



Course Title: **Beauty and the Beast**
 (Considerations for Exercise Demonstration and Prescription)

Produced by: **Fitness Learning Systems**
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Course Type: **e-Learning Home Study**

Credit hours: AEA 4.0, ACSM 4.0, ATRI 0.3, COPS-KT 0.3,
 NFPT 1.0, NCSF 1.5, YMCA 4.0, NSPA 4.0 W.I.T.S. (pending)

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Greg has been involved in multiple vocations simultaneously for the past 25 years since leaving the Australian Army and State Police Force of Victoria where he previously served both as an active officer and member of the Public Relations division for 16 years.

He entered the Entertainment Industry having pursued it previously as a hobby during his career in Law Enforcement, and he became a Producer/Director/Designer and Performer of Stage and Cabaret. He also performed in over 20 Australian Television Programs and various Films and Mini-Series.

In 1994 he became involved in the exercise science industry initially in land aerobics / personal training and found a great interest in aquatic exercise. Due to his theatrical and public speaking experience, he quickly became a presenter and developer in the fitness industry using his unique skills of performance techniques, and quickly became well known across the world at the major fitness conventions for his unique style. He is and has been a continuing education provider for various organizations in USA, Australia, New Zealand and other countries.

Greg has presented for leading Organizations on Exercise Science, Leadership Studies Presentation and Performance Dynamics, Theatrical Studies in the following countries for the past 2 decades: Australia (All states), Asia (China/ Singapore / Thailand / Indonesia), Denmark, Europe (Belgium, Germany, France, Italy, Portugal, Spain, Netherlands, etc), Estonia, Israel, New Zealand and USA (20+ States).

He has presented at several conventions, some multiple times including IAFC (USA), EAFC (Germany), Flex & Network (Australia), Network (New Zealand) Asiafit (Hong Kong). Greg has also been an invited guest to present at various leading Education and Exercise Development locations through the years including: Wingate Institute (Israel), Cooper Institute (Texas), Red Mountain (Utah) to mention a few.

In recent years Greg has also been invited to present and chair symposiums at locations such as the World Forum at Cambridge University, UK 2010 and is to Chair the

Education Symposium, and present at the 2012 World Forum at Oxford University, as well as present at IAFC2012, EAFC2012 and other conventions in various countries across the Globe.

Course Summary:

Exercise demonstration and prescription is a topic that every health-fitness professional needs to constantly consider. Demonstration and prescription are often neglected due to experience and complacency. This could result in inadvertent poor example/demonstration techniques, and less than optimal planned prescription. These morsels of tips, hints and in some cases in your face frank observations are shared to ensure your professionalism remains top of your game. The intent is to help ensure your example of leadership and demonstration is a showcase for other health-fitness professionals to emulate.

Objectives:

- Learn the 5 P's for Principles of Exercise Design.
- Identify through review basic kinesiology principles including joint structure and skeletal movements,
- Learn through review exercise terminology including agonist/antagonist, assistor/stabilizer, and isotonic/isometric.
- Understand through review several exercise concepts including muscle balance, posture and body alignment, pace of exercise execution, variation of exercise, and the F.I.T.T. principle.
- Learn analysis and recognition in exercise with concepts and knowledge built through three acronyms:
 1. BIOMECHANICS
 2. DEMONSTRATION
 3. BEAUTY and the BEAST

Outline:

A Story...

The 5 P's for Principles of Exercise Design:

Purpose
Position/Posture
Progression
Population
Prescription

Review: Basic Kinesiology Principles:

Joints of the Skeleton:

Types of joint connections:

Fibrous
Cartilaginous

Types of joint: Synovial
Hinge
Condylloid (Condylar) or Ellipsoidal
Ball and Socket
Plane
Pivot
Saddle

Flexion and Extension
Abduction and Adduction
Rotation and Circumduction
Dorsiflexion and Plantarflexion
Scapular Movement
Supine and Prone

Review: Exercise Terminology:

Agonist and Antagonist
Assistor and Stabilizer
Isotonic
Isometric

Review: Exercise Concepts:

Muscle Balance
Posture and Body Alignment
Pace of Exercise Execution
Variation of Exercise
The F.I.T.T. Principle

Analysis and Recognition in Exercise:

BIOMECHANICS:

B = Balance of Muscles
I = Injuries
O = Objective of Exercise & Overload of Muscles
M = Muscle Capacity
E = Execution of Exercise & Effectiveness of Exercise
C = Contraindicated, Care, Control & Challenge
H = Harmonious, Hazards & Harmful
A = Analysis of Action
N = Neutral Alignment
I = Intensity of Exercise & Incompatibility
C = Centre of Gravity (Balance during Exercise Execution) & Core Control
S = Skeletal Design (Lever Lengths, Joint Type and Operation)

DEMONSTRATION:

D = Demonstration Techniques & Deck Considerations
E = Emphasization & Extremes
M = Motion (Range of)

O = Outcome
N = Noise / Music
S = Skill in Presentation
T = Transitional Cueing
R = Repetitions & Range of Motion
A = Alignment
T = Targeting Muscles
I = Influence on Clients - Are you communicating?
O = Orientation (Mirroring / Changes of Direction)
N = Non Impact Demonstrations

BEAUTY and the BEAST:

B = Beware! Be Attentive! Behave!
E = Eye Contact & Extended Periods of Overload
A = Avoid Burn-Out & Avoid saying No or Don't!
U = Un-Supported Forward Flexion
T = Tact, Timing and Tempo
Y = Yearnings

and the

B = Body Posture. (Both yours and your clients!)
E = Education to Clients
A = Appraisal of all Clients. (The Objective and Realities)
S = Stretching Muscles
T = Technique (Lack of Care and Observation)

Summary

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