

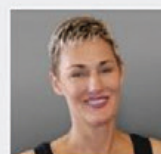


BEYOND THE EXERCISE

How four fitness professionals found career success with mindful movement

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Many professionals in the health and fitness industry are transitioning away from the adage of 'no pain, no gain' and are adopting the mentality of 'moving mindfully and moving well.' We found four fitness professionals to share their success of embracing a more mindful approach to health and fitness.



JILL WINEGAR:

With over 30 years of experience training fitness professionals, Jill is an ACE certified Personal Trainer, ACE certified Group Fitness Instructor, USA Rowing Coach Level 2, and holds additional certifications in Pilates, Spinning, Yoga, Kettlebells and FMS.



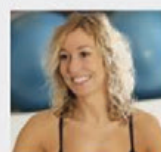
SAULO OUVERNEY:

Holding a bachelor's degree in Health and Physical Education, Saulo transitioned from extreme athletic training to helping clients find their health and happiness with mindful movement.



DR. BOB ANDERSEN:

After graduating with a Doctorate in Exercise Science and Psychology from the University of Nebraska, Bob combined his specialty of athletic conditioning and performance coaching with the benefit of mind-body exercise to help clients reach their optimal potential.



CLAUDIA FINK:

Fluent in four languages, Claudia is fitness instructor, Iyengar yoga instructor, Cancer Rehabilitation specialist, Pilates for Multiple Sclerosis instructor, Body Strateg-ex and Breast Cancer® Post-Rehab Instructor/Trainer.

What inspired you to train in mindful movement?

JW: I was already working as a personal trainer and group fitness instructor for almost 12 years before I was introduced to Pilates. It was so different 25 years ago from the traditional body building and "go hard or go home" mentality. I really appreciated the thoughtfulness and purposefulness of the movements, making you really think about how you were moving.

SO: As a young athlete I felt I always had to push my mind and body to extreme training levels, and because of this I dealt with pain from injuries even as a teenager. When I began working as a trainer, I saw my clients experience the same pains and difficulties I went through. I wanted them to be happier. When I discovered mindful movement, I found I could work with my clients to not only develop their strength and body awareness, but also build their happiness and respect for themselves.

BA: I'm always fascinated by the mechanics of how the body moves and how it can become powerful, faster and stronger. Originally, I began my career in athletic and performance training, and it was only after my wife began to train as a Pilates instructor that I fell into the mindful movement world where I became very curious about the functionality of the method.

CF: From a young age I have always been involved in competitive sports, but I suffered a number of injuries overtime. So when I saw a physiotherapist and he recommended I try some exercises on one of the Reformers in his facility, I was very curious. I tried it, and I loved it. I was also very impressed by the variety of exercises, and the precision and control required to do them. Shortly after, I began my education and training in Pilates and mindful movement.

How has mindful movement affected/changed your approach to training clients and other instructors over the years? Any stories to share of the impact it has had on your clients?

JW: It's completely changed the way I approach all movement from a fitness perspective and for coaching athletes. As the University of Minnesota Men's Rowing coach, I apply Pilates all the time to the technical sport of rowing. It makes the athletes more effective in their technique, less vulnerable to injury and aware about their own bodies.

SO: Mindful movement is equally challenging and rewarding. I love it because it's always inspiring me and it helps me motivate others. It's so rewarding when a client comes to me and says, "my back doesn't hurt anymore" or, "I can sleep better now." Mindful movement has helped me be more precise in cueing and correcting movement, listening to my clients' needs and helping them with their goals.

BA: I began to find that the principles of Pilates and mindful movement strongly complemented my beliefs and practices for performance training. Combining the two has created very positive results for my clients' athletic performance and overall well-being. Since learning this, I'm much more intentional in my cueing to

make sure my clients are moving properly, but also appropriately challenged.

CF: I've learned to approach each body as unique with different needs, and that to live better you need to move better. It's important to have strong knowledge of anatomy, biomechanics and pathologies, but to also be conscientious of what feedback your clients are giving you. Whenever I get positive feedback, it's incredibly satisfying and fulfilling.

What is one piece of advice you would share with new professionals in the industry?

JW: Even after almost four decades, I am still learning because there are always new studies and information. Be patient with yourself when starting your program, it's a process rather than an end goal.

SO: In order to retain clients, it is very important for a professional to understand the what, how and why of the movements to create an excellent foundation and promote, control, stability and body awareness. In addition, you should consider how your clients are feeling because their mood and energy level affects how much information they can retain and how well they move.

BA: Always be open to learning and work to understand how others became successful. To help develop our business, over the years Wendy and I have hired business coaches and mentors to guide while the business grew and transitioned. You also don't always have to reinvent the wheel. Sometimes all it takes is putting your own unique spin on something that already exists.

CF: If you're looking to start your own studio, choose a location that's central and visible, and make sure it's fully equipped. Don't be afraid to ask for help either. It's exciting to open a new studio but it's a lot of work, and I'd recommend collaborating with another instructor on sharing the load so that you don't burn out. Furthermore, be eager to always learn and enhance your practice so you can cater to a wider breadth of clients and offer them the best resources possible—it's also ideal to have a wide variety of equipment too.