust programs and policies with the goal of helping staff stay healthy, both mentally and physically. While not every company is Virgin Group and can offer unlimited vacation, onsite yoga classes and free flights on Virgin Atlantic, below are some programs offered by many Canadian employers:

Employee & Family Assistance Programs (EAP)

While initially designed to offer mental health counselling to individuals experiencing addiction issues, Employee & Family Assistance programs have come a long way. The scope of mental health treatments have expanded in recent years. Offered through independent third party-administrators, and at no cost to employees, mental health practitioners are available in person, telephonically and digitally to provide appropriate short-term therapy solutions. Additional providers are also available at no cost to employees, and can include the following:

- Financial Advisors
- Dieticians
- Legal Counsellors
- Conflict Management Specialist

IN OUR EFFORTS TO SUCCEED IN LIFE, WE OFTEN PRIORITIZE ACTIVITY AND ACCOMPLISHMENT OVER OUR OWN HEALTH.

Traditional Health Insurance

Not only do these programs cover the costs of medications and dental checkups, most programs include coverage for massage, physiotherapy, counselling and dietician services.

Since insurance companies have long understood the benefits of practicing self-care, their digital plan member services reflect their investments in the promotion and education of wellness. No longer just articles and health risk assessments, plan member websites and apps are growing to include a number of comprehensive and interactive wellness solutions, at no cost. Green Shield recently expanded their Change4Life program to include Coach Ivan. For those who are inactive, or barely active, Coach Ivan will help them safely and confidently increase their activity levels with a personalized action plan. Consider spending some time navigating your benefit provider's app or website for additional tips and resources.

Health Care Spending Accounts (HCSA)

HCSA's allow employers to provide their employees with tax-free dollars for medical expenses deemed eligible by Canadian Revenue Agency. Employees can top up coverages that are part of their traditional benefit program – massage, dietician or

WITH THE NEW YEAR APPROACHING, NOW WOULD BE A GREAT TIME TO CREATE AN ACTION PLAN FOR SELF-CARE ...

therapy sessions - or use the credits to cover those expenses excluded under the insurance program. Due to a rising interest in offering plan flexibility to employees, Gallagher's most recent Canadian Benefits Benchmark Survey results indicate a growing trend in the number of employers offering HCSA.

Personal Spending Accounts (PSA)

Under a personal spending account, also known as a wellness account, employers provide employees with credits to use towards any expense related to wellbeing. Common claims under a personal spending account include fitness equipment, athletic wear, sports registrations, gym or yoga studio memberships and association fees. The above are a few of the solutions employers are investing in and serve as a good starting point.

As we embark on a new decade and make commitments to work towards being the best imaginable versions of ourselves, do not forget the importance self-care will play in protecting us from the demands that life brings our way.

For employers looking to learn more about how they can develop programs and policies that improve the lives of their employee, and their bottom line, please reach out.



Sarah Becker, BA, is Senior Vice President, Ontario, of Group Benefit Services at Gallagher. Sarah has been working in the insurance

industry for over 15 years. She is a graduate of Waterloo University. Contact her at sarah_a_becker@ajg.com or visit ajgcanada.com/what-we-do/benefits-hr-consulting

BENEFITS OF INFRARED HEAT

INFRARED TECHNOLOGY CAN HELP CLIENTS WITH WEIGHT MANAGEMENT, DETOXIFY AND MANAGE PAIN



DID YOU KNOW THAT INFRARED HEAT OCCURS NATURALLY ALL AROUND US? WE CAN'T SEE THE INFRARED RAYS AS THEY ARE PART OF THE INVISIBLE SPECTRUM OF LIGHT, BUT THEY ARE THERE!

Infrared technology works by heating the body at a deep level to break up fats and toxins, alleviate aches and pains, and increase circulation throughout the body. This process assists with skin rejuvenation as well, but that's not all. Infrared heat also promotes calorie burn through the process of sweating, releases toxins through perspiration, and promotes deep relaxation.

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

There are three types or wavelengths of infrared heat.

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

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

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

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

Pain Relief

One of infrared's magic powers is increasing blood flow to assist with faster



healing or recovery. Infrared penetrates the body approximately 1.5 inches to act on irritated nerve endings almost immediately, calming them, which can result in up to 48 hours of relief. Countless studies show that this magical heat can assist with chronic pain, arthritis, fibromyalgia, onset muscle soreness, and relief between workouts.

Weight Loss

Because infrared sessions can safely expose the body to temperatures up to 130 degrees Fahrenheit, and because heat makes us sweat, we are able to burn calories and release fats and toxins through our sweat glands during 30-60 minute exposure. Infrared sessions can act as a passive form of cardiovascular exercise; even astronauts use it on long flights to space!

Skin Rejuvenation

If your skincare goals include firming, toning, tightening, and cellulite reduction, infrared heat can help! Again, the rise in blood flow during a session makes a difference in the rejuvenation of skin because it brings oxygen and nutrients to tissues and cells.

Detoxification

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

making infrared an essential tool for healthy detoxification.

Relaxation

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

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

UVALUX

Look Good, Feel Great with Uvalux! We provide state-of-the-art infrared and red light equipment! Try our must-have luxury spa technology from AquaFrixio hydro massage and Cocoon Pod for total body wellness. Learn about industry trends, training, and much more! cantan.com, 1-800-661-6292



THE LEAP FROM PT TO OWNER

IF YOUR ULTIMATE CAREER GOAL IS TO OPEN YOUR OWN FITNESS FACILITY, CONSIDER THE FOLLOWING SEVEN STEPS TO KEEP YOU ON TARGET

By Justin Tamsett

YOU WANT TO TAKE THE LEAP FROM BEING A PERSONAL TRAINER IN A GYM TO OPENING YOUR OWN BUSINESS BECAUSE THE GRASS LOOKS GREENER ON THE OTHER SIDE.

Well, hold on to the treadmill and check out these seven steps prior to starting your own business or you'll find yourself running slower than the speed of the treadmill and spat off the back because you can't keep up.

The reality is that the shift to running your own business requires courage, discipline, focus and perhaps a whole new skill set. The more advanced planning, the more successful the business.

Cash In the Bank

You must know what it will cost to run your business. This includes all business expenses plus any personal expenses you plan to run through the business, and of course your own wage. Get your budget right from the beginning and you'll be on the road to success.

You also must acknowledge it will take

time to get to your optimal number of clients to cover costs. I like to suggest you have three to six times the cost to run your business in cash, in the bank, that you can draw down until you reach your client numbers.

With no cash reserves you will end up discounting prices and this is a downward spiral to a sure business death.

Point of Difference

The more different you are from your competitors, the more you'll stand out.

The best metaphor for being different is from Seth Goden in his book Purple

... RUNNING YOUR OWN BUSINESS REQUIRES COURAGE, DISCIPLINE, FOCUS AND PERHAPS A WHOLE NEW SKILL SET.

Cow – well worth a read. If you're driving along and see brown cows everywhere and then see one purple cow, it will really stand out. Your business must also stand out.

One point of difference will be 'why' you are doing what you are doing. Articulate a clear, precise and well articulated reason why you do what you do. This is your purple cow!

The next point of difference is what's included in your package and the experience you will create for your clients: no one can replicate your personality! #purplecow

Business Name

You probably already have a name in mind, so the first place to start is the Internet.

Look to ensure no one has your business name - ideally, nowhere else in the world, or worse case, nowhere in Canada. You need to ensure that you can purchase the exact business name as a domain with at least .com or .ca, and if you can get .com, even better.

The next step is to ensure you can then secure all the social media profiles with the same spelling as your domain. If you cannot get your exact business name in all social spaces, I would suggest that you find a new name. You need a consistent online presence and consistency starts with spelling.

Finally, no matter the size of your business, I highly recommend you register the business name to protect your business entity.

Deeply Understand Who Your Customer Will Be

You need to clearly describe the person you want as a client. This is called the buying persona or avatar, and the more detailed you can be the easier it will be to market to them.

The top layer of describing your customer is the demographics: age, sex, socio-economic status, location and other basic descriptors of the market. The

next layer is to understand what results you want to give your clients. The final layer of understanding your customer is their psychographics. This means what they believe in, think and like. This will be a deeper bond between you and your customers, and lead to longer term loyalty.

When you can describe each of these three layers of your customer, you will then know what to market, where to market and how to market to them. This will save you hundreds of dollars in marketing.

It is important to note that you can have multiple avatars; you just need a deep understanding of each of those avatars to launch separate marketing campaigns.

Read the Fine Print and Be Prepared To Walk Away

One of the toughest words to utter when you are emotionally charged is 'no' and yet, when signing a lease, it could be the most important word you utter.

When you find a location that ticks all the boxes: street level, amazing passing traffic (both car and people) and a good rent, you become emotionally attached to the location and skip the details of your lease - details that will impact your success.

Every lease has fine print. Always check conditions around parking, signage, noise, rental increases, demolition clauses, tenant obligations and landlord obligations.

If the fine print does not match what you want or need then walk away from the deal. Do not compromise any lease conditions as there will always be somewhere else, you just need to be patient.

Ask For Help

Many personal trainers love what they do: personal train! Opening a studio requires the discipline to step away from training clients for some hours a day to work on the business.

Just as a highly skilled business person comes to you to help them improve their fitness, you too need to seek help in the areas you are not as strong. Ask yourself if you want to learn how to do that skill or do you want to outsource that task. The answer will help narrow down whom to ask for help.

A mini-Board of Directors is a fabulous asset to your business. It will hold you accountable and provide business advice. Look for two or three people you can meet with every three months to discuss

ASK YOURSELF IF YOU WANT TO LEARN HOW TO DO THAT SKILL OR DO YOU WANT TO OUTSOURCE THAT TASK.

business development.

Patience

Let's be very clear about business: there is no instant gratification. When you open a business you are playing a long game and, consequently, your greatest personal asset to bring to the business is patience.

What is more important is 'planned patience'?

You're the 'new kid' on the block and people will want to see if you're still there in six weeks, and even six months, before becoming a client. People will want to read reviews, see photos and videos, and hear from their friends how good you are – word of mouth must spread! And all this takes time.

Your business plan should slowly ramp up over a six to 12 month period. That's right; your business could take as long as 12 months before it is close to what you ever dreamed about! It could happen faster, but let's plan around it taking longer and be pleasantly surprised.

Opening a business is one of the most exciting things you can do in your career. It can be the most rewarding when planned properly, or the most depressing when you are winging it. You cannot underestimate the benefit to your long term business by spending time researching, planning and upskilling before opening. Planning equals success for the short and long term!



Justin Tamsett is recognized as an International thought leader to get more people moving and moving more often. JT is a speaker; the star of a weekly Facebook Live show called #JTInTheRaw; owner of The Fitness Business Podcast; and the facilitator of the Active Management Community Facebook page. All this to help fitness businesses enhance their business.



INTENSITY IS RELATIVE AND SO IS AGING

EVERY SUCCESSFUL ACTIVE AGING FITNESS PROGRAM DEPENDS ON CAREFUL PLANNING, SETTING GOALS AND MANAGING EXPECTATIONS

By Claudiu Popa, PTS, OAS

AS MUCH AS WE WOULD LIKE IT TO BE THE CASE, PERSONAL TRAINING PROGRAMS ARE NOT COOKIE-CUTTER AFFAIRS.

They are always customized to your client's precise needs, objectives and constraints. That, after all, is the 'personal' in personal training. This matters when we consider that the global population aged 60 years or over was pegged at 400 million only 35 years ago, but has exploded to one billion today.

What's more, it's expected to double again by 2050. With special needs populations and older adult client numbers on the rise, the art of building an effective program is becoming more of a science every day. And that's a great thing for everyone.

The success of any program rests on two pivotal factors that must remain front and centre in any client relationship. Methodology and engagement - essentially the 'what' and the 'how' of the equation - determines the outcome of a program - from client satisfaction to risk balance and everything in between. So, to kick off a new year, why not try something new. From client-customizable programs to continuous communication, let this holiday season be an opportunity to optimize how you manage fitness programming.

Intelligent Decisions are Built on Quality Data

We are all privy to interesting fitness trends, from extreme spin classes to intense Crossfit to continuous cardiovascular programs, but seldom do we see anyone measure results and share metrics with the individual subjects themselves. Does it then make sense to empower people with some simple charts they can easily fill out, tracking variables they have easy access to? Time spent, qualitative intensity, resistance, time between sets, and numbers of reps and sets are all aspects of a workout that anyone can record in a simple log. For fun, you can plot these at the end of each month to create a visual illustration. Such a graph can help you determine what performance or intensity levels to aim for in future months, so extrapolate away!

By following such a simple method - just by using simple tools like a basic spreadsheet - you may just reach a few surprising conclusions: to reach target resistance, maybe High Intensity Interval Training (HIIT) does not necessarily need to be that intense. Maybe you can crank out higher sets with different delays between sets or simply by tweaking the resistance. All too often, intensity and impact are used interchangeably and aging bodies do not exactly enjoy the jarring feeling of a 'vigorous workout' as much as some trainers seem to think. In fact, it may be surprising to discover that by factoring in the impact on the body, the way the 'data subject' reports feeling over the coming days, and pre-existing conditions, the intelligent choice might just be low intensity interval training (LIIT). Why bother with interval training at all? Because new studies categorically show greater efficacy as compared to continuous cardiovascular exercise and a far reduced skeletal impact to boot. So, take it easy on those aging joints and save yourself some time. Low Intensity Interval Training might just be your best choice over the coming six to 12 weeks.

Let's recap:

- Measure: No need to bet the farm on published studies. Take them as a guide and match new programs to every client.
- Modify: From supersets to static holds, resistance exercise presents endless opportunities for modification to make sure exercise is both safe and fun.
- Gamify: By recording how clients

respond to all facets of the program, you can gamify the entire experience and keep each session from becoming a tedious routine.

Count the Es

As any human with a modicum of emotional intelligence can attest, program effectiveness and exercise efficacy are not the only variables in a successful relationship. The importance of keeping things fresh and engaging has been widely documented, not just because of their benefit as a form of entertainment, but because of their tangible value in measurable successful outcomes.

Indeed, engagement also does not need to be a mysterious, intangible dimension of your client relationship. Instead, it can be treated as just another variable whose components can be quantitatively tracked according to your own methodology. For example, I measure exercise confidence, level of enjoyment, cognition and acclimation with the same rigor as functional performance, aerobic fitness and strength/endurance. However, these are balanced against personal constraints and factors including schedules, emotional stressors, and miscellaneous discomfort. These in turn can be further classified across a spectrum that illustrates their ephemeral quantity. Those more temporary, such as coping with stressful events, are addressed differently from fundamental medical conditions.

As with so many things in life, it's a question of framing. So let's review:

- Empower: creating a program based on checklists is entirely appropriate, as long as the client is in on the math. Help them articulate the constraints, uncover the stressors and overcome resistance in a rational way. It will build immense trust and give you both the confidence to move forward with a tailored program that is expected to change over time, if not all the time.
- Enable: as with any other relationship, both participants can enable one another to suggest changes, introduce variables, simplify equations and generally keep things fun and interesting. Once you point out that the only constants are medical and safety constraints, you're free to get creative.
- Engage: to paraphrase a great movie line, go ahead and science the heck out of this. Find a way to minimize stressors and maximize effectiveness

while building client trust. It's a sure-fire way to push the envelope for the industry, one well-rounded fitness program at a time.

Conclusion

There are numerous other factors at play in the effectiveness of an exercise program. Seasonal factors, injuries, schedules and group sizes all play a part in the goals and planning that go into a program. But then again, all the factors we have discussed apply to all age groups, at all times. With constraints on personal time and trends towards instant gratification, workouts must be adjusted more frequently and involve a greater variety of effective exercises to remain interesting and engaging.

My best advice is to not think of older adult audiences as a distinct group with special requirements. That kind of ageism has no place in a dynamic and modern profession, especially since it is almost entirely unsupported by scientific research and unfounded in practice. Instead, adopt the mindset that a personal training program is matched to every unique individual and within every approach to fitness, the only constant is change. Borrow everything from modern exercise methodologies, from interval training to super setting and everything in between, but always with the understanding that the program will remain flexible enough to change fluidly to maintain what works and discard what doesn't. That pact with a client or workout partner will go a long way towards establishing the trust relationship that will deliver many years of enjoyment, satisfaction and lifelong fitness.



Claudiu Popa, PTS, OAS, enjoys strength training and fitness conditioning, specializes in older adult fitness, and appreciates

working with exceptional clients and collaborating with outstanding professionals. Claudiu is the founder of Workout Smart and can be reached in confidence at Claudiu@WorkoutSmart.ca. Be sure to follow him at [Twitter.com/WorkoutSmart](https://twitter.com/WorkoutSmart) and on [Facebook.com/WorkoutSmart](https://www.facebook.com/WorkoutSmart).



BEATING BAD BEHAVIOR

HOW TO BREAK EMOTIONAL EATING BARRIERS AND ACHIEVE EXERCISE ADHERENCE™

By *SGT Ken® and Stephanie Weichert*

“KEN, I AM EXTREMELY SATISFIED WITH MY TRANSFORMATION, BUT I STILL WANT TO LOSE 15 MORE POUNDS,” SAID SUSAN, MY REMARKABLE PERSONAL TRAINING CLIENT WHO HAD A WONDERFUL WEIGHT LOSS SUCCESS STORY.

Over the year and a half we had been working together, she had become like a sister to me. She’d listened to all of my training advice and had lost 90 pounds in a year and a half. However, it was at that 18-month fitness assessment when she confided she had hit a plateau, but deeply desired to lose the last nagging 15 pounds.

“Susan, you don’t need to lose any more body fat. Your efforts have been extraordinary! Look at yourself. You’ve done an amazing job!” I said.

“I just feel that I want to lose 15 more pounds. Can we do this?” she said.

“Okay. Let’s give it a shot,” I responded.

I needed to unearth the real reason for her worrisome weight stagnation. I asked her to write out a four-day diet log, noting everything she was eating and drinking with the corresponding times of day. We planned to review it before having lunch together. When I read it, I got the nagging feeling she wasn’t being completely honest about what was in that diet log.

A couple of her co-workers, who were also my close friends, confirmed my

suspicion and spilled the beans about her secret sweet snacking habit. Because of my intel, I didn't just mark my calendar for mid-day salads at a nearby lunch spot - I planned a full force sting operation.

It rolled out like an old television episode of Candid Camera where people were unknowingly filmed as they reacted to lighthearted pranks. Unbeknownst to Susan, everyone was in on my operation. Our lunch plans were preceded by an important intervention.

"Let's get out the diet logs—my copy and your copy. But first, I need to apologize. I feel like I've done you an injustice," I said, being characteristically dramatic.

I continued, "You feel that you need to lose more body fat, which means that I missed something and I am sorry for that."

"No, no, no...you've done fine!" she insisted.

"I think you are perfect just the way you are." I continued, "Let's look at it together."

I waited...an...abnormally...long...time, as I gazed intensely at her. My silent stare produced enough uneasiness to provoke an outburst of new information to add to the diet log.

"Well it was just five M&M's!" she said.

The staring strategy only took three small seconds, and revealed exactly what I was looking for.

"Oh, I don't see that in your diet log," I remarked.

"Well, I didn't think it was that important because it was just five M&M's," she said.

"You're right. Five M&M's are not a big deal at all. What can you tell me about the M&M's?" I continued.

"I have a job that is sometimes a little monotonous. You know how they have containers of candies and sweets in the common area? Well, I just need something to get me by during the boring moments of my job, so I go to the jar and pull out five green M&M's."

"What do you do with them?" I asked coyly.

"I line them up to the right of my

keyboard. When I get bored, I look at the M&M's, put one in my mouth—I get a little kick, and I go about my work."

"When do you do this?" I asked, building rapport.

"Well, it's during my break," she admitted, still believing we were just talking about the five M&M's and not the bigger story of how many M&M's she ate throughout her eight hour workday.

"When are your breaks?" I asked, assuming there was more than one. Truly, I already knew the answer but she needed to discover it on her own.

She thought about it for a moment. "Oh, at 9am, 10am, 11am..."

As she continued speaking, I placed a party bowl on her desk and began pouring a massive bag of M&M's in a steady slim stream into the big bowl. She appeared to be in shock as I continued.

By now, her office friends were in full attendance. They showed their unwavering support by assuring her that she has done an amazing job over the past year and a half, yet that did not impede my actions whatsoever.

"But it's just five M&M's!" I said as we watched the waterfall of candy-covered chocolate.

Once completely crammed with candy and spilling over a bit, I dramatically dropped the bare bag of M&M's on the floor at her feet and looked at her.

In her moment of vulnerability, she said, "I guess now would be a good time to tell you about the late night ice cream and white wine?" She looked like a kid caught with her hand in the cookie jar.

I never did have to tell her to quit eating M&M's and ice cream. It wasn't really the skit that caused her to find out what was keeping her stuck. I truly cared about her. I valued her. Through a quick and lightly comical intervention, I helped her acknowledge that her small choices were the source of her 15-pound problem. Our ensuing coaching led to her making better, healthier decisions.

While I don't suggest a sting operation for anyone else, I knew that it would work for Susan because our relationship was built on wholeheartedness and humour.

She needed to discover the cause of her calamity, not for me to tell her.

That is the difference between a trainer and a coach. A trainer will tell you what to do, and it may not always work. A coach cares for their client, helping them to discover the right solution for them.

In the live *Beating Bad Behavior* workshop at canfitpro 2019 conference, I discussed the **Six Superior Strategies to Achieve Exercise Adherence™**. The steps included:

1. Building rich rapport: To help someone, it's best to come along side to support rather than telling someone what they are doing wrong.
2. Recognizing the reason: Coaching means asking, not telling (even if you know the answer before you ask the question). What is the underlying reason for the bothersome behavior? Give your client room to reveal their bad habit so they can come to their own solution. This gives them the value of change.

“WHILE WE DON'T ALWAYS GET WHAT WE WANT, WE ALWAYS GET WHAT WE CHOOSE. HOW WILL YOU CHOOSE TO MAKE A DIFFERENCE TODAY?”

3. Shifting out of shame: A deeper feeling may be the underlying motivator. Dr. Brené Brown defines shame: "Shame is the intensely painful feeling or experience of believing we are flawed and therefore unworthy of acceptance and belonging." Help your client realize the physical symptoms of shame (i.e. feeling small, armpits sweating, etc). Shame resilience begins by recognizing the symptoms and realizing when you're stuck in shame. Encourage them to use the word "shame" ("That made me feel shame."). Finally, remind them to stay connected. Remind them to call someone who has earned the right to

hear their story. [Adapted from Daring Way® coach training by Dr. Brené Brown.]

4. Working your worthiness: Encourage your client to come back to a place of knowing they are enough, in this present moment.
5. Taking simple, slow steps forward: Old habits can take time to go. Your client will need to replace the old habit with a new action.
6. Giving yourself gratitude: Finally, help your client recognize when they've done well. Ask them to use positive self-affirmations.

Repeat, if necessary.

Change takes time. When your client understands that change will require resolve, it can help take the pressure off. Change requires simple steps and consistency. More than anything else, as coaches, we should offer compassion to

Note that I never used the word "why" while questioning her, as that word normally evokes emotion, puts the person on the defensive and does not yield helpful responses. I was careful to use words like "what" and "how" while talking to her. That way, my questions were open-ended and allowed her the opportunity to willingly unpack the unrelenting patterns of unhealthy eating and drinking.

our clients, helping them dig in to diligence over pining for perfection.

Feel free to reach out with any questions that you may have at sgtken.com or stephanieweichert.com. We are ready to help you create clarity in your purpose so you can see the opportunity in your practice.

Want some free fitness tips before we see you at one of our events, go to startfitness.com/workouts.

Hooah!

Author's Note: The selected story is about cultivating a climate of connection (i.e. establishing a strong client/trainer relationship) and does not demonstrate how to incorporate strategic intervention into your coaching practice. Susan was like a sister to me. Previously established client relationships and open office dialogue helped to make this intervention humorous and heartfelt for my client. Additionally, encouraging the involvement of friends and colleagues is also highly unusual. We do not suggest, in fact discourage using intervention techniques.



Ken Weichert (aka SGT Ken®) is an award-winning international speaker, six-time US

Army Soldier of the Year, Master Fitness Trainer, Master Resilience Trainer, Counterintelligence Agent, decorated combat veteran and canfitpro International Presenter of the Year (2017, 2019). Ken's personal mission is to help people turn stress into strength and obstacles into opportunities through physical and emotional resiliency coaching and leadership training. Ken serves as the Director of Programming and Education for WaterRower®.



Stephanie Weichert is an Associate Certified Coach (ACC) and Business Strategist. She has performed life-coaching

workshops for multiple military groups, youth organizations, as well as at canfitpro and Empower Fitness Conferences. Stephanie has a B.A. from San Francisco State University and an MBA from King University. She has written for Military1.com, Military.com, Foundations, HOOAH, Military Spouse and GX®: The National Guard Experience. Her first book, Everything I Would Have Said: Survival Strategies for Getting Through Tough Times, will be released in 2020.

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BOXES, BOWS AND BEST WISHES

CLIENT RECOGNITION PROGRAMS THAT SAY THANK YOU ALL YEAR ROUND

By Trish Tonaj

It is the end of another year, a time when we connect with our clients to express our gratitude and thanks. We either host a special event or provide a token of our appreciation. These decisions are usually based not only on our success, but annual budgets and profit margins.

If we've decided on giving a gift, we will usually take the time to wrap something personalized and on brand. We coordinate boxes, bows and cards with best wishes. December, it seems, is the right time of year to recognize our clients. But what about the rest of the year?

As fitness professionals, we introduce new and innovative ways to encourage clients to reach their goals through periodized programs, challenges and motivational tools. We often recognize their efforts with graphs, charts and measurements that track our mutual success. These tools create a connection that gives everyone the confidence to continue with a long term business relationship.

We all know that clients refer friends and family when we create an environment for success. Referrals build a business through relationships, building on trust and long term results. So, why do we wait until the end of the year to say "thanks" ?

Perhaps it's time to introduce a new way to recognize our clients throughout the

year - something that is easy to remember and encourages them to provide new introductions.

There are a number of gifts that I have found memorable over the years and, depending on our budget and client lifestyle, they have lasting value and create meaningful connections. These items are most often personalized with cards and notes, and reflect the mission and vision of the business.

Is it time for you to introduce a program that you can use year round to not only build your business, but recognize clients with thanks? The most effective referral programs not only encourage new customers, but are remembered and talked about with friends and family. They create an atmosphere of appreciation and good will.

There are many gyms that have corporate programs with both process and guidelines for each referral. They have taken into consideration many of the questions we all must consider when developing a plan. There is software available to support these programs, but you still need to develop a plan that is right for you and your unique brand.

Here are a few questions you may wish to consider:

1) What is the appropriate dollar value for each referral?

- 2) When I close the sale, how do I recognize the new client?
- 3) Do I invest in logo labeled products or choose a more personal touch?
- 4) How is the item packaged and presented?
- 5) How do I effectively communicate the program?
- 6) Does this program replace other marketing efforts?
- 7) What is my annual budget?

Each individual business should create a program that is not only unique, but shares a little of our personality. There are many successful businesses that change things annually to keep it fresh and customers engaged each year.

Why wait until December to recognize your customers and give thanks? Perhaps 2020 is the year to roll out a program that creates an atmosphere of gratitude throughout the year, with new and innovative boxes, bows and best wishes...



Trish Tonaj is a Master Coach Practitioner, providing keynotes and workshops on Mentorship, breaking barriers, starting new conversations, and creating a new definition for success.

MIND-BODY APPROACH TO STRETCHING

WHY YOGA IS SO EFFECTIVE FOR STRETCHING AND MOBILITY TRAINING

By Lisa Greenbaum

THE LIGHTS ARE DIM AS WE EASE INTO OUR FINAL POSES OF CLASS. SOFT MUSIC PLAYING IN THE BACKGROUND, THE TEACHER'S VOICE SOFT TO MATCH AS SHE OFFERS CUES TO HELP US SETTLE IN AND RELAX INTO THE STRETCH WE ARE FEELING.

Our breath is smooth and thoughts have grown quiet. Connected to the moment, we relax deeper creating more space in our joints and muscles. We let out a gentle sigh of peace and gratitude for the simplicity of the moment.

The scene described above is typical of any yoga class and one of the main reasons that yoga is so effective for stretching and mobility training. When we are able to transition into such a deep state of rest, the body feels safe. When we feel safe, we relax and the tension we often carry from an overworked stress response system dissipates. When we hold a pose or stretch for a longer amount of time, similar to what we do in Yin Yoga where poses are held for three to five minutes, we begin to follow what I call the 'ebb and flow' of sensation. At first, we do tense a little, our muscles doing their job and moving into protection mode, but after a couple of full breaths we begin to find this sense of ease or



organic space in the pose. As we naturally begin to sink a little deeper, we repeat this experience of high sensation to a sense of ease and space again. Couple this with deep diaphragmatic breathing through the nose, we move into our parasympathetic system or rest and digest, feeling calm, relaxed and safe. Now imagine the impact this would have on our overall sense of wellbeing after a full hour?

I'm sure we all agree that society today is built around keeping our stress response elevated and in many ways we feed off this, even me, the yogi, typing away under deadline. This is all well and good; we get a lot of stuff done and achieve great results. However, when our stress levels stay high without coming down, our body is in constant fight or flight mode. Bracing and preparing for its next move, resulting in chronic tension, our muscles becoming even tighter, in particular all around our core: back, hips and traps. We then go to the gym, crank our music and enjoy an awesome workout (no arguments - a great stress reliever), but we are still amped up. Our stretch session follows along beside others doing their own thing (distracting), fluorescent lights shining in our eyes (blinding), all the while trying to check our emails. So sure, we are warm, and we are stretching, but then we go back out into our day just as elevated as always. Our inner being is still tense and our muscles taut.

Instead, my suggestion is in addition to

... WHEN OUR STRESS LEVELS STAY HIGH WITHOUT COMING DOWN, OUR BODY IS IN CONSTANT FIGHT OR FLIGHT MODE.

our gym workouts and stretch sessions; add in yoga as part of our weekly regiment. Even one class a week will provide tremendous benefits. Here are a few styles to consider trying to help build more flexibility and ease in your body. Another benefit of any yoga program is that even in stronger, more strength based postures, such as the Warrior poses, you are balancing the work with stretching.

Hot Yoga: Perfect for the 'inflexible' or those who feel extra tight and tense. You must love the heat though as temperatures range from 99-108 Fahrenheit. And make sure you stay hydrated.

Yin Yoga: Floor-based poses and stretches held for three to five minutes each. Typically done in a room of ambient temperature, some studios offer a warm or even hot version.

Gentle Yoga: Limited transitions, slower paced with a focus on mobility and strength using basic postures. Perfect for beginners or anyone taking care of injuries.

Restorative Yoga: This is the full relaxation experience. Restorative Yoga is more meditative in nature, holding poses for 15-20 minutes each with lots of props and lots of focus on moving inward, you may even fall asleep. A great class to reset the nervous system and catch up on the rest you need. Though this class doesn't involve "stretching", it does help to uncoil deep tension resulting in more ease in the body.



Lisa Greenbaum, E-RYT 500, C-IAYT Yoga Therapist and writer is the winner of the canfitpro 2018 Canadian Presenter of the Year and Global Ambassador for the Women in Fitness Association (WIFA). Lisa is the founder of Sangha Wellness Retreats, empowering her students through the practice of yoga and community.

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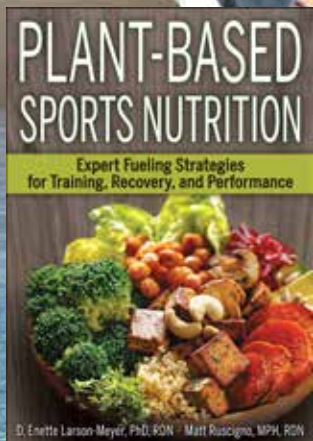
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EXCERPT

PLANT-BASED SPORTS NUTRITION

By D. Enette Larson-Meyer and Matt Ruscigno



GAIN THE PLANT-BASED ADVANTAGE! JOIN THE THOUSANDS OF ATHLETES, RUNNERS, BODYBUILDERS, AND FITNESS ENTHUSIASTS WHO RELY ON FOODS AND BEVERAGES MADE WITHOUT ANIMAL PRODUCTS.

Every day an increasing number of athletes incorporate a plant-based diet when training or recovering from competition.

In *Plant-Based Sports Nutrition*, registered dietitians Enette Larson-Meyer and Matt Ruscigno combine decades of evidence-based research with personal experience working with—and as—vegan and vegetarian athletes to offer you a reliable and complete explanation of how, when, and why you need to plan your nutrient intake to maximize nutrition and get the best results. Learn how to get proper amounts of all essential macronutrients, vitamins, and minerals, taking into account your personal caloric needs.

They will help you make smart decisions about properly fueling your body so you have the energy and stamina to boost your training and excel during competition.

Draw inspiration from athletes who share how they succeed in their sports while following a plant-based way of eating. Enjoy plenty of recipes to use for training, event, and everyday nutrition needs and utilize the tailored meal plans and training strategies to properly fuel your body. Understand nutrient timing and relative energy deficiency syndrome (RED-S) as well as how to meet protein and amino acid requirements while

doing light, moderate, or intense training for your sport. Get information on keto diets, tips for optimizing bone health and iron intake, and instructions for making your own fluid-replacement beverage.

Whether you are a dedicated vegetarian or vegan looking to add variety to your diet or you are an athlete searching for a plant-based competitive edge, *Plant-Based Sports Nutrition* will help you maximize your diet for optimal performance!

WHY ATHLETES NEED CARBOHYDRATES

Although carbohydrate, fat, and, to a lesser extent, protein are used to fuel physical effort, carbohydrate is the only fuel that can sustain the moderate-to-high-level effort that is required in most sports and athletic endeavors. Carbohydrate is also the preferred fuel for the brain and central nervous system and the only fuel these systems can use without weeks of adaptation that allows the brain to use products of fat metabolism, called ketones or ketone bodies.

FAT CANNOT BE “BURNED” AS RAPIDLY OR EFFICIENTLY AS CARBOHYDRATE, SO YOU ARE FORCED TO SLOW YOUR PACE AND EVENTUALLY STOP EXERCISING.

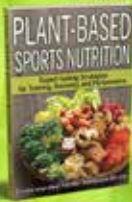
As most athletes know, carbohydrate can be stored in skeletal muscle and liver in a starch like form called glycogen. The body’s glycogen stores, however, are

limited. Glycogen can become depleted during continuous steady-state exercise lasting at least 60 minutes and during intense intermittent activities that include stop-and-go running, intense court play, and brisk hiking on difficult terrain. In fact, glycogen levels are likely depleted at the end of an intense soccer, basketball, or hockey game in team members who play the majority of the game.

Research has shown time and time again that muscle and whole-body fatigue develop at about the same time that glycogen stores become low. The reasons are relatively simple. First, active muscles that have been exhausted of their carbohydrate stores are forced to rely primarily on fat for fuel. Fat cannot be “burned” as rapidly or efficiently as carbohydrate, so you are forced to slow your pace and eventually stop exercising. What this means for you is that you produce less adenosine triphosphate (ATP) energy for a given amount of oxygen consumed when fat instead of carbohydrate is used as fuel. Second, the liver—exhausted of its carbohydrate stores—is now unable to serve as a storage reservoir for blood sugar and must struggle to maintain blood sugar level by converting protein (amino acid) sources to blood sugar. This process, termed gluconeogenesis, which means new-sugar formation, is slow and typically cannot keep pace with the rate at which the exercising muscle takes up sugar. The result is often low blood sugar, which is characteristically accompanied by light-headedness, lethargy, and overall fatigue.

Although the body’s enzymes—machinery for making blood sugar from amino acids—are typically regulated through training, athletes at any level can experience low blood sugar. Most likely you have experienced this feeling yourself—at least once—which in some athletic circles is called bonking or hitting the wall.

Tips for Adopting a Plan to Promote Weight Loss



DO

- Eat plenty of fresh fruits and vegetables, which are packed with water, fiber, vitamins, minerals, and much more.
- Learn to take smaller portions of food.
- Drink plenty of water and other low-calorie beverages.
- Spread food intake throughout the day and don't skip meals.
- Keep a food log recording when and why you eat.
- Assess your nontraining physical activity.
- Watch emotional eating.
- Fix an enjoyable vegetarian meal, and splash on the flavored vinegar.
- Go slowly and don't look for magic.

IDEAS FOR GRAB-AND-GO BREAKFASTS

Keep fresh or dried fruit and juice in small reusable containers on hand, ready to grab along with one of the following:

- Homemade muffins, made with grapeseed or canola oil and whole or unmilled grains
- Trail mix or granola in portion-sized baggies
- Whole-grain English muffin with low-trans-fat margarine or nut butter and jam (making a sandwich using both halves reduces the mess)
- Fresh or toasted bagels with nut butter or Neufchatel cheese
- Fruit bread such as pumpkin, zucchini, or banana, made with canola oil
- Dairy or soy yogurt, fruit, and granola parfait (made the night before in a to-go container)
- Breakfast cookies (Make your favorite oatmeal cookies with half the sugar, orange juice as the liquid, and added dried fruit and ground flaxseed. Who said you can't have cookies for breakfast? See recipe in chapter 15.)
- Overnight oatmeal in a to-go container (Toss in nuts, dried fruit, and a splash of sweetener right before you eat.)

Learn more about *Plant-Based Sports Nutrition* at Canada.HumanKinetics.com



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HOLIDAY SURVIVAL GUIDE

**STRATEGIES TO HELP YOUR CLIENTS
AND PARTICIPANTS STAY ON COURSE
AND GREET THE NEW YEAR FEELING
CONFIDENT AND SUCCESSFUL**

By Tatiana Vicol, RHN

THE HOLIDAY SEASON MAY BRING COLDER TEMPERATURES, BUT DOES NOT LACK IN WARMTH.

It is a season of warmth in our homes and even more warmth in our hearts. It is a time of giving, cheer, and joy. It is a time of indulgence, heavenly tasting hot chocolate by the fireplace, fresh baked short bread cookies that come in shapes of stars and reindeer, lots of food, and longer nights. But what if there is a way of indulging in tasty, delicious food without the sugar rush, losing track of your health and wellness goals, or adding on extra pounds?

I was able to change my life radically by implementing these strategies, and I have shared these with others who have seen great results.

Plan and be prepared

Make sure to plan and cook your meals. You will be less likely to buy take-out, which most of the time does not come in balanced macronutrient ratios and contains additives, sugars, and too many calories. Portion control is so important, but often overlooked as take-out restaurants often fill your plate with lots of overly processed grains, such as white rice, and not enough vegetables, not to mention poor quality fats used in excess.

Focus on your goals

It is easy to become distracted when your focus is not on your health and wellness. Stay motivated throughout and make sure to exercise regularly, log your meals in a food journal or use a meal tracking app. Know at all times how much food you are consuming and the type of food you are eating. You would be surprised to learn how much some of us are actually eating.

Eat, don't snack

Never show up to a party hungry. Eat throughout the day and don't over do it in the evening. You can still enjoy your work holiday party without having to try

REWARDS CAN BE ACTIVITIES, ADVENTURES, AND NOT NECESSARILY FOOD RELATED.

everything that is laid out at the buffet. Eat slowly, choose a few dishes that you want to try, and leave the rest for others to enjoy.

Be brutally honest with yourself

Write down your goals and provide a few reasons why reaching your goals is important to you. What would it mean to you if you don't reach your goals and what would not reaching your goals look like? How would that make you feel? Maybe you want to be able to play more with your children because you realize they are growing up so fast. Maybe you want to have more energy, wake up in the morning with passion and enthusiasm, be in a better mood, or lose weight because you're tired of hiding behind loose clothes all your life. These are powerful questions that lead to answers you may have been searching for your entire life and these answers can help you stay on track. The key is to be raw and honest.

... WE ARE STARTING TO UNDERSTAND THAT FASTING IS IN FACT NOT JUST GOOD FOR YOU, IT IS NECESSARY FOR A HEALTHY BODY AND MIND.

Set constant reminders

Create reminders that inspire you to continue on the health and wellness path. Journal every evening before you go to bed, track your progress and reward yourself when you meet your goals. Rewards can be activities, adventures, and not necessarily food related. But, if you want to treat yourself to a good quality nutritious snack, give yourself permission to do so.

Get creative

Try smart recipes that mimic the flavour profile of a classic and less healthy option, like the NO-Eggnog recipe that follows.

Hydrate with H₂O

Hydration is life and it is accomplished by eating high water content fruits and vegetables, and drinking plenty of water. Water helps relieve hunger, helps improve circulation, aids in detoxification and makes your skin look and feel better.



Intermittent Fasting

If you overindulge at a holiday get-together, skip breakfast the next morning. A little bit of fasting won't hurt, and it will help your body detoxify and give your digestive tract a break. With so much research in the area of intermittent fasting, we are starting to understand that fasting is in fact not just good for you, it is necessary for a healthy body and mind. Animals do this instinctively, yet many of us eat breakfast, as an example, not because we are hungry, but because we are told that breakfast is the most important meal of the day. Unless your last meal is at 5pm or 6pm, you don't really need to eat breakfast until 9am or 10am. Ideally, you want to decrease night time eating and eat during the day. If you have a health condition or are pregnant, fasting may not be a good option, always check with your health care practitioner prior to starting a fasting regimen.



Tatiana Vicol is a Toronto based Registered Holistic Nutritionist on a mission to help people achieve a quality life. She is passionate

about weight management, hormonal balance, mental wellness, and recipe design. Tatiana is also a certified life coach, yoga and fitness professional. For more recipes and health tips visit her at thecorporatenutritionist.com

NO-EGGnog

By *Tatiana Vicol, RHN*

There is something about the old classic Eggnog. Its velvety, smooth and rich taste warms up everyone at any age. But have you seen the ingredient list on your favourite eggnog package? Not to mention the amount of sugar which can reach, this can reach up to 45 grams per serving. In spite of other 'healthier' options available on the grocery store shelves, which also contain high amounts of sugar and additives, I decided to engineer the new NO-Eggnog. Unlike traditional store bought eggnog that is full of sugar, colours and preservatives this holiday inspired drink is nutritious and will feed every cell in your body, leaving you completely satiated.

Serves 1-2**Ingredients:**

- 1 - 2 cups coconut milk, full fat
- 1 tbsp raw, unpasteurized honey
- 1 tsp vanilla extract
- 1 tsp coconut butter (not the same as coconut oil)
- 1/2- 1/4 tsp ground cinnamon
- 1/8 tsp ground nutmeg
- dash of pink Himalayan sea salt

Directions:

1. Place all ingredients in a blender; blend on high until creamy.
2. Pour in a martini glass and enjoy.
3. Add a candy cane or cinnamon stick for decoration purposes.

Nutrition Facts (per 1 serving):

Calories	125
Fat	6.8 g
Carbs	15.5 g
Protein	0.3 g



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TIPS TO CREATING UNFORGETTABLE EXPERIENCES IN GROUP FITNESS CLASSES

LOOK BEYOND MUSIC, CHOREOGRAPHY AND TOOLS TO FIND WAYS TO GIVE YOUR PARTICIPANTS A CLASS THEY DON'T WANT TO MISS

By Amanda Grant



GROUP FITNESS CLASSES ARE MORE POPULAR NOW THAN EVER BEFORE, DESPITE THE CHANGING LANDSCAPE IN FITNESS.

But why are some classes performing well and others are not? As Group Fitness Instructors, we have the ability to create an experience for our participants, helping them towards their fitness goals, and ultimately make them feel good so they continue coming back for more, and bringing their friends! This experience goes beyond simply switching up music, moves and equipment. The classes that are the most successful all have instructors that are also doing the following:

Show Up and Be Present

It is a choice for your participants to attend your class. No one told them they had to (unless you've done a stellar job already and your participants are bringing their friends!). Out of the 24 hours in their day, that person has chosen to spend an hour with you. Arriving right when the class is supposed to start creates a chaotic energy. Being there early, five to 10 minutes before

“PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL.”
MAYA ANGELOU

your class, will allow you to connect with people, introduce yourself to those who are new, begin to build rapport, and show the participants they have made the right decision by choosing to be in your class. Your body language and energy should be positive and present so that participants begin to trust you and connect with you. Use that time to talk to your participants and learn more about them. What are their goals? Is anyone trying the class for the first time? What have they heard about your class? What motivated them to come to your class? When you show interest, it builds trust and helps the participant feel more comfortable.

Learn Names

Building a connection begins with showing interest in your participants, and learning their names. Many people will tell



themselves “I’m not good at names!” The reason they are not good at learning names is because they continue to tell themselves they are not good at learning names. When you have the intention to want to learn someone’s name, you are already ahead of the game! Introduce yourself, thank them for coming to your class and ask their name. After they have told you their name, repeat it back to them and thank them for coming to your class. When you repeat their name within 30 seconds of being introduced you will be more likely to remember it. Here are a few examples if you were meeting your new participant, Sarah:

“Sarah, nice to meet you! Thank you for coming to class today!”

“What kind of classes do you typically attend Sarah?”

“That’s amazing! I’m so happy you’re here today Sarah!”

In addition to repeating their name back three times, you can also mentally create a story about the person for you to remember them. For example, Sarah was wearing a great colour top you admired.

Remember to give yourself time to learn more names. Trying to remember 20 names

“YOUR SMILE IS YOUR LOGO, YOUR PERSONALITY IS YOUR BUSINESS CARD, HOW YOU LEAVE OTHERS FEELING AFTER HAVING AN EXPERIENCE WITH YOU BECOMES YOUR TRADEMARK”.

ZIG ZIGLAR

in one day is a real challenge. Give yourself a goal of learning three names each class, while still remembering the three you learned the class before. Knowing their names will make them feel even more connected to you and loyal to your classes.

Before You Press Play – Introduce Yourself

Knowing your participants names is important, but it is also important for them to know yours. Nothing is worse than a Manager hearing great feedback about a class and then when they ask who was teaching the participant has no idea. A proper introduction at the beginning of your class, including your name and the type of class they can expect, will help to get everyone’s attention, give you a chance to find out who is new, get your class pumped up and in the right mindset for the workout

ahead. It also helps to play some music while you're getting the class setup. The music will create energy and when the music stops, the participants will then know it's time to start.

Be Prepared

Have your play list and routines/flow of your class already set before you get there. It seems the more we teach, the more we feel we can 'wing' it, which sometimes works, but the reality is that if you had put thought into your programming ahead of time, you could be focusing more on your participants rather than thinking about what to do next.

You are the host of your social gathering, the music builds energy and focus, sets the tone, and when it stops it interrupts that flow. A continuous play list will help you to keep your participants engaged, even during water breaks or active recovery time. Music playing in the background will maintain a level of energy that your participants will appreciate.

Know Your Audience


Along with knowing your participant's names, it's important to also be aware of the various fitness levels to ensure everyone in the room feels successful, regardless of whether they are a beginner or conditioned participant. Having options for your participants will show them you are not only educated, but care enough to know how to modify or progress an exercise that caters to everyone.

Social Media is Your Commercial

While many Group Fitness Instructors would say they are "not good at sales", the truth is we are selling every time we teach a class. Using social media as your commercial drives curiosity, gets people engaged in what you're doing, and whether they show up to class that day, or next year, chances are the thought is now in their mind because of your social media presence. Creating contests during your class and then revealing the winner on your social media channels will help encourage your

participants to follow you.

Social media is also a great way to build a community and allow your participants to keep in touch with you in between classes. When you are subbing somewhere, it's a great platform for you to share those announcements without having to rely solely on the gym or studio where you teach.



Amanda Grant has been in the fitness industry for over 15 years, bringing an overabundance of energy and passion. She is a contributing author to the new canfitpro FIS certification, a STRONG by Zumba Master Trainer and Life Coach. Follow her at @manders.sbz.




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HELP YOUR CLIENTS SKIP HOLIDAY WEIGHT GAIN

By Jason R. Karp, PhD

BETWEEN HOLIDAY SHOPPING, SPENDING TIME WITH FAMILY, AND HARD-TO RESIST DESSERTS AT HOLIDAY PARTIES, IT'S EASY FOR YOUR CLIENTS TO FALL OUT OF SHAPE AND PUT ON A FEW POUNDS THIS TIME OF YEAR.

But don't worry! They don't have to do a lot of work to maintain their fitness and prevent unwanted pounds from sneaking up on their thighs and waists. Short, intense cardio workouts can give them

some of the same benefits as longer workouts, such as improving fitness, burning calories, and losing fat, while short, intense resistance workouts are great for building muscle. If your clients focus their efforts, all they need is 15 minutes for each workout to get them through the holidays. Have them do each of these workouts once a week and they'll have bodies begging to be kissed under the mistletoe!

Workout #1: Cardio Hill Intervals

Despite the attention the fitness industry gives to skeletal muscle, the heart is where life lives. How well your clients' cardiovascular systems work governs, to a large extent, how healthy and fit they are. Cardiovascular fitness is more important than body weight or body mass index in determining health and predicting mortality.

Obese individuals with at least moderate cardiovascular fitness have about one-half the rate of cardiovascular disease or all-cause mortality than their normal-weight but unfit peers.

Perhaps the most elegant adaptation we make to cardio workouts—especially interval training—is an increase in the size of the heart. The enlargement of the heart's left ventricle results in a greater stroke volume (the amount of blood the heart pumps with each beat) and cardiac output (the amount of blood the heart pumps each minute). The larger the left ventricle, the more blood it can hold; the more blood it can hold, the more blood (and oxygen) it can pump. Cardiovascular fitness is largely dictated by the heart's ability to pump blood and oxygen.



TWO SHORT AND EFFECTIVE WORKOUTS TO SQUASH EXCUSES AND KEEP ON TRACK DURING ONE OF THE BUSIEST TIMES OF YEAR

If you want your clients to get the most fitness, greatest calorie burn and most potent health boost out of the least amount of time, cardio hill interval workouts are among the most time-efficient workouts they can do.

Make sure your clients warm up, starting at a low intensity and progressing to a higher intensity to create a smooth transition from the warm-up to the workout.

For this workout, use the same workout speed for each rep and the same recovery speed for each recovery interval. For the reps, have your clients choose a speed that is challenging. For the recovery intervals, decrease the speed to a slow jog that enables your client to recover before the next rep.

Workout #1				
Treadmill Triple 3 Hills				
3 Reps, 3 Minutes, 3% Grade				
	Duration	Grade	RPE*	Intensity
Rep #1	3:00	3%	9	>90% max HR
Recovery	2:00	0%	2-3	
Rep #2	3:00	3%	9	>90% max HR
Recovery	2:00	0%	2-3	
Rep #3	3:00	3%	9	>90% max HR
Total Time	13:00			
*RPE = Rating of Perceived Exertion on a scale of 1 (easy) to 10 (maximum effort)				

Workout #2:

Total-Body Dumbbell Workout

Exercise	Sets	Reps	Intensity (% 1 rep max or RPE)	Recovery
Dumbbell Squats	1	as many as possible	80-85%	---
Dumbbell Chest Press	1	as many as possible	80-85%	---
Dumbbell Lunges	1	as many as possible	80-85%	---
Dumbbell Reverse Fly	1	as many as possible	80-85%	---
Dumbbell Deadlift	1	as many as possible	80-85%	---
Dumbbell Row	1	as many as possible	80-85%	---
Dumbbell Calf Raises	1	as many as possible	80-85%	---
Dumbbell Biceps Curls	1	as many as possible	80-85%	---

Workout #2: Total-Body Dumbbell Strength Workout

In the early days of physical education, it was the strength of a muscle that garnered all of the attention. Tests of muscular strength have existed since at least the time of the ancient Olympics, when athletes were required to lift a ball of iron to qualify. In 1873, Dr. Dudley Sargent, a pioneer in physical education, initiated strength testing at Harvard University. It has since become an important tool in evaluating muscle characteristics.

The exercises in the following strength workout alternate between lower body and upper body and progress from larger to smaller muscles. Have your clients move immediately from one exercise to the next.

Dumbbell Squats

Stand with feet shoulder-width or slightly wider than shoulder-width apart with a dumbbell in each hand and arms fully extended with palms facing the side of your legs [1]. Keeping your back straight, bend your knees and squat down until your thighs are parallel to the floor. Move your hips back as if you're going to sit in a chair [2]. Push against the floor to return to the starting position and repeat for the prescribed number of reps.



Fig. 1



Fig. 2

Dumbbell Chest Press

Grab a dumbbell in each hand with an overhand grip and lie on your back on a flat bench with your feet flat on the floor. Hold the dumbbells slightly greater than shoulder-width apart at the level of your chest with the palms of your hands facing each other and your elbows bent at 90 degrees, with upper arms parallel to the floor [1]. In one curved motion, push the

dumbbells upward by straightening your arms and bring the dumbbells in toward the midline of your chest while rotating your hands so that your palms face away from you as the ends of the dumbbells meet. [2]. Lower the dumbbells back along the same arc to the level of your chest and repeat for the prescribed number of reps.



Fig. 1



Fig. 2

Dumbbell Lunges

Stand with your torso upright, holding a dumbbell in each hand by your sides [1]. Step forward about two feet with your right leg and lower yourself down into the lunge while keeping your torso upright. Keep your right knee above your toes as you lunge forward and keep your right shin perpendicular to the ground [2]. Push through the right heel to come back to standing and then step forward with the left leg. Repeat for the prescribed number of reps.



Fig. 1



Fig. 2

Dumbbell Reverse Fly

Grab a dumbbell in each hand with an overhand grip and palms facing each other and stand with feet shoulder-width apart. Slightly bend your knees and lean forward from your hips with your back straight. Hold the dumbbells with your arms slightly bent [1]. Raise your arms out to your sides like a fly opening its wings until your elbows are slightly higher than your shoulders [2]. Lower the dumbbells to the starting position and repeat for the prescribed number of reps. You can also do this exercise on an incline bench with your torso flat against the bench [3 & 4].



Fig. 1



Fig. 2



Fig. 3



Fig. 4

Dumbbell Deadlift

Hold a dumbbell in each hand by your sides, at arm's length, and stand with your feet shoulder-width apart [1]. Keeping your back and legs straight, bend over at the waist to lower the dumbbells until your back is parallel to the floor. As you bend over, you should feel a stretch in your hamstrings [2]. Keeping your back and legs straight, stand upright to return to the starting position and repeat for the prescribed number of reps.

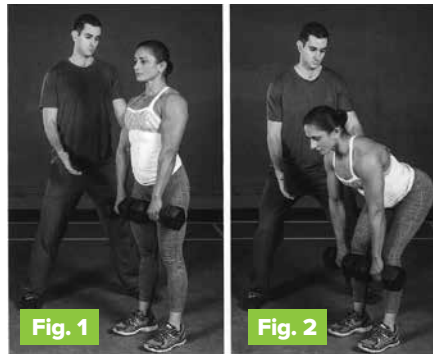


Fig. 1

Fig. 2

Dumbbell Row

Stand with feet shoulder-width apart with knees slightly bent and hold a dumbbell in each hand with palms facing your body. Keeping your back straight, bend over at the waist until your back is almost parallel to the floor. The dumbbells should hang directly in front of you as your arms hang perpendicular to the floor and your torso [1]. While keeping your torso stationary, use your shoulder and back muscles to lift the dumbbells, keeping your elbows close to your body [2]. Slowly lower the dumbbells to the starting position and repeat for the prescribed number of reps.



Fig. 1



Fig. 2

Dumbbell Calf Raises

Hold a dumbbell in each hand and stand with feet together, raising one foot off the

ground [1]. Push against the ground with the ball of your foot to raise yourself up [2]. Slowly return to the starting position and repeat for the prescribed number of reps.



Fig. 1



Fig. 2

Dumbbell Biceps Curls


Stand with feet shoulder-width apart and your back straight. Hold a dumbbell in each hand with your arms by your sides. Keep your elbows close to your body [1]. Lift the dumbbells by bending your elbows and rotating your hands so that your palms face up as the dumbbells reach your shoulders [2]. Lower the dumbbells to the starting position and repeat for the prescribed number of reps.



Fig. 1



Fig. 2



A runner since sixth grade, Dr. Jason Karp still follows his passion as a coach, exercise physiologist, bestselling author of 8 books and 400+ articles, speaker and educator. He is the 2011 IDEA Personal Trainer of the Year. His REVO2LUTION RUNNING™ certification has been earned by fitness pros in 21 countries.

PREGNANCY FOOT FACTS

ADOPT A PROACTIVE PRACTICE OF TRAINING 'FOOT SMART' DURING PREGNANCY TO HELP MINIMIZE

By Tracie Smith-Beyak



“WHAT HAS HAPPENED TO MY FEET?” ASKED A PREGNANT CLIENT IN HER 33RD WEEK.

The average weight gain for a pregnancy is 25 - 35 pounds or 11.3 - 15.9 kg. When that weight gain is combined with raging prenatal hormones, massive physiological changes and significant

gait variation, you can bet pregnant feet are going to take some stress. Major prenatal complaints include: pain, swelling, increased foot size, modified gait and standing pattern in the last two trimesters. These are all legitimate claims and once you know ‘the what’s and why’s’, proactive practice can make all the difference.

Fundamental Facts

Structural skeletal change is inevitable due to the steady front loaded weight gain and the hormonally driven joint laxity taking place over a 10 month

pregnancy cycle. “From the twentieth to the thirty-eighth week of pregnancy, the average increase in foot length, width, and back foot surface was 0.86 cm (3.6%), 0.25 cm (2.6%), and 18.36 cm (11.9%), respectively. Body mass accounted for more than 90% of the variation in foot dimensions during pregnancy.” [Ramachandra P et al. 2017]. The role of the pregnancy hormone relaxin is to lax the pelvis, however, this is not specific to only that joint and foot and ankle joint mechanics are impacted. Research indicates that “The feet of pregnant women tend to get

pronated as pregnancy advances, but do not reach baseline values even at six weeks postpartum. Pregnant women tend to bear more weight on the dominant foot with an increased static hind foot pressure as pregnancy progresses." [Chiou WK et al. 2015]. This redistribution of weight in the foot flattens the arch of the foot and affects biomechanics 'up the kinetic chain' to the knee, hip, pelvis and lumbar spine. In another study, results revealed "significant asymmetry of weight bearing in the study group (pregnant) compared to the control group (non-pregnant) ($p < 0.05$). In addition, there was a significant increase in pain intensity in the study group." [Elsayed E et al. 2017]. These modifications can result in foot pain [plantar fasciitis], calf cramps, sore knees, hips and back, and if left untreated it can make pregnancy miserable.

To compound the joint discomfort, lower leg swelling is also very common during pregnancy. A recent study demonstrated an "increase in body mass (10.5 kg) and ankle edema (2.4 cm) during pregnancy. There was a decrease of gait propulsion force (10% of body mass) and an increase of mediolateral sway (10% of body mass) compared to Control Group. There was a reduced quality of life among pregnant women, especially in the physical domain. Gait disorders occur during pregnancy, which can increase the risk of falls and musculoskeletal discomfort, which may affect the quality of life of pregnant women." [Albino M et al. 2011]. Pain is due to both muscle fatigue and skeletal strain, and swelling is due largely to physiological adaptations that are exacerbated by long periods of sitting or standing. In addition to targeted fitness training, avoiding 30 minutes or more of

continuous sitting or standing and resting with elevated legs can greatly reduce leg discomfort during pregnancy.

Strength endurance, balance, mobility and flexibility training in combo with supportive shoes can help minimize the above challenges. Pregnancy is a marathon and so lower leg and foot muscles need to be strength trained to endure long bouts and short power bursts. Balance training preps the body to react quickly to load change and it is extremely useful if performed unilaterally with six to ten pound loads to simulate carrying the new baby on one side. Mobility of the foot, ankle and knee are critical to making sure the joint articulates well and flexibility training ensures that the posterior chain [which includes gastrocnemius, soleus and the plantar muscles] are returned to neutral tension. Additionally, it is recommended to see a podiatry or orthotic specialist during your second trimester of pregnancy, if you suspect more foot support is needed as "Pregnancy seems to be associated with a permanent loss of arch height, and the first pregnancy may be the most significant." [Segal NA et al. 2013].

Train for 'foot smart' success during pregnancy by including these exercises in your program. All exercises are to be done at the end of the workout in bare feet for maximum proprioception.

One leg lunge stand & toes taps

Stand on your left foot and focus the weight placement into your heel and ball of the big toe. Bend your knee slightly, engage your core, tilt your pelvis to neutral, lean forward and lift the right leg up behind you. This is starting position. Tap the right toe beside your left foot then return to start

position. Complete 20 taps then switch sides. Perform 2 sets on each leg.

Foot towel gather & push

Sit tall on the edge of a bench or chair with your hips and knees bent to 90 degrees and feet flat on the floor. Place a small hand towel under your right foot, heel at one end. Keeping your heel down use your toes to grab and gather the towel toward your heel. Once gathered use your toes to push the towel back out to start position. Repeat 5 - 6 times on each foot.

Ankle mobility & calf releases

Stand facing a wall with your right toe touching the wall. Step back about one foot length with your left foot. Solidly, plant the left heel and ball of the big toe to the ground. Weight bearing mostly in your left foot, bend your ankle and knee and drive the left knee towards the wall then release to start position. Keep the left heel down throughout the movement. Repeat 10 times. Repeat using more body weight and arm movement in same direction. Repeat on the other side.



Tracie Smith-Beyak is an international columnist, author, master trainer, presenter and entrepreneur. She is a contributing author to the canfitpro course 'Understanding a Fit Pregnancy'. She is the owner of Conquer Training & Education. Tracie has been in the fitness industry for over 32 years and she has been training, teaching, presenting and certifying trainers worldwide for the last 23 years.

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