

# Elemental Fitness

## Client X 4 Week Case Study

This report has been put together by Elemental Fitness. It is a case study based on client X who attended the Elemental Fitness [Standard Boot Camp](#) (a 4 week intense program) with Elemental Fitness in March and April 2011. It has been agreed with client X that we use the information he provided from sessions for the use of advertising and marketing.

This case study is to give potential clients an idea of what can be achieved when exercising with Elemental Fitness on a regular basis. We hope you find this information useful and hope to hear from you soon.

If you have any questions regarding the study you can contact Elemental Fitness on 07944 986 986 or email at [davekenyon@elemental-fitness.com](mailto:davekenyon@elemental-fitness.com)

Client X has also agreed he would be happy to recommend David as a personal trainer/martial arts instructor and would be willing to answer any questions of yours. If you would like to speak to client X personally please contact Elemental Fitness and request his number.

### Client Profile



Client X is a 27 year old male. He is a Leeds Metropolitan University undergraduate in marketing and advertising management. He is a full time supervisor and taxi operator at a Leeds based private hire taxi firm.

Client X works night shifts consisting of up to 14 hours a night for 3 nights per week. He attends full time university consisting of up to 30 hours per week. Client X smokes 15 to 20 cigarettes per day and engages in a minimum amount of sport and exercise.

Client X feels his diet needs improvement. He feels due to his busy lifestyle of university, night work and soon to be father he struggles to find the time to eat and exercise well. His diet consists of mainly convenience foods to fit in with his busy lifestyle which are often high in fats and carbohydrates.

Client X enjoys exercise but doesn't engage in it intensely or often. He participates at the Elemental Kickboxing Academy on a semi regular basis but his attendance of lessons has become irregular. Generally he feels too busy to exercise at the moment and doesn't prioritise it.

### **Training Aims**

To lose weight around the abdominal region. To tone up abs, arms, chest and shoulders. Ideally to achieve a weight loss of 7 pounds, however providing the other two aims are met his weight isn't an issue - he understands an increase in muscle mass can affect weight loss.

### **Diet**

Due to client X having such a lack of routine suggested changes were made to his diet to help create a better routine and reduce his calorie intake.

### **Training**

It has been agreed with client X we will train a minimum of 3 times per week. As his aims are weight and muscle build on shoulders and legs it has been advised he engages in both aerobic and anaerobic training.

In order for client X to get the most from his time with Elemental Fitness we have recommended certain alterations to his diet with increased activity outside of Elemental Fitness. This includes walking to university, abdominal and shoulder exercises in his home a minimum of twice per week. All outside activities will be taught to him at Elemental Fitness to ensure he is performing them in a safe manner, and receives maximum benefits.

Whilst with Elemental Fitness client X will become accustomed to the treadmill, skipping, rowing machine, kickboxing/kickboxercise, dead lifts, bicep curls, triceps dips and chest press, amongst other activity.

It has been recommended that client X purchases safe running trainers for the treadmill to reduce impact on his feet and legs.

Whilst training with Elemental Fitness client X has been given free access to the Elemental Kickboxing Academy.

Other recommendations but not a necessity is that client X purchases his own bag gloves for boxing, martial arts trousers and a t shirt or vest to train in.

### **Week 1**

In week one client X showed willingness to work hard. He struggled to skip for periods longer than 1 minute due to a lack of fitness. The treadmill was performed using interval training. Client X's fitness levels meant he was able to jog for a couple of minutes at a time with walks between each jogging stage, total walking intervals was 4 in a 20 minute period. He found the weights challenging.

*'I felt like I was going to die at the end of the session'*

Client X suffered from muscle ache which lasted about 4 days.

## **Week 2**

Client X continued to show willingness. An improvement in skipping ability was noticed however he still lacked stamina to skip for long durations of time. We continued to perform interval training on the treadmill, total walking intervals was 1 in a 20 minute period. Client X felt a definite improvement on the rowing machine.

His body was beginning to feel more toned/muscular than previously.

*'Feeling and seeing slight improvements in my fitness/breathing ability. I am seeing an improvement in my muscle tone – this has helped motivate me to train although I still find it quite painful!'*

Aching lasted a couple of days.

## **Week 3**

An improvement in skipping ability was noticed. Interval training was continued on the treadmill however no walks were necessary, client X now returned to jogging when recovering from a run. The rowing machine was seen to be challenging but more bearable due to breathing being much clearer.

*'Seeing improvements in my distance covered on the treadmill certainly motivated me! Improvements in time of distance covered on the rower supported the feelings of my fitness improving. My legs and arms feel much stronger due to the all over body conditioning I have received in recent weeks.'*

Aching not as intense after training. Recovery time improving.

## **Week 4**

Skipping much more fluent, several 2 and 3 minute rounds completed in any given session. Running at 12kmph for a continuous 20 minutes. Rowing still challenging due to pushing myself however an improvement in time to perform 2000 metres indicates an increase in fitness. Weights still challenging due to an increased weight lifted and additional reps.

*'In my last session I never expected to achieve what I have – especially after only 4 weeks training. I feel slimmer on the waist, stronger and more toned on my shoulders and arms. I feel fitter and my legs are noticeably stronger from running. I am extremely impressed with my final performance with Elemental Fitness. If I can achieve this much in such a short space of time, imagine where I could be in 8 weeks, 12 weeks etc.'*

## **Elemental Fitness Feedback**

Client X showed good commitment throughout training. He showed a very good level of determination to perform to the best of his ability. Client X performed every activity Elemental Fitness asked and completed every session scheduled with Elemental Fitness.

Client X showed improvements in fitness and muscle tone. He was stronger by the final week and his breathing was definitely better. Elemental Fitness was very pleased with client X's over all results from a physiological perspective as well as a psychological perspective. His attitude towards exercise certainly changed and his overall outlook on exercise and health has improved.

	Motivational Scale	General Feelings	Positive Feelings	Negative Feelings
Prior to Training	3	Lack of routine. Feels energy less and lazy.		Unsociable working hours means no time for exercise.
Week 1	5	Sleeping better, awake earlier. Improvement in overall routine.	Increased muscle mass on shoulders, biceps and triceps. Improvements in skipping, breathing ability and general mood	Frustrated when training routine was changed.
Week 2	6	Feels a change in diet has come naturally due to him not feeling like eating certain foods when he knows he is exercising later in the day.	Feels fitter, continued improvement in breathing, increase in muscle mass around calves, biceps and triceps.	Disheartened didn't lose measurement on waist.
Week 3	8	More energy, feels motivated to 'get up and go' on a morning. Improved sleeping pattern. Feels more confident about self image which reflects in all aspects of life.	Looks forward to exercise (no feeling of dread). Feels fitter. Continued improvement in muscle mass around shoulders, biceps, triceps, calves and gluteus maximus.	Disheartened didn't lose measurement on waist
Week 4	8	Feels extremely motivated. Continued increase in self esteem. Fits medium T-shirts.	Client lost cm's on waist, increased motivation. Feels fitter, stronger, and easier to breathe. Feels a general improvement in health which has decreased anxiety levels. Slimmer face, neck and jaw line has also increased self confidence.	
Post Training		Bought a push bike to continue training outside. Regular walks with the Dog. Attends gym on a semi regular basis to help maintain his previous hard work with Elemental Fitness	The exercise has encouraged him to eat better. Plans to come back to Elemental Fitness in the near future and train with David.	

(Motivational Scale (1-10) 1 Not Motivated, 10 Very Motivated)