

ATLANTA  
**personal trainer**<sup>™</sup>  
PROGRAM of Atlanta School of Massage



Atlanta Personal Trainer Program, in  
partnership with  
The National Academy of Sports Medicine  
(NASM),  
offers the most sought after  
Personal Trainer Certification  
in the industry.

# LONGEVITY

- Since 1987, NASM has set the standard in certification, continuing education, and programming solutions and tools for health and fitness, sports performance and sports medicine professionals.
- NASM has pioneered evidence-based health and fitness solutions that optimize physical performance and allow individuals to achieve a variety of fitness activity goals.
- Optimum Performance Training™ (OPT™), NASM's proprietary training system, is a systematic and integrated (total body) training, reconditioning and rehabilitation program that incorporates multiple components of training including flexibility, cardiorespiratory, core, balance, power and strength. Often imitated.....never duplicated.
- Today, NASM serves thousands worldwide and positively impacts the lives of millions of people the world over. As the world's foremost resource for health and fitness information, the organization continues to elevate its industry best practices by providing outstanding programs and quality certification courses for its members.
- Consultant and programming provider of fitness, sports performance, and sports medicine solutions to the world's premier sports organizations, healthcare providers, digital and entertainment companies.

# HIGH PERFORMANCE

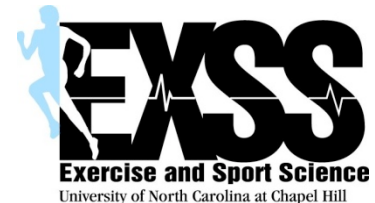
- NASM certifications are the most sought after in the personal trainer industry, as its systems and methodologies represent the most respected in fitness.
- NASM provides trainers and the businesses they represent a consistent, scalable, and replicable system of training that produces dramatic results for their clients & takes the guesswork out of program design, creating a customized experience for their clientele that improves performance and decreases risk of injury. This ensures a consistent, safe and effective experience time & time again.
- The organization's certifications require the most comprehensive knowledge of human movement science, functional anatomy, physiology and kinesiology, as well as functional assessment and program design.
- Corrective Exercise Training (CEX), NASM's exclusive human movement improvement system, is an evidence-based system that enhances biomechanical movement patterns to improve function, prevent injuries, and increase overall performance through a systematic process to address musculo-skeletal dysfunction for today's de-conditioned population as well as world class athletes.
- The NASM Board of Certification (NASM-BOC) and Certification Advisory Council provide certification programs for entry-level and advanced practitioners in the sports medicine, performance enhancement and health and fitness industries. The NASM-CPT certification is accredited by the National Commission for Certifying Agencies (NCCA)

# EVIDENCE BASED SYSTEMS & SOLUTIONS

- All NASM programs are developed from comprehensive scientific research that is supported by the NASM Research Institute at the University of North Carolina at Chapel Hill.
- UNC Chapel Hill is one of the most highly respected sports medicine departments and research centers in the world today.
- The industry's most accomplished experts -- including internationally renowned scientists, trainers, coaches and athletes -- oversee NASM's daily educational curriculum and partnerships. These experts not only create the direction and vision for NASM, they also represent the recognized leaders for the industry as a whole.



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## WORLD CLASS PARTNERS

•NASM has developed partnerships with world class organizations in a variety of fields. From leading fitness brands, to professional sports teams and associations, to the UFC, to highly recognized academic institutions, to media and gaming, we service and support our partners with proven solutions, education, products, and unique content that extends our programming and expertise across a variety of categories.



## WHO WE ARE

# PUBLIC POLICY SUPPORT & INVOLVEMENT

•NASM supports initiatives that improve health & quality of life; and combat preventable chronic disease and obesity through a focus on increased physical activity for all populations.



•NASM supports public health & safety through responsible and reasonable regulations of the health & fitness industry related to credentialing, workforce development, confidentiality, and disciplinary measures.



## WHAT OUR FANS ARE SAYING

•NASM believes that our brand is not what we say it is.....but what our customers, partners and fans say it is. **Please click on the NASM logo below** for a You Tube video about the NASM brand.



<http://www.youtube.com/watch?v=bT6CL4aPkce>



## On OPT Programming for Sports:

“NASM’s Optimum Performance Training is a huge benefit. It has a cumulative effect. If your body is more receptive every night, it is going to help you over the long term.

**Steve Nash**  
Phoenix Suns  
2 Time NBA MVP



## On NASM's impact on the fitness industry:

“I have seen firsthand the knowledge and experience **NASM** brings to the fitness industry. Their training methods are based on science and fact, not fads or guesswork, and they produce remarkable results. **NASM**'s techniques have helped thousands worldwide achieve their fitness goals, including hundreds of professional and elite athletes.”

**Mark Mastrov**

Founder of 24Hour Fitness

Founder of New Evolution Ventures (NEV)



### On NASM:

*“In a space often diluted by fads, copy cats and misinformation, NASM strives to maintain a high level of quality and consistency in their training methods and program design which are based on science and fact. NASM's proven methods can help an individual achieve their fitness goals, as well as the elite or professional athlete experience consistent success. I am proud to be associated with NASM and look forward to continuing to partner and work with their organization in the future to advance the education and experience of individuals in the space of health, fitness and personal training.”*

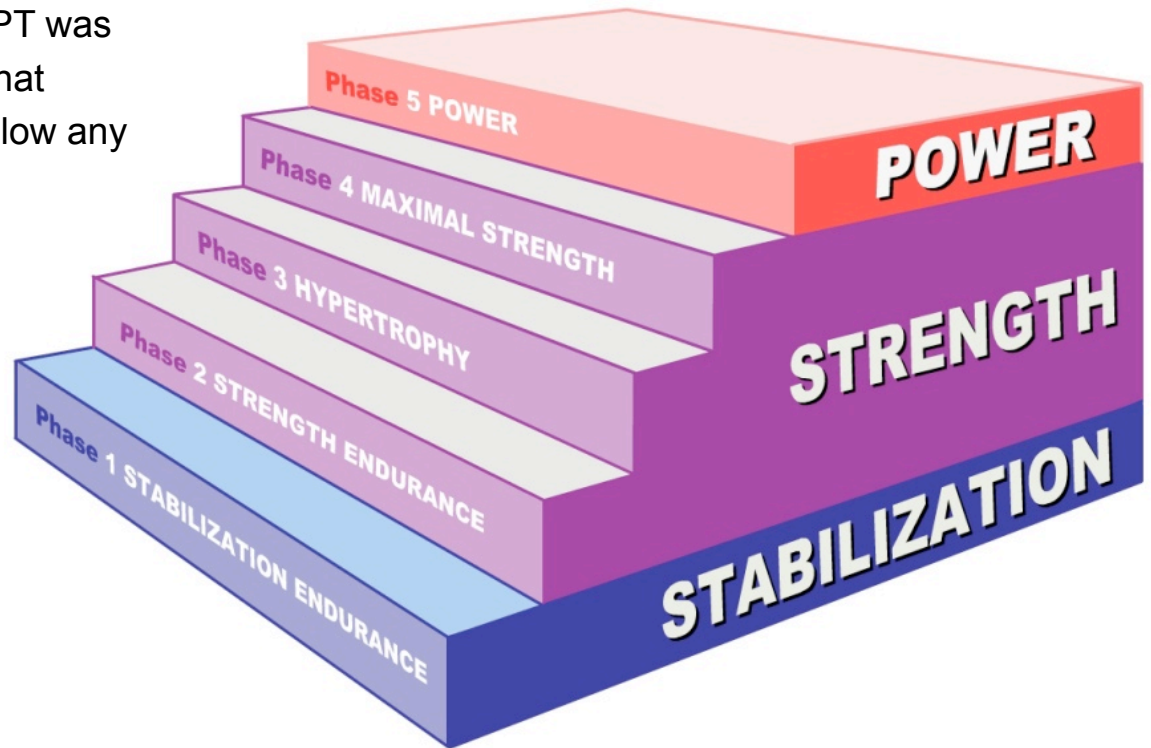
**Jeff Rosga**

*National Director, Research & Development  
Life Time Fitness*



## What is OPT?

NASM's CPT is founded upon The **Optimum Performance Training Model**. OPT was built on a foundation of principles that progressively and systematically allow any client to reach any goal.



# How the model works: OPT

### Unique program design:

Clients Goals

Duration

Time

Equipment

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### Applying the System:

#### Stabilization

- TRX/Suspension training
- Bodyweight training
- Metabolic training
- Bands
- Balls
- Tubing
- Cables
- Dumbbells

#### Strength

- Olympic lifting
- Kettlebells
- Dumbbells
- Machines
- Cables

#### Power

- Medicine balls
- Plyometrics
- Kettlebells
- Tubing
- Cables

# Current Research

### Research Title:

*Comparison of Isolated and Integrated Training on Functional Performance Measures*



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### Conclusions:

1. Based on findings the integrated training program (OPT) was able to successfully improve all aspects of functional performance that were assessed

- Movement quality
- Speed / agility
- Strength
- Endurance
- Flexibility
- Power

2. However, the traditional training program only improved power and flexibility.

## CPT: The Success

### The Outcomes of NASM's Certified Personal Trainer (CPT)

#### **Physiological/Physical Benefits**

- Improved performance in areas of: flexibility, movement quality, cardiorespiratory, core, balance, strength, & power.
- Improved outcomes for general performance, weight loss, reconditioning, lean muscle mass gains, and improving overall health.
- Tissue Activation and Re-education
- Synergistic muscle function
- Muscle Balance, Minimized Injuries, Maximum Results

#### **Professional Benefits**

- Provides professionals with the knowledge, skills and abilities they can apply on day 1 for success.
- Largest network of CPT's compared with any other certification provider.
- Systematic & Application Focused Approach = Consistent, Scalable, Reproducible, all leading to dramatic RESULTS.
- Works for Every Body
- NASM's CPT is the preferred certification for hire at major health clubs everywhere.
- Customer/Employer Value

# The Global Leader in Health & Fitness

### **Education**

- Professional Credentials
- Advanced Specializations
- Continuing Education

### **Programming**

- Fitness
- Sports Performance
- Corrective Exercise
- Nutrition
- Mixed Martial Arts (UFC)

### **Career Support**

- Membership
- Tools
- Resources



# Sharecare PRO: Connectivity for Trainer Success

- **Job Listings**
- **Provider Network**
- **Consumer Connection**
- **Business Tools**
- **Resource Library**
- **Community Tools**
- **Fitness Tools**
- **Continuing Education**
- **Career Guidance & Support**



# Thank you!

