

4·3·2·1 FITNESS

AND THE 10-MINUTE TOTAL BODY BREAKTHROUGH

NO TIME? NO PROBLEM!

HOW TO START YOUR OWN TAKE 10 HEALTH & FITNESS GROUP



10 Minute Total Body Breakthrough Challenge:

How to start your own Take 10 health and fitness support group.

You can put the power of people to work for you by starting, or joining, a Take 10 to a New You fitness group. We have run many such groups, and people have found them not only helpful and supportive but also lots of fun. You don't even have to live in the same time zone. You just need a group of like-minded individuals who are willing to accept the 10 Minute Total Body Breakthrough Challenge alongside you.

Why Do You Need a Group?

When it comes to attaining personal health and fitness goals – whether it's losing weight or quitting smoking or starting an exercise program – researchers have found ongoing support is crucial to lasting personal progress. Positive relationships provide motivation and encouragement, and also assist you in being honest with yourself.

A supportive group makes changing your habits easier. Even though this book makes starting your new fitness regimen as easy as it can possibly be, I find my clients are endlessly innovative about how they go about changing their lifestyle. I am always interested in how they stay motivated, how they prepare and bring along healthy snacks, what restaurants they have found that offer the healthiest meals, and so on. Collective intelligence is a wonderful thing. Your health and fitness group will share not only enthusiasm and encouragement, but also success tips and tried-and-true advice to make your journey easier.

Changing a lifetime of habits can be hard, and there are bound to be times when you feel vulnerable or tempted to slip back into your old behaviors. You may get off track because of an illness, or because an unexpected event in your life suddenly takes precedence over everything else. You may be on your very best weight loss behavior for several weeks but then hit a discouraging plateau. All of these kinds of events are normal, but when they happen to you personally, it's a big deal. Your Take 10 group will be there to listen to you and help you get back on track.

An important part of a Take 10 group is accountability. Your group is built on the common understanding that you all will be exercising and using the 10-minute workouts. This gives you an extra incentive to work out on those days when it feels like it would be easier to just skip the whole thing. If weight loss is your goal, it makes a tremendous difference when other people are rooting for you and taking an interest in your success. Losing a few pounds is more fun when you can share the good news. Some people even enjoy a spirit of friendly competition.

When Should You Start?

10 Minute Total Body Breakthrough Challenges and support groups usually operate in 12-week cycles, which allow everyone to go through all three levels of the program together. After everyone is familiar with all the workouts, it's possible to run groups in which people sign up at different times or work at different levels.

Most group leaders have already completed a 12-week program or challenge. If you have already completed your 12-week program, you'll be eager to share your success with others. Also, in my years of training and coaching, I have found that there is no better motivation for keeping yourself in shape and continuing to move in a positive direction than by coaching others to do the same. By helping others, you are helping yourself to stay on the right track.

On the other hand, if you have not yet started your new fitness regimen, consider gathering together some buddies with whom to share this new experience. You'll all be learning together. Having companions is fun, plus it's human nature to try a little harder when you know you will be sharing your results with a group every week.

Being the Group Leader

Let's assume that you already checked around at work and in your community, and you could not find an existing group to join. Now you'd like to gather some friends or colleagues to make your own group. Usually a Take 10 group will meet once a week for 30 to 60 minutes in person or online/by conference call. As the leader, you are the group's coach. Generally the leader is responsible for:

- Understanding and explaining the 4•3•2•1 workouts and healthy eating principles
- Setting up the lines of communication for the group (see below)
- Arranging the weekly meetings and sending out reminders
- Distributing helpful articles about health and fitness
- Offering encouragement and coaching to individual members by phone and email
- Facilitating the weekly meetings
- Leading the 10-minute workout

How much time it takes to be a group leader varies. Remember to allow time for speaking individually to group members. Even if most of your communication is by email, sometimes a personal phone call is just what someone needs. A call to check in and say "hi" lets people know you care and is a big morale booster.

It is not necessary for you to be a gregarious extrovert – the kind of person who is energized by talking to other people and who is generally the life of the party. Naturally reserved people have run very successful Take 10 groups. However, if you have a very quiet personality, if you hate talking on the telephone, and if public speaking makes you physically ill, being Take 10 group leader might not be very much fun for you.

Types of Take 10 Groups

Over the years, I have seen successful Take 10 groups take many different forms. The key is bringing together two or more people with similar interests to connect on a regular basis. The manner or medium in which you meet is not as important as keeping in touch on a consistent basis. Take 10 groups have been used very effectively in many different situations, including:

- **Local groups.** These gather together to socialize and encourage each other. You may want to start a Take 10 group with a bunch of friends, family members, or classmates. You may draw from the people who belong to the same club or PTA or who attend your place of worship. You may gather some like-minded individuals from your gym or where you work.
- **Long distance groups.** These groups share their news and information via the telephone and the internet. There are inexpensive ways to do online conferencing together. I know of some groups that have members all over the world. Usually a global group leader sends out email blasts to keep everybody up to date. He or she also communicates with members individually, and sets up an online area where members can post their thoughts, questions, and responses.
- **Corporate groups.** These generally are sponsored by your organization, working with my company to set up a business wellness program. Sometimes workers meet for 10-minute workouts before their day begins, or after their workday ends. Some companies offer 10-minute workouts during lunch. These workplace initiatives are a win-win situation for everyone: the employees improve their fitness, and the organization has a healthier work force.
- **Corporate challenges.** These also can be sponsored by your organization, working with my company. These initiatives can be set up in different ways. Sometimes the participants go through an application process, and a certain percentage of the workforce is selected for the program. Often there is a competition, where winners receive recognition or even prizes. These Take 10 challenges usually generate a great deal of enthusiasm and friendly competition, and in the end, all the participants are winners because they improve their health.

Getting Started

OK, you've decided that what you really want to do is meet weekly with other friends and fitness buffs to help all of you get in shape or stay in shape. Following are some steps to help you get started.

1. Make a list of prospective members. If other people have seen you lately, they will have noticed your new appearance and energy level, and they'll be eager to do whatever you did. If you have not yet started your Take 10 Group, list the people you know who have expressed an interest in learning more about it. Aim for a group of about ten people – small enough to allow intimacy and sharing, but large enough to keep things interesting. Your partners in fitness could live across the street or across the world.

Where they are located will determine whether you have a local group or a global group.

2. Find two people who will lead the group in case you have to miss a meeting. Secure one or two additional coaches who would be willing to take your place in an emergency. If you can't find two people right off the bat, then make this one of the first things you do at your first meeting.
3. Decide how and when your group will meet. Whether the members of your group live in the same neighborhood or 3000 miles apart, I recommend meeting as a group – either in person or through phone/internet technology – on a weekly basis. Having a set time is crucial for consistency, which is in turn necessary for building familiarity and openness. Determining a mutually convenient meeting time for a group of people can be a challenge. I recommend that you start by picking a day and time that is best for you, or that you give a short list of different dates and times that work for you. If you leave your invitation totally open-ended and invite everyone to a first meeting to figure out a schedule, it will be awkward when you have to un-invite someone who can't seem to make any of the proposed meeting times.
4. Send invitations to the people on your list. Your invitations can be as creative or as basic as you want. Send a few extra invitations, since most likely not everyone will be able to accept. Briefly describe the 10 Minute Total Body Breakthrough program and ask everyone to join you for this 12-week adventure. You might want to include a picture of the cover of the book to make sure people know what you are talking about. Include the proposed meeting date(s), tell people the best way to respond to you, and give them a deadline for showing interest.
5. If you wish, do local publicity to find members. Some people feel more comfortable restricting their group to people they know, or to whom they have some kind of connection. Others feel “the more the merrier.” If you do open publicity, be aware that you could hear from a wide range of individuals, from your local congressional representative to your local wackadoo. To protect your privacy, you may wish to set up a separate email account for replies, or even get a temporary post office box.

Go to www.4321fitness.com for downloadable materials that you can distribute around campus, church, work, or town. Remember that these will need to be personalized. Add a sticker with the details about your group. Include a way for interested people to get in touch with you, as well as a “please respond by” deadline.

Following are some ways of getting free publicity:

- If you have a web site or blog, post information there about your new Take 10 group.
- Talk with your boss, pastor, school officials, or community leaders about publicizing your group. Ask if you can distribute fliers and put up posters.

- Find out if you can mention your group in a club, school, community, or church bulletin.
- Post a notice in your local newspaper. See if they have a section for “health and fitness events” announcements.
- Talk to a reporter or editor to see if the paper would be interested in doing a feature story about why you are starting a Take 10 group. If you have already completed the program, you could be the subject of a “human interest” story about the impact the 10 Minute Total Body Breakthrough Program has had on your health and life.
- In some smaller towns, radio stations will announce meetings and events for local support or service groups.
- Contact your local community access cable service. Many run Public Service Announcements (PSAs) Also, many local community cable channels are looking for content for their shows. Going on television and talking about your personal experience and your Take 10 group is a great way to spread the word.

6A. If you live close together, establish a physical meeting place. Rotating your meeting places is another option.

- Meeting in homes is an opportunity for intimate sharing and for developing close relationships. Figure out logistics for parking before you invite 10 people over.
- Meeting at work is convenient because you’re all in the same place at the same time already. See if you can reserve a conference room after hours on a regular basis.
- Look for a free meeting space in your community. Sometimes there are rooms available at schools, libraries, hospitals, churches, or clubs. Public spaces are easy for people to locate and usually have plenty of parking.

6B. If you live far apart, set up a virtual meeting space.

- Go to Google Groups at www.google.com and follow the directions there to set up your own private Google Group.
- Set up a personal blog or “micro blog” at sites such as www.twitter.com or www.yahoo.com.

7. Establish your lines of communication. As group leader, you need a way to send out general information (hopefully everyone does email!) and a way to check in with each member individually. In addition, group members will want to keep in touch with each other in between meetings to share their experiences, ask questions, and offer support. There are many communication options you can look into, including conference calls, Skype, Phone bridge, internet groups, and so on. If you aren’t sure what these terms mean, find out which group member is the most technological – or, better yet, who has the most technological teenager.

8. Think about any expenses you will incur. Try to anticipate what your costs will be, and determine whether or not you will need help footing the bill.

Preparing for Your First Meeting (Local Group)

OK, so your “guest list” has been finalized, and your meeting date and time are set. What do you need to think about next?

1. Send out confirmations with the date and time of your first meeting. Remind everyone to wear comfortable clothes, as they will be working out. Include directions and your phone number.
2. While you're at it, send out a membership list. Type up the home addresses, telephone numbers and email addresses of all the group members. Have people review the list and give you their corrections. For some reason it is impossible to get this list 100% accurate on the first try. Also, be sure and get everyone's permission to distribute his or her contact information.
3. Consider any other information you might wish to distribute. This could be news about the 10 Minute Total Body Breakthrough Challenge or the Take 10 group, health and fitness articles, motivational quotes, and so on.
4. Make sure everyone has a copy of The 10 Minute Total Body Breakthrough. The book will be your curriculum. You have two options:
 - Instruct participants to buy their own copy of the book and to read all of it before your first meeting except Chapters 7, 8 and 9. This way everyone will be ready to start discussing program as soon as your group gets together.
 - Order enough copies for everyone at the first meeting and have them pay you back. This ensures that everyone will have a copy, but you'll need to allow time for everyone to read the book.
5. Ask your group members to get their doctor's permission to exercise. If they wish, they can combine this with the next step. Since you will be working out together, ask the participants to notify you privately if they have any health issues of which you should be aware. Find out if they want to keep this information confidential, or if they are open to sharing their health issue with the group.
6. Instruct all participants to complete the 4321 Fitness Assessment on page 79. This assessment will help to determine participant's current fitness level as well as personalize their 10 Minute Total Body Breakthrough level.
7. Ask your group members to obtain blood work and to get their blood pressure taken. Because the 10 Minute Total Body Breakthrough can have such a beneficial effect on blood chemistry, it's a great idea for group members to have their blood checked before they start. Have them test their fasting glucose level, total cholesterol, HDL (“good”) cholesterol, LDL (“bad”) cholesterol, and serum triglycerides, and enter their results on page 87 in their 10 Minute Total Body Breakthrough book. They will enter their blood pressure results on page 86.

8. Decide how you are going to handle the fitness tests. Do you want your group members to perform these tests on their own before the first meeting, or do you want to make the testing part of your first meeting?
 - Some people may prefer doing their fitness tests in privacy and at their leisure. Have them enter on page 84 their baseline results for the one-mile endurance walk, the push-up test, the sit-and-reach flexibility test, the partial curl-up test, and the BMI chart. Their waist/hip ratio should be entered on page 85.
 - If you have enough volunteers, you can arrange to run the members of your group through all the tests at your first meeting. This will take some organization on your part, but it builds camaraderie and ensures that everyone has accurate baseline results.
9. Familiarize yourself with a 10-minute workout. As the coach, you'll be leading the group through a 10-minute workout at your meetings. If you are new to the program and have gathered some friends to begin with you, familiarize yourself with Level I, Workout #1.

Preparing for Your First Meeting (Global Group)

1. Confirm the date and time of your first meeting. Give everyone instructions about how to access the conference call.
2. Ask everyone to obtain a copy of the 10 Minute Total Body Breakthrough book before your first meeting.
3. Email a membership list to everyone.
4. Scan any articles you want to share and email those as well. Consider asking everyone to sign a contract or agreement to show they are committed to their success.
5. Ask everyone to complete their fitness tests and blood work, and to record their results beginning on page 79 in the 10 Minute Total Body Breakthrough book.
6. Ask everyone to post a “before” video or photo. Go to www.4321fitness.com and upload your pictures.

A Possible Agenda for your First Meeting

If you are going to combine your first meeting with administering the fitness tests, ask your group members to arrive an hour early. (For more information on administering the fitness tests, see below.) After the fitness tests are completed and everyone has recorded their results, begin your meeting.

Set up a table with:

- A clipboard with a sign-in sheet, so you have a record of who attended.
- Name tags, unless everyone already knows each other.

- The membership lists, so everybody can take one.
- Copies of your agenda for the evening. At the bottom of the page, include information about how to keep in touch online during the week. Also add the date of your next meeting.
- Any other materials or articles you wish to distribute.
- Because we are now living in such a litigious society, you may want to include an agreement that releases you from liability in the event that someone injures himself or herself while doing a 10-minute workout with you. The odds of anything like this happening are remote, and the likelihood that anyone would sue you is even more unlikely. People get together all the time, whether they are buying Tupperware or holding weight loss meetings or exercising. However, there is a possibility that someone might have an adverse health event, so have each group member sign a form that states they will not hold you liable.
- Copies of the book, if you are selling them. (If so, have a cash box on hand and a receipt book.)
- Refreshments. Members of the group can take turns bringing healthy snacks and beverages, or, if one person doesn't mind doing the shopping, everyone can contribute some money to the Refreshments Fund.

Following is a possible agenda for your first meeting. It will not work for subsequent meetings, so a different weekly agenda follows.

7:00 Welcome

Have members sign in and pick up their materials and name tags. Make everyone feel comfortable and welcome.

7:05 Introductions

Have the group members give their names and their reasons for joining the group. A good “ice-breaker” for the first meeting is to ask people to take one item from their pocket, wallet, or purse, and explain what it says about them.

7:15 Housekeeping for First Meeting

If you don't have a back-up coach yet, ask who would be interested in sharing the responsibilities of co-leading the group with you. Ask for a volunteer timekeeper to keep the evening on track. You may also want to ask someone to take notes or minutes. If the group has any money issues to discuss, make sure they are clarified.

7:20 Discuss Group Objectives

Clarify the goals and objectives for the group. Ask, “Why are we here?” and “How can we help each other?”

7:30 4•3•2•1 Workout

Lead the group in a 10-minute workout for the group. Select a 4•3•2•1 workout from the book

that is appropriate for everyone's fitness level. Or, choose another activity to perform together, such as a 10-minute walk, walk/jog, deep breathing and stretching, or anything you'd like to do to get everyone up and moving! While you are moving, continue to discuss what you learned about yourself last week.

7:45 Set Next Week's Goals and Reading Assignment

As the coach, you will assist participants in setting their weekly goals. These should be simple, realistic, and do-able. Encourage members to share their goals with the group. This step is important for many reasons. It helps you to know what kind of support to provide, it helps to hold members accountable from week to week, and it helps participants who can't think of a goal for themselves. Next, give a reading assignment for discussion at the next meeting (even if people have read the book already).

7:55 Commit

Have everyone sign the commitment on page 88. Participants also can go to www.4321fitness.com and make their commitment online. There they will have the opportunity to enter their names along with thousands of others who are making the same commitment.

8:00 Wrap-up

How to Organize the Fitness Tests for Everyone at Your First Meeting

If you are going to have all the group members run through the personal fitness tests, establish a separate station for the push-up test, the sit-and-reach flexibility test, the partial curl-up test, and the waist/hip measuring. Remember to map and measure a safe one-mile walk in advance. Have an assistant on hand to help at each station and to enter each individual's results in their personal copy of The 10 Minute Total Body Breakthrough.

Break the participants into small groups. An easy way to do this is to have everyone pick a colored slip out of a bowl when they arrive. (For example, if you have 8 members, put in two red, two blue, two green, and two yellow pieces of paper to establish your teams.) Start the groups at different test sites, so everyone isn't lined up waiting to do the tests like a crowded day at mini-golf.

Remember to obtain some "before" photos. You may want to take an individual snapshot of each member. Be sure to take some group pictures as well. They will all look remarkable 12 weeks from now! Be sure and upload your "before" and "after" pictures at www.4321fitness.com to share your group's success.

An Agenda for Future Meetings

Following a format like this ensures that everyone will have an opportunity to share their weekly experiences, develop relationships with one another, and define their weekly goals - as well as perform a 10-minute workout together.

7:00 Welcome.

At the opening of each meeting, take a few minutes to offer good news, acknowledge birthdays, and build rapport.

7:05 Highs and Lows

Now that you are a functioning fitness group, people will have lots to share about their experiences. This section of your meeting is crucial to the success of your group. Most participants enjoy discussing their personal victories they have experienced during the week (“Highs”), as well as receiving support related for any challenges (“Lows”) Ask your group members “What was the best part of your week? What positive successes or victories would you like to share with the group?” It is very important to congratulate the individual who shares their experiences and to recognize his or her efforts. Next, ask your group members, “What challenges did you experience last week? What did you learn?” Frequently participants will need to share only their difficulties. As the coach, your job is to help the members learn from their challenges. Remind everyone that we all have challenges on a daily basis, and that one of the goals of the meetings is to learn from our challenges and discover new solutions to overcome them. (For more pointers on leading the discussion, see below.)

7:20 Book Discussion.

Discuss the reading from the book that was assigned the week before. Ask members to read or quote something that was meaningful for them. Lead your group in a discussion in what they learned from the selected reading.

7:30 4•3•2•1 Workout.

Lead the group in a 10-minute workout or another 10-minute activity. While you are moving, make connections to what you have been learning.

7:45 Set Weekly Goals and Reading Assignment

Share your personal goals for the week with one another. Promote next week’s session by enthusiastically providing the chapter reading and topic of discussion, and encourage everyone to attend. Also, remind participants to continue to MOVE, FUEL, RENEW, CONNECT & JOURNAL in their book.

8:00 Wrap up.

Some Pointers for Leading Group Discussions

As a coach, part of your job is to help the participants solve their own challenges. You don't have to know, or provide, all the answers. When a member describes a personal challenge, ask, "Can you think of anything that may help you the next time a situation like this comes up?" Ask the group, "For those of you who have had similar challenges, what have you done to overcome this particular challenge?" If there are no ideas from the group, you may suggest some possible solutions. Then, to the person with the challenge, you say, "Those were some fantastic suggestions. Is there one you can use?"

With experience, you'll become comfortable in your role as group leader. Following are some reminders to help you while you become accustomed to your role.

- The meetings do not have to be all business. Allow people to be humorous, without getting off track.
- Discourage participants from "beating themselves up." Be understanding and listen attentively.
- Invite all members of the group to contribute to the discussion. At the same time, avoid putting any individual on the spot.
- Make sure everyone has an opportunity to share. If a few talkative members of the group are dominating the discussion, say something like, "We have heard some good ideas from _____, what do others think?"
- Accept all contributions as worthy of consideration. If you are at a loss for words, just smile and move on.
- Weave member observations and contributions into the discussion. Relate people's comments to something that has been said, or use them as a starting point for the next idea.
- Thank people for their participation.

For more information on leading groups check out our weekly blogs.