

Exercises tailored to suit

PERSONAL fitness is playing a greater role in ensuring that leading executives remain sharp and alert in their business lives – and are able to keep up with the demands of their daily routines.

Group director of Life Personal Trainers Kristin Lewis says many career professionals are seeing the benefit of time-efficient workouts that also let them delegate the responsibility of their fitness program to a personal trainer.

Life Personal Trainers operate fitness studios in Hutt St, Adelaide, and in Unley Rd, Unley.

"While many people talk about the importance of work/life balance, professionals are also beginning to see the benefit of a healthy lifestyle to their careers – which could range from having enough energy to sit through long meetings to ensuring they are healthy enough to continue working until they are ready to retire," Mr Lewis says.

"Unfortunately, many don't have the time or the motivation to get started and sometimes going to the gym five times a week is just unrealistic.

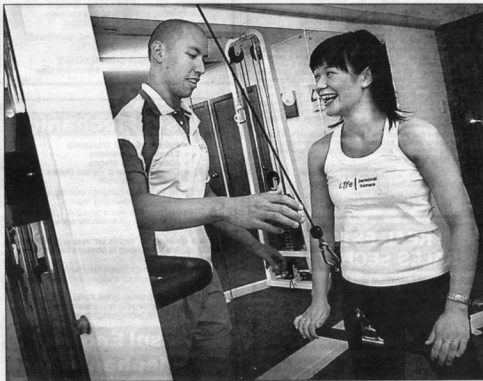
"As such, personal training, which revolves around targeted workouts designed to ensure maximum benefits in a short time, is emerging as the preferred way to fit a time-efficient exercise program into an already full schedule."

Mr Lewis says our bodies are subjected to a significant amount of physical and mental strain in our everyday working lives, especially for people at the top of the corporate ladder.

"People who are entrusted with a great deal of responsibility in their jobs often find exercise a great stress outlet which helps them to think more clearly once back at work.

"This means they are able to work continuously at their optimum mental capacity, while also looking after their health."

“Exercising five times a week is useless if people are not maximising the potential of each workout”



MAXIMUM BENEFIT: Personal trainer Kristin Lewis with client Phillipa Henning.

Mr Lewis says the advantages of personal training range beyond motivation and keeping clients accountable – personal trainers also help by designing interesting and effective training sessions.

"When pushed for time, the last thing people want to be concentrating on is how many cardio sessions they've done this week or whether it's time to increase their weights," he says.

"Trainers know exactly where their clients are in their program and will even adjust the intensity should they be exhausted after a particularly demanding day."

Mr Lewis says personal training is an easy way for busy executives to get the most out of their exercise program.

"The notion of exercising five times a week is useless if people are not maximising the potential of each workout," he says.

"Many of our clients get better results using two personal training sessions a week than trying to train alone every night after work.

"Therefore it is becoming increasingly important to consider that if you only have two hours a week to exercise, how can this time be spent most effectively."