



## **ABOUT US**

**Mission Statement** - ACTIV8 Strength and Conditioning Program is committed to providing training experience for each participant. Our focus is on building a strong and functionally fit human being while reducing the risk of injury through individual evaluation and program design.

### **Why train using the ACTIV8 Program?**

- Performance enhancement
- Injury prevention
- Restoration of movement.

### ***Performance Enhancement & Injury Prevention***

**1.1 Program Design** - Our program design will encompass seven scientifically confirmed principles that improve performance. These principles are the following:

#### **1.1a Ground Based Movements**

Movements that are performed with the feet on the ground are more productive than movements performed while sitting or lying down. Virtually all sports skills and daily activities are executed with the feet on the ground. Applying a force against the ground causes an equal and opposite reaction in the direction of the movement. The greater the force you can generate against the ground, the faster you can run and the higher you can jump. Ground based power is critical to a successful and active living.

#### **1.1b Multiple Joint Movements**

Exercises that work more than one joint at a time are the most productive exercises for peoples' functionality. Athletic skills require multiple joint actions timed in the proper neuromuscular recruitment patterns. A sound strength program is built around multiple joint movements. Multiple Joint movements promote the most lean body mass gains through the secretion of growth hormone and testosterone.

#### **1.1c Three Dimensional Movements**

Athletic skills and living skills involve movement in three planes simultaneously: side to side, up and down, forward and backward. We must develop functional strength in all three planes. The only way to accomplish this is with free weights. Using free weights develops the primary muscles as well as the stabilization muscles. For example squatting with free weights strengthens the stabilization muscles of the torso, hip, knee and ankle. Machines do not develop the stabilization structures supporting the major joints. By developing stabilization strength we prevent injuries and improve body control.

#### **1.1d Explosive Training**

Athletic movements in power sports, such as football, basketball, tennis and wrestling, are very quick and explosive. Activities of Daily Living that require explosive force are during lifting bucket, luggage, lifting a child, grabbing a railing when we are about to fall, running to catch a bus, running to catch your child. Training explosively with free weights, plyometrics and medicine balls stimulates the recruitment of fast twitch muscle fibers, thus developing power. If you train slowly you will become slow. The biggest difference between strength and power is speed of movement. Strength alone is useless, power wins games. Developing the ability to apply force rapidly improves performance.

#### **1.1e Progressive Overload**

Overload happens when the body responds to training loads greater than normal. Overload causes muscle tissue to breakdown and go into a catabolic state. The body then adapts with proper rest and nutrition. By compensating repeatedly, the muscles develop strength or endurance depending on the

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stimulus. Proper and progressive application of the training load (volume + intensity) is a fundamental component in program design which will maximize performance while preventing injuries.

### 1.1f Specificity of Conditioning

The objective of conditioning is to improve energy capacity of an athlete during competition or during any activity.

There are three systems of energy for the body: Phosphagen, Glycolytic, and Aerobic(Oxidative).

The *phosphagen system* uses ATP and CP to provide the energy for explosive bouts of exercise lasting up to 8 seconds, this energy system is predominantly used in sports that requires short bursts of high intensity such as in sprinting a 100 meter dash or a soccer player chasing a ball.

The *glycolytic system* uses lactic acid and ATP to provide the energy for moderate intensity bouts of eight seconds to one minute, for example sprinting to catch a bus, sprinting to return a volley by the net in tennis or running for an emergency!

The *aerobic system* provides the energy for low to moderate intensity activities over a long period of time using slow twitch muscle fibers, for example marathon running or cleaning car or mopping the house or working for long hours in the office!

The initial step in designing a conditioning program is to determine the energy system used in the specific sport. So, we will focus on the proper system for each respective sport or/and the members desire.

### 1.1g Interval Training

Interval training is work followed by a prescribed rest interval. This method is used to develop the ATP energy system. Participants must train at a work to rest ratio that corresponds with their specific sport. In football, for example, the basic work to rest ratio is 1:6. If the rest interval is too short, the amount of ATP replenished is not sufficient to meet the demands of maximum intensity effort, resulting in a lack of explosiveness and a poor training effect. We must perform with the same explosiveness at the end of games as we do in the beginning. Interval training has also been shown to increase aerobic capacities in athletes.

### ***Restoration of Movement***

Living and Playing will cause some injury. Injuries disturb our way of movement which in turn causes more injury. Restoring of correct movement patterns helps us in developing strategies to keep on moving right and keep our functionality and performance intact.

### **What is the ACTIV8 Way?**

Intensity and Consistency. There must be a drive and a determination to get better every single day, in every single way. It's about the consistent pursuit of excellence every day.

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### MEMBERSHIPS & CURRENT PROGRAMS

- I. **Membership** - This is a necessary part of the usage of the Conditioning Center. All participants have to become a member of the Conditioning Center as our aim is to provide facility for people to use for fitness and conditioning purpose only
- A. Includes
1. Timings - Usage of the conditioning center on all days and at all business times without assistance
    - a) For the first 3 months the Strength & Conditioning centers timings are
      - (1) 7 a.m to 10 am - generic
      - (2) 10 a.m to 11 am - women only
      - (3) 4 p.m to 5 p.m - women only
      - (4) 6 p.m. to 10 p.m - generic
    - b) From May 2012 the timings will be all business hours that XLR8 will be open
  2. Introduction - Orientation program
  3. For all members the trainer at the center will be able to help them with broadly guiding them in correct movement execution, tips on exercises and broad suggestions on exercises specific to body part
  4. Price -
    - a) Contact Tel : +91 – 9243656565
- II. **Beginners Sports Exposure Conditioning camp for Kids** - This camp is a one of a kind camp for kids. It is structured to expose kids to various sports in a safe and fun manner by helping them to become fit for a particular sport. This is not a sport specific fitness program. The aim is to safely and systematically introduce children in small groups (10 kids per group) to the aspect of strength and conditioning for sports in a fun and non competitive manner. The camp teaches kids, encourages kids to become fit so that they can reap the benefits of fitness in playing sports better. The participants will be introduced to, made to play in and have fun competitions in indoor cricket, indoor soccer, indoor basketball, putting golf, wall climbing, tennis every two months (new sports will be added as the facility becomes available).
- A. Includes
1. Usage of the conditioning center during off peak hours with the PT
  2. Program time line is a minimum of 12 months
  3. Assessment - Entry assessment - functional motor test and generic age appropriate strength test - End of the 12th month assessment - functional and motor test and generic age appropriate strength test
  4. Age - 7 to 18 years only
  5. Price -
    - a) Contact Tel : +91 – 9243656565

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### THE UPCOMING PROGRAMS - 10 people per program

#### ACTIV8 FOR SPORTS

1. **Fitness for Tennis** - This program is for the weekend warriors! The aim of this program is to help the weekend Tennis player to become fitter, more competent and competitive players without removing the element of fun and sociableness from the games on the weekend.

#### ACTIV8 MOBILITY

1. **Fitness for the senior citizens** - the programs aims and objectives is to help improve their mobility, increase their joint range of motion, increase stability and balance, increase their muscular strength and improve their breathing.

#### ACTIV8 FOR WOMEN

1. **Fitness for teens** - program for teens is tailored made for growing girls. Sensitive to their growth needs this program is aimed at sensitizing them to how fitness can help ease their growing pains, provide positive appeal, improve their health, construct a solid foundation for a life long of activity, fun and activity.

2. **Fitness for the working woman** - with time and multiple responsibility as their biggest challenge to their health and well being, the working woman's program is an exacting program designed to eek out the most of each workout. With elements of breathing, meditation, strength training for better bone density and muscular strength (not muscular development) weaved into each of their sessions, this program will help the working woman handle the often disjointed and all compelling responsibility of work and home.

3. **Fitness for the home makers** - home makers occupy a unique niche in life ... seemingly it appears easy, but truth can not be more opposite. The demand it puts on the woman during specific times of the day is immense due to the variety of demands placed on the woman and the variety of work that needs to happen in a given time. This program focuses on helping women overcome the muscular fatigue caused by the often repetitive movement patterns that govern their lives, help restore calmness in their otherwise hectic lives, improve bone mass and calcium absorption. The program is aimed at improving their current health and to prevent future skeletal problems such as osteoporosis.

4. **Per-natal or Antenatal fitness** - this period of a woman's phase is a special phase emotionally, spiritually and physically. During the course of the 9 months a woman's structural body, physiology and her mental state goes through a phenomenal change, readying itself for child birth. The aim of this program is to evolve its strength, flexibility, breathing criteria with the increasingly varied demands of the pregnant woman and the growing baby. To help women remain fit whilst being pregnant, to help deliver a healthy baby, to help improve strength and reduce pain during delivery and to improve post pregnancy weight loss.

5. **Post-natal or postpartum fitness** - Postpartum period is a very busy time for both the mother and the newly arrived! Due to cultural reasons or personal reasons and sometimes medical reasons new mothers are cared for and kept out of any strenuous activity for a period of 40 to 60 days. This is also a time for bonding between the mother and the baby. It is also a time for restoring energy so women are under energy rich nutrition program. Women also are very susceptible during this time to suffer from

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depression. The ensuing weight gain affects their health also. Coupled with depression and weight gain, this period is a challenging period. To help return women to good mental and physical health is this programs objective. Exercises designed to improve blood circulation, improve joint strength, improve metabolism are some of the ways in which this program will fight postpartum depression and get women closer to what they want to be physically and mentally.

6. Fitness for the post menopausal woman - Menopause is another milestone for women that causes both physiological and physical changes. The start of menopause and the ensuing hormonal deterioration plays havoc on the skeleton and the functioning of their system. The fitness program is designed to help retard the effects of bone loss due to menopause, the increase activity during menopause has been known to improve functions of their systems and improve their systemic functions.

### MAKE YOUR OWN ACTIV8 PROGRAM

1. The aim of this program is to allow people to make up their own program with consultation with our Human Movement Specialist. After a one on one consultation with our Human Movement Specialist, a personalized program for a small group of people can be conceptualized, designed and executed to meet your own exacting needs.