

welcome to the society pod a podcast for
entrepreneurs marketers and leaders
here's your host Jessica
yarmy hey there everybody and welcome to
episode two of the society pod I am out
here choosing my guests in a very
strategic and intentional order and you
probably tuned in to episode one with
Hensley and she's amazing episode two
this guest is no different he has spent
his entire career in Fitness working on
household Brands like -hour Lifetime
Fitness Gold's Gym and now Les Mills but
more importantly most extremely more
importantly he is my podcast Angel he
was sent from above to help me launch my
podcast so please welcome to the show
Ked El morazzi how are you good how are
you good good why don't you kind of kick
things off and just I gave a very brief
bit of your bio but why don't you give a
more thorough bio of your yourself well
first of all congratulations I know you
and I have been talking about launching
your podcast for a few months now so I'm
proud of you congratulations for doing
it episode number two of many to come
number two we're out here doing it yes
yes so like Jessica said my background
uh in the health and fitness space for
about years I started as a a trainer
and then uh worked my way up to fitness
director Fitness manager some of the

bigger brands Fitness uh lifetime
Golds Gym and my last uh stint was three
years with a local brand here in Dallas
as a director of fitness and then uh as
of recent made the TR jump over to Les
Mills as a business development manager
with Les Mills we have so many different
things we could talk about and we're
going to try to talk about about all of
them um but I want to start with your
podcast because obviously so you and I
met face to face the first time ever in
November and I I knew you had a podcast
and you started to call me out on the
fact that like I wanted to create a
podcast and hadn't yet and I think what
you did to like help me get over the um
the podcast hump was was you made it
sound easy which it's it's it's not um
but you made it sound like doable and
approachable and um and I also said I'm
not good at any of the technology and
any of the tools or anything like that
and you said I will help you and you get
to so many people in your career who say
I will help you and then when it comes
to actually helping they're they're
nowhere to be found and when I message
you a question you are like immediate
response back here's what to do here's
the platform so I feel like I owe you so
much of a I I'm in a podcast dead of
gratitude but but let's start with your

podcast because anytime somebody does something outside of their nine-to-five to me it's just amazing you know that you care that much about it that you're putting in those extra hours so what is your show what is it all about and and maybe most importantly why are you putting the hours into creating it yeah um so the name it's my show is called rise up the show and it really I I took a different approach right it's it's it's more of a I want to bring those on who are successful have been successful and act currently successful but I want to tell their story and part of it was just I think a lot of it with me going through the industry and there was point where I ran I had my own company I used to put on Fitness conferences um in the here California in Texas and and part of that was always you you always see kind of the end result right you see the success and and the the money and the look The call whatever the success I wanted to find out more about the journey and so rise up the show takes that approach on look there was little I call them we call them rise up moments that you took along the way to get you to where you are today and part of that is just what what were those moments because if you went a different direction you wouldn't be Jessica who

you are today but because you took those moments and you went in and took the risk you are who you are today and I want so the whole point the whole premise of the show is highlighting those moments and telling that entrepreneur journey and I think it feeds into my curiosity U I wasn't born in the United States I was born in Beirut Lebanon and so moved to the United States when I was five and so curiosity for me is part of who I am it's part of my Essence and so it also feeds into my curiosity of just wanting to get to know people and find out more about what makes you who you are when you and I did the podcast together you warned me you said I do so much research on all of my people and we're going to go way back we start we were talking about things from the age of of eight on so we'll link that episode into the show notes and and you know you'll be able to do all of that backstory on on ked's side but of the people you've interviewed besides me who's your favorite who's the favorite person that you've ever interviewed and why that's a good one man so my favorite he's he's one of my best friends the name's Anthony trucks I think it was the SEC my second or third episode and his story is amazing uh former NFL player now

motivational speaker U but came up through the Foster system foster kids care system and just his journey and just trials and tribulations and being abused as a as a child and going from foster home to foster home but then being able to come out of that a professional athlete and now coming back and sharing that story um you got to check out Anthony trucks he's he's actually that was probably one of my favorite uh besides yours that's one of my other favorite episode that makes sense we'll we'll link his also in the show notes you get you can listen to those top two of ked's podcast mine and then his and then his second guest perfect um who is on your list of your dream podcast guest because I'm creating mine right now and it's very exciting to Think Through who I would love to get to talk to someday oh yeah so you see the shirt AR taste indicate so I know you and I both follow Andy fil and Ed myet so those are my top those are my top two but I also know you need to be North I know for Andy friscilla to be even for him to think about coming on your show you need to be at episodes because he wants to see that you've done the work and been consistent so I'm halfway there I'm almost at and then we got another to go so Gary ve is another

one I'd love to get very I know you're a
big Gary vanderchuck fan so I'd love to
get Gary ve um Nick Sabin I'm a huge
Nick Sabin fan I love his process
systems the way he leads so those are I
would say those are my top four that are
my kind of top top podcast all right
we're GNA tag them also when we post
this to call people out and and get your
next
guests

um I know you gave me advice way back
when in November um but what advice
would you share with someone who's
listening to this and is truly thinking
about starting their own podcast I think
part of it is
is it's all don't don't
let don't let who you're not stop stop
you from becoming who you
are and because we we we weren't all
podcast PE you know interviewers and and
we didn't know how to how do I ask the
right question and and and who do I
bring on I think we just we we make it I
know I'm we make it a little we make it
way too complicated and and and so part
of that is is you've got to remember
you're just talking to another human on
the other side of that screen who's gone
through their own Journey and their own
challenges and you never know their
story might impact somebody that listens

to your podcast so don't don't let that be the reason not to do a podcast yeah I love that and and I think that's probably like a quotable element like don't let who you you're not impact to who you are and I think that's oftentimes what's in our head of that just impostor syndrome of of just posting things that seem cringey but but it's part of the journey and and who we are right now we're getting better we're literally like improving every episode or improving every day in our careers like wherever wherever we're at so I know Ed millet is great about giving his guests flowers and I'll just give you flowers the fact that you were willing to help me number one but then followed up on things and held me accountable and I'll have to check the date that you you messaged me and said hey where are you at with your podcast kind of kind of calling me out like are we doing this are we going to go for it and um and I think it's so important important to have people like you in in your corner as you're trying to build things because there are moments where you have that that uncertainty like am I really am I really good enough to do this can I really get this done and and you were out there kind of reminding me like you said you wanted to do this let's go so I

appreciate you for you know actions over words you not only said the words but then you also took the actions and and really backed up what you what you offered that day when you said you were going to help me you're very well look you in the short of time in the short amount of time you and I have known each other you in in what you've done and in the roles that you have and have held and currently have especially being a woman in those roles there's power there there's there's I promise you there's a little girl that's going to hear a podcast down the road and be like I want to be like you and I why not the world deserves to hear your story and what you do as a leader being a woman and a leader in a fitness industry that's male dominated here you are saying look I'm here's my flag in the sand and here's what I'm going to do and here's what I've done I the world needs to hear yeah and and thank you for that and and I love how you show up in the fitness industry too and and that's a great segment to to where we're going to go and just I I think you're a great leader right now in the fitness industry but I want to go backwards a little bit and and go to to your starting point because you've you've literally had a full career in the fitness industry um and

most people kind of weave in and out and you've really kind of been in Fitness from day one so talk us through why did you P choose to pursue a career in Fitness so I I mean it goes back to high school uh I think it was th grade between th grade and actually no my Junior and Senior year uh I ended up getting a trainer to help me get ready for football my senior year and that you know over that summer we worked oneon-one two three times a week and I I came into that senior year best fit ever in shaped strong fast and that was kind of what started this whole trajectory for me to like huh like if this person like I know what I how I felt before I started working with a trainer and I knew how I felt once I stopped working with this trainer and I wanted to be able to do that with others and then and part of it you know it led to physical therapy uh I wanted to get so I have a masters in Rehabilitation because I wanted to be a physical therapist and I wanted to help get people out of pain I saw you know my dad got hurt at work this was years ago um and just the amount of pain he was in from hurting his shoulder hurting his back um I wanted to kind of start I wanted to be work with people similarly and um started that trajectory

unfortunately you know physical therapy and insurance don't see eye to eye and they want you to they wanted you to go get a PhD and I was like man I'm done with school like I I don't want to go to any more school and uh sales for me I think that Curiosity element for me came through when I was a trainer and sales came really easy to me and got promoted a fitness manager and um but that's where it all started I I saw the impact of working with a trainer that it had on me and I wanted to be able to have that same level of impact on those that I worked with I love that that's the start because you do have just this true start in Fitness which is like on the fitness side on the training side but then you weave to sales and then you weave to to operations and and then you weave into like leadership focus and so like talk to me about the evolution and and were you plotting the evolution or did it did it just kind of magically happen it was both really um you know I was I came through the PT side and that's kind of where I I earned my stripes as a personal trainer to fit Fitness manager but you're so siloed right so when I was interviewing for positions above Fitness manager whether it be general manager or above that a regional role it was always you you you

don't have four wall
operation understanding right you just
have Fitness so I kept I felt like I was
just siloed in this in this one position
and I'm grateful because I got to work
and run multiple locations as a regional
director of Fitness but I wanted more
and so I ended up going into operations
um I don't know if you know Ingrid Owen
uh I worked with her at and then we
just happened to she was the GM of a
club in Northern California I reached
out to her became her director of
operations and that just kind of gave me
I knew Fitness I knew sales and
membership and now working with her
helped me understand operations and I
and and that wheel that kind of
completed that wheelhouse of sales
membership operations so now when I
speak

to that next director a fitness role or
a general manager role I I know every
aspect of it was strategic and it just
the timing was perfect I know that
you're also passionate about about the
leadership piece and either directly in
leadership roles or just being a mentor
within the fitness facility and I think
simultaneously there's there's a sense
that if you're starting as a fitness
trainer you're stuck or or there's not
not that path to make a good living in

Fitness and and I'm obviously so passionate about the fact that you can make a career in the fitness industry but how do you as someone who you know might be coming into your your past facility or even coming into your team right now and they're young and and they're they're hungry on the fitness side and they love Fitness how do you kind of like advise them or coach them as to how to set themselves up to have a great career in Fitness for the longevity yeah that's a great question uh I think one and and in my earlier career I was bad at this is sitting down with a trainer and really understanding like financially what is it how much do they need to be making in order to make this work right because I think what and like I said I did this too early in my career it was all about what do you what can you do for me and what can you do for my club and what how can you help us hit this number and not hey Pete you what is it going to take and how much you need to make per month and how many clients is that going to take and how many sessions per week is that going to take in order you to get to that number I I think if I now as you know years later if I'm sitting down with a trainer it's all about all right what's that bottom line and what's that number

look like and then let's back into a plan so that I know and they have full autonomy right there's no there's no more of well I didn't know how much I needed to make and I didn't know how here's here's the plan let's go execute and now it's a followup how are we doing on that execution and do we make pivots and adjustments along the way but as a PT you've got to know what you need to make every month to be able to make this work otherwise you're just shooting in the dark when you get that first paycheck you got to understand as a trainer there's about a to day ramp up before you've got a healthy book

of

business and and if you don't if you don't know that and don't plan out like that you're going to get stuck that first paycheck you're going to get you're you're not going to expect it and you're going to be like man like I don't know if this is for me yeah I I think turnover is a huge problem in Fitness and maybe because of because of some of the things that you're talking about just like setting up those conversations very early on but but if you had advice to give to a club owner that's listening or a boutique Studio owner that's listening and and they can't seem

to hire and retain their talent
what advice would you share for those
people from a club owner Club operator
and if we're not there's got to be a
reason why they're not we can't retain
them right because you got to understand
trainers don't get into this to make
money per se right away it's there's a
there's a passion there and so one how
are how's the Mi are we tying the
mission of the company or the brand to
the purpose of the trainer what do the
Visions match does the purpose match
right does the culture match what
they're looking for and then more
importantly in that interview process
are we setting up are we setting the
expectation right because I think for me
I know the mistake I made when I was
running clubs was I never set the
expectation at the beginning we hired we
just hired Trainers for the sake of
hiring a trainer and now you go back and
try to set the expectation it's like
well hey that was never told as part of
the interview process so for me I think
now if I'm talking to a club owner an
operator set your expectations at the
very beginning put it all out on the
table during that interview to make sure
that under they understand what you're
looking for and does it match what
they're looking for and if it doesn't

don't pursue it otherwise it just becomes a headache later on and now this retention revolving door will keep happening because we're not setting the expectation at the very beginning yeah and I'm on the marketing side and so I see it in the same but different lens like like set the expectation of like what's happening but then also be clear about who we are as a brand and what are our values and what do we stand for and make sure there's that alignment so that you're all working toward the same thing as opposed to just presenting it like like it's a job and and then you're disappointed when when there is that that turnover or or when it's treated like it's just a job like if you want people to be be bought bought in with you or be owners with you then you really have to kind of be bought in with them yeah and part of that is is is what what's important to I think it's also trying to understand what's important to them right what gets them out of bed every morning or what gets them you know what gets them excited to come to work and and and and it can't be about the number because it's not that that's important to you what you know club owner Club operator yes I know when I operated clubs that bottom line what we got to the end of the month that was

important to me but that's not important to them and I think when you lose sight of that and it becomes a job and it becomes about a number and a trainer feels like they're just a dollar sign in the Pod they're gonna they're gonna leave because it's no longer Purpose Driven it's profit driven and so how do you keep it Purpose Driven and how do you keep it around aligning both values the club and the trainer you do both I mean sales will come organically because they're excited to show up to work every day because what they value aligns with the company values yeah I % agree and and I'm just going to push on this because I think it's a Hot Topic in Fitness right now and I just want you to keep your Club operator hat on but if you were sitting as a club operator right now or you were a team leader and you had some members of your team who were Gen X some members of your team who were Millennial some members of your team who are gen Z are you aware of the generation are you aware of people's like ages and are you as a leader plugging in with them in different ways or do you really approach your leadership and management the same regardless of who you're connecting with it's you can't I think you have to approach each one uniquely um what you

know a gen Z Millennial you know we know
the world they grew up in was on was the
cell phone right that is the world they
live in that is the the tick talk the
Snapchat the Instagram you know so as an
operator and we did this I did this when
I ran clubs how do we maximize that
right maybe it's helping them all right
how do I how do we help you build your
clients by using what you like to use
but make sure that it it sits un
derneath the brand standard and
expectations but yes an older member or
an older PT meaning my age you know
to
or a younger PT you can't approach in
the same way you've got to you've got to
approach each one specifically cuz the
grind the hard work putting in the hours
may be how you speak to an older PT but
a younger PT what excites them is does
the vision of the company align with my
vision my core values and my bigger
purpose and if you can do that you'll
get that member that younger demographic
and guess what they're on social media
so they will hype up your club because
they were so excited to come to work
versus trying to motivate them the way
you motivate
an older PT old older team member I love
that you take the one-on-one on one-on-one
approach just like a like a true

personal trainer would um so let's transition into what you're doing right now talk to us about your new role uh what you're doing when you started it and and what you're most excited about yeah so about a month ago you know and I'll let me kind of back up so there's some context to this I in the role I had director of Fitness that was my dream I mean you're talking about a dream role in the fitness industry is having the influence across multiple clubs right multiple hundreds of pts Fitness managers thousands of members and clients that was my dream role but in reality as I as I now turned here about what three days ago I turned for me Priority shift man like I just I think I got to the point where I still wanted to be in Fitness but I was getting to the point where I was like you know what the D day today grind the Closeouts the -hour days the always being on call um just wasn't aligning with what I wanted to do in the next chapter of colge and so you know I love to travel and I want to travel and I have two step kids that are gonna graduate high school here soon in in the next couple years and my wife and I are gonna have an ability to go see the world and I don't want to be tied to something where I can't leave and and so

you know I started looking for another opportunity and and luckily Mills had that opportunity so now in my role uh I mean in the fitness industry everyone's everyone's heard about Les Mills or at least body pump maybe you don't know Les Mills but you know Body Pump and then so uh group X was a whole you talk about a whole new world I came from the one-on-one PT world so group X was always siloed somewhere over there uh so the running joke is now you got a director of Fitness in a in a group X you know with a group X brand um but man the one thing I can tell you is I didn't realize how much

groupex played such a huge role in the retention of members at a club like it is a machine when you run it right and and just the the the indepth work it takes to run a true group training group X Program um man it was eye opening and so that got that gets me excited U I think now it's really trying to understand this gen Z Millennial member base uh I think that's the one thing right now I know Les Mills with some of the programming that's come out and coming out it it is Gen Z has genz in mind um to where it's a lot of the strength and hit and some of the types of training the genen Z Millennial demographic likes to do to help get them

really from the because guess what you go into your club now where's everybody at where is that younger member base at well they're on the strength floor and now your studio is sitting empty so now I get to still talk club Owners Club operators but more around how do we enhance group X or now Group Training right how do we retain more members and how do we get that gen Z Millennial member base into the group training Studio I just want to know if you showed up to your first Body Pump class with your lifting straps and your lifting shoes lesson learned here here's a lesson for everybody put your ego aside especially if you're a guy listening to this and show and do not think you're going to lift heavy weights out a Body Pump class because you will be sore for five days and personal that's a personal testimony to me taking body pump for the first time there are man you talk about how many reps you do in a Body Pump class big mistake so now I go I go like pounds pounds I'm good now yeah it's amazing how clubs batch together Fitness to get and it and it really is a whole different world or mentality to be a one-on-one Fitness Arena versus a group class setup and there is so much of the community element that comes in and the vibe and the energy that that

impacts group X that that you can't replicate in in one-on-one and I think when so many clubs are trying to get to community or maybe they're using the word Community yeah in their Marketing Group X to me is something that actually legitimately speaks to community really directly and like brings people together do you see that do you see it in that same way yeah because I mean you got I mean we're we're it's the one place where you are in there amongst the masses right and then and you've got others with you in the room where yeah a lot of those and you come to the consistent class Monday Wednesday Friday and it's the consistent instructor and they're hanging out after uh they're you know after the class they all get coffee or go somewhere so yeah I mean I think I don't think you you have Community without group X and Group Training I think the challenge now is that Community where it's it's almost it's it's kind of gone really some especially those clubs that haven't really identified hey I have this gen Z member base they're on the strength floor but my studio is sitting empty how do we get them into the studio um I think those are some of the things now that with less Mills that are coming out and some of the programs designed specifically

for that because we know % of your member base right now is Gen Z Millennial and they're on the strength floor how do we get them in the group training studio and because what's going to happen is you you don't build that Community they don't have buy into the brand they don't love the brand what's going to happen in six months they're all going to leave and they leave as a community they can't they come in and sign up five at a time guess what they're GNA leave five at a time and so what does that do to retention well now you're going to be there's this revolving door where you're going to have to acquire so many more members when we can just figure out how do we keep them in the club and keep them involved in some of the things especially Group Training that a club has to offer and on a scale of to how do you think the how important do you think the instructor is to that equation oh it's hu I mean it's it's it's it's a like I think what I've learned now is it is huge because if you've got a rockstar instructor who knows how to communicate knows the choreography has the energy and knows how to connect not just communicate but connect with the member base they will stay three four times longer because

they love the member they love the instructor and and then those instructors guess what they refer people the people that attend their class refer people and now you talk acquisition and retention I mean I think as an operator that's your goal M how do I get more members how do I keep them longer and how do we get them involved in some ancillary pro programs like PT but in the middle at the heart of that sits group training group and then as you're thinking about this new era that we're in with digital products out there whether app based or you know TV screen based or even in club based but it's digital versus an inperson with instructor kind of experience where do you land on how those two things fit together you have we call it an Omni Fitness approach to training now right you've got the live you've got the you've got the virtual and you've got kind of the the on demand I got access to an app on my own through my through my phone right so as a club yeah you got to think as a as a club over if I'm looking at my club as an owner operator how many hours a day does that studio sit empty probably you know a few four five six hours a day so why not have a virtual component to what you offer so

not only now as a member maybe I can only get to the club at but you don't have any group training classes but you have a virtual program where I can go in pick the class I want or you preset the classes and now I can virtually take a Body Pump class just following the instructor on the screen and then so now I'm offering more classes per week but the cool part is your payroll doesn't go up right you're not having to pay an instructor but now you're meeting the members where there are and now offering them a virtual on demand component and then obviously the digital through an app we know members are still working out at home home right we know members are still mixing up between live in the club and at home so having a an app that you can white label that offers and I'm G to say less Mills less Mills program or any programming U where now a member in your Club can take and work out at home you now have this Omni Fitness approach to your health club that's touching the member in three different components I totally agree and you mentioned your experience with a personal trainer early in your athletic career and one of my most important relationships when I was in my influential teen years was with a personal trainer and when people ask me

about the digital space it's really hard
for me to see a place where a %
digital world has the same impact as
that as that face-to-face component so
if I'm if I'm leaning one way or the
other I'm definitely leaning toward the
people side
but I think like you said we we do have
to look at it like an like an omni kind
of experience like what are they doing
when they're not face- tof face with
someone like what tools are we offering
when they they can't get booked into a
class or they don't have you know the
same hours that a class is happening so
I think it is um I think there's got to
be a mix of both I definitely like give
a higher percentage to the iners but
maybe that's also because I'm old so uh
I think I think it's going to change as
this next generation's coming up I think
you know there's still I don't I I
don't see live going away right I I
think the CH because it's where we need
just from who we are as humans we need
that face to face skin to skin we need
to be around other people we're we're
Community made just by our DNA so I
don't think the live component goes away
but then but it can't be all that you
have because you've got demographic this
to year old demographic that grew
up in a digital world they they go on

they have apps whether it's Nike or you know some of the newer the Apple app or whatever app they have apps at the exercise that they're already using for whatever strength or training or exercise program they're doing so to not be thinking like that you're almost you're almost doing yourself a disservice because now those members just coming to your Club isn't going to be enough why not offer a digital component where you look it's still under the club's brand but now it's something we offer our members as part of a membership so that they're still you're still being able to interact with them I can two-way message you through an app but it's and it's under that club but you're meeting that member where they're at yeah we are sitting here recording this about two weeks out from from Ursa and and I would imagine it's going to be a Hot Topic at at Ursa it's just that handshake between in person and and digital what do you I guess if you had a a a magic ball and could look into the future for the fitness industry what are you what are you most excited about and what do you really hope that we collectively really start to like lean into I think you know the the exciting piece right now for me is really I love now that we are not

only are we looking at our member base completely different now right um we know that if we as close owners and operators don't understand how to interact and engage with this younger member base that sign that's signing up um we're g to be in about three four years we're going to be in a situation where like man what happened right where did they all go so it's exciting for me to be working with a brand like Les Mills that's actually thinking ahead and understanding like hey we now have programming that meets that member base where they're at and it's strength based it's what they love to do it's there's no choreography um which is what they also love to do is so it it speaks to that specific member base that's exciting the the recovery the wellness I think we're now taking a different approach from Fitness it's not just the workout anymore it's this Wellness ecosystem and inside that sits Fitness Nutrition mental health Stress Management and I think it's exciting that we're seeing clubs build recovery components into their health clubs into their actual build out of a club now and it's not this afterthought thing um Texas Family Fitness we they just open a brand new club not too long ago and there's a

whole recovery center that has cold the
the hydro massage the the the cold chair
the regular hydro massage we've got the
um the hyperize the the the guns so
there's definitely this this
recovery and I and I don't see it
changing I think if nothing else it's
going to intensify and it's going to
become you're going to see more and more
clubs do it what's scary and and I think
what's something we've got to start
understand is the level of our our
trainers the education of our trainers
needs to
change I think now a PT to be Su
successful now has to understand Stress
Management has to understand mental
health has to understand nutrition
recovery um if not man you got to
understand if I if Jessica had had a
hard day and had meetings all day her
state of Readiness may not be ready to
do a heavy back squat workout but if
you're not in tune with your PT client
and I put you under a heavy squat you're
gonna get hurt and so I think the how we
educate how we certify our trainers
needs to change dig into that what's the
next layer to that because I'm nasm
certified and that gives me the ability
to coach someone through a movement um
but what's how would you add on to that
either through continuing certifications

or continuing credits or or is it a whole different you know because right now nutrition even as you mentioned it's a totally different path educationwise and and and then mental health is a totally different path educationwise so if you were to draw it up for nasm or or you know in your own school we'll just go Ked school right now like how would you create the next uh the next school for personal trainers right and I you know it's uh it definitely can't be you know you know nasm is nasm and nasm is great at what it does around the opt model the at squat program design but nasm doesn't understand mental health or or know any CT really unless they've you know now you see more they're coming out with certifications around Behavioral Management behavioral coaching so they're starting to understand hey look this is something that's happening let's come up with a certification that uh that helps the PT understand how to speak to that situation with their client I think part of it falls on the trainer I I I you know I I really think you know because you're not going to have a company invest thousands upon thousands of dollars into its trainers if they're not going to see an Roi right so part of that also

understands as a PT if I want to get
paid more then I want to am educated
I know what I'm talking about I
understand Behavior I understand and I'm
not saying you have to be a mental
health specialist but you got to be able
to

understand hey how was your day stress
level one to five did you eat today
being able to ask some of those
questions but yes you've got to go
invest in your own education and then
there's so many different wearables and
there's so many different tools that our
members have access to and they're not
all going to be using the tool that we
give them or recommend to them so do we
know enough about their whoops score you
know or whatever they're wearing do we
know how to look at those numbers
through all the different tools to be
able to give the most effective workout
in the so it's almost like we have so
much information and now it's it's like
arming the right people with the right
information to deliver a workout that
gets results for sure and I think I
think

yes it's understanding what is the what
is the story the data is telling me and
now how can I how can I kind of break
down that story to understand what's
going on with my client and then make

whatever adjustments I need to make from there the thing with apps right now with good is uh I don't know I I'm going back and forth with apps and specifically I've talked to a couple people that have the aing and what's funny is it's causing them to be more stressed out about wearing the aura ring to make sure they got the right level of sleep and so they wake up already in an unrested State and it's like what's the point of the AA ring uh and that could be any app I'm just those those are two conversations that came to mind but that the whole purpose of the app is to help you with health and wellness not create stress yeah yeah and you can get obsessed as a as a consumer you can get obsessed with data let alone as a personal trainer that needs to be looking at at all of the data and and I think it's it's having awareness as a personal trainer also am I working with an obsessive kind of client and if so maybe I don't recommend the or ring or I don't recommend My Fitness Pal whereas if you're working with a hyper competitive athlete maybe that's exactly what they need and and so it is so we have all of the tools to be able to prescribe the right things to the right people but it's just breaking down all of the different things that's that are

available and knowing that they're all owned by different people and and then all the consumers have their own choices to make of of what they're GNA play in so it's really this fascinating time well I think it is it's exciting because man there's so much data now that I can you can any know a PT can have about their one client but is it spe is it important what's I think it you've got to remember is it important for the client like all that stuff is important to me a PT it's great to have all that information does the client actually care all right is it important to them so yes it goes back to do you know the personality type of your client and if by doing so I know how to speak to that client and so yeah maybe speaking about the result if you're a type D yeah I want to know I want to know what's going on because that's my personality um but if I'm speaking to somebody else that's maybe an eye a little bit more conscious do I really want to tell them hey you're stressed out today because that's going to throw off their entire day yeah yeah and it's just having having a aess around that um I want to take a left turn because we kind of started with your podcast which is rise up the show and and when I was talking to you we talked a lot about about my rise up and

my comeback season but I want to kind of put the spotlight on you and really dig into your big comeback moments because there's there's always a time when you know you're kind of like down and you're and you're wondering like what am I going to get out of this so take us to a time when when you were low and and how did you drive through that time and how did you get yourself back up to you know a a positive place so November so I definitely I'll never forget it so like I said earlier I used to have my own Fitness business conference um and we when I moved to Dallas back in uh we were starting to plan a a Dallas Texas event and uh I got in a little over my head right um you know we we signed the the lease or the rent agreement at a at a Marriott you know there were sponsors um we had ticket sales but it was about it things started falling apart um you know it's uh not enough sponsors came in not enough ticket sales were happening I ended up owing about a hundred grand all in um to to this hotel and some other things and uh I ended up having a file for bankruptcy um and and I remember that day this was February February um refunded what I what I could refund um obviously I couldn't refund everything because I I did pay for some things and

uh you know it so come February I file
for chapter and I owe it Grand
and and and part of that you know why I
say November th is or November is
as that was happening my car was
breaking down my transmission was
starting to go out and I remember this
day where I was driving home and my car
kep going in and out in and out and I
pulled into a parking lot and I look up
and it's a church parking
lot and I think that was the when you
talk about like God are you here God are
you listening God where are you it was
pretty much like slap in the face here I
am um and that's what started it for me
I think that started the the the the
turnaround um it was a it wasn't quick
you know I never been a Believer um but
it definitely started the conversations
of all right I need to start going to
church I need to get more around
understanding God and that relationship
with God um I think the event the lesson
in this thing is is my ego got the best
of me and the event became about colid
and and not what the purpose of the
event was but it also showed me who true
friend were and TR and who was truly
there because I'll tell you what till
this
day I don't talk to anybody that was a
part of that event and and it is what it

is you've learn real quick who's in your corner and who's not um and and so that started my turnaround moment and from there um you know I got laser focused on I wanted to be the best director of Fitness that I could be I wanted to learn I wanted to I wanted to grow in the corporate world and that's what I did and but it was that February to February that's kind of the window right there excuse me it's it's um that's three years ago uh what four years ago I mean it's crazy that um that you were at that point and and have like literally spent the last three and a half four years like in a comeback season and and I appreciate you sharing that you were in that moment and and I think sometimes maybe so social media causes everyone to to glaze over the fact that that bad stuff happens and um when I was on your show we were talking about you know within the last months the things that that I was working through and so I think I think we need more transparency around like here's the wins but but there's also losses and you're going to lose if you're doing big stuff like you were trying to organize a fitness and you know motivational event in parallel to your full-time job and and then you feel like down in the dumps because it

doesn't work out meanwhile you know you
were really trying to do something
really really big and I think it's
always amazing like how do you how do
you come back out of those moments and
and do you play small in your comeback
or do you just kind of like get right
back out there and you're like I'm G to
go and like play Big again yeah it's
it's it's you know and do I look back I
I always look back back at it right
there was some really close at that time
I felt important relationships that um
in mind you there was some things that I
did that I wasn't I'm not too happy
about that jeopardized some of those
relationships and it got the best of me
and and uh I think you know th those
times definitely test your character um
and my character was tested and
unfortunately at that time it wasn't the
right character and I had to do some
work on me personally and that's what
the last three years have been is trying
to Define who I am who I want to be um
you know and and understand that uh God
leads the way uh I you know humility
gratitude I think for me is are two my
biggest core values now that probably
weren't there three years ago but I had
to go through that journey to be who I
am today I love that and and I think you
do learn so much about yourself when

you're when you're in the mud when
you're in that in that comeback season
um
because you uh helped me so much um I'm
going to give you the floor and let you
either tell me or tell the people like
what help do you need right now I think
you know I I took some time away from
the podcast right as I was going through
this journey I just didn't feel
comfortable doing the podcast and then
now I'm back doing it on a regular basis
so what I what really the biggest thing
for me is man there is and it's even not
about me it's there are people on that
show show who've gone through an amazing
journey on their own that I want to get
the word out and share their Journey
with the world and so the one ask I
would have is rise up the show we'll
drop the link give us a follow listen to
these episodes reach I promise you reach
out to any of
these amazing people that are guests on
my show and that they will respond back
and help you out but I want to get their
word out I want their story to get to
get out because it's not just my story
but if someone hears Jessica's story
through rise up the show and they Chang
their life I want to know about that
Jessica wants to know about that so I
think that's the ass

YouTube It's you know at caller all the videos of the show are there and then we'll post the the link to the show a follow would be huge and then reach out to these guests and and and get some help if you need help get some help they will help you out yeah I think that's so important with how you've approached your podcast and how I aim to approach mine is I'm talking to people who are in the mud right now doing work in the weeds still reachable so if there's something that's said that you like or that you want to dig into more just reach out to the person and ask for more insight and I don't want it to be that uh you know Ed mlet size or Gary V size where you just you you wonder and you can't connect but you can definitely connect at this size I respond to everything on on LinkedIn you know that um one one final Maybe open ended question um is there anything that's on your mind that we haven't talked about anything that you've been um maybe working through with mentees that you work work with just anything that that you want to say in your own story that we haven't had a chance to say I think the the one thing I can definitely share is is about three months ago I hired a coach right and this goes back to the importance of having a coach and a

mentor um so yes whether while I've mentored others I have a coach that mentors me and there was a point in the last few months where you start you know I was kind of losing my way and and losing sight of who I am and and we did this exercise and he calls it your your essence finding your essence or your the word your words of greatness and it's a huge it's it was such a great exercise to where know there's a list of words gratitude connector Communicator love joy impact whatever it is and and the exercise is on that list of words or on that sheet Circle the words that resonate with you whether are you a connector are you a communicator do you sit in gratitude are you a servant leader

um the the the end result of that is now I have my words of essence to where when I show up to a podcast I read my five words before I show up to the podcast for me it's it's gratitude it's connector it's Communicator it's Serving Leader um and it's Joy right those are my five words and so for me it's a state of being right so no matter what I'm doing now am I being in those words of essence and if not I take a step back read those words and it puts me back into who I am versus always figuring out I'm trying to do this I'm

trying to do this I'm trying to do this
and so I think for for anyone listening
I would challenge you what are your five
words what is what are your words of
Essence no matter who whoever you are
you've got certain things that this is
no matter what you're doing this is who
you're being and as long as you remember
who you're being the doing has meaning
to it and it reminds me of that quote
that you know the first step is to
understand what your gifts are or
understand what your five words are and
the second step is to give them away to
the world and I just want to thank you
for sharing your gifts with the world
and maybe more specifically sharing your
gifts with me because you definitely
have and I appreciate you for that so
these show notes are going to be legit
we're going to put all the all the tools
into the show notes so you guys can
follow up on your own Essence words like
all of the things more podcast homework
for you but thank you so much for being
on the society pod with us today Ked we
really appreciate you I appreciate you
thank you for having me on like I said
I'm proud of you episode two we'll have
to do another one episode episode
we're going to we're going to bring this
all back all right thank you guys so
much for tuning in to this episode of

the society pot we hope you enjoyed this
episode of the society
pot