



Inside Performance™

Enhancing performance for Sport...Business...Life





> In this edition of Practitioner's Corner, Owner & Head Trainer Robert Sears, of Focus 4 Fitness discusses how he came to sign up for the Inside Performance Sport Practitioner & kindly shares his experience of attending the course ...

"Hi I'm Rob, my other fellow practitioners from my training will know that I became a 'Christmas Tree' during my course and I've not looked back since! I've been working for a private golf and country club in Surrey for almost 10 years now as a fitness professional.

After completing an Open University psychology degree and the NLP Sport Practitioner course with Inside Performance, I launched my own business - Focus 4 Fitness.

The Idea behind Focus 4 Fitness was and is simple - 'Let Nothing Stop You'.

As a company we combine over 14 years personal training experience with Sports NLP and traditional psychology to offer clients a service which will challenge and breakdown their barriers and help them achieve more than they thought was possible. "

> How would you describe your training experience?

Life changing.



It's an overused term but it genuinely changed my life. I came into the course on day 1 from a scientific background. I had spent 6 years of my degree having to back every point I make with evidence. If there is no evidence then it simply cannot be anything more than speculation. I have always had an open mind though.

I quickly learned that not everything is so black and white. Not everything that happens in life can be scientifically proven. Does this mean that it cannot be true? Before the course I would have argued the point. After my course I think you can tell that nothing in the world is black and white for me anymore. When you experience such a shift in reality you begin to see that anything is possible.

> So what attracted you to join us?

Initially my conversations with Jo! After finishing my degree in 2012 I finally had the piece of paper to allow me to be taken seriously as a business man. I had a very good idea of my niche in the market and had a lot of knowledge and experience yet I found I did not have a way of using any of that to help people in the way I wanted.

I looked into NLP and as Jo knows, I was skeptical and very cautious. After quite a few phone conversations and emails I decided to book the 9 day sports practitioner program.

I wasn't 100% convinced about NLP and if it was the answer, yet Jo assured me it was and I trusted her - perhaps it was her excellent rapport building skills??





> Thinking back to the training blocks, can you recall some elements of the programme which were personal highlights for you and why that was?



All of it! If I was pushed then it would be as follows:

1. I struggled with Time Line Therapy. I did not see or understand a lot of the course in the same way as others did. TLT was hard for me and I remember thinking 'I won't be using this when I leave here'. Yet it is one of the most powerful tools I have - I am still amazed at how you can literally see a client change in front of you.

(2) The hands on approach - As an ex-introvert I really was not excited at constantly working in uncomfortable situations where I felt I didn't understand what I was doing. I did, I just didn't know it yet! Embracing the chaos, getting stuck in and being client and trainer was so valuable - even if I didn't always appreciate it at the time!

(3) The integration day at the end! I loved it. I had a great partner and took a lot from really being able to help her. I felt like everything clicked for me and to have the results we did made me feel awesome. Then we swapped. Being a client and getting rid of what I was holding onto but never knew I was holding on to, turned me into the man I am today - truly life-changing!

On reflection, how were your course objectives met or changed?

I wanted to find a way of using the knowledge and experience I already had in a way that I could market myself to help people in a way that no-one else in the fitness industry was.

A big task to give Louise and Inside Performance. 18 months on, I could not be happier with how things are going!

How have you drawn on your training in work/business/life? Any key benefits worth sharing with others?

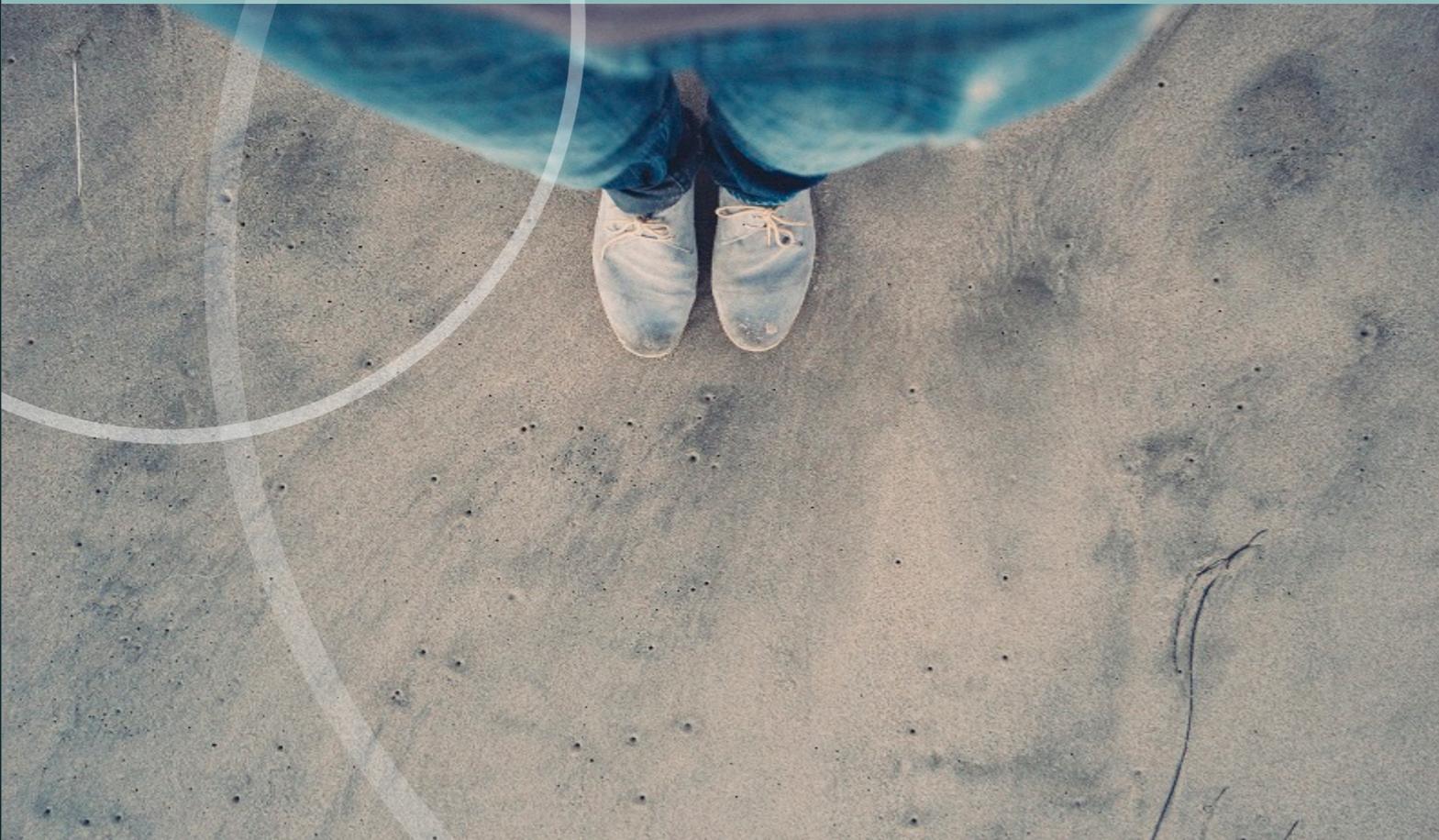
I've introduced NLP at the club and it will continue to grow. Focus 4 Fitness keeps going from strength to strength and has given me a platform to reach the world.

My blog, interviews, articles and growing Facebook, twitter and Instagram means that I am inspiring and motivating in ways I didn't even dream of!

The business has already evolved so much and it is the sports practitioners course which gave me the confidence and skill set to do it.

As far as my life - I am always so busy that I never seem to stop - and I love that. I am training hard for Ironman UK - I'm not there yet however I will get there and I will not stop until I do!





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"I found it hard to get my head around a lot of the material.

The way my brain worked was that I had to feel I understood something before I could then take the lead as the practitioner. It was outside my comfort zone and often I felt frustrated that everyone around me understood it and I didn't.

It wasn't until I started to relax and stop myself getting so uptight that things began to click.

I guess that was the big difference.

At university and with OU it was distance learning and I could take my time to read and digest things. If I didn't understand I had time to research it.

The 9 day course was so intense there wasn't the time to do that yet I now feel I learnt more in those 9 days than I have in 6 years of degree study."

> ... as it's been a while since your training, what changes have you adopted and maintained for yourself and/or those with whom you work? Personally or professionally?

I like to think there has been a positive change in me. I am obviously so enthusiastic about helping others and motivating people that my new challenge is to take time for me and the people around me.

I adopted a 6 year old Staffordshire Bull Terrier from Battersea Dogs home and he is a little ball of distraction – which is important in maintaining a work life balance.

Pogo is a big part of Focus 4 Fitness and gets involved in everything from photos to challenge videos!

There are always challenges in life – little tests which are sent at any moment. I still get angry and stressed and sad and that's OK. I just deal with them quicker than I used to and change the way I look at them.

“ *The only limitations that exist in life are the ones we put there to limit ourselves.*

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We love that response! So, how would you define your training experience with Inside Performance?

Life-changing! Since I have already said that, I would define my experience as one that showed me that in life anything is possible if you truly believe in your heart that it is true.

If you want to be a success at anything then do not stop until you reach your goals.

The only limitations that exist in life are the ones we put there to limit ourselves.

Does it matter what others think or what others believe we can achieve?

If you told me in November 2012 that I would be in the position I am in right now, I would have laughed at you.

If you'd told me I would be posting videos on YouTube I probably would have laughed even harder!

I have a way to go to achieve everything I want and I will not stop until I get there.

> would you share a learning that is relevant to anyone reading this ...

The one thing that still amazes me about NLP, TLT and hypnosis is the difference it can make in the world.

The power to change attitudes, beliefs, emotions, mindsets, perspectives and so much more is such a powerful tool to possess.

It is such a great feeling to take ownership of the thoughts, feelings and behaviours that have held you back.

It is an even greater feeling to be able to do this for other people.

I feel truly blessed to do what I do. It has been hard work and I've sacrificed a lot along the way – would I change it?

Not a chance!!!!



Practitioner: Rob Sears
Owner and Head Trainer at Focus 4 Fitness

07904975084
rob@focus4fitness.co.uk
www.focus4fitness.co.uk

Are **YOU** happy to share your IP training experience with our subscribers on Practitioners Corner and promote yourself at the same time?

If so please let us know via admin@inside-performance.com and we'll get in touch



The Office, 20 Balaclava Road, Surbiton, Surrey. KT6 5PN
t: 020 8398 2127 e: sport@inside-performance.com

www.inside-performance.com