

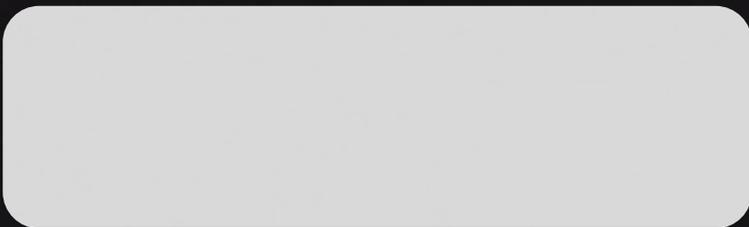
canfitpro™

January/February, 2020

The Official Magazine



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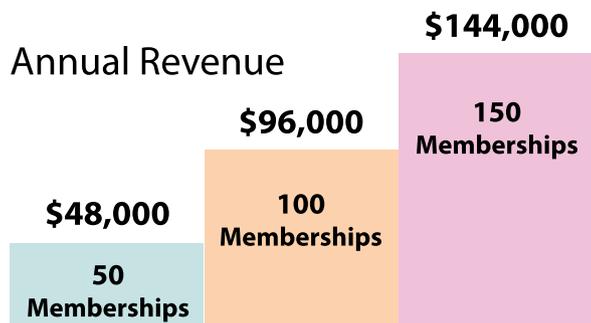
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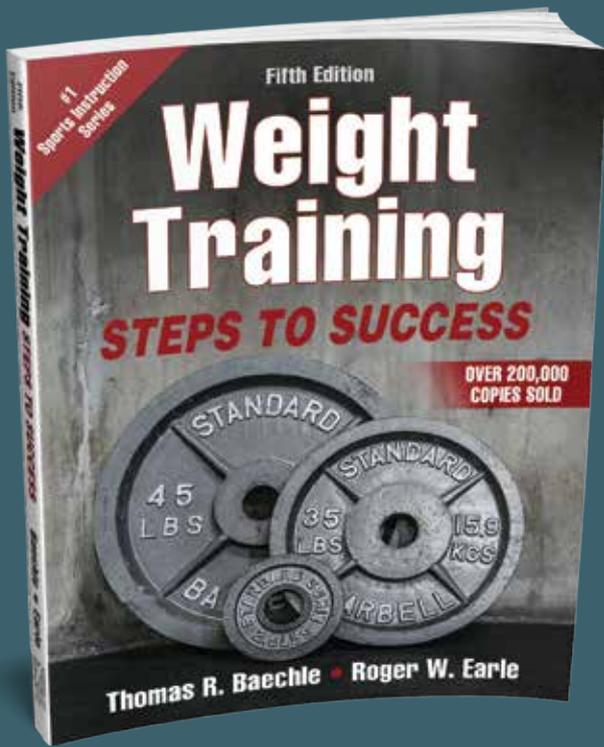


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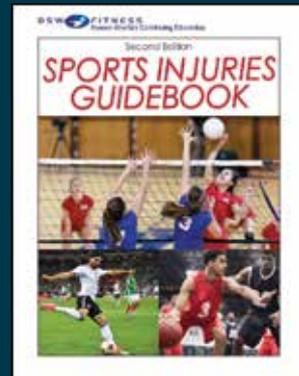
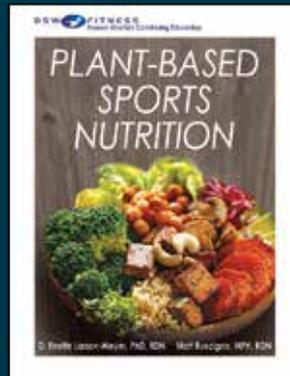
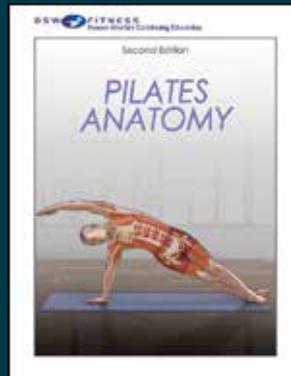
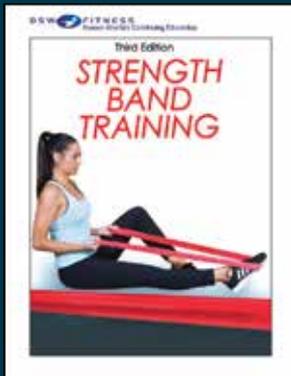
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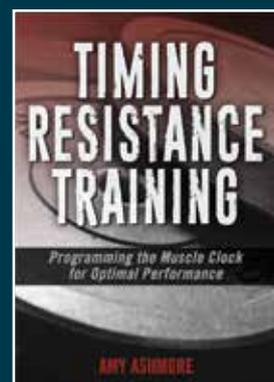
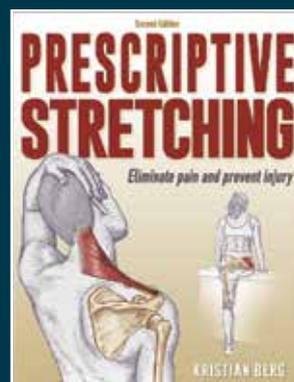
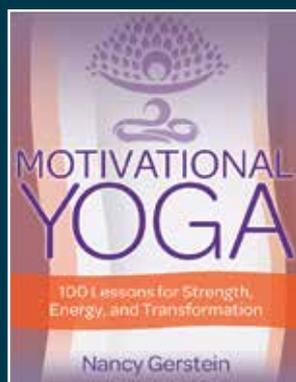
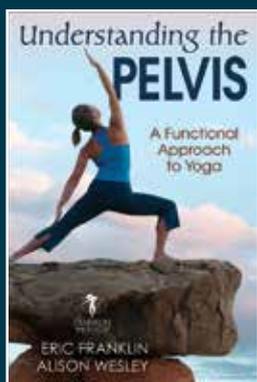
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Note from the COO



Photo Credit: Dawn Bowman

2020 is Shaping Up to be The Year of the Fitness Professional

In a time of rapid expansion and incredible change, this will be a year of transformation as we all ramp up for the new decade ahead.

To be able to advance to the next level of experience in our careers every one of us will have to focus more on learning and self-mastery. This will be inevitable as the demands on fitness professionals continue to increase. It will be more important than ever that, as fit pros, we are credible and qualified, so that we can support our industry's reputation, while at the same time gain more credibility by our members, consumers, and allied health professionals alike. There is no doubt that each one of us will be challenged to become better in order to stand out as specialists, leading with our unique strengths. Read through this New Year issue to learn more and to understand, just as top industry experts do, that this new decade will be all about education.

To ensure your success and to make it easier and more efficient for others to start their career in the fitness industry, canfitpro is launching its new technology and digital platforms, along with brand new education courses and resources to support your learning and development. Moving forward, beginning within this issue, canfitpro is devoted to helping clubs and boutiques, owners, operators, and managers stay informed of the newest trends and industry insights—check out "Fitness Business Journal" on page 23. Top industry experts and change-makers along with our most passionate PRO TRAINERS, celebrated leaders, and members will be spotlighted to help elevate the profession and to influence us all.

LIVE Your Purpose 2020 will be this year's theme for all canfitpro live events, beginning with canfitpro Montreal in March. It is no longer enough to be passionate about fitness to thrive in the fitness industry. It will be about living your passion on a whole new level! To reach this level of passion you must understand your purpose (your why). Next, it is about becoming the absolute best in your work and in your life, and by choosing to play full out. I will recommend that you set your goals to include being present at one or more live events, step into opportunities to network and build new and stronger relationships with your industry peers, so that you can become more informed. This will present you with more ability and opportunity to contribute in one way or another, leveraging your unique strengths. Your future and the future of the fitness industry will depend on you and me... and us, together, as proud and unified, credible and confident professionals.

Maureen "Mo" Hagan
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January-February, 2020

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



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canfitpro
UPDATES

MEET OUR STAFF

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

Meet **Kamilla Berdin** - Communications Coordinator



How long have you been with canfitpro?

I have been with canfitpro for nine months.

How do you support canfitpro through your daily role?

I manage all the social media channels, including our weekly Facebook Live sessions. I'm also the one that makes memes on Funny Friday! If you've ever had a question on social media or tagged us in a post, I'm the one that sees it!

What is your superpower?

My superpower is the ability to make people laugh. If someone is having a bad day, I try to cheer them up because laughter is the best medicine. In my day-to-day life, I also try to live by this principle.

How do you incorporate fitness into your life?

I like to do resistance training and weight lifting. I also love group classes like fitness and yoga. I'm taking the Personal Training Specialist certification with canfitpro because I would love to learn more about fitness and help others with their fitness goals.

What is one fun fact about you?

I taught English in South Korea in 2018. I wanted to challenge myself by moving to a different country and take on a completely different job than I'm used to. It was a rewarding experience and I would love to go back to visit!



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THE WARM UP

PRO TRAINER

SHOWCASE

Ante O'Connor, Burlington and Toronto, ON
canfitpro Programs Taught: PTS

Why did you become a PRO TRAINER?

My journey into fitness started when I was in my 20's, over 300lbs, and facing life threatening health issues. I made a decision to change my life by incorporating fitness and incremental healthy eating habits. This experience inspired me to want to help others take control over their life. Through my personal training career I've received a generous amount of positive feedback on my personal training approach, techniques, and work flow that it encouraged me to want to share my knowledge and successes on a broader level through the canfitpro PRO TRAINER position.

What have you learned as a PRO TRAINER?

Being a PRO TRAINER has played an important role in my development, not only as a teacher and personal trainer, but as a person. Through my teachings, I have learned to be adaptable and ready for anything. The courses bring fourth all types of health professionals, whether they

are a doctor, therapist, or just coming out of school. It's a humbling experience to know that no matter their knowledge level, the students are open to new information and material that is being taught in the course. Creating a safe environment for the students allows them to have this growth mindset. I've realized that the majority of people are inspired to take this course from an experience they went through. It is nice that I'm able to connect with them on a personal level and share my background of coming from obesity and life threatening issues. I've learned that sharing my story and how I felt when I first started going to the gym can help them relate to their future clients and have an idea of what their clients are going through when they start their journey.

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

The Personal Trainer Specialist course has a large variety of important material. I'm always excited at the beginning of the

class to start with discovering your WHY. Connecting with my why has allowed me to know why I do what I do and have the power to do it. It's something very simple, but overlooked. Once the students discover their WHY, it's a trigger to the reason why they get out of bed every morning and pursue their goals. I also connect with the Nutrition section of the course. Nutrition played a huge part in me becoming healthy and accomplishing my fitness goals. I'm happy to be able to share my personal story with the students and the state of mind that someone could be in when they are reaching out for help in order to change their lives.

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

There is a saying that I incorporate in my everyday life, "When I stand before God at the end of my life, I would hope that I would not have a single bit of talent left and could say; I used everything you gave me." I surround myself with positive people and have been lucky to have crossed paths with other great individuals, including Adam Jongsma, who has mentored and inspired me to be the best PRO TRAINER I can be. Being a PRO TRAINER allows you to have an impact on not only the trainers, but their clients as well. The ability to have this opportunity to help so many people and seeing how it changes their lives to become the best version of themselves gives me the motivation to be the best PRO TRAINER.

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

My short-term focus is on expanding my knowledge and mastering my craft in the delivery of the course material. I love to create a fun and interactive learning experience for the students, so continually bringing different hands-on learning activities through the use of skeletal props and muscle suits will take our PTS courses to the next level. Health and fitness are important for everyone and, therefore, creating awareness and increasing inclusively is essential. As I look to the future, I am excited to work with our team at Kinetic Performance Movement Education to expand our reach to more areas across the country.

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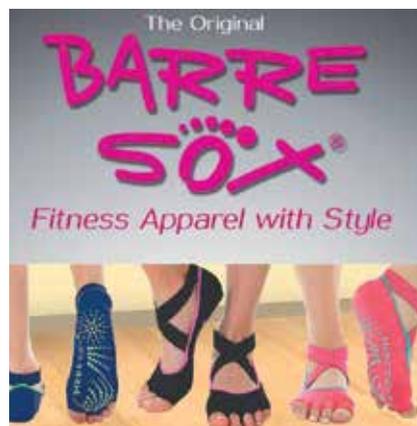
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MEMBER SPOTLIGHT

SHARING A PASSION FOR FITNESS IN SAUDI ARABIA

MEET JULIE BOUCHER, CANFITPRO 2019 FINALIST FOR FITNESS INSTRUCTOR SPECIALIST OF THE YEAR

Tell us about your fitness career journey.

In 1994, after a BA in business administration from HEC Montreal, I passed the Fitness Instructor Specialist certification at McGill University. I left in 1995 to Saudi Arabia and this certification changed my life. It gave me the chance to work, to understand the Saudi society and the Saudi women, to develop a unique relationship with my clients, and be exposed to a very different culture, needs, and lifestyle. I came back in 1999 to Canada for 10 years and continued my journey and education path in the fitness industry.

In 2008, we went back to Saudi Arabia with our two beautiful boys. I immediately joined Spectrum Wellness4women and I have been with them since then. I continue to teach group classes and a variety of semi-private programs. I have represented canfitpro in Saudi Arabia since 2010 as a PRO TRAINER for FIS, PTS, and HWL.

Empowering Saudi women became my work passion. I have taught and certified hundreds of women who are working

today and are happily independent. Many of my clients became canfitpro certified and are working today in the country and around the world. I'm happy to share my passion for health and fitness, to make a difference in their life, and to see the positive changes on a daily basis.

Where will your career path take you?

I would like to develop fitness conventions in Saudi Arabia, offer more certifications and coaching programs, and empower more women - helping them to be the best version of themselves.

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

Being a woman in Saudi Arabia is a challenge by itself. You need to be covered whenever you are in a public place. It is not easy to walk freely and be as natural as we are here in Canada. Women can not drive, can not take public transportation, and always depend on a driver or their husband. Working with so many nationalities as colleagues and clients required special skills as well. You need to adapt your style, be flexible, and always work with professional manners.

My Canadian diplomas and certifications as well as my work ethics have been my biggest strength and gave me an edge in the industry. Having the opportunity to work for the Royal family and be exposed to the riches of the world was extremely intimidating at the beginning. I learned how to offer my services with integrity, professionalism, and respect. I also saw clearly how money can't bring freedom and liberty, which I learned to value so much.

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

My husband George's gave me the first piece of advice - to become a fitness instructor. It saved my life in SA and made me who I am today. The second piece of advice came from my Dad who once told me to never make an important decision during a fight or a conflict. Give it time and then make your decision. For me this advice is so important for success and longevity in a relationship (I will be celebrating 25 years of marriage with Georges this October) and in business.

I also remembered the advice of a YogaFit trainer, Syble Nance, who came to SA to teach us. She spoke about attitude and self-discipline. She taught me how to focus on my clients and students; live in the present moment and to not allow negative thoughts to overcome my energy. Put a smile on your face, it is the best tool.

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

Always trust your intuition and always do your best. Take care of your body for the older adult years.

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

Amour, Succès, Abondance et Paix/Love, Success, Abundance and Peace

My mom taught me these words to use as a mantra for myself and others.

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

Winning this award is an acknowledgment to my work since 1995, and to all the Saudi women who are today healthier and are teaching others the love for sports and fitness.

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

I always pray and ask for guidance. I trust my instincts, my experience, and my judgement. When it is time to make a decision, the universe makes the process effortless. It is beautiful to experience this.

Photo Credit: Dawn Bowman



**DELEGATES' CHOICE 2019 CANADIAN
PRESENTER OF THE YEAR:
KENNEDY LODATO,
TORONTO ON**

“Canada’s fitness industry is known for its self-governed high standards in training and certification, and Kennedy Lodato embodies this standard through and through. canfitpro is proud to have Kennedy serve as an Educator, PRO TRAINER, trainer and presenter, and this year’s Canadian Delegates’ Choice Presenter of the Year.” Mo Hagan

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

Like many of us, I began as a personal trainer and strength and conditioning coach back in the day. We had no official certification in those days as it was prior to 1993 and canfitpro. These days I serve the fitness industry in many roles. I run my own 3-Month Coach Kennedy Personal Training Mentorship and I am the Managing Director and cofounder of AOW— Anatomy of a Workout. I'm also a managing partner for QHI—Quantum Health Institute— which offers higher education based on quantum ideologies. I continue to train and certify fitness leaders as a PRO TRAINER as well as for EBFA-Evidence Based Fitness Academy. I operate my businesses out of HQ-Health Quarters in Burlington, which is a new education center that I'm part of with other colleagues in the industry. Lastly, I'm a presenter for TriggerPoint, COREFX, and EBFA, which is how I came to win the award for 2019.

How long have you been active in these roles?

I began training and certifying fitness leaders about 14 years ago, working with various companies like canfitpro, BOSU, ViPR, TriggerPoint, Surge, Twist, COREFEX, ATS, Core-Tex and others, some of which I still provide training and present for today. I began presenting about five years ago in Calgary, Vancouver, and then of course Toronto. Last year, myself and my colleague, Joe Arko, launched AOW— Anatomy of a Workout— and then this year I started running my own personal training mentorship program. The HQ location was opened August 1, 2019.

What do you love about what you do?

I love everything about what I do, honestly. I'm in the best industry in the world. I love the people. I love that I get to make a positive impact on them. I love that I'm at the fore front of the industry as an educator. I love that I get to see who our next elite group of trainers and coaches are, because of my role as a canfitpro PRO TRAINER. I love that I help to change lives. I love that I have an influence on the industry. I love presenting, teaching, educating, and spreading my knowledge to trainers and coaches. I love sharing!

This is exactly why I LOVE this industry. I've given and continue to give, and it seems the more I do the more I get back. Like I said...this is the BEST industry in the world!

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

I've been fortunate to have had a few of these in my years. In fact, I'd say so many that I'd hate to leave any of them out or favour one over the other. That said, one that really stands out for me is the Foot Cadaver lab I did in New York last year at an event. You never know what to expect, yet as soon as I walked in I felt right at home. I slapped on the latex gloves, took a hold of a foot and began identifying muscles, bones etc. Not as easy as it seems! I will say this, there's no better way to learn. This is one of the more memorable experiences simply because it really gave me an appreciation for anyone who has to work on living tissue and how difficult it is compared to books and videos.

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

If I can be frank, there isn't a mistake that I regret, truthfully. In fact, it's all of the mistakes I did make that I've learned the most from. I know that sounds cliché. Maybe, but it's a fact. I hope that one of the things I can instill onto everyone I come across is that there are no stupid questions and that there are no mistakes, just lessons in life that teach us to readjust our thinking or our decisions, try again, and move forward. I think one of the biggest mistakes I use to make, and many still do, is putting too much into right and wrong instead of what have I learned. Let the ego go, self reflect, and you'll see that life isn't perfect. If it was it would be boring!

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

The ones that are willing to go the extra mile, read that extra book, take that extra course, spend that extra minute— these are the fitness professionals that will set themselves apart. I think one of the issues is that many believe that their certification or their university degree is all they'll ever need. Not so. Those are great stepping stones, but like anything, if you want to set yourself apart you do need to put

the hours in, practice, practice, and then practice more. I'm pretty established and I've done this for a long time, and yet I'm still learning every day. The bottom line is this: those that consistently look for better ways are the ones that set themselves apart because they never stop learning.

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

The same thing that sets trainers and coaches apart is the same sort of advice I'd give to those new in the field. I would say: understand human movement, understand program design, know your anatomy, practice what you preach, find a coach or mentor (the right one can make a massive difference in your life), read every day (something relevant to your field), invest in yourself, and remember to love, be peaceful, have respect, and communication is KEY.

What does this award represent to you?

Anyone who knows me knows that I'm not big on awards. I don't do anything specifically to try and receive them. Don't get me wrong, I am very grateful and appreciative of them, but they are not what drives me. With that said, getting one does mean that I've touched many, I've made a difference, and that my message is being heard. To me this award says that the delegates who provided the feedback and voted for me did so because of my passion, integrity, and ability to share information in an easy to digest way, so that trainers and coaches alike can do what they do better. Thank you to every trainer and coach who took the time to attend the canfitpro events and mostly for actually taking the time to offer feedback on my work and contribution.

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THE POWER TO INFLUENCE IS WITHIN ALL OF US

By Maureen Hagan



*Back Row (L to R): Gillian Mandich, Amy Goldberg, Jeanette Novak, Kaila Novak, Kristen Green, Jana Webb, Saamah Jadoon, Barbara Klein, Nathalie Plamondon-Thomas, Mo Hagan
Front Row (L to R): Oonagh Duncan, Nkechi Nwafor-Robinson, Robin Morgan (photo winner), Jennifer Hamilton, Lisa Greenbaum*

The goal of Women Who Influence is to bring women together to celebrate, share, and receive the love, inspiration, empowerment, and leadership from their community of fellow female leaders within and around the fitness industry. As my long-time industry friend and colleague, Nathalie Plamondon-Thomas, conveyed, "Women Who Influence is more than an inspiring day with like-minded powerful women. It is a platform that propels us to become the best version of ourselves. Real transformation happens and we leave as a different person, having climbed another stepping stone in our life journey." The women who graced the stage at this year's sixth annual event helped us all to realize our unique reason for being and our deeper purpose as women. We are all created to have a uniquely positive and powerful impact on others—this is influence. Influence creates a domino effect in which one person's influence affects another's ability to influence.

"THIS EVENT HELPED ME UNDERSTAND WHO I NEED TO BE AND WHO I WAS MEANT TO BE TO GROW! THE SPEAKERS HAD ME ON THE EDGE OF MY SEAT WAITING AND ANTICIPATING AS I WAS EXCITED TO HEAR HOW THEIR STORY HELPED TO SHAPE WHO THEY HAVE BECOME TODAY."

SHARON GILBANK

My deep desire to help other women was the spark to ignite this event in 2014 and today has grown to become the largest global women's lead-her-ship event within the fitness industry. Similar women's events are occurring now around the globe and I believe that what we created right here in Canada, at canfitpro, has in itself influenced other fitness industry organizations and female entrepreneurs. It is also proof that women are even stronger and more influential when they are given the opportunity to step into their own power of influence (knowing why), recognize their unique strength and purpose, and take action!

My love and passion for moving people in the direction of their greatness— whether it be through leading fitness classes or fitness leaders— ignited my purpose (why) 35 years ago and while I did not really understand the influence that others had on my journey, and the

influence I myself possessed, I have come to realize that WE ALL HAVE THE POWER TO INFLUENCE! The world needs your influence and each of us is born with our own unique ability, which when put into action, can lift others up and move the needle. I came to understand about 10 years ago that with the influence I have within my position in the fitness industry, it was now time for me to utilize my influence to positively impact others, and I decided then to focus on females. Creating a female focused event was just one way to express my gratitude to the incredible women who have mentored me along my journey. While I personally was inspired by many female mentors in my life and my career, I came to realize that as I traveled outside my own fitness community there was very few women in leadership positions or at the top of fitness companies globally. So, if it was to be different, then it was up to me to influence this movement. My deep desire

to help other women was the spark to ignite Women Who Influence.

We may not realize it, but we are all influencers and being influenced is being given permission to shine a light on one's own abilities and the abilities of others. "Women Who Influence reminds me why I work in the fitness industry. In my role, I work with a lot of young passionate people new to the industry and I have the opportunity to help them get started in their fitness careers. Women Who Influence nurtures me in my own development as a woman who leads a large team." Lee-Anne Wilson (Program Director at McMaster University, Ontario)

The world needs to be led by strong women, women who possess both the leadership and love. These are both the hard skills (Intelligence) and soft skills (Emotional Intelligence).



Photo Credit: Dawn Bowman

LESSONS LEARNED FROM WOMEN WHO INFLUENCE:

“WOMEN NEED STRONG FEMALE ROLE MODELS, WHOEVER THEY ARE. WOMEN ALSO NEED TO BE INFLUENCERS TO INSPIRE WOMEN, ESPECIALLY YOUNGER WOMEN, WHO LOOK UP TO THEM FOR GUIDANCE. INFLUENCE IS NOT ABOUT EGO; IT IS EMPOWERMENT — MORE SPECIFICALLY A ‘POWER’ TO TOUCH THE LIFE OF ANOTHER AND MAKE IT BETTER.”

**TOSCA RENO,
WOMEN WHO INFLUENCE
2018**

canfitpro
Women
WHO INFLUENCE

**7TH
ANNUAL
EVENT**

AUGUST 13, 2020



Photo Credit: Dawn Bowman

Maureen Hagan (L) with canfitpro 2019 Keynote Speaker, Ashley Callingbull (R)

1. When people tell you this is not a great idea, it means that you are on to something—take action however small that first step might be.
2. Women need women to support each other and to connect on a deeper level. This is essential as a female leader and critical for understanding yourself.
3. Surround yourself with those who will lift you up, inspire you, and remind you WHY you are in the fitness industry. We all need to influence and to be influenced.
4. “Love who you are for who you are, and when you really do love yourself there is this strength that carries with you, and it’s this strength that you can give to other people. This makes a great leader”. Ashley Callingbull (Actress, Model, Influencer, Leader, Activist, Canadian Mrs. Universe, and canfitpro 2019 keynote speaker)
5. Know that the more vulnerable you are willing to be, the deeper the connections you will forge with people.
6. What we do in our everyday lives matters!
7. Stay in touch with what is happening in the industry so that you can positively influence the next generation and help give them a great start. (Great advice from attendee and fitness industry professional, Lee-Anne Wilson)



Maureen (Mo) Hagan is Chief Operating Officer for canfitpro. She is a global fitness ambassador, recognized for her leadership in the fitness industry that spans over three decades. Mo is an award-winning fitness leader, member of the Board of Directors for Prescription to Get Active, and WIFA.



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MUSIC MOTIVATES!



BUILDING A BADASS BOUTIQUE: PART 1

YOUR 10-TOUCH JOURNEY TO DESIGNING A FITNESS STUDIO THAT ROCKS: WHY BOUTIQUE STUDIOS AND WHY NOW?

By Emma Barry

AS A CONSULTANT IN THIS SECTOR, I'VE SEEN IT ALL; OWNERS ACTING ON THE WRONG INSIGHTS, GETTING THE BUSINESS BASICS WRONG, HIRING ON HYPE, BLINDLY FOLLOWING WHAT'S HAPPENING ACROSS THE STREET, AND JOINING THE PRICING RACE TO THE BOTTOM.

I want to save you from that pain. I will be sharing insights in a six part series in the canfitpro Magazine, along with a featured one-day live masterclass at canfitpro 2020 on August 15.

There I was in NYC plunked at the end of another concrete bench staring at another nature-wall inside another coiffured locker room. I'd just experienced another average class with another wannabe Kayla. Unfaithful customers were jostling for showers and discussing tomorrow's opening at the new boxing-



reveal this business model as obsolete. Frequency would drop, purses would close, businesses would follow, and as spectacularly as they came onto the scene in the mid 2000's they would disappear – gently discarded alongside the pile of cashmere and entrepreneurial passion projects whose moment in the sun had expired.

We had already witnessed the rise and fall of retail stores making their pilgrimage from big department store to uber-cool fashion boutique and back to Neiman Marcus. The irony was boutique-fitness was moving into the very basements and malls where retail and food had previously been. With the rise of Amazon, Uber Eats, and all their lookalikes extending their long arm product and delivery arm; location, location, location had been usurped by convenience, convenience, convenience. Was our future going to be so different?

The aha moment for me in NYC on that day was two-fold. We all had to do better as an industry to provide stickier experiences that more people would become addicted to. And, I mean addicted to in a positive way. We all needed to stop the bleeding of attrition

BOUTIQUE-FITNESS BY DEFINITION DELIVERS A SPECIALIZED OFFERING TO A LIKEMINDED COMMUNITY WITHIN AN INTIMATE, HIGH-TOUCH EXPERIENCE.

boutique across the street. Mint-scented towels overflowed in the corner, hair dryers were a-hum, and the vanity units served as a graveyard for Sephora product.

The socioeconomic set was clear; thin, white, well-heeled, millennial females with discretionary income, and/or daddy's credit card. The entitlement was palpable. Health benefits aside, fitness felt like just another way of breaking up the hair and nail appointments.

And it struck me – we were trapped in this loop of instant gratification and manicured experiences hurtling towards a deadly corner clearly; harder, better, faster, stronger. But beneath the thin veneer of magnificent packaging, style was most definitely outshining substance. Any kind of financial downturn would

in fitness adherence and create more sustainable businesses – to quote Jim Collins, “we needed to be built to last.”

It was clear to me boutique-fitness is like any business, ‘the good ones could scale and the bad ones will fail’, and that’s when I realized I wanted to focus on this sector. So, for the last decade I’ve devoted myself to watching and working with the best in the industry to pave an explosively bold trail to a world of sustainable fitness experiences - a place where we can all pursue a happy and healthy life.

Why Boutique Studios and Why Now?

We are in the most exciting times the fitness industry has ever known. There has never been more variety of exercise to choose from, more money being invested, more technology enabling the

HEALTH BENEFITS ASIDE, FITNESS FELT LIKE JUST ANOTHER WAY OF BREAKING UP THE HAIR AND NAIL APPOINTMENTS.

experience, nor more explosive growth in the boutique-fitness market.

Boutique-fitness by definition delivers a specialized offering to a likeminded community within an intimate, high-touch experience. These smaller, curated experiences are enticing more people to move as they enjoy the luxe touches of ‘hyper-personalization’ demanded by Millennials and Gen Z today.

It’s a great time to be in boutique-fitness, but like all high-growth opportunities it comes with its caveats. Competition is fierce, customer expectations are ever changing, and operators exist in the financial reality of a pay-as-you-go model. Whether you are an existing operator in a studio, boutique, micro-club or big-box club, or a budding entrepreneur or investor; to capitalize on this exciting and lucrative sector, key steps for success must be in place.

Most studios are ok. Some are good. A few are great. Today’s experience economy demands you be best in class. As with all business models, there is an underlying fitness formula for success. The endgame for boutiques is to cultivate what I coin the ‘yearn to return,’ a feeling so good you are physiologically drawn to come back. Join us as we unpack a 10-touch journey to Building a Badass Boutique throughout 2020.



Founding member of Les Mills International and former Equinox Director, Emma Barry consults to budget clubs, boutique studios

and fit-tech start-ups. Emma is a published author, keynote speaker and mentor, and is fluent in what happens NEXT in fitness. Building a Badass Boutique: your 10-touch journey to designing a fitness studio that rocks - is due out in 2020.

10 REASONS WHY FITNESS BUSINESSES STOP GROWING REVENUE



STRATEGIC THINKING AND BUSINESS ADVICE TO EFFICIENTLY ACHIEVE YOUR GOALS IN THE SHORTEST PERIOD OF TIME POSSIBLE

Sean Greeley, Founder & CEO, NPE

MANY FITNESS BUSINESSES STARTED OUT MAKING GREAT PROGRESS. THEIR BUSINESS OWNERS AND TEAMS LEAD THE INITIAL CHARGE AND NEW CLIENTS AND REVENUE CAME IN.

THEN BAM! THEY HIT A WALL.

They're working harder and longer hours than they ever have, and seeing fewer returns. Margins are tighter, expenses

have gone up, and there is more stress leading a bigger organization. The simple systems they learned and applied that drove early success aren't enough to continue growing to the next level... especially in the face of competition that doesn't sit still.

Many business owners and leaders start losing hope. They question if they have what it takes to continue growing. They think "maybe this isn't for me." But, since they've expanded and now have increased financial liabilities of a bigger lease and bigger payroll... they can't just 'walk away' or downsize easily. So, they're between a rock and a hard place. The only way out is through.

You have to continue growing in all sorts of areas: personal and professional management, leadership, finance, sales and marketing, retention systems, and more. But, you can't work on any of them without growing REVENUE. Because the more you grow, and the more competition

you face, the more important advanced strategies come into play in winning the hearts and minds of your prospects and clients. And, it's getting stuck in those areas that slows and even stops revenue growth.

Let's cover the top 10 areas fitness businesses get stuck.

1. You Haven't Evolved Your Vision

As an owner/operator (or key leader), you can't train clients, manage staff, sell, market, manage the accounting and bookkeeping, handle client scheduling, billing, programming, and more.

That's not a plan for success.

You have to build a team of leaders you can grow and trust to take responsibility for different functions in the business. But, before you can do THAT, first you must adjust your mindset and vision for the role you should be playing. You need to evolve the way you think about your role

and how you create and deliver value in your company.

It's time to re-define your role and the priorities you focus on to drive revenue growth functions and activity. You need to think strategically and create a big vision of where you want to go.

2. You Have No Defined Target Market

In the beginning, it was acceptable to go after everyone as a potential client. You can't do that any longer. As you grow, on boarding the RIGHT clients becomes more important for continued growth than anything else. You must get really clear about WHO your best client is, WHERE they live, and WHY they buy (emotional drivers). THEN focus all your marketing energy and resources on finding more people just like them.

3. Your Company Isn't Positioned Properly

When you sound the same as everyone else with your marketing, there's no reason for a prospect to choose YOU. And, when you have really poor positioning and don't know how to market or sell, most fitness businesses resort to discounting. This is a dangerous business practice and it's putting many companies out of business. And, when it comes to services, be the cheapest or the best; there is no "in-between."

This all starts with your company's positioning statement. You must position yourself as the go-to solution in your niche, so you can charge premium rates that clients are happy to pay.

A positioning statement answers the questions:

- Why should someone choose you?
- How is your business different from other competitors in your marketplace?
- Why would a prospect be a fool to choose anyone else BUT you?

4. You Haven't Defined a Lead Generation Strategy

Most businesses at this stage are doing only random acts of lead generation activity, and then only when they get desperate enough for sales. Random acts of inconsistent behavior won't get you anywhere in business (or life). You must define your lead generation strategy and focus your efforts on consistently executing the plan each and every month.

5. Your Messaging Isn't Emotionally Engaging Your Prospects

There is nothing worse than boring, drab copy. Don't insult your prospect

(and disrespect yourself) by letting weak messaging go out the door. Your marketing messages must emotionally engage your prospect in a unique and powerful way. And, you've got to take time to craft compelling offers that move a prospect to take action and move further down the fitness marketing life cycle.

6. You Don't Have Enough (or Well Developed) Lead Sources

In marketing speak; a lead source is much like the pond that you go fishing in. When you know what fish you want to catch (target market), and you know what bait to use (offer), then you have to know the right fishing holes (lead sources) to go find and catch them in.

Your goal should be to research, test, and develop AS MANY STRONG LEAD SOURCES AS YOU CAN within each lead generation strategy until you've met your goals.

7. You're not Consistently Focusing on Lead Generation Activity

You can have great strategy, you can have great fishing holes you know you can catch fish in, but if you don't go fishing everyday... you aren't going to catch fish!

Inconsistent behavior leads to inconsistent results in ALL areas of our business and life. You must consistently take action and have systems in place to generate new leads every single month to grow your revenue to the next level.

8. You're not Consistently Following Up with Your Prospects

There are many ways to follow up and nurture your prospects. Sharing valuable content and relationship building are two of the most important. Send an email, pick up the phone and call someone, send out a text message, use social media, invite people to a live workshop, and more.

Communicate with your list and build relationships to move your prospects forward in the fitness marketing life cycle. And, be consistent every single month!

9. You Haven't Set (Nor Communicated) Clear Goals and Targets

You're busy; you're doing a lot of 'stuff' working in and on your business. We get it. And, we see far too many business owners (and leaders) that wake up without a focus to their day, week, and month. As a result, they end up working in a reactive marketing mode and there's no leadership for their team to grow.

There are two things you need for focused execution: a big dream and a clear goal/target.

Have a clear revenue goal for the month, know the number of sales needed to hit that target, and then have a qualified consultation goal from your marketing efforts that sets you up for success.

10. You Aren't Tracking Your Sales, Marketing Numbers, and ROI

Without metrics and a 'feedback loop' from your sales and marketing activity, you have no way of measuring the effectiveness of your marketing and lead generation efforts.

It's essential that you track your marketing metrics at every stage of the fitness marketing life cycle and your ROI to make better business growth decisions.

Let's review.

How do you rank in each of these areas? Where can you improve?

If you're ready to take your business (and revenue) to the next level... reconnect with your dream. Commit to serve the people you love to work with everyday. Start fixing your skill sets in order of top to bottom, shared in this article.

Don't get stuck. And don't lose hope that you can continue growing.



Sean Greeley, Founder and CEO of NPE, has an unrelenting passion for empowering fitness business owners to grow their business and create the life they want. Since 2006, NPE has helped over 45,000+ fitness professionals and business owners in 96+ countries grow to the next level.

Get an exclusive eCourse from NPE, so you can increase profit, revenue, and happiness with your fitness business industry at canfitproandnpe.com. Discover proven systems 9,450 fitness professionals have used to transform themselves into successful business owners/operators and get MORE PROFITS, MORE CLIENTS, and MORE FREEDOM.



GoodLife Associates with students during “Support the North” incentive trip to Moosonee, ON

CORPORATE RESPONSIBILITY: THE FUTURE OF GIVING BACK AT GOODLIFE

GOODLIFE COMMITS TO ENHANCING THE EXPERIENCE OF THEIR ASSOCIATES BY CONNECTING THEIR PASSION TO THEIR PURPOSE



OUR FOUNDER AND CEO, PATCH, ONCE SAID, “GOODLIFE WAS FOUNDED WITH ONE TRUE PURPOSE: TO HELP OTHERS.”

And, our Associates do just that. From coast to coast, they are transforming lives, actively supporting Canadians along their fitness and health journeys. We take

tremendous pride in what they achieve on a daily basis.

In today’s world, though, people – including Associates and Members – expect more from us. They expect us to be a catalyst of change and a force for good. Research on consumer trends shows that one in two people are now a “belief-driven buyer,” defined as someone who will “choose, switch, avoid or boycott a brand based on its stand on societal

issues,” and 76% of Millennials look at a company’s commitment to sustainability when deciding where to work.

An authentic commitment to Corporate Responsibility – a commitment to going above and beyond a company’s business purpose to make the world a better place – is therefore essential to meeting the growing expectations of Associates, Members, and all Canadians.

This past October, we launched GoodLife’s Corporate Responsibility Program. After months of consultation with Associates and leaders in Corporate Responsibility, we decided to communicate our Program in three pillars:



Empowering our People:

Continuing to grow as a caring and inclusive employer, while empowering Associates to act as agents of change in their communities.



Strengthening our Communities:

This pillar includes GoodLife Kids Foundation’s work to help kids with special needs thrive; a new collaboration with Right To Play to improve health outcomes in Indigenous communities; Teen Fitness; and significant investments in autism, cardiac health, and prehab and rehab.



Looking After our Planet:

Reducing our energy, water and waste footprint by designing ‘greener’ Clubs and being more conscious of the products we use.

At GoodLife, we believe fundamentally that the success of our company starts with our People. Similarly, we believe the prerequisite for being a responsible company is being a great employer. We have an entire team dedicated to identifying opportunities to enhance the experience of our Associates.

We are doubling down on our efforts to support our Associates’ mental health, and are taking a firm stance on diversity and inclusion so that every Associate, Member, and Guest who enters a GoodLife Club knows they can be their authentic selves when they are with us and feel welcome and embraced by the GoodLife community.

Beyond that, we believe one of the greatest gifts we can give to Associates is connecting their passion to their purpose. To demonstrate this, we have earmarked over half a million dollars to match donations to causes they care about and offer volunteer rewards for



GoodLife Associates teach a class to raise funds for GoodLife Kids Foundation



GoodLife Associates, family and friends celebrate diversity at 2019 Calgary Pride Parade

the time they commit to making their communities stronger. We launched our Donations Matching and Volunteer Rewards Program in December with the hope that it will become an enormous source of pride and fulfilment for the people who matter most: our Associates.

In so many ways, GoodLife was always ahead of the curve. From opening our Clubs to our communities during times of crisis; to helping children and youth live healthier, more fulfilling lives through our beloved GoodLife Kids Foundation and our free Teen Fitness Program; to donating our time and equipment to

communities in Canada’s north. Making the world a better place has always been intrinsic to who we are. Since opening our first Club in 1979, we have invested over \$40 million in thousands of national and community partners and GoodLife Programs.

Now, with a firm commitment to Corporate Responsibility, we look forward to building on decades of giving back to make the world a better place. While this might feel like a tall order, it is not a challenge we will shy away from; rather, we’ll go all in as we’ve always done.



WELCOME TO 2020: THE YEAR OF THE FITNESS PROFESSIONAL

**FIC ADVOCATES FOR THE FITNESS INDUSTRY AND AIMS TO
MOVE IT TO NEW HEIGHTS**

By Scott Wildeman, President, Fitness Industry Council of Canada

**ON BEHALF OF THE
FITNESS INDUSTRY
COUNCIL OF
CANADA, WE WOULD
LIKE TO TAKE THIS
OPPORTUNITY TO WISH
EVERYONE A HAPPY
NEW YEAR AND BEST
WISHES FOR 2020!**

2020 is shaping up to be the year of the fitness professional. Our industry has grown substantially over the last four decades, with substantive developments starting to take shape.

canfitpro has been an industry leader in terms of certifications and continuing education for the past 27 years and FIC is proud to be partners with the passionate people within the organization.



increased the number of prescribers and prescriptions by 25% in five short months! At press time, we see approximately 12 Rx's a day being registered. In 2020 our focus will be moving the Ontario program to the next level. Funding grants have been submitted and we await responses. However, we cannot solely rely on government. Please consider being a chapter or provincial sponsor of this incredible program. This will provide you with incredibly motivated guests, who with the proper on boarding, are excited to join your facility and build the life long habit of activity.

2. Fitness Tax Credits

The Conservative party indicated that if elected, they would implement a Children's Fitness Tax Credit. Even though we are in a minority government scenario, we are very hopeful to believe that both the Liberal and Conservative parties see the benefits of a Fitness Tax Credit. Our proposal is to combine the tax credit with the Prescription to Get Active, which would in essence provide motivation at the start of the journey and ongoing positive reinforcement. Our efforts in 2020 will be focused on setting meetings with Federal and Provincial Health Ministers.

EVEN THOUGH WE ARE IN A MINORITY GOVERNMENT SCENARIO, WE ARE VERY HOPEFUL TO BELIEVE THAT BOTH THE LIBERAL AND CONSERVATIVE PARTIES SEE THE BENEFITS OF A FITNESS TAX CREDIT.

3. Registered Exercise Professionals

FIC will continue to work with canfitpro and our other certification partners to have exercise professionals registered and accountable to standards. In a time of rapid expansion in our industry, it is important that consumers have confidence in those who have been trusted with their health and wellbeing. Linking back to the Prescription to Get Active program, we know that doctors will only refer if they are confident that their patients are in good hands. We invite those who are operating in the industry without a valid certification to get on board. Once consumers are aware of the concept of Registered Exercise Professionals, they will demand it!

IN A TIME OF RAPID EXPANSION IN OUR INDUSTRY, IT IS IMPORTANT THAT CONSUMERS HAVE CONFIDENCE IN THOSE WHO HAVE BEEN TRUSTED WITH THEIR HEALTH AND WELLBEING.

4. UFIT

FIC is proud to support the Universal Fitness, Innovation and Transformation program. This program is sanctioned by UNESCO and aims to empower people with disability to access fitness programming in their communities. canfitpro is a partner of FIC in this initiative and we aim to have a certification drafted in 2020 to ensure fitness professionals have the tools to help those in their communities with disability.

5. Music Tariffs

FIC continues to work with Entandem to ensure that music tariffs are fair and sustainable, as well as uniformly enforced and collected on.

FIC needs your support in order to help your business! Please consider becoming a member of FIC and joining our provincial council. Our board meetings are open to all and we rely on your financial donations to continue to move our industry forward.

FIC is your non profit trade association. We represent public, private, municipal facilities, along with registered exercise professionals from various certification organizations. We advocate for the industry and aim to help move the industry to new heights.

2020 will see FIC continue to focus on a number of priorities that continue to gain momentum. With the assistance of canfitpro and all of our partners, we are confident that we will continue to see progress in these key areas:

1. Prescription to Get Active

FIC has advocated governments at both federal and provincial levels for sustainable funding to continue to expand this program across the country. 2019 saw the Alberta program receive funding from Alberta Health Care, and as such



Scott Wildeman is the Senior VP Fitness and Operations for World Health and Spa Lady in Alberta Canada. A dynamic leader that has helped build one of the largest PT and GF teams in Canada, his areas of expertise include Personal Training sales and business practices, career development, and Human Resources.



MUSIC MOTIVATES!

**USING MUSIC STRATEGICALLY CAN KEEP YOUR
CLIENTS MOTIVATED**

By Amadou Tall, Director, Licensing, Entandem



WALK THROUGH ANY FITNESS CLUB AND YOU'RE PROBABLY SURROUNDED BY MUSIC. THIS ISN'T RANDOM OR ACCIDENTAL. IN FACT, MOST GYM OWNERS KNOW MUSIC CREATES AN ENERGIZING ATMOSPHERE IN THEIR BUSINESS.

Music plays an important role in maintaining the high-energy, motivational spirit of exercise classes, and can inspire your clients to get the most out of their workout.

Research from the Music Drives Fitness study indicates that music is far more important than we previously believed when it comes to physical health, well-being, and the customer's overall experience.

Some noteworthy highlights from the Music Drives Fitness research include:

Don't stop the music!

Sixty per cent of respondents prefer continuous music with no talking or commercial interruptions when they work out, suggesting that gyms should offer curated playlists to keep things up-tempo and motivating for members.

MUSIC DIRECTLY IMPACTS HOW CUSTOMERS VIEW THEIR GYM.

Playlists are priceless with Millennials.

Music directly impacts how customers view their gym. One-third of Millennials surveyed believe gyms with well-curated workout playlists are high quality, while one in four consider the gym 'trendy' or 'cool'.

Music pushes us to the finish line.

More than three-quarters (77%) of Canadians said that when they hear music they like in an exercise class, they're likely to enjoy the class more. Eight out of 10 women agree that music pushes them to finish a difficult exercise class at the gym.

Here are three easy ways to evaluate your gym's music use:

1. Make sure the music you're playing reflects your gym's brand, as well as the needs and expectations of your members and clients.

Is the music in the space creating a high-energy, motivational setting? Does the overall vibe of the music fit the products and classes you're offering or the ambiance you're trying to create? Do you use good-quality sound equipment? Have you considered turning up

the volume so that members can feel the beat more?

EIGHT OUT OF 10 WOMEN AGREE THAT MUSIC PUSHES THEM TO FINISH A DIFFICULT EXERCISE CLASS AT THE GYM.

2. Spend time and effort developing unique, curated playlists to create a fresh, high-energy mood that motivates your members.

Are you switching up your playlist often enough to keep things current throughout the day, week, and month? Have you considered hiring an in-house music curator to develop and maintain the music experience in your gym?

3. Ask your staff for input and be open to their feedback.

Have you asked your staff what they'd like to hear? They'll have valuable insight and they can gather and share feedback from your members and their clients that can help shape your gym's ambiance and enhance their experience.

Music and exercise are a natural fit. Using music is smart business for fitness clubs and instructors, and the research proves it directly impacts their customers' personal fitness experiences. With so many people confirming music is important to their exercise routine and essential to keeping them motivated, gym owners would be wise to use music strategically. This year consider the music you're playing. It can make a huge difference and people who exercise want to hear more of it to stay motivated.



Amadou Tall is Director of Entandem, a new company jointly owned by well-established copyright-collectives RE:SOUND and SOCAN to ensure music creators and publishers are

compensated for the use of their music in public through simplified licensing. Music license payments are returned to music creators and publishers in the form of royalties, ensuring more music can be created.



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IF THEY WANT TO QUIT, IT MAY BE BECAUSE YOU TOLD THEM TO

USING POSITIVE LANGUAGE TO FEED THE UNCONSCIOUS MIND

By Nathalie Plamondon-Thomas, Transformation Expert



YOUR CLIENT WORKS OUT WITH YOU THREE TIMES A WEEK. SHE SAYS THAT SHE FOLLOWS YOUR NUTRITION ADVICE AND SHE HAS GOTTEN A BIT STRONGER, BUT YOU FEEL THAT THE RESULTS SHOULD BE SO MUCH BETTER CONSIDERING YOU HAVE BEEN WORKING TOGETHER FOR OVER SIX MONTHS.

She started to drop a few extra pounds in the beginning but now she seems to be stuck. She is sometimes discouraged and even with your motivational words telling her to “not give up” and “push through the pain”, she just informed you that she would not be renewing her personal training package with you.

Exercising and eating well - two key components in the fitness industry. Even though it is imperative to combine both in order to live a healthy life, they are almost obsolete if they are not accompanied by mind power. You can be the most advanced personal trainer at your gym, but the only way you can inspire your clients to achieve outstanding results is if their head is also in the game. In order to reach permanent results with your clients, you need to be able to train their brain.

Let's review how the brain works. Our brain has many parts. I will cover two of these parts in this article.

The Logical Mind

The logical mind can process an average of five to nine pieces of information at a time. That's why you can watch your client's form while counting reps, aligning their knees, and still notice the gentleman at the back of the gym winking at the girl doing the chest press on the bench.

We multitask all the time! Let's say you are driving to a new address, music is on, and as you come closer you slow down and you start looking at the numbers on houses. Have you ever caught yourself having to lower the volume on the radio? Now what does the volume of the music have to do with being able to see the numbers on the houses? As you are driving with your foot on the brake/accelerator, noticing the red light ahead, the child about to cross the street, and

the woman that will likely cut you off, somehow, when you add on the task of looking at the numbers on the houses, the music becomes the 'one too many'. Your five to nine pieces of information get filled up very quickly.

The other thing that's not so great about the logical mind is that research shows that 70% of our thoughts are negative. We would not have any friends if we talked to them the same way we talk to ourselves. Our logical mind might not be that great after all, right?

Living at a logical level is like this: Your logical mind is working really hard trying to do everything right. You are plugging away in one direction, towards your goal, doing everything you can to build your fitness business. You get up early, you do your meditation, you accept clients from 5:00 a.m. to 9:00 p.m., you take your kids to school and sports in between your fitness classes, you prepare your clients' workouts, you post on social media, and yet, you still live paycheck to paycheck and the harder you work

IN ORDER TO REACH PERMANENT RESULTS WITH YOUR CLIENTS, YOU NEED TO BE ABLE TO TRAIN THEIR BRAIN.

the more exhausted you feel. You have zero life balance, you feel you are going further away from your dream life, and it's like you want to go to Halifax, but you are in an airplane flying to Vancouver. You can work as hard as you possibly can but the airplane is exponentially so much more powerful and faster than you feel you will never get there if you stay in that aircraft. So, should you get off that plane?

Absolutely not. You should stay on the plane and talk to the pilot, and say: "Can you turn around, that's where I want to go." Imagine how fast you will get there once the pilot is on board! When your plane is going the wrong way, you talk to the pilot. In real life, this translates to talking to your own pilot; I call it your Personal Assistant.

The Unconscious Mind

Your Personal Assistant is this other part of the brain: your unconscious mind. It is your PILOT. It can handle over 2.3 million pieces of information every second, while the logical mind was only able to handle five to nine.

[THE UNCONSCIOUS MIND] CAN HANDLE OVER 2.3 MILLION PIECES OF INFORMATION EVERY SECOND, WHILE THE LOGICAL MIND [IS] ONLY ABLE TO HANDLE FIVE TO NINE.

Over two million pieces of information every second - that's where the power is!

Your Personal Assistant is inside your head taking notes and making sure that everything that you say or think gets done. Just like a pilot follows a flight plan, your personal assistant will follow your own life plan.

The problem is that people wake up in the morning and look at themselves in the mirror and say things like, "Oh my! I look tired! I am so stressed out! I think I am gaining weight!" Your personal assistant writes it down on your life plan and makes it happen: What's my plan for today? "Tired..." What can I do for this? Oh, I know, I will keep her awake all night so that she's going to be really tired in the morning. Got this! What's next? "Stressed out..." I know, I will make her forget something at home and she will have to turn around in traffic. That will be stressful! Got this! "I think I am gaining weight..." Easy one. I can surely find a chocolate bar or something deep fried for her to eat today.

Your Personal Assistant is your pilot following your life plan.

Watch Your Language

If you hire a contractor to paint your kitchen and you say, "I would like you to paint my kitchen NOT blue", the contractor won't know what you want. It's the same when you tell your clients, "Don't arch your back and don't drop your head." Change your language!

My one-on-one coaching clients do this all the time. They sit in my office or on Zoom calls and they keep telling me what they DON'T want: "I don't want to be stressed anymore, I don't want to rush everywhere, I don't want to be impatient with my kids, and I don't want to be broke." Their brain hears stress, rush, impatient, and broke. Sound familiar?

What about your clients? They think exercise is hard. Do you know why? Because WE keep telling them: "Push through the pain! Feel the burn! No pain, no gain! Don't give up! Don't quit." Be careful how you talk to your clients' Personal Assistants because you know what will happen if their Personal Assistant is programmed to believe that exercise is hard and that they will always gain the weight back.

Let's say they start working with you and actually start to enjoy themselves, because you are an awesome trainer, then their Personal Assistant goes in panic mode because they are supposed to hate it! So, they say, "Oh my, she likes

it and she is supposed to hate it, and now she losing all that weight and she's supposed to be overweight. Oh no, I am not doing my job, what can I do? Oh, I will make her land funny on a BOSU Ball, she will hurt herself, she won't be able to train anymore, and she will gain the weight back. Perfect! I did my job! Check!"

Be very careful and start talking to your client's Personal Assistant with positive language like: keep going, you are getting there, feel your muscles getting stronger, you are starting to enjoy this, you are in the process of becoming exactly who you want to be, you are reaching the next level, you get better every session, etc. Work your client's mind and position yourself as the trainer that gets their clients to achieve permanent results!



Founder of the THINK Yourself® ACADEMY, Speaker, Master Life Coach, No.1 Best-Selling Author of seven books on wellness and empowerment, and 2007 Fitness Instructor of the Year, Nathalie Plamondon-Thomas combines 25 years in sales and 30 years in the fitness industry. She uses neuroscience to get you transformational results.

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ATTRACTING AND RETAINING OLDER ADULTS IN YOUR CLUB

**FOCUSING ON FOUR KEY AREAS
WILL HELP ENGAGE OLDER
ADULTS IN MORE REGULAR
EXERCISE, RESULTING IN
POSITIVE PHYSICAL AND MENTAL
HEALTH OUTCOMES**

By Kristen Green

“IN 2020, THE NUMBER OF PEOPLE AGE 60 OR OLDER WILL PASS ONE BILLION FOR THE FIRST TIME EVER - THAT’S ONE IN EVERY SEVEN PEOPLE. BY 2045, APPROXIMATELY ONE GENERATION LATER, THIS NUMBER IS EXPECTED TO REACH ONE IN EVERY FIVE PEOPLE.” ICAA

As an industry, we are best positioned to assist the tsunami of the ever-increasing number of older adults who are looking for a solution for improved quality of life through health and wellness. Many older adults will look to us as they consider joining a fitness facility for the first time. But, it's also acknowledged that, as an industry as a whole, we have largely skewed our focus, programming, and initiatives towards a much younger demographic. In Ray Algar's *Health Club Industry Active Aging Report*, members over the age of 55, in both US and UK health clubs, are consistently under-represented in comparison to the population.

But, to attract and retain this group requires a change in mindset – both from the public perception and prejudices of “ageism”, the often ignorant attitudes of the benefit of exercise for older adults, as well as educating exercise professionals, facility owners, and managers.

We know that exercise for older adults encompasses many physical benefits including improved quality of life through improved mobility, decreased risk of falls, and reduced risk of stroke and heart disease. But, one of the most positive impacts is on mental health, specifically in reducing cognitive decline and combating loneliness – especially when a sense of community is created through exercise.

From a club operations perspective, four key areas of focus to assist with attracting and retaining older adults are – effective communication, programming, creating the right environment, and staffing and support.

Effective Communication

Design your marketing collateral to avoid using “ageist” language and imagery in your marketing. As an example, don't use

words such as “old”, “senior” or “middle aged”. Instead, use imagery which is relatable to the over 60 demographic and focus on messages relating to activities of daily living. Remember that these people first need to see themselves as exercisers and that isn't going to happen purely with image advertising.

When appealing to this group, it also helps to include testimonials and photos in your advertising – making it more relatable. Traditional methods of advertising such as emails and Facebook are often more effective, and try to personalise where possible. Consider community outreach to talk to older adults where they are – such as at clubs, shopping centres, and golf clubs.

...ONE OF THE MOST POSITIVE IMPACTS IS ON MENTAL HEALTH, SPECIFICALLY IN REDUCING COGNITIVE DECLINE AND COMBATING LONELINESS...

Programming

In considering the program offerings for older adults, it is important to design programs and activities which assist them in engaging in activities which they enjoy and have been accustomed to throughout their lives. Group exercise classes encourage interaction and socialization between members. Combining elements of fun and gamification into classes makes exercise more enjoyable. Ideally, a class will combine elements of cardiovascular fitness, strength, balance, and agility as well as elements to enhance mental health, such as mood and memory, through activities such as Tai Chi, yoga, and relaxation exercises. Try to schedule classes at times to suit this group, typically in off peak times during the day. There is also the opportunity to offer special population short term programs and educational seminars specifically for health conditions such as diabetes, arthritis, and osteoporosis.

Environment

Many older adults won't attend a fitness centre due to the perceived intimidating atmosphere due to younger, fitter members, the noisy environment, and the lack of staff supervising who understand their needs. Success with this

group will come from a well designed physical space and friendly engaging staff. Consider the member experience, from the moment they engage with your brand to the moment they walk into your facility. Utilizing the quieter times of the day for programming will make for a more comfortable experience. Use relatable music for programming and ensure staff is professional and empathetic in their engagements. From a sales perspective, adopt a no “hard sell” approach to membership, to allow time for thoughtful decision making and commitment.

Staffing and Support

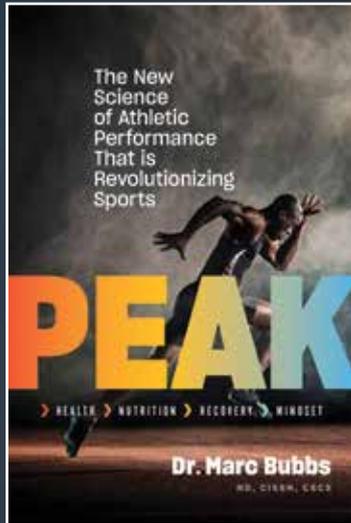
Key to success in engaging and retaining this group is the relationships they build with each other and your team. Keep programming and classes fun and social. It's a myth that older adults need to work with older instructors. The best instructors are those who effectively engage and have empathy and understanding. Often these instructors can be young... or young at heart! This group loves to be part of something bigger, so provide the opportunity for social events, or develop clubs within clubs. Older adults are great community and club ambassadors, so leverage these opportunities for future referrals of new members and to grow the group size.

There is no doubt it is an exciting time to engage this new wave of older adults at your fitness centres. With thoughtful consideration around their specific needs, and designing effective communication and programming, you will be successfully engaging older adults in more regular exercise, resulting in positive physical and mental health outcomes.



With over 25 years industry experience, Kristen Green is the Executive General Manager of Aquafit, Sydney Australia, and

a WIFA Board Member. Kristen is a highly regarded thought leader, accomplished presenter and a regular contributor to industry journals and magazines. Kristen was the first Australian recipient of the IHRSA Woman Leader Award in 2018. Kristen holds an MBA (Distinction) and BSpSc (Exercise Science).



NUTRITION FOR BRAIN HEALTH

THIS IS AN EXCERPT FROM THE BOOK *PEAK: THE NEW SCIENCE OF ATHLETIC PERFORMANCE THAT IS REVOLUTIONIZING SPORTS* BY DR. MARC BUBBS, ND, MSC, CISSN, CSCS (#1 USA BEST SELLER ON AUDIBLE - SPORTS MEDICINE)

COGNITIVE HEALTH IS A HOT TOPIC THESE DAYS. ALARMINGLY, THERE ARE OVER HALF A MILLION CANADIANS LIVING WITH DEMENTIA, AND BY 2031, THAT NUMBER WILL MORE THAN DOUBLE TO ALMOST A MILLION PEOPLE.

Alzheimer's disease (AD) is the most common cause of dementia. The term dementia describes a set of symptoms that includes memory loss and difficulties with thinking, problem-solving, or language. The signs and symptoms of dementia from Alzheimer's disease are highly individual, but early symptoms often include memory lapses, and difficulty recalling recent events and learning new information. Damage to the hippocampus area of the brain—which converts short-term memory to long-term memory—is thought to be responsible for these deficits. (Memories in early life are often unaffected during early stages of the disease.)

As the condition worsens, you start to lose things easily around the house, struggle to find the right word in a conversation, forget recent conversations, get lost in familiar places, and the like. As Alzheimer's progresses to late stages, patients need help with all their daily activities day-to-day and become much less aware of what is happening around them. This has left experts scrambling to find a way to slow the progression of the neuropathological changes that occur in dementia patients.

There are many different types of dementia, but Alzheimer's disease (AD) and vascular dementia are the most prevalent. Interestingly, people with type 2 diabetes are at increased risk of not only cardiovascular and cerebrovascular diseases, but also dementia.

In fact, today there is now strong evidence that type 2 diabetes increases the risk of cognitive impairment and some dementias. A recent meta-analysis found diabetics have a 65 percent increased risk of Alzheimer's and 127 percent increased risk of vascular dementia, highlighting the fundamental role blood glucose control has in supporting brain health. Moreover, 80 percent of Alzheimer's patients have

either been diagnosed with diabetes or glucose dysfunction.

In Alzheimer's, glucose metabolism of the brain is severely compromised; there's effectively an energy crisis in the brain. Experts often refer to Alzheimer's now as "type 3" diabetes, because just like in type 2 diabetes, tissues in the body (in this case the brain) become resistant to absorbing glucose. The brain is effectively starving for fuel despite the excess consumption of glucose. As such, the brain can't get access to the glucose fuel.

The blood-brain barrier also becomes "leaky," triggering an inflammatory cascade as a result. Inflammasomes sustain inflammation in the brain, impair healing, and alter glucose metabolism (such as NLRP3). This triggers the cascade of harmful secondary reactions and can quickly become a downward spiral. Unfortunately, there is no gold standard test for cognitive decline and Alzheimer's, nor is there a cure. At the moment, prevention (or delaying the progression) is the best medicine.

EXPERTS OFTEN REFER TO ALZHEIMER'S NOW AS "TYPE 3" DIABETES ...

Preventative Strategies to Combat Dementias

1) Upgrade Your Sleep

A growing body of research is finding poor and inadequate sleep as you age is a predictor of cognitive decline, dementia, and Alzheimer's disease. Aim for 7-hours of sleep per night to support optimal brain health. Avoid caffeine in the evening, as this will impair sleep quality, and limit alcohol if you struggle with sleep quality as alcohol is a powerful inhibitor of restorative REM sleep.

2) Keep Blood Sugars On Point

Too much emphasis is placed on what 'diet' you're following and not enough on the outcome. What is your glucose control? If your blood tests for fasting glucose and HbA1c – a three-month average of your glucose control – are on point you can have confidence your diet is supporting cognitive health. Aim

THERE ARE MANY DIFFERENT TYPES OF DEMENTIA, BUT ALZHEIMER'S DISEASE (AD) AND VASCULAR DEMENTIA ARE THE MOST PREVALENT.

to keep HbA1c at 0.55 or lower and fasting glucose at 5.3 mmol/L or lower to support optimal brain health.

3) Eat Antioxidant Rich Diet

A diet rich in vegetables and fruits provides an array of powerful antioxidants to protect your brain. Blackcurrants are antioxidant superpower providing over 1,000mg per serving, while berries (i.e. strawberries, blackberries, raspberries, blueberries) are also potent at 300-400mg per serving. Vegetables like broccoli are also important to consume regularly, providing 33mg per serving. Even a few vices, like dark chocolate (70% or more) and red wine, provide 280mg and 126mg per serving, respectively.

Prevention is the best medicine when it comes to chronic diseases. To keep mentally fit and fight off cognitive decline and dementia, focus on the 'big rocks' like sleep, nutrition and ensuring a robust intake of antioxidants to fuel and support your brain. (And keep up with your exercise, it's another powerful tool for brain health!).



Dr. Marc Bubbs is a licensed Naturopathic Doctor, Performance Nutrition Lead for Canada Basketball Team, Speaker, and

author of the best-selling new book Peak: The new science of athletic performance that is revolutionizing sports - An integrated and personalized approach to health, nutrition, training, recovery and mindset.

MINI BAND EXERCISES FOR EFFECTIVE CHANGE

TARGET MUSCLES EFFECTIVELY WITH SIX MINI BAND EXERCISES FOR STRENGTH, POSTURE, AND MOBILITY

By Suaad Ghadban



MINI BANDS ARE ONE OF THE MOST VERSATILE PIECES OF FITNESS EQUIPMENT YOU CAN INVEST IN, WITH BENEFITS FROM STRENGTH TO POSTURE, TO JOINT HEALTH, AND MUCH MORE.

While it might not be the fanciest piece of equipment, it's definitely one of the best and commonly used for injury prevention, strengthening, and as a rehab tool in the health and fitness world.

Resistance bands are among the easiest and cheapest ways to get in a strength workout. Not only is it inexpensive, it's easy to throw in your car or pack when you travel and can be used just about anywhere.

Mini bands are great for warm-ups before the workout, especially for activating your hips and glutes before class. A lot of mini band exercises make it easy to target your gluteus medius, maximus, and minimus as well as your hip abductor muscle. It's very important to do basic mini band glute exercises to fire up those muscles and get them ready for the harder work to come. You can also use mini bands to warm the upper body. This can be specifically beneficial for an area like the shoulders, chest, and back as it strengthens your posture for all the work to come.

What's more, research has shown that resistance band workouts are comparable to traditional weight training in terms of both boosting muscle strength and burning body fat. In fact, they can allow you to better target certain muscle groups above and beyond what you could do with free weights. This comes in handy for not only improving strength, but also addressing injury rehab and prevention. Everyone can work at their own level, increasing the resistance to stronger bands or adding multiple bands over time to keep challenging and strengthening the muscles. By graduating to stronger bands as the workout begins to feel easier, your clients and participants can avoid plateaus and keep the muscles challenged. They can also use different bands for different muscle groups if they feel they need a slightly different level of resistance.

However, one of the biggest benefits you're going to get is the versatility that comes with a resistance band. In this article, I'm going to present six of the best Hot Booty Ballet exercises. These will include everything from booty exercises and strengthening to improving your posture and mobility. If you're looking to get the most out of a workout and cause effective change, mini bands are a must.

How to Add Mini Bands to a Workout

As you begin using the mini bands, you will realize that you may not be strong enough even for the easiest resistance band; you can still do the exercise and work your way up to using the bands. When you're doing mini band exercises to warm-up or just work on improving stability, start with a light resistance band. You can then adjust from there if the band feels too light; you can either add an extra band or a harder one. It's more important to use a lighter resistance and move through full range of motion, in the beginning, then use a heavier resistance that limits your ability to do the exercise fully.

Practical Tips for Mini Band Training

- With all fitness exercises, posture and body alignment is critical. Keep the shoulders and hips aligned, tighten your abs, and relax the knees. Always maintain a natural spinal curve.
- Always include proper warm-up and cool-down.
- Perform all exercises in a slow and controlled manner. Control the band rather than allowing it to control you. Be careful to not allow the band to snap back.
- Avoid overextending your joints when exercising. Don't lock the joints.
- Breathe evenly while performing your exercises. Exhale during the more difficult phase of the repetition. Don't hold your breath.
- Perform the exercises without the band until you are comfortable then add the mini band.
- Progress to the next level band when you can easily complete the exercise.

SQUAT WALKS SIDE TO SIDE

1. Place a mini band above the knees and stand with feet directly underneath the hips. (Fig. 1)
2. Plié halfway down as you take a step sideways, to the right, as far as you can. (Fig. 2)
3. Actively resist the pull of the exercise band as you bring your left leg slowly toward your right, returning to the

starting position.

4. Repeat in same direction for intended number of repetitions and reverse direction.



Fig-1



Fig-2

PLIE TENDU SIDE

1. Stand with your feet shoulder-width apart, mini band around ankles, and feet turned out. Bend your knees, lowering your hips deeply so your thighs are parallel to the floor, keeping your weight back on your heels. (Fig. 3)
2. Rise back up, straightening the legs completely and lifting the right leg out to the side, squeezing the outer glute. (Fig. 4)
3. As you step feet back to shoulder-width position, plié down again.
4. Rise back up and do a side leg lift on the left side.



Fig-3



Fig-4

RELEVE PLIE

1. Stand with feet slightly wider than shoulder distance apart, mini band around your ankles, feet turned out. (Fig. 5) Bend at the knees lowering torso, keeping your back straight, and abs tight.

2. Lift your heels into releve and squeeze glutes. (Fig. 6)
3. Return heels to the floor and straighten legs to return to starting position.



LAT PULL BACK (with abs)

1. Place a light band around your feet.
2. Keep back straight, keep feet on the ground or lift them up in line with shoulders. (Fig. 7)
3. Keeping the abs tight and body still, pull your elbows back and to the side. (Fig. 8)
4. Slowly bring arms back to the starting position.



LAT PULL DOWN (with abs)

1. Laying on your back, place a mini band around your feet. Extend arms and legs overhead, with a rounded back. (Fig. 9)
2. Pull your arms down to the floor, elbows bent and in line with your shoulders. (Fig. 10)
3. Return to the starting position (controlling the resistance). Keep head on or off the floor.



BICYCLE CRUNCH

1. Place a mini band around feet.
2. Lie face up with both hands behind head, knees bent, and feet flat on floor.
3. Lift right shoulder off mat to bring right elbow toward left knee, while extending right leg straight. (Fig. 11)
4. Repeat, drawing left elbow to right knee as you extend left leg straight. (Fig. 12)



Suaad Ghadban is a dynamic health and fitness expert, best known for her signature program Hot Booty Ballet™. With over 15 years

of experience as a professional dancer, instructor, personal trainer, and group fitness program creator, Suaad's passion and unique style allows her to help everyone go beyond their personal goals and fitness expectations. Suaad shares her knowledge of the latest fitness workouts and trends regularly as a guest fitness correspondent on Global TV Morning News.

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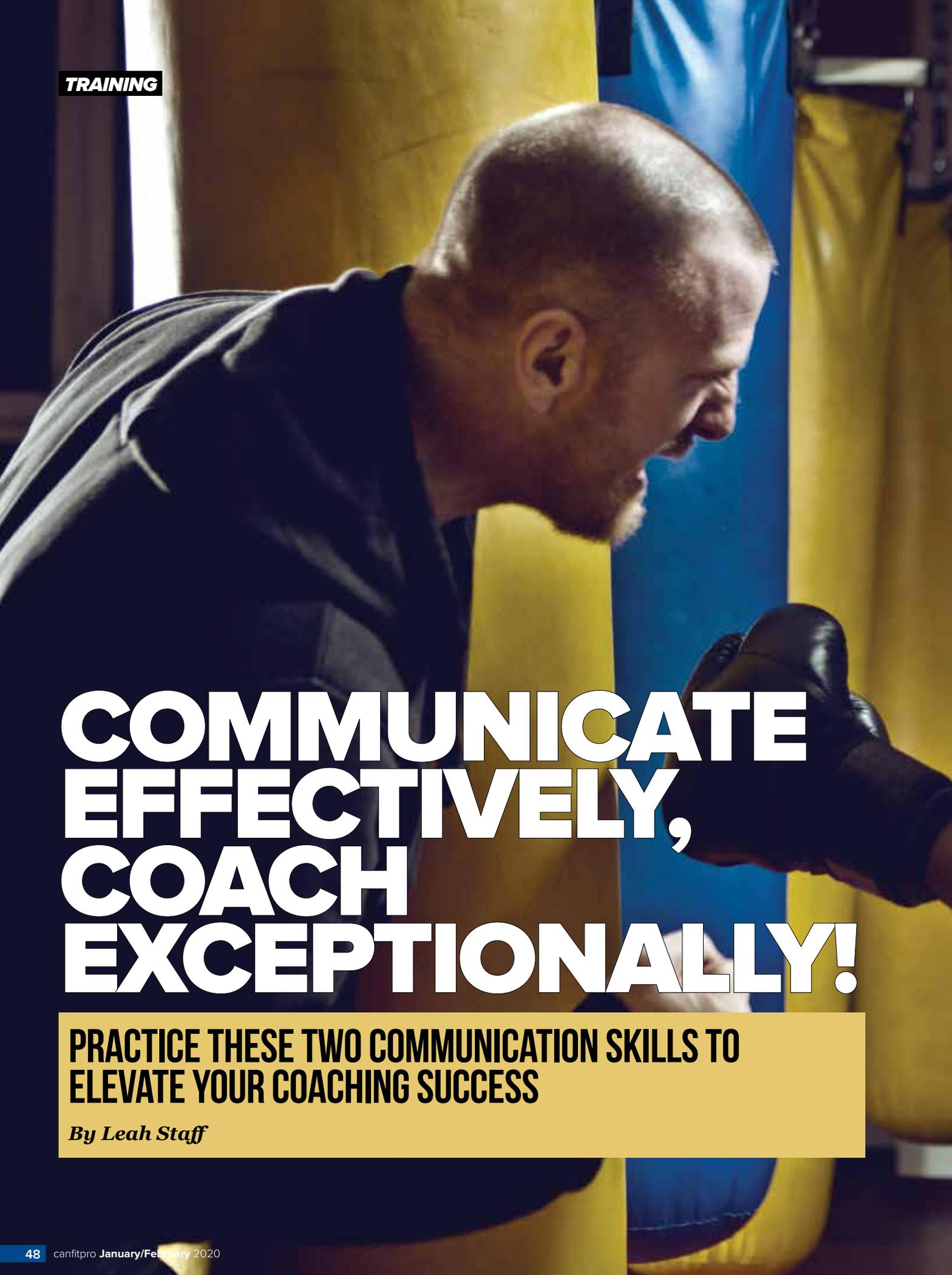


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A man with a short beard and a shaved head is shown in profile, leaning forward. He is wearing a dark long-sleeved shirt and black boxing gloves. The background consists of yellow and blue vertical panels, suggesting a gym or training facility. The lighting is dramatic, with strong highlights and deep shadows.

COMMUNICATE EFFECTIVELY, COACH EXCEPTIONALLY!

**PRACTICE THESE TWO COMMUNICATION SKILLS TO
ELEVATE YOUR COACHING SUCCESS**

By Leah Staff



ALL RELATIONSHIPS BENEFIT FROM STRONG COMMUNICATION SKILLS. IN FITNESS, THE ENTIRE TRAINING EXPERIENCE HINGES ON THE COACH'S ABILITY TO UNDERSTAND CLIENT NEEDS AND EXCHANGE INFORMATION WITH PRECISION. EXCELLENT COACHING REQUIRES EXCELLENT COMMUNICATION. SO, FOR THOSE WHO AIM TO BE EXCEPTIONAL COACHES – READ ON!

Barnlund's Transactional Model frames communication as a continuous, complex, simultaneous sending and receiving of messages. Each person decodes what they receive through the influence of their personal internal noise, which is unspoken and therefore largely unknown to the other person. This noise comprises their personal history, mood, distractions, biases, knowledge, needs, cultural background, etc., which all shape how they interpret and understand messages. The knowledge you want to instill in your clients might seem straight forward, but these countless filters can muddle the message. How then can you free a pathway for a clear communication channel? Stick with me.

Feedback is good. Feedforward is better. Yes, it is useful to ask your client to reflect on the past and share what went well and what could be done better. Marshall Goldsmith frames feedforward as the reverse. Before you start, give them the heads up and create a conversation about what you intend to accomplish during the session. There are several benefits here. First, it keeps you honest and focused on your communication goal; now that you've said it out loud you've made a commitment to that outcome. Second, you're providing an opportunity for your client to be part of the planning process by having input at the beginning of the session, instead of waiting until the end. Third, the client will be more attentive to your efforts. Clients will recognize your goal-specific behaviours through that internal noise because you have pointed their attention in that direction; they are waiting for you to do what you said you were going to do. After all, people can only attend to so many things and if they are watching for you to

PERCEPTION CHECKING IS AN EFFECTIVE WAY TO ADDRESS DIFFICULT EMOTIONS IN A NON-CONFRONTATIONAL WAY AND ACHIEVE MUTUAL UNDERSTANDING.

attempt your goal, they are less likely to think about the work deadline looming over their head. Fourth, feedforward demonstrates that you are working hard to meet their needs and encourages the client to notice other things you are doing right. All these outcomes will have a direct impact on building positive rapport.

Try out these samples of feedforward to craft something that feels true to you: "Today's workout has two new exercises that are more complex than what you've done before. I think you're ready, but you're the boss. My goal is to explain and demonstrate them clearly enough that you feel confident to try them. Can you let me know how I'm doing?"

A broader example might sound like this: "It is key that I understand exactly where you're coming from. I'll use paraphrasing to make sure I am clear on your goals and what is important to you. Can you let me know whether or not I get it right?"

Feedforward keeps both trainer and client attentive to the upcoming interaction, so that you can work together towards shared objectives. Empowering clients will always elevate your status as a trainer and earn you recognition as a motivator who values their client's autonomy.

Perception checking allows you to learn what is really going on versus jumping to conclusions. Because of our own internal noise, it's important not to mislabel messages from clients. It is far too easy to incorrectly decode messages and conclude someone is disinterested, disengaged, unmotivated, or in other words, not a happy camper. Maybe it's your fault. Maybe it's not. Maybe they actually are a happy camper who simply shows it in a very unique way! Perception checking is an effective way to address difficult emotions in a non-confrontational way and achieve mutual understanding.

There are three steps:

- 1) Describe the behaviour.
What did they do, say, or not say that concerns you?
- 2) Provide two possible interpretations.
What you perceive the meaning to be PLUS a neutral alternative.
- 3) Ask for clarification.
I could be off base here. Can you clarify for me? Can you fill me in? Can you help me to understand?

It might sound like this:
"Renata, I'm a bit confused by something. When we discussed your goals, we had agreed on aiming for a MHR of 80%. When I encourage you to go a bit faster

FEEDFORWARD KEEPS BOTH TRAINER AND CLIENT ATTENTIVE TO THE UPCOMING INTERACTION SO THAT YOU CAN WORK TOGETHER TOWARDS SHARED OBJECTIVES.

to reach that target zone, you're very quiet and seem hesitant, or even a bit frustrated. I could be wrong here. Maybe you're quiet when you're concentrating. Can you clarify for me?"

Another example: You've been working with Samuel for a few weeks and today he repeats the same pattern from the last couple of sessions. He is curt, seems slightly annoyed and obviously wants to cut his session short. You can use perception checking this way:
"Samuel, you seem a bit preoccupied and you want to skip the flexibility component. I wonder if you need to get out a bit early today. It could be you have someplace you need to be or maybe you're not happy with how our sessions are going. Can you clarify what you're thinking? Perhaps I'm getting this wrong, yet I want

to do everything I can to ensure you're feeling good about your workouts."

Using perception checking definitely takes some courage and skill! This check needs to come from a place of curious non-judgment, so be sure that your tone, facial expression, and words are neither accusatory nor defensive. Having this congruency between your verbal (words spoken) and non-verbal (tone, body language, facial expression) communication will position you for the best opportunity for a clear interaction. Finally, choose an appropriate time and place. A relatively private atmosphere is usually best, so that the client doesn't feel rushed, embarrassed or pressured. For this method to be effective, it is vital that you are sincerely looking for their authentic response. Rather than wondering what is going on, or worse drawing an incorrect conclusion, take a deep breath, be brave, and check in with them to see if your perception is accurate.

There is a great deal happening in any conversation that to the untrained eye can be missed opportunities to influence and learn. Understanding communication as a system with multiple layers that are constantly creating interactive loops will increase your skill as an adult educator. Learning to question perceptions, to avoid mindreading, and to separate facts from inferences will improve your coaching skills. You'll be more capable of transferring knowledge to your client while simultaneously enhancing the relationship. Remember, people skills make the difference between being good at what you do and being great at what you do.

Bonus: If you've already thought of other relationships where you can use these tools, you're half-way there!



Leah Staff is a communications consultant, wellness expert, and 25 year veteran of the wellness industry whose corporate

programs have achieved national award-winning success. As an educator, presenter, and coach, Leah helps people talk with people. Learn more at staffcommunications.ca

DETOX ROCKET

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By Julie Daniluk, RHN

This smoothie puts athletic performance on a rocket express ride! The beets have been proven to shave seconds off your time trials. When you eat or drink beets, you increase nitric oxide in your blood stream. Nitric oxide increases the amount of oxygen that is utilized in your muscles, making you more powerful with every breath of air. In many analyses, nitrate (found in beets) has been shown to improve exercise performance in cyclists, runners, swimmers, and even kayakers. The coconut water provides energizing minerals that carry the electrical charge in your body. If you fall short on electrolytes, you become a wet noodle at the end of your race. The hemp hearts have an easy to digest vegan source of protein that is perfect for the prerace jitters.



Servings: 5 cups

gluten free • soy free • dairy free • egg free • nut free

Ingredients:

- 4 cups chopped boiled beets (about four small beets)
- 2 cups unsweetened coconut water
- 2 cups organic berries (blueberries, raspberries and/or strawberries)
- 1/4 cup hemp hearts
- 2–4 tbsp organic lemon juice

Optional boosters

- 1 tbsp organic gelatin powder (made from grass-fed or pasture-raised cows)
- 1 tsp sunflower lecithin powder

Directions:

1. Place all of the ingredients in a blender, including the gelatin and/or lecithin if using, and process until smooth.
2. Any leftover smoothie will keep in the fridge, in a Mason jar, for up to two days.

Tip: Whip this up if you want to keep exercising during the Hot Detox, as beets increase your oxygen capacity. This is one of my favorite drinks for improving my free-diving times!

Nutritionist Julie Daniluk is the bestselling author of Meals That Heal Inflammation, Slimming Meals That Heal and Hot Detox. She has appeared on hundreds of television and radio shows, including The Dr. Oz Show, and is a resident expert for The Marilyn Denis Show. Connect with her on Facebook and Instagram @juliedaniluk

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BREAKING DOWN THE BARRIERS TO SUCCESS

HELP YOUR CLIENTS OVERCOME THE BARRIERS TO ACHIEVING THEIR PERSONAL HEALTH AND FITNESS GOALS IN 2020

By Erin Thompson

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AS FITNESS PROFESSIONALS, MOST OF US UNDERSTAND THE CONTINUOUS COMMITMENT TO HEALTH AND WELLNESS ALL YEAR ROUND.

For many of our clients, the start of a new year signals a fresh start or a chance at a new beginning, but when a client is not functioning at their optimal level, either physically or psychologically, they can feel totally disconcerted at the thought of setting and achieving health and fitness goals. Our job is to help them break it all down, lay it all out, and give them confidence that there is a scientific path to success.

The six step approach:

1. Have they committed to regular meetings or sessions with you?

Regular face-to-face sessions with a trusted and respected individual are vital for those that are struggling to change their behaviours. The more time a person spends with someone they trust and respect, the better the outcome.

2. Build their trust with B.A.S.E. (Body language, Authenticity, Sound logic, and Empathy).

Connecting with your client can be essential to success and the best way to connect is to build trust. Your body language has the power to impact their trust in you in your very first meeting.

WORK WITH THEM TO IDENTIFY SOME OF THEIR MOST CHALLENGING MOMENTS AND PREPARE REPLACEMENT THOUGHTS AND/OR ACTIONS DEDICATED TO ACHIEVING SUCCESS WITH THEIR GOALS.

Here are some easy ways to activate trust; raise your eyebrows, smile so that your eyes make crow's feet, tilt your head sideways, and face them with an open posture, so they can see both palms. While your body language may feel rehearsed, it's vital that in conversations you are authentic, that you are able to present them with sound and logical information, and that you can find a way to show them genuine empathy.

3. Apply the Prioritization Method to identify and combat their barriers.

The Prioritization Method allows you to screen a client and then take a top priority approach to goal setting in order to achieve remarkable results. The beauty of this method is that once a person makes changes in one or two areas, they often see positive results in many others.

Have your client answer the questions below. The priority labels are strictly for you:

First priority (in order to create effective change, their 'why' must be meaningful for them):

1. What is your goal and why is it important to you?

Second priority (without a change in these areas, long-term change will be next to impossible):

2. Are you willing to develop a growth mindset with respect to your health and fitness goals?
3. Do you feel you persevere through set-backs and challenges?
4. Are you willing to develop your ability to practice self-control/discipline?
5. Do you adapt to new situations and routines well?
6. Are you willing to be vulnerable regarding the things that are truly challenging you?

Third priority (areas you could provide resources, referrals, education, and training for):

7. Do you have any untreated medical issues?
8. Are you experiencing mental health concerns?
9. Do you have chronic physical pain?
10. Do you have physical movement limitations?
11. Do you have the appropriate footwear for your foot type?
12. Do you have sleep concerns or feel fatigued often?

THE PRIORITIZATION METHOD ALLOWS YOU TO SCREEN A CLIENT AND THEN TAKE A TOP PRIORITY APPROACH TO GOAL SETTING IN ORDER TO ACHIEVE REMARKABLE RESULTS.

13. Are you happy with your weight?
14. Describe your eating and drinking patterns in one week.
15. Which food and/or drink do you crave the most?
16. Are you battling any addictions (smoking, alcohol, drugs, etc.)?
17. Do you have exercise skills (feel comfortable and know what to do in the gym)?
18. Do you have an adequate social support network of people that are truly concerned about your wellbeing?
19. Do you make time daily or weekly for your favourite pastimes?
20. Do you battle with self-confidence issues like self-esteem (I feel I have limited self-worth) or self-efficacy (I feel like I can't or won't be able to do something)?

Continue with any other screens you have prepared like the Functional Movement Screen, body composition analysis, and any other fitness component evaluation.

Now you have some serious insight in to the areas you may be able to help your client!

Next, have the client identify the areas they feel they could change today, like replacing juice with water or booking a doctor's appointment. It is vital to start knocking the easiest stuff out of the park right away as this boosts their confidence in the process and keeps them motivated.

The most important step is to help your client identify their most significant barrier/s to success. Ask them if you could make something instantly disappear or change something to make life easier, what would it be?

Take their first answer seriously. If you have the skills, assist them in setting goals, make a plan of attack, and put it in to action! If you don't, connect them with a professional who does and always encourage them to continue exercising as this will yield faster results.

4. Do they have a THOUGHT or ACTION PLAN in place?

Early in the process, your client will need to repetitively practice making healthy choices or producing healthy, productive, or resilient thought patterns before these things become automatic. Work with them to identify some of their most challenging moments and prepare replacement thoughts and/or actions dedicated to achieving success with their goals.

5. Have they written their goal/s down?

Simply writing the goal/s down and having it in a place they can see it can predict future success!

6. Put the Self Determination Theory (SDT) to work.

To keep their motivation high, continually consider their innate and psychological needs; competence, relatedness, and autonomy.

Fostering competence: One example is to teach them exercise skills or strategies geared to manage or eliminate their chronic pain.

Fostering relatedness: Develop a trusting, respectful, and supportive bond with them.

Fostering autonomy: Continually provide them with choice. Don't preach or coerce.

Although the timeline varies from person to person, these six steps can ignite a total transformation in a person. The important thing to remember is to be patient and believe in your client as every person and every situation is unique. In the end, the client will be healthier, happier, better equipped to face future set-backs, and they'll be incredibly grateful to have worked with you.



Erin Thompson is a Physical Educator for the Royal Military College of Canada. After 20 years of experience in group fitness, personal training, health promotion, and fitness appraisal in a variety of capacities, Erin now specializes in lifestyle behaviour change and has helped countless individuals achieve their health and fitness goals.



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ABATTRE LES BARRIÈRES FAISANT OBSTACLE À LA RÉUSSITE

AIDEZ VOS CLIENTS À SURMONTER LES BARRIÈRES QUI LES EMPÊCHENT D'ATTEINDRE LEURS OBJECTIFS SANTÉ ET PERSONNELS EN 2020

Par Erin Thompson



À TITRE DE PROFESSIONNELS DU CONDITIONNEMENT PHYSIQUE, LA PLUPART D'ENTRE NOUS COMPRENNENT L'IMPORTANCE D'UN ENGAGEMENT CONTINU À NOTRE SANTÉ ET NOTRE BIEN-ÊTRE, ET CE, TOUT AU LONG DE L'ANNÉE.

Pour plusieurs de nos clients, le début d'une nouvelle année est synonyme de nouveau départ, une occasion de renouveau, mais lorsqu'un client n'est pas au sommet de sa forme, que ce soit physiquement ou psychologiquement, il est possible qu'il se sente démuné à l'idée d'établir des objectifs santé et de les atteindre. Notre travail est de l'aider à surmonter ces embûches, de mettre cartes

sur table et de lui donner l'assurance qu'il existe un parcours éprouvé pour y arriver. La méthode des 6 étapes :

- 1. Se sont-ils engagés à se rendre à des rencontres régulières ou des séances pour obtenir votre expertise ?**
Des rencontres en personne avec un individu fiable et respecté sont cruciales pour les personnes qui n'arrivent pas à changer leurs comportements/habitudes. Plus les gens passent du temps avec quelqu'un qu'ils respectent et en qui ils ont confiance, plus ils ont de chances de réussir.
- 2. Développer leur confiance grâce à G.A.S.E. (Gestuelle [ou langage corporel], Authenticité, Solide logique, et Empathie).**
Une bonne connexion entre vous et votre client est essentielle à sa réussite, et la meilleure façon de bien connecter est de développer une relation de confiance. Votre langage corporel a le pouvoir d'influencer sa confiance en

vous dès votre première rencontre. Voici quelques façons faciles pour inspirer sa confiance : hausser les sourcils, sourire de façon authentique (des rides aux coins de vos yeux apparaissent lorsque c'est le cas), pencher la tête sur le côté, lui faire face dans une posture d'ouverture, de façon à ce qu'il voit les paumes de vos mains. Vous aurez peut-être l'impression d'avoir « répété » votre langage corporel, mais il n'en demeure pas moins important de rester authentique pendant vos échanges, et de lui démontrer que vous êtes en mesure de lui offrir des renseignements solides et logiques, et une réelle empathie.

- 3. Méthode d'établissement des priorités : déterminez les barrières, accordez-leur un ordre d'importance puis aidez-les à les surmonter**
Cette méthode, plus simplement appelée « méthode de priorisation », vous permet de bien cerner un client, puis d'adopter une approche prioritaire

pour déterminer les obstacles à traiter en premier afin d'atteindre des résultats remarquables. La beauté de cette approche est que lorsqu'une personne apporte des changements dans une ou deux sphères de sa vie, il arrive fréquemment qu'elle constate aussi des résultats positifs dans plusieurs autres.

Demandez à vos clients de répondre aux questions suivantes. (L'attribution des priorités est à votre usage seulement.)

Première priorité (afin de créer un changement efficace, leur «pourquoi» doit avoir une importance pour eux) :

1. Quel est votre objectif, et pourquoi est-il important pour vous ?

Deuxième priorité (sans apporter de changement à ces aspects, un changement durable est pratiquement impossible) :

2. Êtes-vous disposé à développer une mentalité de croissance en ce qui a trait à vos objectifs santé ?
3. Avez-vous l'impression de pouvoir persévérer malgré les contretemps et les défis ?
4. Êtes-vous disposé à apprendre à vous imposer contrôle et discipline ?
5. Est-ce que vous vous adaptez facilement aux nouvelles situations et routines ?
6. Acceptez-vous d'être vulnérable face aux choses qui représentent un défi réel pour vous ?

Troisième priorité (les sujets sur lesquels vous aurez une influence grâce aux recommandations, à des formations et à l'entraînement) :

7. Souffrez-vous d'une condition médicale non traitée ?
8. Avez-vous des inquiétudes en matière de santé mentale ?
9. Souffrez-vous d'une douleur chronique ?
10. Avez-vous des limitations physiques ?
11. Portez-vous les chaussures appropriées pour votre type de pieds ?
12. Avez-vous des problèmes de sommeil ou ressentez-vous souvent de la fatigue ?
13. Êtes-vous satisfait de votre poids ?
14. Décrivez vos habitudes alimentaires et de consommation hebdomadaire.
15. De quel aliment ou quelle boisson avez-vous le plus envie ?
16. Êtes-vous aux prises avec des dépendances (tabac, alcool, drogues, etc.) ?
17. Avez-vous des compétences en

matière d'exercices (êtes-vous à l'aise et savez-vous quoi faire dans un gym) ?

18. Avez-vous un réseau social adéquat, c'est-à-dire : êtes-vous entouré par un groupe de personnes qui se préoccupent vraiment de votre bien-être ?
19. Réservez-vous du temps, quotidiennement ou chaque semaine, pour vos passe-temps favoris ?
20. Êtes-vous aux prises avec des problèmes de confiance (je pense avoir une faible estime de soi) ou d'autoefficacité (je pense que je ne peux pas ou je ne veux pas faire quelque chose) ?

Continuez de poser les questions que vous avez préparées et qui vous permettront de raffiner votre évaluation; par exemple l'analyse du mouvement fonctionnel, de la composition corporelle, et toute autre évaluation de composantes de la condition physique.

Vous disposez dorénavant de sérieux renseignements quant aux aspects que vous pourriez travailler avec votre client!

Demandez ensuite à votre client d'identifier ce qu'il pourrait changer aujourd'hui, comme remplacer le jus par de l'eau, ou prendre un rendez-vous chez le médecin. Il est crucial de commencer par le changement qui nous semble le plus facile, ces succès, si petits soient-ils, contribueront à augmenter sa confiance et à le garder motivé.

L'étape la plus importante est d'aider votre client à cerner les obstacles qui lui semblent être les plus difficiles à surmonter pour réussir. Demandez-lui ce que vous pourriez faire disparaître ou changer instantanément pour faciliter sa vie. Sa première réponse, la plus spontanée, sera la plus importante. Si vous avez les compétences requises, aidez-le à établir ses objectifs, à élaborer un plan d'attaque, et à le mettre en pratique! Sinon, présentez-lui un professionnel qui les possède et encouragez-le à poursuivre son entraînement qui lui permettra d'obtenir des résultats plus rapidement.

4. Ont-ils une IDÉE ou un PLAN D'ACTION en place?

Tôt dans le processus, votre client devra s'exercer de façon répétitive à faire des choix sains ou à produire des modèles de pensée sains, productifs, ou résilients avant qu'elles ne deviennent automatiques. Travaillez

ensemble pour déterminer les moments qui présenteront les plus grands défis pour lui, préparez des affirmations positives ou des actions à répéter qui l'aideront à atteindre leurs objectifs avec succès.

5. Ont-ils noté leur objectif?

Simplement écrire un objectif et garder cette note à un endroit visible peut être tributaire de réussite!

6. Appliquez la théorie de

l'autodétermination (TAD)

Pour maintenir sa motivation à un niveau élevé, ne cessez jamais de prendre en compte ses besoins innés et psychologiques; habiletés, relations interpersonnelles et autonomie.

Développer les compétences:

Par exemple, développez ses connaissances reliées à l'exercice physique ou enseignez-lui des stratégies qui lui permettront de gérer ou d'éliminer ses douleurs chroniques.

Développer une relation: Développez un lien de confiance, de respect et de soutien avec votre client.

Encourager l'autonomie: Présentez-lui toujours des alternatives. Ne le sermonnez pas, ne le contraignez pas.

Bien que le temps pour y arriver varie d'une personne à l'autre, ces six étapes peuvent provoquer une métamorphose complète chez une personne. Ce que vous devez retenir, c'est que chaque personne et chaque situation étant unique, vous devez être patient et vous devez croire en votre client. En conclusion, le client sera plus en santé, il sera plus heureux, il sera mieux équipé pour faire face à d'éventuelles embûches, et il sera incroyablement reconnaissant d'avoir travaillé avec vous.



Erin Thompson est une éducatrice physique pour le Collège militaire royal du Canada. Après 20 ans d'expérience en conditionnement physique en groupe, en entraînement

personnel, en promotion de la santé et en évaluation de la condition physique dans une variété de postes, Erin se spécialise maintenant dans la modification des habitudes de vie, elle a aidé d'innombrables personnes à atteindre leurs objectifs santé et de condition physique.



TRAINING

THE BIG 3 FOR CLIENT RETENTION

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

By Kathleen Trotter, FIS, PTS

AFTER ALMOST 20 YEARS AS A TRAINER, I KNOW ONE THING FOR SURE: TRAINING IS AN IMMEASURABLY MORE ENJOYABLE CAREER, NOT TO MENTION LESS STRESSFUL, WHEN SUSTAINED THROUGH REPEATED, MEANINGFUL RELATIONSHIPS.

Constantly spending time, energy, and PR dollars attempting to meet expenses and hustling for new clients is demoralizing and a waste of valuable resources.

Now, of course, networking, PR, and marketing will always be an inherent part of any client-centred profession, especially during the nascence of your career, but it is all a matter of degrees. Time and energy spent garnering new opportunities and revenue should support your business, not be your business. Client retention and referrals from loyal clients are the backbone of a sustainable training career.

Create a product — YOU — that is good enough to keep the business you already have.

Be a professional. Always. Put the “personal” back in “personal training” on all days, not just the days when you feel like it.

Be present — no phones (your client is paying you to be there, so be there). Be interested — listen.

Show up when you are supposed to, answer emails, don't cancel at the last minute, and establish clear guidelines like cancellation policies, payment strategies, etc.

Stay current (attend conferences, etc.). Research when needed. The new knowledge might be useful for future clients, and current clients will appreciate the “extra mile” — think referrals and new “niche” markets.

This may sound like Captain Obvious advice, but in my experience too many trainers take the client in front of them for granted by being on their phone,

cancelling with little notice, etc., and then wonder why they can't get repeat customers.

The net is this: before you “optimize the margins” by spending time and money on newsletters or social media to elicit new business, master the art of putting your current clients first. Be a constant professional.

Create value outside your hour — initiate “the ripple”!

Regardless of how amazing your workouts are, clients will not reach their goals unless they make healthy choices above and beyond the hour(s) they spend with you. Plus, the unfortunate truth is, intense workouts are fairly easy to find (think boot camps, group classes, etc.). Thus, if you want repeat customers willing to pay your hourly rate you have to offer both an excellent (safe) workout AND that something “extra.” You have to foster a “health ripple”; inspire, motivate, and help clients be the architects of an overall healthier lifestyle.

YOU HAVE TO FOSTER A “HEALTH RIPPLE”; INSPIRE, MOTIVATE, AND HELP CLIENTS BE THE ARCHITECTS OF AN OVERALL HEALTHIER LIFESTYLE.

Work to set realistic long and short term goals and a corresponding plan of action. Figure out in advance the WHAT, WHERE, WHEN, and HOW of their plan. Brainstorm. Make sure their goals reflect how much time and energy they actually have (versus what they wish they had), their finances, and their equipment (gym, home, etc.), and that the plan fits their goals, lifestyle, and potential road blocks.

Help clients connect the dots between wanting and doing

The majority of your clients, especially in your presence, mean to follow your advice 100%, but often life “gets in the way.”

When it comes to health, knowing and doing are often two different things.

...MASTER THE ART OF PUTTING YOUR CURRENT CLIENTS FIRST.

Unfortunately, no matter how stellar the information given, if the client doesn't implement said knowledge, the benefits are moot.

The main take-away is that you can't simply give your clients knowledge. It is your job to help your clients understand that undulations in mood and motivation are an inherent part of life; it is thus critical for them to develop the self-talk and skills — the resilience — to navigate future low moments.

Help your clients anticipate potential roadblocks, know how to course correct quickly, and learn from their experiences.

For example, when clients confess they rationalized with the “snowball effect” (i.e., the damage has already been done, so why not indulge further?), suggest that in future when they are about to “snowball” they pause and say to themselves something like, “Self, one missed workout is not the same as multiple missed workouts. STOP this downward spiral now or it will take weeks to get back on track. Course correct NOW. Even a small workout is better than nothing.”

Main take-away

The best PR and marketing can't make up for an absence of a solid product — YOU. Sure, invest in your website and social media, but not at the expense of developing yourself as a professional. Keep the “personal” in personal training — listen, be curious, don't presume to be the expert on your client's life — and work to become the best, most educated, present, professional version of you that you can be. The rest will follow.



Kathleen Trotter holds a masters degree in Exercise Science, is the author of two books including the new book Your Fittest Future Self, and

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KathleenTrotter.com*

TRAINING



COPD AND FITNESS

WHAT IS IT AND WHY, AS EXERCISE PROFESSIONALS, DO WE NEED TO KNOW ABOUT IT?

By Becky Zucco, RCEP



COPD STANDS FOR CHRONIC OBSTRUCTIVE PULMONARY DISEASE. IT IS A SLOWLY PROGRESSIVE RESPIRATORY DISORDER THAT CAUSES THE AIRWAYS OF THE LUNGS TO BE INFLAMED AND BECOME “OBSTRUCTED” OR BLOCKED.

One of the main causes of COPD in Canada is cigarette smoke, but there are also environmental and hereditary factors involved.

Common symptoms include:

- Activity-related shortness of breath, which is the main symptom of COPD;
- Persistent cough;
- Phlegm production;
- Frequent colds or respiratory tract infections

722,000 Canadians aged 35 and over are reported to have been diagnosed with COPD. It is estimated that another 750,000 Canadians may also have COPD, but are currently undiagnosed. In 2016, COPD was the third leading cause of death worldwide as per the World Health Organization (WHO). It is the only chronic disease with increasing mortality.

Beyond the obvious impact COPD has on patients and their families, the impact on the Canadian healthcare system is also significant. The annual direct cost of COPD (i.e., diagnosis, hospitalization, emergency room visits) is almost \$2,000.00 per patient. Add to this the indirect cost associated with work loss and absenteeism amounts to approximately \$1,000.00 per patient. Total costs for COPD in Canada in 2008 were estimated at 1.5 billion.

COPD is a preventable and treatable disease. According to the Canadian Thoracic Society guidelines, the goals of managing COPD are to prevent disease progression, reduce and alleviate breathlessness and other respiratory symptoms, improve the ability to exercise, prevent and treat flare-ups, and reduce mortality.

Most individuals with COPD either remain undiagnosed or fall into a vicious cycle

of sedentary lifestyle, subsequent health decline, and repeat visits to the hospital. Enrollment in a supervised pulmonary rehabilitation program, which includes exercise and education components, is strongly advocated for all patients. However, less than 1% of Canadians with COPD have access to the programs due to barriers faced by patients, or barriers within the Canadian healthcare system.

WE CAN HELP!

As exercise professionals, we need to be more aware of COPD and know how we can help individuals living with the disease break its vicious cycle. We need to grow our knowledge and understand what we can do to improve the lives of these individuals. Exercise has the ability to change the lives of many people, and those living with COPD are no different.

Tips on Training a Client with COPD

Training an individual with COPD is all about improving their quality of life and reducing their risk of an exacerbation (“lung attack”) or injury through falling due to muscle dysfunction and instability.

Some individuals living with COPD might have been introduced to rehabilitation exercises during a formal Pulmonary Rehabilitation program. Some may have been active or visited a gym before their diagnosis. However, all clients with COPD need careful supervision. Their oxygen saturation may be lower than a healthy client and they will experience the feeling of breathlessness with the slightest exertion.

It is important to combine endurance exercise with strength (lower, upper, core) as well as stability, range of motion, and proprioception whilst being mindful of the constant feeling of breathlessness (dyspnea) that your client will experience.

Tips:

- The Pursed-Lip Breathing technique should always be used during exercise.
- Exhaling is always done on exertion.

Functional movements and exercises are the most important to enable clients to continue carrying out every day tasks unassisted as much as possible.

As always, you MUST use your judgement to decide if an exercise is right for an individual. Realize that a person’s balance, stability, strength, endurance, disease severity, comorbidities, environment, and equipment will all have to be taken into consideration when designing a program.

COPD “lung attacks” are the #1 cause of hospital admissions.

COPD is Deadly

COPD is the 4th leading cause of death in Canada. More people die of COPD in Canada than accidents, diabetes, suicide, Alzheimer’s, flu, and kidney deaths.

COPD is Disruptive

Almost 1 in 3 people with COPD report having a lot of difficulty participating in exercise/sports.



Do not underestimate how important your motivation and advice on lifestyle and behaviour change is key to a successful program, and improving the lives of those living with COPD.

Sample Exercises for COPD

Lower body: Sit-to-Stands

- Sit at the edge on your seat with a straight back.
- Bring toes back underneath knees.
- With a straight back, lean forward to bring nose over toes and push up with legs to a standing position.
- To sit, bend at the knees to push hips toward chair. Lower the body slowly until seated.



Upper body: Bicep Curls with Head Press

- Stand tall with head pressed against pad (placed on wall).
- Hold dumbbells in your hands – in a supinated position.
- Bend elbows and curl the dumbbells up with your palms facing forward.
- Do not move the upper arm when you lift the weights (be sure that your elbows do not travel forward).
- Slowly return to start. Repeat.



Core and Lower back: Press-Up Back Extensions

- Lying face down, start with hands under shoulders.
- Press up one vertebral level at a time by pushing through your hands, while keeping your lower back and buttocks relaxed.
- Perform exercise to the furthest point possible, keeping legs and hips against floor.
- Slight pause.
- Return to start. Repeat.



Stretching/ROM: Wall Crawl (Flexion)

- Sit or stand in front of a wall (fingertips are able to touch).
- Place fingertips on the wall, directly in front of you.

- Climb up the wall slowly with your fingers/hand(s).
- After you reach as high as you can, lower your hands back down to your sides.
- Do not shrug shoulders (or lean to opposite side if unilateral).



Stretching / ROM: Seated Figure 4 Stretch

- Sit on a chair having one foot over the opposite knee in a figure 4 position.
- Push on your knee to open the leg and straighten your back while you move your upper body forward until you feel a comfortable stretch in your buttock.
- Hold the stretch for recommended duration.



Note: always ensure a client has medical clearance or referral for exercise.

To learn how to become a specialist trainer in COPD visit expandcourses.com “COPD Management for Exercise Professionals” or contact becky.onelifehealth@gmail.com to deliver a COPD program in your area.



Becky Zucco is a Clinical Exercise Physiologist specializing in COPD and Cancer, with over 25 years in her field. She has written and developed education courses on chronic disease prevention and created Project Move for primary schools. She understands the powerful effect of movement on the body and mind, and how human behaviour can be influenced to achieve significant improvement in health.

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