

Transcription

This is a special New Year series produced by myself, Jennifer Schwartz, and Gregory Gordon of Fitness for Consumption. And this series, the fresh fitness Perspective, is aiming to take a wide lens of the emerging intersection of the body positivity, movement, fitness and marketing. We are going to talk about culture, motivation, and where we land on certain topics that are very relevant to how we perceive fitness. We are going to have fun, we're going to experiment and even discuss some 2023 trends. Thank you so much for being here and have a happy New year from Think Fit. Be Fit. podcast network.

Welcome to Think Fit. Be Fit. podcast network, part of Think Fit. Be Fit. podcast network, where we put the power of dynamic fitness back in your hands, one mental rep at a time. Effective thinking for potent fitness. Welcome to the show.

All right, welcome everybody, to an episode of Thinkfit BFIT. You can obviously see in here I'm not our lovely host, Jennifer Schwartz, who is on vacation this week. So this is Gregory Gordon GG here from the Fitness for Consumption podcast, also on the Think Fit. Be Fit. podcast network network. And I'm guest hosting for Jen today. And so we've got a very special guest, a personal trainer that I happen to know that works here in New York City.

Her name is Kehinde and Jordan. So welcome. Kehinde. Thank you for joining us. Can you tell us just a bit about your origin story?

Like, how did we get to sit here today? Basically, thank you. Thanks for having me. So my origin story, as it pertains to fitness, right. How did I immerse myself in the field?

I've had a background in sports, so growing up, I played sports and I grew up in a very sheltered environment, so my outlet was sports. I kind of just immersed myself in playing tennis, basketball, went in track. So that way I had some sort of social autonomy of my life. I wasn't allowed to have any friends or even social yeah. In that capacity.

So sports was like my refuge. So I got immersed in that and that just sort of like, stopped with me. I was

[00:02:19] to run professionally while in the day one in college, but I didn't really have for San Francisco State University. Wait a second. I went to San Francisco State University.

Wait, you worked there? I went there.

[00:02:37]

What? I went there from golly, 96 to 99. Wow. Yeah. So we'll have to talk about that on a different time.

[00:02:44]

Wow, what a small world. Yeah, because it's not that, really. It's not that well known of a. School or it's

[00:02:55]. Yeah.

All right. Anyway, sorry to interrupt your amazing. So I was supposed to run, but I just backed out. I didn't [00:03:03] the support system. And at the time, honestly, I hated training, I hated working out, and I was like, you know what, this is not for me.

So I just sort of adopted a degree in marketing, and I majored in African Studies. After college, I went [00:03:18] fashion industry, and I believe I was going through some sort of tumultuous time in my life, and I needed something sort of like, gravitate me and get me out of the slump. And that's when I kind of reintroduced myself into physical activity, and I went back into the gym. Had you moved to New York from after San Francisco state. Did you move to New York to work in the gym?

I moved, yeah. When I was done my undergrad, I moved to New York, and I finished my undergrad in [00:03:48] College, and I went into the fashion industry. And while I was working in the fashion industry, I sort of introduced myself into the physical realm again. So I went back into working out, training in the gym, and I loved it so much, and I was always working out, and I was able to transform my body and just sort of see what he did for my just internal self. And it was a mechanism for self care for me.

Eventually, ten years in the fashion industry, I decided that this is not what I wanted to do anymore. And I [00:04:12] wonder, like, okay, how do I pivot? What is it that I want to do? And my twin sister recommended me going to the fitness industry. She says, I think you're so enthralled by it.

You're there all the time. You study it. I think this is your call, and just follow that path, which is what I [00:04:11] was sort of like an omen. It just worked out so perfectly because I remember I was ten years in my company, and the day that I was going to have the conversation with my manager that I'm leaving the company, I'm going to transition into the fitness industry, she had something to tell me as well.

She said that my store I was managing the store at the time on the Upper West Side, I worked for Helmut Lang and Theory, and she said the store was closing down. Oh, wow. And I was like, wow. And I was like, Well, I have something to tell you. I think this is a great omen.

I was actually going to come here and tell you today that I decided to transition out of the fashion industry. And it was just like, okay, this was meant to be. And when I went to Equinox and I spoke to the manager, and I said, hey, I want to join the team and I want to start my career, he welcomed me with open arms. He said, We've been waiting for you. So it was just like a very smooth sailing transition for me.

And I just knew, okay, this is definitely a calling, and I needed to be on this path. And that's how I started. I loved the autonomy of being my own boss, and I just love that I get to share fitness with other people, and that's how I started. So your initial introduction into working as a fitness professional is through Equinox?

Yes, that's how I started. Initially I was a member, but then I became a professional trainer there, and that was my introduction to the industry. Wow. Well, talk about a small world. So my partner on my podcast, Dr.

Paul Juris, who is my mentor for my studies in motor learning control, is one of the original developers of Equinox Fitness Training Institute, the Efti. He's the original person that developed it. So all these threads are coming together here. Yeah, that was a valuable asset. Honestly.

That ain't like integrating that into the educational system. Yeah. Was that your first sort of professional work in this class? Yeah, and I was like, oh, wow, there's a lot more to know about the body. So that was definitely just my first introduction to it.

And I know because we spoke over the summer and I know you're taking a nutrition course, so let's put a because I want to ask you about that later because I know you've continued your studies, but okay, cool. So essentially how long have you been a fitness professional now? So I transitioned into the industry in 2016. Okay, so about six years. About six years.

Oh, wow. It's relatively new.

[00:07:24]

I feel though, like six years, though the last six years, I feel have been so transformational. It may be a [00:07:28] the six to eight years versus the last, I don't know, 30 years just in terms of this whole concept of body image and body acceptance and body positivity. So, for example, funny enough, for anyone that's listening, can they actually work? You see at least some clients at the gym I used to work at 20 years ago, which was formerly called Clay and is now called Complete Body. And when I was a trainer, you know, 99% of my clients would come in with some aesthetic goal and is usually either Brad Pitt or Arnold Schwarzenegger or Gwyneth Paltrow or Jennifer Schwartz.

But, you know, the common denominator was at least people's initial goals were almost always [00:07:31] aesthetically driven and almost to these absurd, like really low body fat type of body images and stuff. So in the six years since you started, have you seen a shift or when you came in right away, had the tide already been turned? To a significant degree, I think when I came in, I was at the precipice of it changing even with education. I think functional training was a terminology that was very new in the industry.

I believe the bodybuilding world was sort of phasing out. It was due there, but I think there were more [00:08:14] tenants of fitness and making it more applicable to just, I guess, a regular person who's not really interested in bodybuilding. So I think I was right in that ways of it changing. And with Iqanoff, I think I love working there because it transformed just the mindset of just it being aesthetically, aesthetically, aesthetic aesthetics. It was more about just, like I said, functional movement was a terminology that was heavily used when I was working there and just being able to function and just how movement helps with just pain management.

Those are concepts I never imagined a thought that would fitness would do that to relieve pain. So I [00:09:45] just at the when it was taken off and changing. Okay, now did you find because when you talk about that, it makes me think of, like, when I was training, I felt like those sort of concepts were like, what we as the trainers want to do, but our clients are really like, look, I just want to lose £10. I don't really care. Functional this, that, whatever.

So are you saying that when you started, you feel like it already had seeped sort of into the consumer [00:10:07] they were seeking more of? Like, of course, aesthetics will always be important to have a place like someone that's going to probably hire a personal trainer. But are you saying that when you started, you already sourced the beginnings of this cultural shift where at least the people that were coming to Equinox were interested in something first? Okay, interesting. Absolutely.

It wasn't just purely aesthetics. A lot of people came for pain. Management, and they wanted to do it [00:10:36] their fitness trainer versus, like, a physical therapist or doctor. Yeah. And a lot of them just

wanted to take control of their health .

They knew that , okay, this was part of a healthy hygiene being active , that was supposed to be part of it. So they were taking on this new identity around fitness . And I think it was also easier for me to sell that thought process outside of just like, oh, we're just going to come here, Pearly, for aesthetics . So fast forward six years later. Now, so let's say you get an email on your website today, and it's someone that heard of your name or was referred to you, and I know you actually let me not speak for you.

Can you give us an idea of the types of the demographic of the types of clients you work with now? Yes, [00:11:24] a very broad range of clients . My youngest client is 25. My oldest client is 62. So it's very varied, and everyone has different goals.

But I'm also realizing the 22 year olds , they're not coming in just for aesthetic goals . A lot of them are [00:11:41] for mental health . They understand that this yeah. Like, I train a young woman, and I'm so impressed by her, by her just having the emotional intelligence to know that, okay, I want to take control my mental health . And a way that I can take control of it is also by working out .

And she's seeing the benefit of that and how that helps her anxiety and her mental health . Yeah, I think [00:12:10] , but I also think the way I market myself to my business called Power and Movement , it's about harnessing the power within . And I think movement is impetus to allow us to actualize our best selves. So I sort of, like, market myself in that way, and I think clients who gravitate towards me already have the same ideology , so we kind of just align with each other . So the common denominator is, no matter what the age range or whatever their previous exercise experience or skill level might be, it's people that sort of take more of, like, a longevity approach to their health , fitness .

Is that accurate ? Yeah, absolutely . Cool.

[00:12:57]

These are things that I'm curious about . I think in a conversation we had, I was mentioning to you that on [00:13:03] from the gym to my office , I walk by Lululemon , I walk by Athleta . I walk by Bandier, these stores that sell male and female, but primarily , like, women's athletic clothing . And I can't help but observe that now there are mannequins in much larger sizes than there were even I even want to say, like, four years ago, three years ago. So to some degree , an acceptance of body sizes and shapes has really been normalized .

And I'm curious for someone that's working in a gym every day, how is this acceptance of body shapes

[00:12:36] Do you feel that it's really reduced the amount of people that are coming into you? Where when you have your initial client intakes, where would you say just in your experience, like, aesthetics is for most of the people that eventually come to find you? I would say aesthetics is the least of what we talk about. Really?

Wow, that's awesome.

[00:14:09]

It really is. And I really appreciate that because that's who I want to work with. I want people who understand that this is sort of like a self care health and wellness hygiene. It's about longevity. It's not just about the short term goal.

So it's very fascinating. A lot of clients just come to me, even, like, I have 225 years old. They're not really interested in drastic weight loss. They're not bringing pictures. They just want to feel good and be mentally strong.

Does it make it any harder on any level when there aren't clear and defined goals? Such as, like, because I'm a trainer and I'm not criticizing, just sharing my experience, someone was always like, I'm getting married in this amount of time. I want to look like this. And so at least there was a measurable finish line, as opposed to, like, in my clinic, I'm mainly working on chronic pain type things. But in your experience, if someone is coming to you and it's more just about, like, general health or mental health, does it make your job any harder, in any way that there might not be as clear and defined goals?

Or do you just have to change the conversation in a way where you can still chisel out more clear and defined goals? Yeah, we pivot. I make more like, what is it? Goals that they're objective like, hey, we could work on you performing ten push ups. Or as we progress in their programs, they do see themselves getting stronger. They notice like, oh, my God, I could even swap £20 before 50.

Yeah. So make it more like a strength objective and strength goal. But they do see how much they're getting stronger, and I think that's, like, oh, wow, I'm actually getting stronger. I'm losing more weight, I'm doing more push ups. That's awesome.

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Because one of the side tangent conversations I want to have with you is that so, look, I could I have a lot of mixed feelings about CrossFit or high intensity interval training done in the CrossFit style , but that's for another conversation . But one thing I will definitely in my opinion , to me, what I think CrossFit, where it's been really valuable , is that I feel like it's really normalized the idea of women's strength training and strength training and things . Like, when I was a member of Equinox in 2000 , I never had to wait at the squat rack for, like the squat rack was where, like, all the bench press and squat rack were, like, where all the guys hung out. And I think it's fantastic now that I go to the gym anywhere in the country but in New York, and I see women deadlifting squatting . So I feel like CrossFit should get some of the credit for I feel like, normalizing some of the idea of women lifting weights to the high intensity .

So is that something ? And again, just going back to my experience as a trainer, I would often have to have the conversations with my female clients about this idea that we all hate that, like, lifting weights will make you, quote , unquote , bulky. Yeah. And again, I'm way out of the loop now. I'm in my office every day.

So what's the word on the street ? Is that even a comment that you have to have anymore? Is that? No, some clients do have that myth , and they do bring up to me. But I think with the prevalence of social media and I think , you know, when clients sought after me, they typically find me through Google and they have access to my social media .

And I do post a lot of my workout routines . And I believe clients do see me working out, and they're like, oh, my God, she's lifting , like, £300 . She's squatting like 265 . And look at her body. So I think I represent that to them as well.

Like, hey, I can lift, that heavy too, and I don't have to look bulky . And whenever they do have that doubt about fear and like I told them, I said, look at me, I lift more, I even work out more, but I don't look like that . And I try to tell them that specific bodybuilder look is a specific look . It involves a specific type of training . A lot of this, a lot of work, the diet is a lot of work .

They work extremely hard to achieve their bodies . So supplemented by certain yeah, sounds like, no, [00:19:31] just don't worry about that . But I think when they see my body and they see that I lift , it brings them solace that says, okay, well, I feel okay. And I think the prevalence of CrossFit and more women on social media lifting , I think it's made it more like, oh, I can do that . And I don't have to say looking .

Like that, by the way. I feel like these are like relics of just a really old, much older error and thought [00:19:59] process . But is that even strictly like a perspective from a female point of view ? You have male clients that might also subscribe to that same idea that they'd be concerned about lifting weights because it makes them bulky, or is that more . Of a no, I think it's an ideology that's more women and I think it's because it's an ideology , I think market it to women specifically .

Sure. So we've been indoctrinated to feel like, oh my God, if we lose £5, we're going to be bulky . And I [00:20:34] said, I tell my clients , your goal is weight loss . So if you're on a caloric deficit , there's no way you're going to put on muscle masse anyway. If you're trying to look like that, you have to be at a high caloric intake and you're not there .

You're in a caloric deficit , so there's no way for you to look like that . So do you think that you and the [00:20:56] clients , you see that you're a real outlier in terms of what the fitness market is looking for ? Or do you think there really has been like a significant cultural change into where people really do see the gym now as a way and I really want to drill down on. So happy to hear. And I think it's fascinating that the idea of people using exercise as a means for their mental health care, which is really like, I probably overtrain physically for my joints , but from my mental health I need it.

And if I don't exercise, I don't feel well mentally. So is that becoming more in the conversation ? I know [00:21:38] you mentioned that you have these two younger clients , but is that becoming more part of the conversation that A, you're having with your clients just be you kind of notice in the fitness landscape as you sort of move around the city ? Yeah, absolutely . I think it's definitely a cultural shift and I hope it's not an outlier for me, but with the conversations I have, even with just like other trainers or other clients who are not my clients , those are the conversations we're having.

So I think it's definitely a shift that's happening within the industry . Wow, that's awesome . And that's [00:22:14] really heartening to hear. So let me flip the coin on that . So as we know in the US.

There's an obesity epidemic . And the CDC so the who and the CDC, they're always doing studies and [00:22:30] collecting databases on the obesity rise in the US. And so now it's something about like one third of US. Citizens above 18 or obese. So here's a tricky conversation to have.

On one end, I'm really heartened to hear that people see that going to the gym can have a positive impact on mental health. And then I'm also all for body acceptance and body positivity and having a positive body image, really, no matter what your body size might be. However, do you think there are any cons? There are people that by the definition of body mass index, BMI, based on your height and weight would be measured as obese. Yet a lot of the Nike Lululemon, a lot of manufacturers that make and it seems to be more geared towards women's marketing, but on both sides, manufacturers of sports apparel are now using models that would be in the obese BMI index, but they're using them deliberately as a way of showing like body inclusivity and body positivity.

But honestly, there are parts of me that it concerns me a little bit because again, without knowing anything about this person and they could have blood pressure and all that, just in general, we know the trends of obesity keep going up and they're going up about like 2% a year, which is a little bit alarming. So on one hand, I think, well, it could be a concern if you normalize obesity too much to where people that's just sort of like the standard default that most people think is a healthy range to be in. On the other hand, what we've just lived through all these centuries of really shaming people for being overwhelmed certainly hasn't been healthier work. So what do you think these are questions with right or wrong answer. I think it's a great segue to open the door to make people feel accepted and inclusive.

So if we're trying to fight obesity, right, and we're trying to get people to live more active lives, I think a way to make them feel accepted in these spaces that are predominantly like, house by really fit people is by making them feel seen. So by making them feel seen, I think it empowers them to step foot in the gym. In turn, we're kind of achieving what we want, right? We want them to be active. We want them to feel empowered to take control of their health.

Nike, Little Lemon might just might not have that sort of, like, egletarian thought process that I just put out. It might just be for them to go with what's, like, in, because we know body Positivity is like a big hot topic on social media right now. So we know brands do pick up on those little buzz languages and try to adapt their marketing strategy to that. That might be why they're doing it. But on the other end of the coin, it's actually having a positive impact because I can say, oh, wow, I'm represented, I feel seen.

That's my body. Yes, I'm going to take my ass to the gym. I'm going to shop here, wear something cute and be a badass and hit the gym. It's still kind of having that positive, in fact, and it's not making it so, like, closed minded. It's like, oh, we're being more inclusive, and there's different body types that are being accepted now in the gym.

And are you getting this kind of feedback directly? Like, are you speaking to people on social media or in the gym that are saying, like, hey, you know what? Like, five years ago, I wouldn't have felt comfortable

getting in a gym or putting on any tight fitting spandex like clothing . But yeah, absolutely . Even, like, with the marketing , like, with Nike , A Little Lemon, a lot of at leisure brands , they represent various body types , you know ?

They do now. Yeah. Yeah, they do. They do now. So it's like, oh, I'm that body type , but I can wear that
[00:26:42] and still feel sexy and go to the gym .

Yeah, okay. So I love what you're saying. So I think , if I'm hearing you correctly , is that by including
[00:26:52] everybody , at least we can build a bridge to get everybody to recognize the benefits of exercise and look . And the end goal, in my opinion , first of all, is not possible that everyone is going to look like those magazine pictures they brought into me 20 years ago, nor should it be . But just getting everybody closer to, like, living a vigorous , healthy , active life, well in tier, like, it drives me so I'm 48, dangerously close to turning 49 .

It drives me insane to where someone will see me and they're like, oh, my god , you're 48 . You're still
[00:27:30] running on a treadmill and lifting weights . Because we've been conditioned to think , especially in this country where we have the luxury of thinking it, that once you turn 40 you should just literally everything should hurt and crack . I know, yeah. There's really like all the science of studied my entire life .

If you take care of your body , you can keep building muscle and to some degree keep building new brain
[00:27:58] cells up until you die. Which if you absolutely do everything to the extent as well as you can , there's no reason in my mind you shouldn't live an active and happy at least an active life well into your 90s . Absolutely . Yeah. It's all what is it , epigenetic .

Somehow you really take control of your lifestyle , right . You're like, no. Yeah. So it's like, no, you're not
[00:28:26] just 40 and you can't do anything anymore. You can't do anything anymore because you choose to .

Yeah, exactly . All right , so let me put you on the spot here. So let's say tomorrow someone , let's say not
[00:28:39] that this would ever happen , but there's some governmental agency that says, all right , we're going to put together actually Obama did have a task force that was focused on health and fitness , but of course that got disbanded . Topic for another conversation . But let's say they put together this health and fitness task force .

Again, they saw your instagram , they put you in charge of it. So how would you reach out to the people
[00:29:03] that are that one shade past the people that are now going to the gym but wouldn't have five years ago ,

the people that just they're exercise resistance ? How would I reach out to them ? Yeah, that's a very good question . I don't know because I guess I'm used to people who sought after me and I'm not sure .

[00:29:34] Let me give you a scenario here. We'll do a little plan. You're in the airport , you're waiting for the plane and there's someone that just happens to sit next to you that's quite obese and he sees you're reading like a fitness book or magazine or something and he's like, oh wow, are you a trainer or something ? Like, I don't exercise and I'm 40 and I don't exercise and like my knees hurt and all that . But I would like to what's , like the Trojan horse ?

[00:30:02] What do you think can work to get someone to is it like I. Will speak to his pain points . The pain points he just mentioned to me about his knees. I would say if you're considering working out, I think you definitely should . I think thinking of it is the very first step and it would really benefit you to engage in some sort of physical activity .

[00:30:29] It would really help your knee pain as well. There's some studies that have been shown like strength resistance training really do help promote knee strength and knee health . So I think if I do. Speak to the pain point . That would be more of an inclination to say, oh , wow, this can take my pain away, and this could remedy that .

[00:30:46] Do you get messages on your Instagram or something from people like that ? From people that want to start exercising , feel like they should , but just can't find that gear to get it started ? Yeah, they just don't know how to start . Because this is something I'm curious about . What is the rate limiting step ?

[00:31:07] Do they think it's going to be too hard ? Is it going to be painful ? It sounds like people made some progress of getting over whatever body shame there might have been. Are there any common denominators ? What's stopping those people , you think most commonly ?

[00:31:29] Not enough time ? I think it's just not knowing what to do . I would take my sister , for example . I remember when she wanted to start working out, she just was intimidated . She goes , I just know what to do .

[00:31:56] Like the machines , the weights , I have no idea what I'm doing . So I kind of just took her under my wings and then just kind of gave her the basic foundation , like learning how to squat , deadlift , push , pull , all the fundamentals and patterns . I walked her through it and I gave her a program . I said , Just do this for about six weeks. And she felt more empowered going into the gym , knowing what she's doing .

[00:32:00] So I think it's just a lack of knowledge and not knowing what to do in that space. And I always try to think of it with me too. Like when? Before I started. I know when I started my fitness journey, I was intimidated to go on the gym.

[00:32:19] Even though you were an idea? Yes. I had no idea, like the barbell, the weight, I just know what to do with it. So I started with Pilates with some guidance. I took classes, and when I became accustomed to that and I felt like I want to branch out more, then I kind of inched my weight on the floor and I dabbled with the machines, and I just sort of progressed from there.

[00:32:34] So I think it's just kind of giving people some guidance on how to get started. It sounds like you're saying a lot of people seem to feel overwhelmed if they don't really know. Okay. Yeah. It could be very intimidating and overwhelming.

[00:32:48] Like, okay, what do I do? Yeah. Because I can totally relate to every year, my accountant is like, you should really be doing your own taxes. And I take one look at I'm, like, overwhelmed in 5 seconds. Not for me.

[00:33:02] Let's use this as an analogy, because if my accountant never said to me, you know what? If I really showed you the basics, accounting could be fun. I would look at him like he had lobsters coming out of it.

[00:33:48] First of all, do you think fun has a place when it comes to training and taking a longevity approach to exercise. And B, do you think that people that are sort of exercise resistant, just like, they just can't imagine that some of the stuff could actually be fun? Yeah, absolutely. I think fun is a vital part in fitness journey. It's what's going to sustain you, it's what's going to keep you going.

[00:33:48] And I believe some people don't believe it's not fun. And I think it's all about finding your fun. There's different modalities when it comes to structuring the fitness realm that you can find that fits and suits you. And I think we shouldn't inundate people with like, no, you must do this, you must do this this way, then it makes it annoying. They're not like the not fitness trainers and not competitors, they're just trying to move.

[00:34:12] So if we make it fun and say, you know what, it could be anything you want to do, it could be running

cross fit, keto bells, whatever modality that you think you're going to enjoy is what you should use because that's what's going to sustain you, you're going to keep doing it. If you don't enjoy it, you're not going to come back. So what's the point? And so even with, let's say, clients you've been working with for a while that have made good progress, I think we were having this conversation once that as a trainer, the thing we always have to balance is we do a certain amount of assessment to be like, okay, this is what this person, these are their general goals. So these are the things we would have to do to point the needle in that direction.

[00:34:50]
So there's always this dance between giving someone what they need, but also giving them things that they want, so they do want to keep coming back. So in your personal, if someone is signing up to train with you, do you try to think of some things that like, okay, I want to do a pushing exercise, but also we've been going hard for six weeks, I want to try to make this fun. Do you try to use fun and creative ways to keep someone on that long path? Absolutely. And I think that's when the interpersonal skills also comes into play.

[00:35:27]
Can you think of any good examples or am I putting on the spot? I know it's always.

[00:35:34]
I typically tend to have a very fun disposition about me anyway. When I approach training, my client, what does she say best? She described me as she goes, I'm hard, but I also have a very empathetic side to me. So I think I tried to make them work, definitely. But I do have a side of me that's more empathetic and playful, so it makes it less strenuous and less difficult for them.

[00:36:03]
And I think it's also just tapping into the clients mindset, like what makes them tick. Right? Because some people will find, like, these pseudo athletic drills a lot of fun. Some people will find doing plyometrics fun. Some people love throwing a ball, some people hate all that stuff.

[00:36:22]
So yeah, to your point, you really kind of have to know the person. And for some people I would find like I'd have to dial up some sort of competitive strategy because that's just what gets their juices going. And even for someone like me, if I was having a trainer, I don't care about competing with the person next to me. We're each different. So you have to use those interpersonal skills.

[00:36:48]
Yeah. And be very in tune with their psychology of what drives them emotionally. Adapt your training to their sensibilities. Yeah, I totally agree. Well, so let me ask you one more question.

[00:37:04]
So this whole season that Jen is doing has really been based around each episode. We're talking to

people in different fields that are doing slightly different things in the health and wellness field and we're trying to come at the end of it. We're trying to build a huge toolbox like that someone's dad would have in the 70s that has every 14 different types of screwdrivers, hammers and we want to be able to give people like self help tools. So what are a couple, whether it's deep breathing or what are just a couple of self help things that you do in your life that you feel like are really effective for you that you could share with the people listening? I would say creating habits that fit well into my lifestyle.

[00:37:49]

So for instance, I know I need to work out. I don't adopt the strategy of oh, you have to wake up really early and work out. It's the best thing that you do before the day. That doesn't work for me, that doesn't work for me. I work out when I feel like it and that's usually in the late afternoons.

[00:38:12]

So I just adopt things that works well with my lifestyle because I know then I'm going to keep showing up for it and it's sustainable, some flexibility sounds like. Yeah, I know. Sometimes we adopt really hard, really hard black and white lessons from other people. Yeah, it's great to kind of take bits and pieces from it, but when you're taking it, make sure you're integrating it with your own personality, with your own lifestyle and what works for you and that's when the habits will come and play and that's going to sustain them as well. Yeah, because once you've developed a habit, I think it also gives you a lot more credit in the bank for lack of a better term, to be really flexible.

[00:38:59]

Because someone like you or I, we both know how much training is part of just our overall mental health, physical health. So we know we'll figure it in. But what would you suggest for someone, do you think that for someone that we mentioned before, that someone that's been exercise resistant or just starting out? Would you actually encourage them to be a little bit more rigid in the beginning, maybe just to develop the habit? Or do you think that flexibility, like.

[00:39:25]

You got a flexibility? I say flexibility because, yes, the rigid would work initially, but that takes the fun out of it. It really does. And when the fund is out of it, you're just like, I have to do this. It's just too rigid.

[00:39:39]

Make it fun for yourself and also find your why. I think when you find, okay, why am I even doing this? What do I want to get out of this? And really dive into your why that will sustain you. You're not doing it for anyone.

[00:39:52]

You're not doing it because I said so. You're doing it because I want to start working out, because I want to feel better about myself, I want to move better. So when you have your own why that drives you, it's so much better. It's the same. And what do you think about so I took a look at your Instagram, and I think one video where you were going, like, shooting at a range, you have an ecosystem of different things that you're doing, which I also think is really important.

[00:40:21]

Can you talk to just share a little bit about your personal ecosystem and the things outside of the gym which we know you're driving . What other just like exercise movement type things do you like to do? To sort of round everything else up? I love biking . I love going on walks .

[00:40:35]

I walk a lot with my dogs . We're always walking , going to the park with them . I love hiking and I just like doing fun physical activities . The last one I did, like you said, was a gun range . That was fun .

[00:40:49]

I want to go what is it? Go cart racing pretty soon . So I just like, sort of like, do fun stuff . They feel like physically active , but they're . Fun and they're just kind of like for the joy of the experience .

[00:41:04]

Yeah, just the joy of it. Just for the joy. Awesome. Well, thank you so much for your time before we split . How can people find you ?

[00:41:13]

You can find me at Power and Movement . That is my IG handle and that is where I reside most of the time . Okay, great . Well, thank you Kehinde so much and we look forward to having you again at this point . Thank you .

[00:41:27]

Thanks for having me .

[00:41:31]

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