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DRIVEN, KINETIC, CARING

QUESTIONS FOR THOUGHT

How do ensure that even with working in a sometimes frowned upon corporate environment, you still provide a noteworthy service?

By putting the client's needs and wants above all else. Sometimes people allow a company name to represent the service that they'll receive. I insure that people understand that they are receiving one-on-one training and they have my personal phone number. The franchise I work for mainly suggests ways to maintain clients, I'm never forced to do or say anything against my beliefs. Just like a restaurant has different cooks providing different quality and tastes regardless of restaurant brand. Likewise a trainer for a corporate company is the cook and the gym is the table and chairs.

What would you say are some of the biggest things that those wishing to become or continue as athletes have to embrace from a training perspective?

Training to be an athlete needs to embrace the science behind what it takes and apply it with determination and a drive like never before. Training like an animal with no purpose or

knowledge leaves you with some major flaws in your development. With the same respect you can read up and know everything but without putting sweat and maximal effort behind that knowledge results will be fundamentally lacking as well. To be an athlete from a training perspective you need to go beyond what is asked of normal individuals as you can't lack quality in any aspect of fitness. Athletes now are so diverse in their training that the days of being a one trick pony are out the window. Your training needs to be harder than the sport you're in. Once that's achieved you can really take over the event or game you're in. With that being said you need to train smart more than anything. Athletes are like machines if it's all gas all the time you'll blow the engine, smart rest and recovery are just as vital as training.

The most important thing people should know about working out?

It's a lifestyle not a fad, it should be maintainable and adaptable for each individual's personal schedule and goals. If your work outs become a part of your weekly routine and you look forward to going to the gym it becomes much easier to maintain.

Most important advice you would give to another trainer?

Listen, you can read up as much as you want but if you aren't listening to each client and reacting to what they are telling you then your training isn't what it should be. Different personalities will react differently to methods applied. If your client is analytical present them advice in a scientific numerical approach and watch their eyes light up as it will connect to them on a 1 on 1 basis, if the client prefers analogies or visual cues, react and try and provide more verbal visual demonstrations.

If you weren't training, what other career path would you have taken?

Highschool teacher and coach, it has so many of the same principles as training.

What is the major difference between you and the other trainers around you?

I'm surrounded by amazing trainers so I can't say from firsthand experience, but I've heard a lot of clients bring up previous trainers that we're more script readers than actual trainers. Training is a personal business. Some trainers need to throw the scripts out and connect with the clients personally and help them attain what's best for them.

What would you change about the fitness industry?

A real trend seems to be what I call the “get rich quick scheme” approach to classes and training. Packages offering unhealthy results, Sales pitches that appear as if weight-loss doesn't require effort and mythical promotions like spot treatment. Sure people love hearing these things and generally put the most money towards these schemes but they are more of a cash grab than anything and that's unfair to the customer.

What do you think of some of those extreme weight-loss T.V. shows and other related programs?

I think the motivational factor of some of those shows are amazing, I also enjoy that it shows clients that “plateauing” can definitely be a factor that a lot of people need to push through. Unfortunately these shows record a week of intense work and healthy eating and wrap it up into a neat 1 or 2 hour episode and it really can't give an accurate depiction of the real effort needed to induce that kind of change. Last but not least for normal body types the healthiest weight-loss should be approximately 2 pounds per week.

Do you believe in bootcamp training?

I think it needs a lot of conditionals to work, classes need to be limited so that a trainer can accurately watch all the members participating, some Q and A afterwards would be a very nice touch because without 1 on 1 time education sometimes it's not enough education as to why you're doing certain movements or exercises. Real bootcamp training should be high intensity involving mostly body weight exercises with adaptable positions to accommodate all fitness levels. If all these conditions can be met then I'm a huge fan of bootcamp training.

Do you see yourself training in 5 years/ in what capacity?

Most certainly, in a professional aspect via college sports or individual athlete training, I'm currently studying to become a CsCs through NCSA which is a Certified Strength-Training and Conditioning Specialist. In 5 years I see myself trying to advance athletes to their utmost potential.

Most annoying act displayed by trainers around you?

I've seen a couple trainers maintain the same programs for clients of all types and fitness levels and I find that really frustrating. A personal program should be exactly that... Personal! A 65 year old woman with a recent hip replacement shouldn't be doing the same movements as a

varsity basketball player. It's as if the trainer just has 12 exercises they put everyone through and I find that to be an insult to both the client and the industry.

There are certain memories, occasions, or success stories that tend to mold us and ignite the passion for our career what is one that you hold dear?

Second year university, the client was myself... I went from being a multisport athlete to living quite the sedentary lifestyle. 37 extra pounds later I decided to do something about it, through an intense program and constant research I dropped the 37 pounds in 2 months and a love for the fitness industry and research behind it was born.

If you can get one client in particular back and train them over, what would you do differently?

My earlier clients I would've added more of an open documentation for Q and A, in the earlier times I was more of a trainer first and foremost and I think guidance plays much more of a role in my sessions now via lifestyle, nutrition and overall mental health.

This showcase can present you with opportunity--if you were to get 50 new cts, what would you do?

Figure out how to clone myself, I have a fairly busy schedule right now but there's always room for new clients. I recently moved a lot closer to the gym which freed up some time to help push more clients towards their goals!

How do you instill motivation when client struggling with commitment?

Different every time, it needs to be relevant and pertinent to what's affecting them on a day to day basis. Often life events can help spark that extra motivation. One of the biggest motivators is what you essentially get back with your investment. When you really look at what 5 hours of fitness weekly does for your lifestyle the return on investment is priceless, more energy to play with your kids and walk your dog. The attitude of can-do that is infectious throughout ones social life and work environment.

How do you deal with clients that give up after you have tried all and everything?

Hasn't happened yet but I could see hitting that wall would be pretty devastating as a trainer. You as the trainer are the catalyst for change but if the host refuses all forms of change and are truly unreachable then as a trainer you need to make peace with the fact that there needs to be a want from within before external results can be met.

That being said I really don't think giving up is an option and I'd do everything to try and help the person stay fit whether they were still training with me or training on their own.

What is the biggest challenge facing you as a trainer?

The stereotype that corporate trainers just want money and read off of scripts. Painful and insulting "fitness analysis" have led a lot of people to believe training involves being humiliated and told you aren't adequate as a human being. I personally just want what's best for each individual client with their interests and goals in mind.

Do you believe in supplements, physical enhancers, and do you believe in giving advice where these are concerned?

To a certain extent, a lot of supplements help us attain what we should be ingesting daily but don't always meet the adequate amount to achieve results like protein. I often respond with how these things have helped me personally but I'll never use "must" statements with clients. A lot of physical enhancers involve heart rate change and thus those questions are better directed to one's doctor or health expert.

I myself take a pre-workout for energy, recovery and a small amount of creatine along with a protein shake that is lactose and dairy free. Just because something works for me doesn't mean it can be applied to all clients however.

Do you think that trainers hold too much influence over clients and in what way do you see abuse of this?

I think anyone in any position of education can abuse their powers with misinformation and lack of research. So many studies in the fitness industry are backed by the company they are trying to promote. A lot of myths are developed from these. Most articles in fitness magazines are actually just 4 page ads purchased by the company and disguised as articles with no bias. Your trainers are human just like everyone else so take some advice with a grain of salt if it doesn't sit well with you. Never be afraid to look into what they've said to see if you get the same conclusion.

What do you feel about training two people at a time?

This can be a recipe for something great or something terrible. With the right partner that knows how to push you and keep you coming it's a great way to cut down the cost of training and often add in some more complicated exercises that require a second person. On the other hand partners can often convince each other that settling is ok. If you were the type of person in school who after receiving a bad test score would look for other kids with lower scores to make you feel better than 2 person training isn't for you. If you looked for kids who did better and asked why and tried to correct things to excel then 2 person training could be just the thing you need.

Greatest mistake most trainers make?

Assumptions, they can get you into trouble regardless of what industry you're in but especially as anything in the health industry. Assuming a client has the stability for certain exercises if they don't can cause some long term joint injuries. The more you discuss the unknowns between trainer and client the better the work outs get. Always assume as little as possible.

How do you stay above and beyond the rest?

The fitness industry never stops changing so neither do I. By researching constantly and applying different exercises and programs through myself first I really know firsthand what programs feel like and what kind of results and aspects they bring to the table.

What specific area of training would you consider yourself an expert and list why that is?

Sport specific and weight-loss are definitely my areas of expertise. I work with sport specific clients every day and it's what I'm studying and developing in constantly. Applying biomechanics and fast-twitch slow-twitch training principles within sport specific builders is the reason why I excel in that industry. I've listed weight-loss because I've had some tremendous results with clients in that field when the initial goals were general health and some training knowledge. Over time you start to keep what works and I've developed quite the system for shedding the pounds and getting in shape.

Do you specialize in one-on-one training or group training—do you feel one is better than the other, and how did you settle on this vantage point?

I think everyone should do a couple one-on-one training sessions to develop the how's and why's behind training. When we understand why we do something we become much more inclined to maintain it i.e. brushing our teeth and washing our hands. It's a lot easier to find bad

habits and form in one-on-one training. That being said being active is a key ingredient and sometimes group training is the more affordable option and it can be more beneficial to keep training within a group then to drop off from training all together. Often being surrounded by people being asked to do the same things can promote the courage and motivation to keep going as well.

Who or what have been some of the biggest influences in the development of your routines and why does it make you great?

Greg Plitt from gregplitt.com. He has a no excuse attitude and often comes up with great analogies and quotes that appeal perfectly to my personal training style. He also has a very scientific way of explaining proper form and what each style achieves. On the days I don't feel like training I'll go to his site and throw on one of his training videos and I'll be at the gym within 30 minutes.

WORDS TO LIVE BY...

"We put the time in here so we can be whoever and whatever we want to be out there"