



Newsletter

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Welcome to the BFit4Life newsletter



Hiya All,

Since our last newsletter I have been in Santander and Leicester Tigers in the UK completing Level 3 & Level 4 tasks in strength coaches Charles Poliquin International Certification Program for strength coaches. I am one of the first coaches in Europe to achieve this and as you spend time with like-minded ambitious people you raise your standards to match there's if they are above you. In this months newsletter we will address the subject of standards and how your training environment can have a massive affect on your training and the results.

"A chain is only as strong as its weakest link."

Raise your Standards

Do you remember the main reason that you joined your gym?



A recent study cited at a seminar I attended at Fit-pro in Loughborough in April suggests that nine out of 10 people join a gym for fat loss, but only 1% are successful. So in essence, everyone joins a gym to look good naked but only 1% are successful and happy with what they see in the mirror every morning!

Gym-goers frustrated at their lack of success continually follow the definition of insanity, doing the same things over and over again hoping to get a different result. Hours and hours of treadmill running and aerobic classes and tonnes of sweat have failed to yield a dividend. Is it because you opted to watch the soap operas on the 40" plasma screens in the gym while cycling your stationary bike or were you missing something? Was it your MBT's, Power Plate workout or Juicy Couture tracksuit bottoms that prevented you or are you missing the secret that is in such steep decline in the fitness world these days. What is this secret? Good honest hard work!

Training environments help create honest endeavor as the people you train with can inspire and motivate you to do that bit more, to challenge yourself. But the training environment can also be affected negatively with the people you interact and train with. Philosopher Jim Rohn has said you are the average of the five people you interact with so are your training partners raising or lowering you're standards. More importantly, what is the training environment like that you visit? What do the people lift, how hard do they train and more importantly are they getting results and are you part of the 1% that achieve success.

When I started training in a gym environment my ambition was to carry over my work ethic I had learnt as a child playing soccer and Gaelic football into the fitness arena. Team-work honesty and a willingness to challenge the physical and mental limits have always formed the basis of improvement in any area of life. It is based on the principle of over-load or as the Japanese say Kaizen- continual and never ended improvement. So in order to understand you're current health position you need to be tested.

Raise your Standards continued

Looking in a mirror naked is one way you can test yourself but here at BFit4Life one of the biggest determinants of your progress is a 10-point measurement using body-fat calipers of you're body-fat, i.e. the percentage of muscle to fat on your body. This is important because fat stores toxins. The higher you're body-fat the more toxic you are and you increase the risk of heart disease, cancer and diabetes, the lower the body-fat the more energy, vibrancy and lifespan you will have. The target for females is below 16% whilst the target for males is 10%. This means that all males should have six packs. That is the gold standard regardless of age or circumstance. It might take you longer to achieve it depending on your current position, but if you conceive it and believe it you can achieve it. Former Mr. Universe Winner Milos Sarcev said it best when he told me accept no limitations as a limitation. One female who recently achieved the female target is Pauline Fitzsimons who has lost a staggering 110 lbs (8 stone) to half her body fat from 33% to 15%. Her effort and application is an inspiration to many but it is the training environment and the people she surrounds herself with who help encourage, motivate and inspire her to achieve her potential.

Irish people suffer from small country syndrome where we blame our lack of success on international competition on our population numbers. Our Scandinavian cousin's results at International Olympic level do not seem to affect them so is it our beliefs or are our standards too low. I have just returned from a week in the Leicester Tigers Rugby ground in the UK where players weightlifting standards in different exercises are listed on the wall. There are different levels for different positions, front row, back row, centers etc of which there are four categories. Tiger's class, Good, Average and wrong club!! You either shape up or raise your bar of expectations or the revolving door will see you make a swift exit. The player's body-fats and hydration levels are also listed on the wall so players can see who is working to help the team and who is holding the team back. A player who lets his standards down is left in no uncertain manner to where he should improve and this social pressure has helped lead the Tigers to be European champions and also win the English rugby premiership on more than one occasion.



Pauline lost a staggering 110 lbs (8 stone) to half her body fat from 33% to 15%.



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You may feel this is harsh but you are constantly tested in life. At school you are tested with grades as a kid, at work you are tested with sales targets as adults. But are you applying the same principles in the gym? Are you measuring your progress? Do you record the weights you lift, the distance you run and the speed at which you run.

What we measure we improve and if your bar needs to be raised, find people who will challenge you to achieve your potential. We never set any limits as kids. When I dreamt as a kid, it was to be the best in the world, to play for Manchester United Football Club. When I was 17 I achieved this. My path has since taken a different route but the standards remain the same. If you want to be the best, you have to train hard, prepare and put in the effort to play with the best.

You will get challenges that test your resolve, but you can't soar like an eagle if you surround yourself with turkeys. Find people that like you are hell bent on achieving success. It doesn't make you a bad person to be your best and it's much better to die on your feet than to live on your knees.