

Chapter Seven

How to Organize Your Own Fitness Boot Camp

Change How You Workout

Make fitness boot camp a part of your corporate culture and you will build strong teams, increase productivity and change the lives of your employees. - Lt. Col. Bob Weinstein, USAR (ret.)

It's time to successfully organize and conduct your own fitness boot camp program. Pay careful attention. This chapter is not some nice-to-read theoretical information that never gets implemented. Read this with one thing in mind: a firm decision to implement this program. My intent is to save lives and prevent suffering from disease and illness. Make this your intent.

WHO IS THE HEALTH COLONEL'S FITNESS BOOT CAMP FOR?

Fitness boot camp is designed for all ages, all sizes and shapes, as well as all fitness levels. It is great for beginners and those who have never exercised before as well as for the regular exerciser. Although the focus of this chapter is on the business environment, the same approach can be applied to families, friends, schools, clubs and associations looking for a fun way to work out together. Fitness boot camp will enhance existing wellness and fitness programs. I also

offer a video series that will allow you to see me in action with the “troops,” so that you get a better visual of what I am talking about.

PERFECT FOR BUSY SCHEDULES

You will learn how – with little or no cost – to organize your very own fitness boot camp cells/teams. I call this the busy person’s workout, because it covers the strength, cardio and flexibility all wrapped into one workout session. As always, consult with your physician before beginning this or any other fitness activity. See the chapter on the M.O.V.E.™ Fitness and Weight-loss Program to add a heightened level of accountability for all new participants, employees and/or recruits for the first four months.

WHAT YOU GET WITH THE HEALTH COLONEL’S FITNESS BOOT CAMP

- Variety.
- Fun.
- Energizing.
- Builds strong teams.
- Incorporates company, family and life core values.
- Complete-body, encompassing strength, muscle endurance, flexibility and cardio.
- Can be started anytime.
- No strict work-out regimen.
- Dynamic, always focused on progress.
- Can be done indoors and/or outdoors.
- For men, women, teens and children.
- For pre-beginners, beginners, intermediates and advanced.
- For young and old.

This workout is for the company looking for a creative way of getting its employees in shape while strengthening team spirit, increasing productivity and reducing absenteeism.

The purpose of implementing the Health Colonel’s™ Fitness Boot Camp Cells/Teams is to actively take on the role of getting employees, club members, family members and friends in shape and build strong, cohesive teams.

WORKPLACE BENEFITS OF THE HEALTH COLONEL'S FITNESS BOOT CAMP

- Little to no cost.
- Use existing employee and management structure to organize.
- Enhancement of corporate culture.
- Healthier and happier employees.
- Enhanced team spirit.
- Reduced illnesses.
- Reduced loss of work time.
- Reduced injuries.
- Increased productivity and performance.
- Weight-loss and weight management.
- Nutritional guidance.
- Stress relief and stress management.
- Enhanced communication.

APPOINT TEAM LEADERS

Appoint team leaders for each cell, which will be made up of approximately six to twenty employees. This is a company-wide approach, from senior management all the way down to front-line employees. Any member of management can simply step in and join the workout with any of the teams to further promote their relationships with employees while working on their own fitness and demonstrating, by example, how important this is. Management participation is a non-threatening way for senior- and mid-level management to join in on what is offered as “serious fun” with special emphasis on fun and teambuilding.

Decide on how best to organize your initial team cells and appoint team leaders or coordinators (one for each cell). Then, assign one individual to support all team coordinators of all the cells and to track the programs. That individual could be the wellness coordinator, supervisor, manager or some other employee. That individual should already possess a heightened level of enthusiasm for fitness and have a desire to help others.

DIFFERENT FITNESS LEVELS TRAIN TOGETHER

All fitness levels train together. Have all employees sign a waiver for the program. If any members have medical issues, those employees would then only