



# COMPREHENSIVE FITNESS

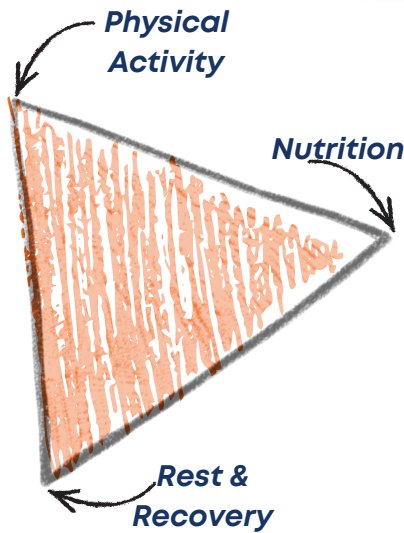
# BE YOUR OWN COACH



## Is this You?

You want to be healthier, stronger, and more resilient, but you're tired of fad diets, conflicting advice, and starting over. You don't need another quick fix or someone to micromanage your life. You want to understand the fundamentals, make informed decisions, and become an active participant in your own success, while knowing when it's time to ask for help.

### THE PERFORMANCE TRIAD



### PARTICIPANTS WILL LEARN TO

- ✓ Build a movement plan using foundational movement patterns.
- ✓ Calculate macros and design meals for performance & recovery.
- ✓ Evaluate supplements and fitness advice with confidence.
- ✓ Plan sustainable rest and training cycles for real progress.
- ✓ Coach yourself through setbacks with proven strategies.

### KEY OUTCOME

Be your own coach. Develop the knowledge, confidence, and practical skills to make informed decisions, build sustainable habits, and relentlessly pursue a better self, fit for function and ready for life.

### WHO SHOULD ATTEND

Whether you're just getting started or refining years of experience, this workshop meets you where you are. All fitness levels are welcome as you build the knowledge, skills, and confidence to coach yourself toward a healthier, more resilient life.

### TRAINING FORMAT

**Method:** Highly interactive and welcoming, combining guided discussion, and practical demonstrations. Explore movement with kettlebells, dumbbells, bands, and bodyweight while building a personalized plan for lifelong health and performance.

**Length:** 4 Hours  
(Also available in shorter formats)

*"Your health is too important to outsource completely. Build the confidence to take ownership of the journey."*



### ABOUT JOE WILLIS

A retired Army First Sergeant, NASM Certified Personal Trainer, and leadership coach with an MEd in Corporate Wellness. He helps individuals and teams become fit for function and ready for life.

### LET'S CONNECT!

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