

Simply Functional

A Moderate- to High-Intensity Program for Adults



J4 PERFORMANCE

An Integrated Health & Wellness Experience

Welcome Friend



The information in this document will provide you with details about the Simply Functional training program for adults who are interested in moderate- to high-intensity training. If we missed something, please let us know so that we can make the appropriate updates.

Please make time to read ALL INFORMATION provided in this document BEFORE reaching out to ask questions, as this document was created to provide as much information as possible with the aim to answer questions that you may have. If you still require more information and/or have additional questions, please feel welcome to email jimmy@j4performance.net. Thank you in advance 😊

For You, We Hope Health, Happiness and Success

Simplifying Health & Fitness

Health & fitness don't need to be overly complicated. Whether it's related to nutrition, sleep, technology, or equipment, one of our goals is to remove any unnecessary barriers. Based on our experience working with 1000+ athletes, we found that a minimalist approach to training and overall health in general helps people learn new skills and improve confidence at a faster rate.



There are 3 main reasons why we use the equipment that we do:

1. We can accomplish A LOT with very little in a short amount of time. Ultimate sandbags and kettlebells—alone or combined—can serve as a full body “gym” at your fingertips.
2. The design and intent behind using such equipment makes functional training possible. Whereas bodybuilding attempts to isolate muscles, the goal of functional training is to CONNECT muscles throughout the body to help you move, feel, and look better.
3. Most of all, to SIMPLIFY your experience. You will learn how to do the basics well using your machine (your body) and minimal equipment. With patience and practice, you will eventually gain the knowledge and skills to invest in your own equipment and be able to create your own training programs if you would like, without breaking the bank.

Integrated Health & Performance

Overall health includes 4 quadrants of health that influence one another: physical, mental, relational, and environmental.

Physical

Our programs are based on functional training because the muscles and joints work as one system in everyday life outside of the gym. We do not use machines or attempt to isolate muscles as done in bodybuilding because doing so goes against the natural function of the muscles, joints, and human body as a whole. We use minimal equipment to improve full body flexibility, strength, power, and several other physical qualities. We do not workout. We practice skills that make us more resilient to potential injury, sickness, disease, etc.

Mental

We integrate concepts taught in yoga and Russian martial arts, such as setting an intention for every practice, focusing on the task at hand, and breath control. Setting an intention every session brings more purpose and serves as a regular reminder for why we invested in this new commitment to health. The better we can focus on being in the present moment during our 1-hour commitment, the more we can gain while prioritizing safety. We use a variety of breathing techniques ranging from hard style breathing for power exercises and relaxation breathing during rest periods and the cool down.

Relational

Your relationship with yourself is #1. By taking care of yourself, you will be better able to take care of others. You will also develop healthy relationships with other participants via working together and through casual conversation before, during and after sessions. Most importantly, we are one team of equal human beings that share a desire for improving overall health.

Environmental

Whether we train indoors or outdoors with friends or new people, our goal is to provide you and all athletes with a clean, safe, and welcoming environment that provides the best experience possible. Large open spaces, fresh air, and nature are all part of what we believe makes a great training experience.

Simply Functional Program

Our training programs are 80% based on university strength & conditioning templates, which are tailored to the individual needs of adults. The remaining 20% includes concepts of yoga and martial arts to provide even more benefits. A typical training session will be approximately 1 hour and is roughly outlined as follows:

Warm Up – 10:00
Personal Corrective Exercises – 10:00
Strength & Conditioning – 30:00
Cool Down – 10:00

NEW Annual Milestones (starting Jan 1, 2022)

Navy “Strong” short or long sleeve athletic shirt

1. Complete 60 training sessions in one calendar year
 - Training Foundations sessions do not count towards total

Gray “Bad Ass” hoodie/zip-up hoodie

2. Complete the following requirements during December testing week
 - 100 Single-Arm Swings w/ test weight (based on body weight)
 - 10 Get Ups (5 each arm) w/ test weight (based on body weight)

Black “Insidious” apparel TBD

3. Complete the following requirements during December testing week
 - 100 Single-Arm Swings in 5:00 w/ test weight
 - 10 Get Ups (5 each arm) in 10:00 w/ test weight

Once you complete 100 team training sessions, you will be recognized and rewarded for your overall commitment. The same goes for 200 completed sessions, 300, 400 and so on. These sessions do not reset annually.

Current Schedule:

Monday:	5:15 – 6:15pm & 6:45 – 7:45pm
Wednesday:	5:15 – 6:15pm & 6:45 – 7:45pm

Program Value & Pricing

A Gift of Health

At the end of every training session, you are welcome to take a complementary fresh fruit to go if you would like.

New Client Initiation

1:1 Consultation, Physical Screening & Home Program	\$250
(2) Training Foundations Classes**	\$100 - \$250
(12) Team Training Sessions	12 x \$25/session = \$300
TOTAL (tax included):	\$650 - \$800

**Training Foundations classes are 90-minutes each and can be completed 1:1 or with up to 6 people total. The main reasons for capping it at 6 participants is because I want to be sure that everyone receives enough individual attention and so we have plenty of time for questions during and at the end of each class. Having an even number is also beneficial for training in pairs, which we often do in our program.

Continuing Clients

TOTAL (tax included): **12 sessions x \$25/session = \$300**

Once you've completed the "New Client Initiation" process, simply pay for 12-session punch passes moving forward. 12-session punch passes expire after 7 weeks after the 1st session rendered to encourage athletes to commit to their self-commitment towards better health and performance.

Important Updates

Our participant maximum has recently increased from 6 to 10 athletes per 1-hour training session. To help maintain the high-quality experience for you and all athletes, I have decided to hire an assistant to ensure that everyone will receive enough 1:1 feedback within a larger group setting. I have also recently completed an additional leadership continuing education course, which has added to our annual overhead expenses. I share this information to provide transparency as to why some of our prices have recently been increased. Thank you for your support.

4 Simple Steps To Join

Step 1: Complete Pre-Participation Forms

Completing these forms will provide me information about your past and present health history so that I can gain a basic understanding of your wants, needs and any special considerations (i.e., high blood pressure). Also included in this packet are the Informed Consent and Social Media Waiver forms that need to be filled out completely.

Step 2: Schedule Your Consultation w/ Coach Jimmy Nicholson

This meeting is a great opportunity to build our relationship. We will discuss your short- and long-term goals, some health foundations and further discuss the information you shared in the pre-participation packet. Anything and everything are up for discussion, so please feel welcome to ask as many questions as you would like, whether it's program-related or not. I will have questions to ask too =)

Once we complete our discussion, Jimmy will conduct a full body physical assessment to establish your unique starting point. The results of the assessment will help us determine your unique needs. Based on your results, you will be prescribed home exercises that will complement our in-person training sessions. Each prescribed exercise will include detailed written and visual instructions for how to perform each exercise correctly. Variations of your home exercises will be included in our sessions to personalize your team training experience.

Your 1:1 consultation can take anywhere from 40-60 minutes, so please allocate time in your schedule for up to 60 minutes.

Step 3: Submit Payment

Once you schedule a day & time to meet w/ Coach Jimmy for your consultation, the next step is to submit payment via e-transfer to jimmy@j4performance.net PRIOR TO meeting for our consultation. If you prefer to pay by cash or cheque, please bring your form of payment with you to our consultation.

Please feel welcome to email me to inquire about setting up a payment plan if you need. I am more than willing to make accommodations for those whose financial circumstances are uncertain. Active clients will be given 3 months' notice about any potential price increases.

Step 4: Join A Pre-Existing Team or Start A New Team

Our current team members are motivated individuals with fun personalities who support one another along the journey towards better overall health. Although some participants may have more training experience than you, everyone progresses at their own unique rate. **Our current class maximum is 10 participants** so that Coach Jimmy can provide sufficient 1:1 feedback for all participants.

By starting a new team, you can train and progress alongside family, friends and/or co-workers at a similar rate since you are all starting at the same time. Whichever option you choose, you will become part of one inclusive team that shares a similar goal—to improve overall health. We are excited for you to join us!



Frequently Asked Questions

What should I expect during the 1:1 consultation?

One of my goals as a coach is to make sure that you feel like a valued team member whose individual needs are met. Our 1:1 consultation is a great opportunity for us to start beginning a trusting relationship as we discuss what you want to gain from your commitment to yourself. Our formal discussion will include talking about hydration, nutrition, sleep, stress management, time management, and so on. Ideally, we will discover some simple strategies together that work for you. Following our discussion, we will conclude our consultation by guiding you through a physical screening.

Why do I need to go through a physical screening?

Injury prevention is always the #1 consideration, which is why we need to assess rather than guess what your unique physical needs are. The physical screening assesses joint mobility and stability to highlight any potential physical imbalances and/or limitations that we need to focus on improving (i.e., limited shoulder mobility).

Based on the results, you will be prescribed 3 exercises to do in our training sessions together. These exercises are aimed to help correct any limitations (i.e., shoulder mobility), which can help reduce the chances of future injury during and outside of training sessions.

You will also be prescribed exercises to do at home to help accelerate your progress towards better movement, strength and power. All prescribed exercises will be demonstrated via YouTube videos and written descriptions created by Jimmy. In some cases, some YouTube videos that Jimmy shares with you may be created by another credible professional(s) in the field of functional movement.

Overall, your physical screening results help provide us with your unique starting point. Even though you will be training with other people, you will be progressed safely and appropriately based on your individual needs, and no one else's. You will likely be doing similar exercises as other people, and if this is the case, please know that it is likely because it is the best option for both of you. For example, many people have limited ankle mobility, which would explain why more than 1 person has been prescribed the same exercise. If there is a different variation that

better meets your needs, then you will be prescribed a different exercise. The best exercises are the exercises that help you move, feel and look better.

Why do I need to participate in two Training Foundations sessions?

Success begins in the set up for all exercises. These sessions will serve as a great opportunity to learn the basic concepts of functional training so that you have a strong foundation to build upon. Understanding the basic principles will help you feel more confident going into your 1st session with other participants. These sessions will also serve as an additional opportunity for us to continue to grow our relationship that we started in our 1:1 consultation.

Why am I being asked to commit for 12 sessions?

I believe that “getting some skin in the game” is in the best interests for all new athletes based on individual health-related goals that are discussed in the 1:1 consultation. Permanent changes in health behaviors, or healthy habits, take time and commitment on behalf of the athlete. As your coach, one of my roles is to help keep you accountable to reaching your stated goals that you signed up for in the first place. I could make it easier by requiring a lesser commitment but doing so would provide you with a lesser experience which I don’t believe is helpful in the short- or long-term.

Why is there no “drop in” option?

In addition to the answer provided in the previous question, attention to detail is important when it relates to health, and especially training safely. Early on, there is a high degree of learning involved for the sole purpose of prioritizing your safety. If someone were to come and go as they please, I would have to spend most of the team training session helping one individual, which would take away from the rest of the team members.

Where are training sessions held?

During the Spring & Summer months, we will plan to train outdoors in Jimmy’s Backyard unless the weather prevents us from training safely outdoors. In this case, we will train indoors in the Centennial Hall. During the Fall & Winter months, we will plan to train indoors in the Centennial Hall.

Because the Centennial Hall is a facility used by other local businesses, organizations and groups of people, please know that there may be times when we must relocate to a different location or cancel a class to accommodate others. I will be sure to notify you as soon as I know about any schedule changes. In the case that we do have to reschedule a class, the expiration date for purchased session packages will be extended appropriately (discussed more later).

What do I need to bring to training sessions?

- No shoes necessary! If you feel uncomfortable training barefoot, it is highly recommended that you wear flat-soled shoes with a wide toe box. This will be explained in more detail during our training foundations sessions.
- Filled water bottle (drinking water is available on site if needed)
- Athletic or comfortable attire (no jeans)
- Medications for special considerations (i.e., inhaler)

How many days per week should I be training?

The minimal dose recommendation to start feeling and gaining results is training at least 2x/week for 6 consecutive weeks, which is reflected in our 12 session packages. Consistency is more important than how much weight you lift and how fast you progress. Being accountable to showing up every session will greatly benefit you in reaching your short- and long-term goals. If you come to class and you feel like you're lacking energy, that is okay. We can easily adjust the intensity of a training session to meet you where you are at on any given day.

If you do happen to miss the odd session or go on holidays for a week, no problem. Unless you take 3-4 weeks off, you will not be far behind. In either case, Coach Jimmy makes sure to demonstrate all exercises when necessary. The training program is never set in stone, but always adaptable to your needs.

How is the Simply Functional program different from other group fitness classes?

We approach every training session as a practice of skills. Every skill (exercise) serves a specific purpose, and we approach every exercise as a full body exercise. Sweating, fatigue and muscle soreness are potential side effects of a great practice but are never the main goals that we are aiming for. Overall, we believe that a great practice will give you more than it takes from you.

Our sessions also include principles taught in Russian martial arts and yoga, some of which have already been mentioned (i.e., practice, skill development). Other principles include proper breathing, proper relaxation, positive thinking, and meditation. The main reason for integrating these principles with functional training is because we believe in developing the whole human, not just the physical.

Perhaps most relevant is that the training program is personalized to meet your needs, even though you are training in a group setting. You will have prescribed exercises as part of our training sessions and any exercise can be changed based on how you are feeling on any given day. The training program is never set in stone, it simply serves as a guide that can easily be adjusted to meet you where you are at.

Jimmy Nicholson, MS, CSCS, RKC

Strength & conditioning coach, Jimmy Nicholson, has been an emerging leader in the fitness industry for 9 years. In 2015, Jimmy started a new journey at the University of La Verne where he would earn a BS in Kinesiology while playing for the men's golf program. He then transitioned to become an NCAA strength & conditioning coach for 18 athletic teams while earning an MS in Leadership & Management. Jimmy holds several certifications, including that of a Certified Strength & Conditioning Specialist and Russian Kettlebell Certified Instructor.



While coaching University student-athletes, Jimmy began to realize that there were some key missing pieces to the picture that made up overall human health. Since then, his aim has been to focus on universal foundations of human health and making connections between the most truthful information so that he can provide a more holistic (integrated) approach to not just athletes, but all people who desire to improve their overall health. As your coach, his intention is to work together with you to find simple solutions that will help improve your overall health, while aiming to over deliver in the process.