



Introducing First Fitness, Inc.

Physical Vitality Coaching

Vitality Coaching™ is First Fitness' flagship coaching offering for executives, senior managers, and high-potentials. Vitality Coaching targets the next frontier for productive and successful executive teams – generating breakthrough business performance by changing their relationship to exercise, sleep, stress and nutrition. Executives work with First Fitness certified executive coaches to design a life that supports and sustains the significant commitment executives have made to their work.

Over the past 20 years, First Fitness has coached hundreds of top executives, helping them adapt to the extraordinary demands of the high-commitment, high-velocity workplace. Through this work we've discovered connections between physical vitality, mental vitality, and exemplary performance. Research and science make a compelling case for executive health and well-being – managing stress, diet, sleep, and activity. Conservative estimates indicate that healthy executives are 23 percent more productive than their sedentary counterparts, and 53 percent of executives who participated in an executive coaching program reported an increase in productivity. Organizations invest millions in succession planning, talent development, and executive coaching. By adding the extra dimension of health and wellness, Vitality Coaching is an opportunity to achieve greater results by creating more productive and sustainable executives.

Program Components

- **Vitality Assessment™ and debrief** – Participants take an on-line assessment that identifies and benchmarks their overall vitality. After completing the assessment, participants review the assessment with their coach, identify opportunities for development, and prepare a personalized development plan.
- **Nutrition consultation and debrief** – Participants meet with a certified nutritionist to review where you are and where simple changes to your diet might make significant changes to your stamina, concentration, focus, or resistance to stress or illness.
- **High-touch executive coaching** – Executives experience confidential, personalized, and applicable coaching across a range of topics – for example health, stress management, nutrition, and staying fit and healthy on the road. Our coaches have a broad range of experience so they understand and support executives as they grow and develop.
- **Executive FitKit™, exercise plan, and nutrition consultation** – Tools that executives use every day to stay fit at home, in the office, and on the road, including portable exercise bands, water bottle, carrying case, et cetera.

The Coaching Process

A typical Vitality Coaching engagement timeframe is 12 months, and involves:

- Rapport-building with the executive to establish expectations and outcomes
- Completion of developmental assessments and confidential interviews
- Designing a development plan with specific objectives and results
- Linking the development plan to specific business outcomes, where possible
- Confidential individual coaching sessions that ensure clients progress
- Mid-term and end-term reviews

Vitality Coaching Sessions

The focus of the coaching sessions is the personalized development plan – a dynamic document that changes based on successes, needs, goals, and objectives. Additional coaching consultations, interviews, and additional optional assessments provide more robust understanding of not only the desired outcomes but of the context in which our clients live and work and the barriers that may hinder progress. Coaching sessions are completely confidential. Monthly coaching sessions are common, but the frequency of coaching is based on individual need and progress toward goals. Between coaching sessions coaches use brief communications (email, voicemail, text message, etc.) to check-in with clients about challenges and progress and reinforce your SimpleChanges™.

Mid and End-Term Reviews

Mid- and End-Term reviews of progress and outcomes are used to define and evaluate client progress and ongoing areas for development. The development plan also serves as the measuring standard for these reviews. The outcome of a review is a revised development plan and newly formed SimpleChanges™ for continuing progress toward objectives. Included in the final review is a statement of progress and recommendations for continued development.