

**FUSION FLOW: M<sup>3</sup>**  
**MAKING**  
**MARKETING**  
**MANAGING**

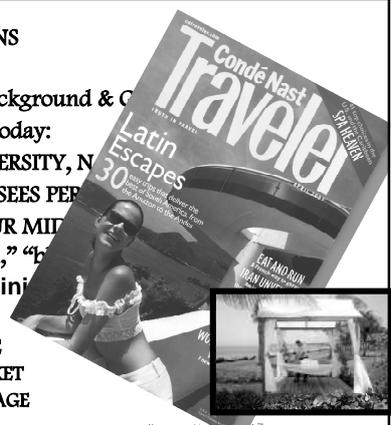


LAWRENCE BISCONTINI, MA

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**I. INTRODUCTIONS**

- Nā maste!
- Lawrence's Background & C
- Our Purpose Today:
- REEBOK UNIVERSITY, N
- MIND-BODY SEES PER
- FUSION IN OUR MID
- Define "fusion," "h
- Effect types: mini
- **3 STEPS:**
  - STEP 1: MAKE
  - STEP 2: MARKET
  - STEP 3: MANAGE



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- **POSSIBILITIES:**

**MINI FUSIONS:**

- MINI FUSION CARDIO
- MINI FUSION STRENGTH
- MINI FUSION CARDIOVASCULAR

**META FUSIONS:**

- STRENGTH + CARDIO
- STRENGTH + FLEXIBILITY
- CARDIO + FLEXIBILITY
- STRENGTH + CARDIO + FLEXIBILITY

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**SPECIAL BONUS ECA/NYC03 EVENT PROGRAM ISSUE**

**eca NEWS**  
For Fitness Professionals  
Spring 2003

*Fusion with Lawrence Biscontini*

OBOW Awards Ballot Inside

Sport Conditioning

Book, Product & Video Reviews



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**WHO IS HERE?**

**WHAT DOES MIND-BODY MEAN?**

**ISN'T IT—OR CAN'T IT—ALL BE MIND BODY?**

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**I. INTRODUCTIONS**

- **Purposes of PURISM:**
- **Purposes of fusion/hybrid/synergy:**
  - TIME-EFFICIENT: SHORTER ATTRACTS
  - MULTIPLE GAINS (USU. IN LESS TIME)
  - FUN, GUARD IS DOWN WHEN IT'S NEW
  - ADVERTISING, PROMOTION, EVEN TO SP
  - PROMOTES CROSS-STAFFING UTILIZATION
  - ADHERENCE
  - G.A.S. AND S.A.I.D APPLICATIONS
  - LESS ISOLATION TRAINING, MORE FUNCTIONAL
  - MOVEMENTS OVER MUSCLES, FORM OVER PHYSIQUE, WORKING SMART OVER HARD
  - PRESSWORTHY
  - CREATIVE, INNOVATIVE AND CUTTING-EDGE
- **IDEA 2003, 2004, 2005, 2006 Trend Reports and ACSM**



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## STEP 1: MAKE RESOURCES:

MISSION STATEMENT OF PURPOSE (M & V)

CARDIO

STRENGTH

FLEXIBILITY

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CARDIO	STRENGTH	FLEXIBILITY

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### CARDIOVASCULAR

- mode: STEP/BOSU/REEBOK CORE BOARD
  - strengths: PREDICTABLE, ORGANIZED, NEW CHALLENGE
- mode: HI-LO
  - strengths: NO EQUIPMENT, EASY TO ELEVATE HEART RATE
- mode: DANCE
  - strengths: MOTIVATING, ULTIMATELY FREE
- mode: NIA
- mode: CYCLE
  - strengths:
- mode: AQUA
  - strengths:
- mode: GLIDING
  - strengths:
- mode: BOXING
- POPULAR FUSION SAMPLES:



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### STRENGTH

- mode: ISOMETRIC
  - strengths: NO EQUIPMENT, STABILITY, FUNCTIONAL STAB.
- mode: ISOTONIC WITH EQUIPMENT
  - strengths: INCREASES STRENGTH AND/OR RESISTANCE
 (Core Pole, Gliding, Weights, Tubing, M/S balls, BOSU, EFI, etc.)
- mode :YOGA
  - strengths: SLOW, MINDFUL, WELLNESS BENEFITS
- mode: PILATES
  - strengths: NO EQUIPMENT NECESSARY, INCREASES RESISTANCE, ISOTONIC
- POPULAR FUSION SAMPLES



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### FLEXIBILITY/MIND BODY

- mode: YOGA
  - strengths:
- mode: PILATES
  - strengths:
- mode: STATIC STRETCHING (and various techniques, PNF)
- mode: Feldenkrais
- Mode: Gyrotonic/Gyrok.
  - strengths:
- mode: ACTIVE STRETCHING
  - strengths:
- mode: PARTNER STRETCHING
  - strengths:
- EQUIPMENT STRETCHING (mfr, tubing)
- POPULAR FUSION SAMPLES:



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CARDIO	STRENGTH	FLEXIBILITY

THINK OF ALL OF YOUR NAMES!

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**PRACTICAL SUGGESTIONS TO CREATE**

- Start with Cardiovascular, Strength or Flexibility
- DECIDE TIME ALLOTMENT
- DECIDE MINI-FUSION OR META-FUSION
- Find STABILITY
- Add MOBILITY
- MAINTAIN integrity of each discipline
- Combine as appropriate

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- SUPPORT YOUR MISSION
- STAY SAFE
- HAVE A PURPOSE & THEME TO YOUR PROGRAMMING

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## What About Pilates Research???

Research Findings From  
Michele Olson, Ph.D., Auburn University



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## What Dr. Olson's Team Did...

- Determined the metabolic/caloric cost of three 40 minute Mat routines:
  - Basic/Beginner Pilates Mat Workout
  - Intermediate Pilates Mat Workout
  - Advanced Pilates Mat Workout

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## Methods



- 1) Had 12 Subjects
- 2) Performed B, I, A in Random Order
- 3) Workouts Pre-Video Recorded
- 4) Used Oxygen/Metabolic Chart (1 L O<sub>2</sub> = 5 Kcal)
- 5) Monitored HR and RPE

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## Conclusions

<ul style="list-style-type: none"> <li>• Basic/Beginner*                             <ul style="list-style-type: none"> <li>– 4.0 Kcal per minute</li> <li>– 160 Kcal in 40 min</li> </ul> </li> <li>• Intermediate**                             <ul style="list-style-type: none"> <li>– 6.0 Kcal per minute</li> <li>– 240 Kcal in 40 min</li> </ul> </li> <li>• Advanced                             <ul style="list-style-type: none"> <li>– 7.5 Kcal per minute</li> <li>– 300 Kcal in 40 min</li> </ul> </li> </ul>	<p><u>Intensity Classification</u></p> <p><i>Low-Mod Intensity</i> Calisthenics Class / Dynamic Stretching</p> <p><i>Moderate Intensity</i> Low-Impact Dance Ex / Hatha Yoga</p> <p><i>Mod-High Intensity</i> Core Board / Power Yoga</p>
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## Conclusions

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\*CDC - 150 kcal/day most days of the week reduces health risks

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**PILATES FOR LOW-BACK DISORDERS**

*Journal of Orthopedic & Sports Physical Therapy:*  
 36 [7], 472-84), 2006

- Study recognized by the National Institute of Neurological Disorders and Strokes
  - 50 participants
  - 4 week study
  - Main Results:
  - Study members who practiced Pilates experienced more relief from their symptoms than those who went through typical treatment programs (drug intervention, lower back care)
  - Control group: No change in symptoms
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**COMPARATIVE SAMPLE of RESEARCH**

LEVEL 1: 3 METS	LEVEL 2: 4 METS	LEVEL 3: >6 METS
YOGA: PRANAYAMA	YOGA: SOME VINYASA, ASANA, BIKRAM, IYENGAR	YOGA: ASTHANGA SEQUENCES
QI GONG EXERCISES	T'AI CHI CHUAN SECTIONS	T'AI CHI CHUAN SHORT/LONG FORM
PILATES: MAT STARTING EXERCISES	PILATES INTERMEDIATE MAT EXERCISES	PILATES ADVANCED MAT EXERCISES W/RING OR BALL

Ralph LaForge, Inner IDEA 2006  
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**EXAMPLES:**

**Mini Fusion Cardiovascular:**

- HI-LO
  - FLOOR PATTERN
  - STEP PATTERN
  - COMBINATION

**Mini Fusion Strength and/or Flexibility**

- MIND-BODY
    - T'AI CHI
    - YOGA
    - PILATES
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**Mini Fusion Strength:**

- QUADRICEPS/HAMSTRINGS
    - ISOMETRIC
    - ISOTONIC
    - COMBINATION
  - RECTUS ABDOMINUS
    - YOGA ISOMETRIC FLEXION
    - PILATES ISOTONIC with ROTATION ("criss cross")
    - COMBINATION
  - CORE STABILITY
    - YOGA STAFF
    - PILATES ROLL UP+ SPINE STRETCH FORWARD
    - PILATES ROLL DOWN
    - COMBINATION
  - ABDUCTORS AND QUADRATUS LUMBORUM (STABILIZERS)
    - YOGA T STAND
    - PILATES STAR
    - COMBINATION
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**Mini Fusion Strength:**

- Pilates and ...
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**Mini Fusion Flexibility**

- HAMSTRINGS
    - YOGA STAFF
    - PILATES SPINE STRETCH FORWARD
  - QUADRICEPS
    - YOGA KNEELING HERO to CAMEL
    - PILATES THIGH STRETCHES
  - RECTUS ABDOMINUS
    - YOGA COBRA
    - PILATES SWAN
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**Mini Fusion Flexibility**

- Pilates and ...

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**PRACTICAL TIPS:**

- ATTENTION TO THE NAME
- INTRODUCTION MUST DEFINE PURPOSE
- CHOOSE MUSIC WISELY
- CHOOSE EQUIPMENT WISELY
- REMEMBER YOUR CONTROLS:
  - EQUIPMENT
  - MUSIC
  - APPROACH, VOICE
  - BREATH
  - THEME
  - LIGHTING
  - TIMING

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**CAN YOU BELIEVE...**



- "Mind-Body Triathlon," GD PR
- "Spiritual Surf & Turf," 4 Seasons Maldives
- "Pool-ates" by Shirley Archer
- "Customized Class," Shokia, Russia
- Mats in Rooms, Ananda, Mand. Oriental, Himalayas
- "Hike, Weave, and Float," Amandari, Bali
- "Function Express 30," Cooper Institute Spa
- Bally Total Fitness Yoga: salutations
- "3 Ring Circus": Pilates with Rings, Bands, & Rolls by Caban

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**CAN YOU BELIEVE...**

- "In-visioning Classes," Claremont, California
- "Lezioni ai Mercati," Quisi Spa, Capri, Italy
- "Floating under the Stars" w/Reflexology at Zen
- "Self Discovery," New Otani Tokyo (7+80+0)
- "Yo-Cycle,"® GD PR
- "Soul Searching," Anara Spa, Goa India
- "6 Facets of Fitness," Rancho La Puerta
- "Belly Dancing, " "Fencing," Canyon Ranch
- "Full Moon Yoga" GD PR
- Spinlates at NYSC, NYC

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**CAN YOU BELIEVE...**

- 15/15/15 Fitness Advantage, Manila
- "Epic Journey" at Royal Mykonian, Greek Islands
- Good Life Fitness in Canada and CHARITY
- "STOP AND GO" at Cooper Institute Spa
- 24 Hour Fitness: "ON-CORE Classes"
- Olympic themed classes in Greece
- Outdoor Cycle Classes at Equinox NYC
- "Orient-ations" at Red Top Club in Jakarta, In
- "Train the Brain" classes at GD

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CAN YOU BELIEVE...



- “PILLOWS & LATTES” at Crunch for Pregnant
- “Animal Kingdom” at Golden Door Spas
- Pila -TEAS at ELIXIR Tonics & Teas on Melrose, LA
- Pila -TEASE by Urban Striptease
- 2 Ring Circus at Bally for kids
- Pilates at the Bar at Woolbridge Athletic Clubs
- Pilates, Straight Up at Reebok Club, CW, UK
- Vertical Pilates at World Class Clubs, Moscow
- Cardio Pilates by June Kahn

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CAN YOU BELIEVE...



- “PLAY!” “SCRAMBLE!” classes at Equinox
- “Walk the Talk” Employee Wellness at Cooper
- “Surprise Sundays” at Sports Club LA BH
- BREATHING CLASSES at Montage at Laguna B
- Step & Rep at Equinox
- FUEL @ YMCA: Fams. Upping their Energy Level
- DOG-OGA: Premier Club in Dallas, Texas
- EMAIL ME your SPECIAL CLASS

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-TREND?....

A SHIFT FROM FITNESS  
TOWARDS

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CONSIDERATIONS:

- EDUCATION + ENTERTAINMENT = EDU-TAINMENT
- Music:
- Mode:
- Mood:
- Equipment:
- Fees:

CLASS LENGTHS:

- 60 MINUTES: 20% 20% 20% within each 20% or not
- 45 MINUTES: 15% 15% 15%
- 30 MINUTES
- POPULAR VENUES NOW

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STEP 2:  
MARKETING

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A SPA SAMPLING TOUR...

findLawrence.com, equinoxfitness.com  
thesportsclubla.com  
miiamo.com, miraval.com  
rancholapuerta.com  
canyonranch.com  
goldendoorspa.com and goldendoor.com  
spaconnection.com, spafinder.com  
experienceISPA.com  
inneridea.com

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**•3 NEW APPROACHES TO  
 FORMATTING**

- 1. scheduling the overlap
- 2. "express" style- M Hagan
- 3. ongoing "journeys"

- @30-40 min, flowing, specific
- @Less static stretching in warm-up
- @5-7 total minutes wu
- @Movement specific
- @Steady state of training
- @Timely "transitions"

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**•3 NEW APPROACHES TO  
 FORMATTING**

**•3 NEW APPROACHES TO  
 PROGRAMMING**

- 1. capture the outdoors
- 2. capture your resources
- 3. cross-class creatively

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**•3 NEW APPROACHES TO  
 FORMATTING**

**•3 NEW APPROACHES TO  
 PROGRAMMING**

**•3 NEW APPROACHES TO  
 PROMOTING & M**

- 1. internet swap ("pop-ups")
- 2. buddy system
- 3. charity, charity, charity..

**PRESS!**

1. CHARITY
2. PREPARE: Step 1: Answer "What's New?" then Step 2: A. WHY YOU?, B. WHY NOW?, C. WHY THIS?
3. INVITES: NEWS, RADIO, ORGANIZED RELIGION LEADERS, PHARMACISTS & EMPLOYEES

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**PRESS!**

4. INVITE TO REGULAR AND SPECIAL EVENTS
5. PIGGY BACK WITH A NEW PIECE OF EQUIPMENT AND USE THEIR PR MONEY
6. 6 DEGREES OF SEPARATION

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**SCHEDULE SAMPLES**

YOGA	STEP	SPINNING	SCULPT	POWERWALK	WATER DANCE	HILO AEROBICS	RAD	T'AI CHI
0700-0745	0800-0845	0900-0945	1000-1045	1115-1145	1215-1245	1300-1600	1600-1645	1645-1700
MOVING STRETCH	SPINNING							
1700-1900	1915-1945							

benefits

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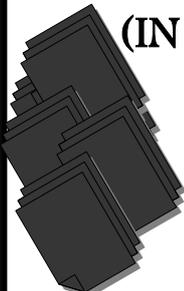
### SCHEDULE SAMPLES

SYNERGIZED STRENGTH	TRANSIT	MATWORK FUSION	TRANSIT	PILATES	LUNCH CYCLE N STRENGTH	FREE	YO-STEP
0900-0945	0945-1000	1000-1050	1050-1100	1100-1145	1200-1300	1300-1600	1600-1645

benefits

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### NOMENCLATURE (IN EVERYTHING)



- "AEROBICS"
- "SCHEDULE"
- "CLASS"
- "WATER AEROBICS"
- "BEG., INTER., ADV"
- "AEROBICS COORDINATOR"
- "FITNESS"
- "BODY- MIND"
- "INSTRUCTOR"
- "MEMBER"
- "PERSONAL TRAINER"
- "SENIORS"

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## STEP 3: MANAGING

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### • BUTTON PROGRAM:

- ASK ME ABOUT  
"YO~CHI GLOW"



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- LOBBY OR  
ENTRANCE DISPLAYS
- PRODUCT  
HIGHLIGHT



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### • FITNESS PASSPORTS!



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## CONCLUSIONS

- Our Purpose Today:
- REEBOK UNIVERSITY THEMES:
- Define "fusion"
  - Effect types: mini-fusion and meta-fusion
- 3 STEPS:
  - STEP 1: MAKE
  - STEP 2: MARKET
  - STEP 3: MANAGE

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*"Namaste"*

- Summary
- Take-home message
- Homework

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