

WHAT'S YOUR MISSION STATEMENT?

Fitness Issues

BY: MICHAEL HINTZ — OWNER OF ABSOLUTE FITNESS

We know that any successful business venture starts with a clear mission statement. It's easy to understand why many small businesses fail: the company didn't have a clearly defined path to success. Likewise, it's just as important to have a straightforward plan before beginning or revamping any health and fitness program.

One who isn't fully committed to succeed or isn't ready for a new health adventure may state the following: "I think I need to do something to get in shape" or "My doctor told me I need to start a program" or "My friend said I should join Brand X fitness center." This person may not be truly committed to begin a result-producing health and fitness program. This individual may start a fitness or healthy eating plan and quit after a few weeks or become frustrated because he isn't reaping the benefits he desires. On the other hand, if one declares, "That's it. I hate feeling and looking this way. I want to gain control over the situation. Tell me what I have to do to get in shape and/or lose weight. I'm ready." This is a person who's prepared to meet the challenges ahead.

Research shows many who've greatly improved their fitness level or successfully lost weight and kept it off previously tried numerous fitness and weight-loss programs with no success. A past issue of the Consumer Reports on Health states, "What distinguished their last, successful attempt was a proverbial 'flip of the switch' in which the desire to become fit and/or lose weight finally became more important than the desire to overeat and not exercise." Only you can flip that switch. However, sometimes it's not about working out. It's about achieving a specific goal such as training to keep up with your kids or grandkids, lifting groceries from your car, dancing with your spouse, or keeping up with your weekend warrior friends. Taking control of your health and appearance takes time, commitment, energy, and focus. How committed are you?

Committed clients usually want to share their success story with family members, friends, or co-workers. Many times, this doesn't instantly turn into a new client. I always say that one can hear all the right things, have all the correct information, believe all the success stories but only decide to become a client when she's absolutely ready. When this person finally calls to make an appointment, I know he or she is committed, focused, and ready to work.

Even if we feel we made a total commitment to our goals, we occasionally become distracted by daily life activities. At this point, we may start to feel guilty about missing some exercise sessions or over-indulging at the dinner table. However, it's important not to let these activities continue to lead us away from our health and fitness mission statement. Stop for a second. Is this the right time for you to become committed to your health or weight loss program? Take time to decide—but not too long.

