




FITNESS & NUTRITION EXPERT PROGRAM

FITNESS SESSION 1: The basics




What we are going to cover

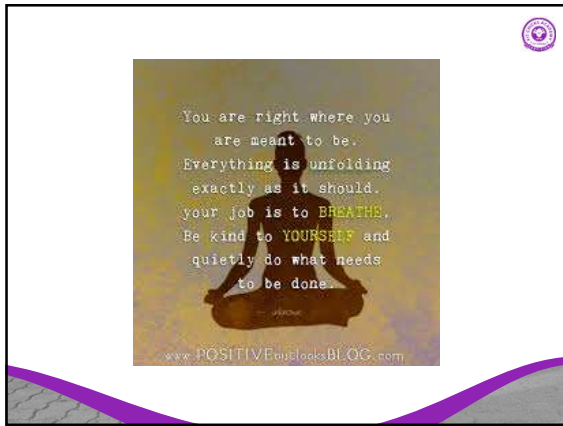


- FACTORS THAT AFFECT FITNESS**
 - Affect the direction of fitness, the market, and challenges you may face
- BEING A HEART CENTERED FITNESS PROFESSIONAL:**
 - The Golden Circle
- CREATE YOUR OWN FITNESS PHILOSOPHY**
 - Let's do a FUN SHEET!
- CODE OF ETHICS FOR FITNESS PROFESSIONALS**
 - Understand what being a fitness professional encompasses from an ethical standpoint

What we are going to cover




- THE COMPONENTS OF FITNESS**
 - Learn the primary and secondary components of fitness
- FITNESS LINGO**
 - Learn what the heck all these words mean!




What you need before we start

1. Water
2. Put your finger tips together
3. Take 3 deep breaths



Factors currently affecting fitness

1. **AGE**
 - Dealing with an aging demographic (lots of baby boomers & seniors)
 - Important to take into consideration when building program, mobility, etc
 - Huge opportunity in this market
2. **OBESITY EPIDEMIC**
 - BMI of 18.5 – 24.9 considered normal weight. Overweight is a BMI of 25- 30. Obesity is a BMI of 30.
 - Worldwide obesity has nearly tripled since 1975.
 - In 2016, more than 1.9 billion adults, 18 years and older, were overweight. Of these over 650 million were obese.
 - 39% of adults aged 18 years and over were overweight in 2016, and 13% were obese.
 - Most of the world's population live in countries where overweight and obesity kills more people than underweight.
 - 41 million children under the age of 5 were overweight or obese in 2016.
 - Over 340 million children and adolescents aged 5-19 were overweight or obese in 2016.
 - Obesity is preventable.



Factors currently affecting fitness

3. TIME

- One of the largest barriers to fitness is lack of time
- We want a quick fix!
- Affects the way fitness professionals communicate and motivate clients
- HIIT more popular, short workouts, etc

4. TECHNOLOGY

- Awesome online tools to motivate clients (ie myfitnesspal, fitbit, apps, etc)
- Online and remote training programs are on the rise!
- Can be distracting
- Screen Time is at an all time high



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Factors currently affecting fitness

5. OTHER PHYSICAL BARRIERS

- Social circles are not active
- Fear of injury
- Lack of Skill
- Weather (depending where you live, this can be a big deterrent!)
- Travel - in their personal life or distance to get to activities
- Lack of education – they just have no idea what to do, how to exercise or how to eat



Factors currently affecting fitness

6. DISCONNECTION

- We are stressed, disconnected, depressed, and anxious
- Many people are not living their true purpose
- Lack of self love
- They don't connect the dots between physical fitness, activity, and mental/spiritual health
- They don't have a big enough "WHY" yet
- Cycle continues to our kids and our communities!
- We need to change our perception!



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A fitness and nutrition expert is a “heart centred professional”

As much as we need to understand how, it is even more important to understand why!

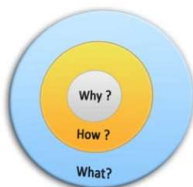
- Why we are in this profession
- What we are bringing to the world
- Why our clients are coming to us
- What our clients need from us
- How we can bring value to the world...and do it everyday!

TED Talk – “The Golden Circle”



THE GOLDEN CIRCLE
By Simon Sinek, TED Talks

The Golden Circle



Why = The Purpose
What is your cause? What do you believe?

How = The Process
Specific actions taken to realize the Why.

What = The Result
What do you do? The result of Why. Proof.

How the Golden Circle applies to FIT CHICKS:

WHY: We believe that it is every women's right and calling to live their most amazing, happiest, healthiest life, and thrive in everything they do. We believe health, wellness & fitness gives women the mental and physical strength to succeed in all aspects of their lives.

HOW: The way we do this is by physically and mentally challenging women to reach their potential but to always be inclusive, positive, and conducted in a supportive environment


WHAT: They just happen to be fun, fierce workouts & programs for women at all levels of fitness




Thoughts without
action are
irrelevant....

**It's time to TAKE
ACTION!**






Creating your fitness philosophy/approach



Download your Fun Sheet now under the Members Section!




Code of ethics for Fitness & Nutrition Experts

(To print off, please see FNE Professional Standards & Code of Ethics under Members Site)



Components of Fitness



According to the World Health Organization, the definition of health is:

“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”

This definition has not changed since 1948

Components of fitness


We all have different goals when it comes to fitness (ie strength gains, weight loss, lowering blood pressure, etc)


There 11 recognizable components to fitness

These are broken down into 2 categories:

1. Primary (5 components – Health Related)
2. Secondary (6 components- Skill Related)

The term “components” of fitness is meant to define a group of functions that condition the body





Primary components of fitness

The 5 primary components of physical fitness are:

1. Cardiorespiratory Capacity
2. Muscular Strength
3. Muscular Endurance
4. Flexibility
5. Body Composition

Why are these important?

- They are essential in IMPROVING physical health (you can't have one and not the others!)
- They make sure we can perform our daily activities (ie walking, climbing stairs, picking up the toys)





Primary Components of Fitness #1

Cardiorespiratory Capacity / Endurance

- This is the body's ability to inhale oxygen, distribute to the cells, and create energy (ATP)
- It's all about health of the heart
- Cardio Endurance is defined by the length of time a person can remain active with an elevated heart rate—that is, the ability of the heart, lungs, and blood to sustain a given demand
- Cardiorespiratory endurance reflects the health of the heart and circulatory system, on which all other body systems depend.
- Positive effects include improved endurance, respiratory capacity, and reducing heart disease

Exercises to improve this area

- Anything that increases the heart rate!
- Powerwalking, jogging, climbing stairs, rowing, etc
- Awesome to help you conduct challenging tasks



Primary Components of Fitness #2

Muscle Strength

- This is essential in generating force
- Muscular strength is a muscle's capacity to exert brute force against resistance.
- A common assessment of muscle strength is called the one repetition max. (Ex. Your ability to squat with a barbell weighing 200 lbs. for one repetition is a measure of your muscular strength.
- In daily life, you need muscular strength to pick up or push heavy materials
- Very important to conduct daily activities (like pulling, pushing, or holding anything)

Exercises to improve this area

- It is built with heavy resistance training
- Weight training, holding heavy things, moving furniture, pushing cars, pulling ropes



Primary Components of Fitness #3

ENDURANCE (Muscle)

- Ability to apply force on muscles for a longer duration
- It is needed for activities that are repeated & contractions require muscular endurance (or we gas out!)
- Very important muscular function because it enhances daily functions (ie walking, swimming, running, etc)

Exercises to improve this area

- Muscle endurance exercises are high rep, lower weight & performed with repetitive resistance training

Question - What about Bodybuilders?



Primary Components of Fitness #4

FLEXIBILITY

- Range of motion your joint or body is able to perform
- More flexible = less likely to be injured
- VERY IMPORTANT (and very overlooked!)

Exercises to improve this area

- Stretching before and after your workout is SUPER important for safety + improving flexibility
- Yoga, foam rolling, etc



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Primary Components of Fitness #5

BODY COMPOSITION

- Body composition: Split into 2 components including fat free mass and fat mass
- Body Fat Free Mass: The mass of water, organs, blood, bone, & muscles
- Body fat mass: The percentage of fat (Adipose Tissue)

How to improve this area

- Exercise + diet + hormone levels
- Focus on increasing lean muscle mass while decreasing body fat
- Important to have a healthy ratio of body fat / lean muscle to reduce risk in developing health conditions & increase your metabolic rate

Beware of tests...how accurate are they?
Calipers, Scales, etc



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Secondary Components of Fitness

The 6 secondary components of physical fitness are:

1. Balance
2. Coordination
3. Agility
4. Reaction Time
5. Speed
6. Power

Why are these important?

- Unlike focusing on improving physical fitness, these are skill related
- Focus on technical and tactical performance and activities.
- It doesn't matter how physically fit one is, neglecting these secondary components could negatively affect ones physical abilities.



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Secondary Components of Fitness #1

BALANCE

- This is the ability to maintain a precise position (ie standing, yoga poses, gymnastic activities)
- Gives you control over your body
- 2 types of balance: dynamic (moving) & static (holding still)

Exercises to improve this area

- Dynamic examples: walking in a straight line
- Static examples: try balancing on one foot
- Challenge yourself with eyes closed

CHICK TIPS: Press your tongue on roof of your mouth or touch your belly button to find your centre!

Let's test our balance with "The Stork Test"



Secondary Components of Fitness #2

COORDINATION

- Ability to use all parts of the body cohesively
- Coordination basically means firing the right muscle fibers at the right time for a given physical task
- Example: basketball for hand eye coordination or kick boxing to use multiple body parts in different ways.

Exercises to improve this area

- Cariocas, line drills, obstacle courses, jumping rope
- Line dancing

CHICK TIPS: Best to build coordination in personal training, not a super fancy footwork group class!



Secondary Components of Fitness #3

AGILITY

- Ability to stay under control while change direction
- Used a lot in sports where you have to keep changing directions

Exercises to improve this area

- Line drills, obstacle courses

CHICK TIPS: Play Chick Sergeant Says!



Secondary Components of Fitness

#4

REACTION TIME

- Amount of time taken to react to a stimuli
- Example - Easily identified with amount of time to react to a gun shot at start of a race or a "hut" in football
- Need a healthy brain for this!

Exercises to improve this area

- Brain games, throwing balls at someone, sound trigger movements

CHICK TIPS: Again, great to build in personal training but not in group classes!



Secondary Components of Fitness #5

SPEED

- Different types of speed
- Defined as amount of time required to perform certain activities
- One of the most crucial fitness components because it is used in others such as reaction time, agility and coordination

Exercises to improve this area

- Sprints, boxing, tennis



Secondary Components of Fitness

#6

POWER

- Is a by-product of speed + strength (like a marriage of cardio + muscle strength!)
- We all need power to do our everyday activities.

Exercises to improve this area

- Plyometrics, short distance sprints...think explosive moves!

CHICK TIPS: Make sure you are properly warmed up before building power







Fitness Lingo ...say what?

What are SETS and REPS?

Sets and **reps** are the terms used to describe the number of times you perform an exercise.

- **A rep is the number of times** you perform a specific exercise
- **A set is the number of cycles of reps** that you complete.
- For example, if you were to complete 15 push ups * 2 cycles, you would say
 "I am doing push ups for 2 sets of 15 reps"

What is this fitness equipment?



What is resistance training?

Resistance exercise is any exercise where muscles contract against an external resistance with the objective of increasing strength, tone, mass, and/or muscular endurance.

The resistance can come from **dumbbells, weight machines, elastic tubing or bands, cinder blocks, cans of soup, your own body weight** (for example, pushups), or any other object that forces your muscles to contract.



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What are compound exercises?

- Known as multi joint movements or exercises
- Include any exercise that engages two or more different joints to fully stimulate entire muscle groups and multiple muscles (think squats, chin ups, push ups)
- For example, the squat involves the joints of the knee, hip and ankle, and the muscles of the upper and lower legs and buttocks.

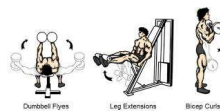


ADVANTAGES

- They are functional
- They burn more calories
- They add intensity
- They make your workouts more effective

What are isolation exercises?

- Involve one joint or one muscle group rather than multiple muscles and joints as in compound movements.
- Help target specific muscle groups which is great for bodybuilding or for people who are healing an injury or muscular imbalance
- Best to do a combo of isolation and compound



Examples of isolation vs. compound exercises:

- Bicep curls vs. Power squat with hammer curls
- Leg Extension vs. squats
- Chest presses vs. pushups
- Tricep extensions vs. dips

What are isometric exercises?

Isometric exercises are also known as "holding an exercise" or static strength training. It involves contractions of a particular muscle or group of muscles.

EXAMPLES OF ISOMETRIC EXERCISES

- Front plank
- Side plank
- V-sit
- Any exercise with a raise and hold for 10 -30 sec (ie calf raises, lateral shoulder raise)
- Any exercise with a lower and hold for at least 10 -30 sec (ie squats, low lunges, push up holds)



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What are plyometric exercises?

- Also known as "jump training"
- High intensity, explosive exercises where **muscles** exert maximum force in short intervals of time
- Goal of increasing POWER (ie. strength & speed)
- Generally used by **athletes** to improve performance in sports

ADVANTAGES

- Plyometrics burn a lot of fat and calories – some studies show you burn 10 calories a min doing plyometrics (that is 100 calories an hour!)
- Amazing to build muscle and cardio at the same time (2 amazing things for the price of 1)
- Build speed and strength
- Plyometric exercises are a great way to add some spice to a boring workout.
- Afterburn!



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What are supersets?

A superset is a technique where you perform 2 exercises in a row with little or no rest between sets.

A superset differs from a normal set in two ways:

1. It is performed with little to no rest between sets, whereas you may rest up to 90 seconds between two normal sets.
2. It incorporates two different **exercises**, whereas a normal set has only one exercise



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Types of supersets

1. Same muscle group

- Pre exhaustion: compound followed by isolation.
Example: For quads, squats (compound) followed by leg extension (isolation)
- Compound ~ 2 in a row
Example: Squats followed by barbell step ups
- Isolation – 2 isolation back to back (tricep kick backs and rope pressdown)

2. Opposing muscle groups

Example: Working triceps and biceps. (ie Do 1 set of tricep kickbacks immediately followed by bicep curls.)

3. Staggered superset -

- Basically means doing an additional (and potentially unrelated) exercise in between sets .
Example: Working triceps and cardio (ie triceps kickbacks for strength followed by 1 min sets of skipping with no rest in between)



Other types of sets

GIANT SETS

- Performed in rotation with as little rest as possible between them, consists of four or more exercises to be done with as much intensity as one can muster
- Can do cardio or strength

DROPSSETS

- This a "descending set" of the same exercise.
- Start heavy and keep going lighter until you can not do any more
- Ex- Start bicep curls at 20lbs till you can't do anymore, then do 15lbs, then 10lbs, then 5lbs...until you can't do anymore!



What is tempo training?

It is the pace in which a rep is completed. Example: If doing a squat, you can do:

Fast:

- Lower for a count of 1
- Hold for 0
- Up for a count of 1
- Repeat with no break
- Tempo would be 1,0,1,0

Slow:

- Lower for a count of 4
- Hold for 3
- Up for a count of 4
- Stop at the top for 2 before repeating
- Tempo would be 4,3,4,2



CHICK TIP

An awesome resource for finding exercises to perform in supersets and building programs is BodyBuilding.com "Exercise Guides" at

<http://www.bodybuilding.com/exercises/>


It allows you to filter by body part, compound and isolation exercises, equipment and more to help you build chicktastic super programs for your clients!












What is the rate of perceived exertion?

- The RPE scale is used to measure the intensity of your exercise.
- The RPE scale runs from 0 – 10.
- Uses no equipment, calculations or heart rate monitors – it is YOUR perception





FIT CHICKS "Rate of Perceived Exertion" CHART

RPE Perceived Rate of Exertion SCALE 1-10	% Max Heart Rate	How I'm Feeling	Description
1-4	< 50%		Aerobic, Endurance, Recovery Easy walking Questions this at least
5-6	55%		Just warming up or cooling down, feeling a little heavy? Not a sweating yet. Light cardio.
6.5-7	65%-70%		Bringing a sweat and breaking a sweat, feeling better than a few weeks.
7.5	75%		Yeah! The sweat but you can sustain it!
8	80%		Aerobic Working hard! You can talk but the getting harder!
8.5	85%		Sweating and working! RPE reached! you can still push it! More!
9	90%		Aerobic Sweating is very hot! You can't talk anymore! You can't talk anymore! You can't talk anymore!
9.5	95%		Aerobic Sweating is very hot! You can't talk anymore! You can't talk anymore!
10	100%		Aerobic Max effort! This is your limit.

Working at your 9 out of 10.

To get the results fit you need to use your heart rate and the sweat level of your workout and allow your body to respond your metabolic energy system during the exercise. Heart rate, RPE, and the sweat level of your 9 out of 10 to ensure you are getting the most results from your high intensity interval training sessions.

How to measure your 9 out of 10?

Watch to your "Heart Rate" level of the "RPE" of your workout for 90% of the time. This is the most important for you to know to measure the intensity of your workout. Being to use the equipment as a heart rate monitor.

What is high intensity interval training?

- Also known as HIIT
- Combines short intervals of maximum intensity exercise (ie. 20 sec - 2 min) separated by longer intervals of moderately intense exercise
- Example: Tabatas



What is low intensity steady state?

- Also known as LISS
- It is a steady cardiovascular form of exercise where you keep your intensity low but your effort consistent (ie - 30 to 60min)
- Example: Walking on an incline on the treadmill



What's the controversy between HIIT &



So many opposing views but both have an important place in fitness!

More lingo used in HIIT

AMRAP

- Stands for "As many rounds as possible"
- Ex: Pick 3 exercises such as 10 box jumps, 10 push ups & 10 burpees. How many rounds can you do before you GAS OUT!

METABOLIC FINISHERS

- An intense exercise or series of exercises performed at the end of the workout designed to ensure that you've burnt every last drop of gas from the tank
- Time varies

PR

- Stands for personal record
- Great to get peeps to push themselves!



When it comes to building personal training programs, you may also hear this fitness lingo:

GOING TO FAILURE

- When training to failure, an exercise is repeated until exhaustion, (ie. you can not do 1 more!). It's a tool for building muscular strength, size, and endurance.

SPLIT

- **Involves** dividing up the muscle groups into different training days (i.e. "Monday is leg day in my 5-day split").

PROGRESSION

- Can include anything from increasing weight resistance, repetitions, or number of sets in a workout to decreasing rest time for cardiovascular training. (Need to change it up!)



Types of Stretches



What is dynamic stretching?

- Also known as "moving stretches".
- Typically performed in a warm up to warm up the muscles and stretch them to prepare for the exercise ahead
- Reduce injuries.
- Great to improve functional range of motion

Examples include:

- Arm circles
- Light jog
- Side to side lunges
- Hip circles



What is static stretching?

- Means to "hold a stretch".
- Done at the end of workout to help improve flexibility and aid in recovery.
- Can be held in a challenging but comfortable position for a period of time, usually somewhere between 10 to 90 seconds.

Examples include:

- Splits
- Quad stretch (kick heel to bum and hold with hand)
- Laying on back and holding knees to chest



What is passive stretching?

- means to use some outside assistance to help you achieve a stretch.
- could be your body weight, a strap (like the tie on your bathrobe), leverage, gravity, another person, or a stretching device.
- You relax the muscle you're trying to stretch and rely on the external force to hold you in place.

IMPORTANT: Be Careful!

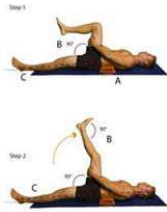
There is always the risk that the external force will be stronger than you are flexible, which could cause injury.



What is active stretching?



- Means you're stretching a muscle by actively contracting the muscle in opposition to the one you're stretching.
- You do not use your body weight, a strap, leverage, gravity, another person, or a stretching device
- Different than dynamic as you are not moving.



Foam rolling



- Form of self myofascial stretching.
- Can be done using a foam roller, tennis ball or even your hands.
- Can be done as a dynamic warm up to warm up the muscles or as a cool down.



PNF stretches



- *Proprioceptive Neuromuscular Facilitation* (PNF)
- Usually, PNF is performed with the help of a partner.
- Different ways to do PNF: Contract relax, contract- hold relax, etc




Fitness Session #1 recap

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 - Learn what the heck all these words mean!




What's coming up in the next class?




Any questions or inquiries, please email:

fne@fitchicks.ca

Let's have an amazing journey ahead!





**Want to watch this class
again?**

The link will be posted within
48 hours for you to access.
