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DISCIPLINED, VISIONARY, RELENTLESS

QUESTIONS FOR THOUGHT

As we know, mental strength is so very important when it comes to training of any sort. How does your method of training help with this?

I search for their limit, create a strong enough emotional attachment to their limit and challenge them to go past it. Most of the time people lack the vision of accomplishment. I find their hot button and place the spotlight on them and make them realize that your mind can be used as a tool to become successful. Once people remember their "why" the road becomes clearer and passion is ignited.

How do you respond to individuals believing that the only way they can be fit or healthy means that they have to be on it 24 hours a day, 7 days a week?

Overwater a plant will kill it, but a moderate and scheduled watering regiment will allow it to flourish. A balance needs to be achieved in order to be consistently achieving goals. A human can only undergo a certain stimulus before he/she relapses. If a healthy lifestyle means "incorporating" it into your life then you have to give and take. Make realistic goals and find a

healthy balance between your needs and wants. Plan for lifetime success rather than immediate, sometime detrimental, success.

The most important thing people should know about working out?

It's a journey. There are many different aspects that need to be changed in order to be successful in any fitness goal. Years of bad habits (mental/physical) have to be broken down and good habits need to replace them. One has to remember that it takes time to perfect anything in life and to really master physical fitness you have to accept that it takes time, discipline and a change in attitude to be a real winner.

Most important advice you would give to another trainer?

Care! Always remember how it felt like when you didn't have a clue about fitness, and how frustrating it was. The day you stop caring about your clients goals/needs you need to get out of the industry because you no longer love this craft.

If you weren't training, what other career path would you have taken? What is the major difference between you and the other trainers around you?

I love fitness as a whole. I've been 200lbs of solid muscle, and 145lbs shredded and fighting in the ring. I don't teach/train a subject I've never experienced before. I believe that the human body has no boundaries so your training shouldn't either. There are many different types of stimulus' the human body can undergo and the outcomes are vast. As a trainer I've been through a lot so I know exactly what my client feels and what time of mentality they have during the stimulus. A lot of trainers go with what's popular or stick to a certain method of training and therefore knock or speak negatively about the other options. I can take all types of clients from fighters, bodybuilders, basketball players, women/men who want to lose fat, clients with injuries, etc. and gain results in all aspects. I achieve this because when a problem arises and I don't have the answer, I find out which credible source does and I obtain their knowledge and apply it.

Most annoying act displayed by trainers around you?

They aren't enthusiastic or passionate when they train their clients. I see it all the time. There are so many trainers that are disengaged and the entire session become lackluster. If clients are paying \$80/hour you damn sure better give them a session that's at least valued at \$150.

Do you feel that trainers should hold scholastic certifications or be required to complete 2 courses per year?

I believe that papers don't make a great trainer nor does the amount of courses they take. What makes a great trainer is passion for the craft. You can take a trainer with as many years of schooling as possible and they still won't get results out of clients. A trainer with passion for the craft will seek out information on a regular basis from leaders in the industry and apply it when on the floor. Combine passion with knowledge and application and you'll have an unstoppable trainer. You can't teach passion though, it has to be organic =)

How would YOU personally screen trainers coming into the industry?

I would find out their "WHY". Why are you a trainer? Because you want a free membership to a gym? Because you like working out and you might as well make money based on working out? Or do you love seeing regular people establish greatness in their own right? Do you love seeing people do better for themselves? I want my staff to have great energy and love for training. I don't care what you know I want you to live for it because the best trainers live for training and live for their clients well being. Again, you can teach a person how to train but you can teach them passion!

Do you believe it possible for an individual to achieve 'strength' without actually lifting weights?

I believe strength comes from accomplishing something that you've never done before. If you weren't able to walk up a staircase and your program didn't consist of weights but it was formatted in a way where after a few weeks going up the stairs was easy then you've achieved a level of strength. Strength is a multidimensional entity that doesn't need to be on a physical plane. As a trainer isn't our ultimate goal to get our clients to a state of absolute strength in the mental, physical, and spiritual plane?

Most important lesson you've learned during your training career?

How much responsibility a trainer really has. We as trainers have the ability to change People's lives for the better and we ultimately alter their life course and decision making based on their accomplishments while training. This is a huge responsibility and we as trainers need to hold ourselves accountable based on this fact. If you're not changing people's lives for the better then you shouldn't be a trainer.

How do you stay above and beyond the rest?

I have integrity. I train fighters because I am a fighter, I train athletes because I am an Athlete. I train bodybuilders because I was a bodybuilder for years. I consistently seek information from massage therapists, chiro, physios, yoga instructors, etc. I love studying the possibilities of the human body and I can offer many things to different types of clients and produce results across the board.

Do you work in conjunction with any other professionals for the benefit of your client, is it done enough, do you think more trainers need to do the same?

I consistently work with our massage therapist to make sure our client gets better. An injury can not only hinder someone's physical goal but it can really break them down mentally. I work with our massage therapist to not only get a professional opinion but to establish a proper program to recovery. Trainers need to drop their ego's and put their client's needs first. Let's face it, we don't know everything nor will we retain every bit of information necessary to treat every case so we need to work with different professionals to obtain maximal results. Again, integrity and caring for the client should be put before your ego.

Do you specialize in one-on-one training or group training—do you feel one is better than the other, and how did you settle on this vantage point?

I specialize in leadership. Whether its one client or 50, I lead them to their goals. I have an abundance of energy and can distribute it accordingly. Personal training or group training effectiveness really depends on a client's goal and financial situation. When we train groups we keep in mind that it is a group effort establishing personal results so we have to be diligent about form and approach each person accordingly. Just because it's a group exercise it doesn't mean trainers should overlook form over intensity.

WORDS TO LIVE BY...

“ Self-awareness is the key to anything you do. You'll only go as far as your mind will allow so you have to be self aware and recognize if your thoughts are leading you in a positive or negative direction. ”