

What is Fitness Coaching? Why Would I Consider Having a Fitness Coach? Who is This Right For?

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Coaching is a collaborative relationship that provides structure, accountability and inspiration to enable clients to reach their goals. Coaching promotes independence, self-management and personal responsibility. The goal is develop a strong sense of client self-efficacy that leads to personal empowerment and sustainable change.

A coach helps their clients become more self-aware. The client takes on responsibility to make changes in behavior, they learn to overcome obstacles to change, they gain confidence in their ability to change, and they dig deeper to find and engage their own personal motivation for change.

Coaching is a professional relationship where the coach helps the client harness their strength, skills and resources together they define goals and map out strategies. This relationship is guided by the client's vision and their readiness for action or change. This relationship generates self-confidence, commitment and inspires excellence.

This process is done usually via the phone during weekly, bi-weekly and eventually monthly appointments depending on the clients needs and

goals. The phone calls usually last between 15 and 20 minutes.

Why would I consider having a Fitness Coach?

A coach is there to listen to you and help you define your goals into reasonable goal-directed strategies.

So, if you can image that you are climbing some blocks and each block gets a little bigger. You are going along fine, jumping from one block to the next and then, all of a sudden, you stubble off a block. Instead of falling completely to the ground, your coach catches you half-way down and together you build a new ladder to climb back up to the top of your block. Only, the coach sees that you are taking pretty big steps, and sees that you might hurt yourself. So, they call you back down and together you come up with a strategy to add some more rungs to the ladder.

Before you know it, you've climbed up on top of your highest block yet and you are pleased and ready for your next challenge.

We are all very busy professionally and personally. We have wasted tons on money on the memberships we don't use, infomercials, trend diets, the list goes on and on. Take time to develop a plan and use 2009 as the year to invest in yourself and improve your quality of life for years to

come.

Who is this right for?

Anyone who fits one or more of these descriptions:

- Busy Executives
- Travels A Lot
- Motivated by Numbers and Data
- Has a hard time finding Exercise Time
- Works Out in a variety of Environments
- Techies that like gadgets and Technology
- Tired to get in shape, gave up and been on this roller coaster ride too many times
- Mothers, Fathers, Care Takers who give and give and lost their own self-care
- Can't commit to a person-to-person appointment at a gym or studio to meet with a trainer
- People who diet/ starve/ binge only to gain weight back and more each time they go on this cycle

Research:

Phone coaching has been studied for over 20 years at both Stanford University and Virginia Polytechnic University showing greater adherence to exercise.

Compliance levels have been shown as 90% for men and 75% for women; Increasing self-responsibility and Investment in reaching goals.

Tips: There are 114 hours in a week that you could use to increase your lifestyle calorie burn. Give some of these ideas a try to increase movement throughout your day.

- Walking
- Gardening
- Housework
- Dancing
- Taking the Stairs
- Parking in the furthest space away
- Don't use the remote/ get up to change the channel
- Move or walk in place during commercials
- Walk around while talking on the phone
- Take 2 to 3 minute movement breaks a few times during the day at work



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