www.worldgymchallenge.com

41 Kenilworth Gardens
Rainham, Kent ME8 9ED
Tel: +44 (0)1634 305777

WORLD CHALLENGE

worldgymchallenge.com

X-Training Challenge

something for everybody

Speed | Strength | Power | Endurance

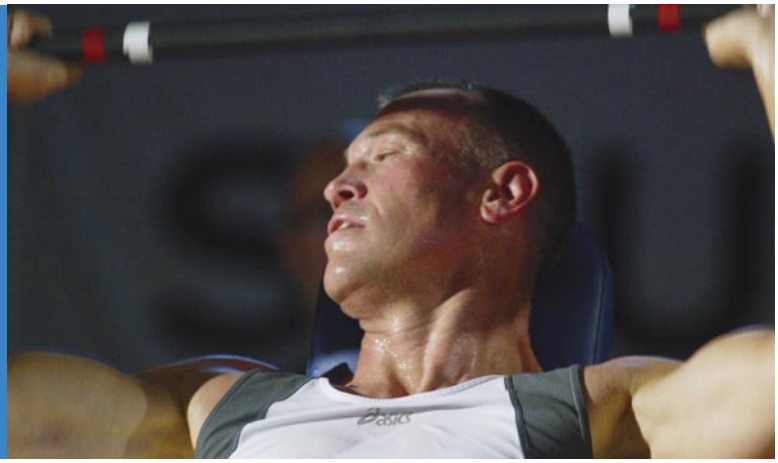
I am a Gym Manager, why should I sign up?

As a Gym manager, you are responsible for improving your members levels of fitness. The main areas of doing this are by setting goals or by introducing competitions or events.

Events can play a vital part of enabling your members to focus on their training regime as they will always have something to train for.

Aerobic fitness is a bit like the big bang theory and the creation of the universe– although often talked about, few people understand it. Which is a shame because aerobic fitness, is probably the single most important measure of fitness, and understanding the basic principles of oxygen transport and metabolism can help you train smarter and get fitter.

Andrew Hamilton Bsc Hons MRSC
Reprinted from Ultrafit Magazine 2005
www.ultra-fit.com



Printed from: Games People Play. Creating incentive programs. By Sheila m. Clancy.

Bob Chaiken CEO of the on line training company Club Performance Network and former board member of the International Health Racquet & Sportsclub Association (IHRSA) said "During their first 60 days of membership, very few people leave or quit the facility. During the 90 to 180 days after joining a club there is very high attrition rate as people become bored or don't see the results they are looking for. Once they have reached 180 day membership mark, members have established a habit of regular exercise and attrition levels out"

World**gym**challenge asks gyms to set two events per year (Summer and Winter) for its members and can also hold Time Trials by authorised personnel. They can then compare their results not only locally in their Gym, but by careful search process can see how they are doing in the whole of the country. They can also fine tune their results to make it sports specific and see how they compare within their chosen sport discipline – Judo, Rugby, Football etc. This will give each member all year round focus to train.

If any Gym has Personal Trainers working for them, each PT will have access to their clients records and will be able to chart their progress as well as competing in the National Personal Trainer Leader Board.

I am a member, why should I sign up?

This really is quite simple, Cross Training (X Training) is already in place at your Gym. If you use the equipment they have there, a rower, a treadmill weights etc we are just saying try it. If you don't like it, nothing has changed. You still go to the Gym and you will still try to get fitter, lose weight or gain muscle. Because one thing is for sure, at the higher levels of X Training you will find a demanding sport that is challenging. Finding out if you have what it takes is only the beginning.

Aims

To promote X Training.

To promote the X Trainers who actively take part in current Cross Training events.

To promote Gyms who actively support competitions, their members and staff.

To set aims for an Olympic event by 2020 Olympics.

To raise income for Charity / increase revenue for Gyms.

To actively encourage participation and communal relations in the Gym.

To increase Gym retention rates.

How fit are you?

Team Events

World**gym**challenge is particularly focused on creating a community spirit within your gym. The introduction of Team events for the members has the potential to bring the fun factor into the sport. Team events are set up in dominations of 2, 4, or 8. Complete the disciplines in stages of either 1, 2 or 4 disciplines each and can be mixed or single sex.

Now imagine if you will, your gym has a team that excels at X Training and they form a team and they challenge another gym for a race, either individually or as a team?

Isn't that exciting? Not only the race but the foundations of X Training will evolve through Team events, where your team will be supported by the community of their gym, more importantly, a sense of pride and achievement will be followed by each result and not only by race victories, but also by introducing a totally new concept to your members that encourages them to:

- Train
- Keep focused
- Have aims
- Achieve fitness levels they never dreamed possible.

But does it stop there? No.

The formation of teams created in the Public & Private sector will encourage mass participation including:

- The Forces
- The Police
- The Fire Brigade
- Oher Public Services
- Private Sector

All of them can challenge for the title of the Worlds Fastest Team.

And does it stop there? No. The most crucial element of all kicks in here – **charity**. All of these events share the same potential to raise revenue to dizzy and astronomical heights for good causes.

The encouraging element about all of this, is the infrastructure and the members are in place at gym's throughout the UK, but with a global audience of 110m members, the prospects to raise revenue are endless and the opportunity very exciting.

It is now up to you as a Gym Manager to make it happen.

www.worldgymchallenge.com

What did you do last Sunday?

Stories of Jim, Bob and Mary

(three fictitional gym members)

Hi my name is Bob,

(22 years old)

I too have been going to my gym for about three years.

I have a group of friends who I train with, they are a great bunch of people - friends since my teens.

There about 4000 members in my gym but I only speak to my friends. I'm happy with that – they have loads in common with me.

Bob

Hi my name is Jim,

(43 years old)

I have been going to the gym now for three years. I'm happy with the way I am in the gym. I haven't lost weight, and I can't really see any improvement in my fitness levels. I don't really know anybody at the gym but I get along with doing my thing.

Jim

Hi my name is Mary,
(33 years old)

I joined worldgymchallenge.com.

I have seen a massive improvement in my timings since I first started here. Its really easy to see them on my results page at worldgymchallenge.com.

I have entered in four events , along with my friends who I met in the chat room. I saw their pic and we all agreed to meet up one night for a curry. It was such a good time. We have remained really good friends. And we are meeting up with some new friends tonight from the Gym.

I also noticed that my gym instructors – whom I'd seen regularly in the gym had a lot in common with me, by reading their profiles and interests.

It's incredible, that in the time I had been a member here, I didn't really have any motivation. Now I turn up at my gym, surround myself in friends and look forward to all my training sessions.

I know Bob and I know Jim by sight. They look nice guys and I guess they are happy with the way things are. But I tell you, I really enjoy the Gym now, it has so much to offer and if I recall rightly, the last Competition raised over £400 for our local Hospice. It's a great feeling. Thank you worldgymchallenge.com.

Mary

www.worldgymchallenge.com

The future of X Training

The Health and Fitness Industry has so much to offer in versatility. The modern day Gym has everything for its members. Staff, that spend years seeking qualifications to teach, train and motivate their members. It has new equipment. It has technology to target heart rates, monitor training zones, and classes that adapt to the changing face of the health Industry – all to challenge the members. All in a nice well equipped air conditioned, MTV bursting state of the art Gym.

Relax after, in soft sofas, drink the latest latte, chat with friends in immaculately decorated lounges with low level lights, soft back ground music and more MTV or sport on massive plasma screens. It is a haven to meet like minded people who share common interests.

..... it has so much.

- It has reached saturation in Europe (26m).
- It is one of the largest growing areas of continual growth in the US (26m).
- It has a global appeal.
- IHRSA say by 2010 there will 120 million members.
- It has the members, the equipment, the venues.

What I hear you say doesn't it have?

- It is amazing that it doesn't have is its own sport.
- The potential to create an Industry from the very roots of training is here right now.

world**gym**challenge.com is the portal to the future. It is setting the wheels in motion in becoming a sport in the Olympics and it starts today, right now!

The future Olympic champion – will start in a Gym like yours. He or she will set the grass routes in an event that is totally Gym based and heading for the Olympics.

What does it need?

It needs the support of the Industry.

It needs the long term vision.

It needs a Gym like yours to create interest in X Training.

world**gym**challenge is committed:

- To reinvest heavily into the technology to take this sport forward.
- To reinvest in the Gym's that helps us on this journey.
- It wants to bring media and global appeal to a sport that is right now in its infancy and waiting to mature and be ready for an internationally, mass participation sport.

It wants the future to have a sport that just like Triathlon got the attention of the Olympic committee and they will have to sit up and listen. Because with a world membership base of 120m members there has got to be a market for this sport.

Create a market and the Industry will follow...

Be part of the journey. **Olympics!**

The principles of fitness levels

Predominantly in any sport that you do, you can achieve three levels of fitness, by use of a Bench Mark Time (BMT).

Set a BMT. Confirm that time and you can measure:

- Progression
- Stabilising
- Regression

In order to achieve status to any of the above it is essential that you can accurately record your progress. It would therefore follow that by time ratio, you can deduce if you are getting fitter, maintaining fitness levels or regressing.

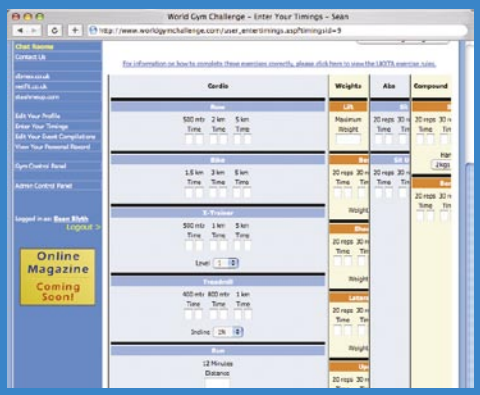
World**gym**challenge enables the member to see their results instantaneously on a single page, using the principle that complication leads to confusion.

That is time ratio:

Blue (Increasing)

Black (Maintaining)

Red (Regression)



Your members will instantaneously see their areas that are improving and areas that need to be developed.

The area of a training plateau is common ground in any training regime over time. If you have progressed to that level then set yourself goals, to go beyond – but also realise that your timings have significantly improved already and the next phase of your training can start.

This is a three year programme. The future is to concentrate (in our view) in the long term of your fitness goals. Short term gains are just that—our programme focuses on what you can achieve over time and 9 times out of 10—if you train correctly that is progress.

Adapt this to your X Training challenge time at Intermediate Level and after three years all your levels of fitness should be in the blue. i.e. you achieved your goal and progressed.

www.worldgymchallenge.com