

May 2007

Now vs. Then

By Adam Milligan, EQUIVITA

In 1994, I was working in Physical Therapy and realized the priority shift that people experience when their body no longer functions the way that it used to. At the same time, I was working in the fitness industry at a Columbus fitness facility and the fitness staff constantly tried to develop methods to get people to care more about the fitness choices they were making. Since I have always been a person to find opportunities, I planned a deal with the owners of the outpatient clinic where I worked to transition patients from the physical therapy program to a fitness program – the facility had a full line of underused exercise equipment.

I found that people could find the time to devote to therapy exercise - especially when they were in pain – and this provided the opportunity to illustrate to them that making time to exercise was a possibility; it just wasn't a priority. Pain is a fabulous motivator and using an injury as the impetus towards a more fit lifestyle seemed an ideal opportunity.

Since that time I have worked in many different facilities as well as established my own business and I can state without doubt that the same challenges still face the majority of our population. The fact is that we are overstressed, overworked and burdened beyond the point of feeling like we are in control of our choices. Sure, most of us would like to put ourselves first and take time to do things like exercise, but we feel that it is not the right time.

If you could just stop long enough to see the choices you are making, that would be long enough for you to realize that you are in control. You, and only you, are the person who is deciding what your life is right now. And those choices now will have an impact on your life then.

Much of the fitness industry is focused on losing body fat and setting an ideal body

image with the hope that it will motivate people to make better choices. Not a bad goal, but I fear that it often produces the opposite result and our society continues to get fatter and healthier. And fitness doesn't have to be that overwhelming and hard.

True, exercise is not easy and it does go against what the body naturally wants. So you must be strong. Your desire to have a body that performs in the way you want it to, the way you rely on it to, must be greater than the current distraction. The goal of "then" is the only thing that can make any sense to what you are doing "now". If the goal is not clear or you can't see how what you do now fits in, it is unrealistic to think you could stick with it.

Developing your plan is the way to creating your own fitness lifestyle. Fitness can be simple and it can fit into your current life. But you must begin with what you want from it. Is your goal to simply slow the effects of aging or to hike the Appalachian Trail? Are you an avid runner or long-time sedentary? What ways has your body found to adapt to how you use it? Which muscles of your body have weakened or shortened?

All of these questions and many more are necessary in determining what is right for you. Certainly you can start any exercise program with a cheaper and less comprehensive assessment than our 5Keys Fitness Assessment, but your results will not be the same. I developed the assessment because I saw what wasn't working. Fitness can fit into your life without overwhelming you.

Balancing the Now vs. Then is one of the toughest challenges that face us. The right education will enable you to make conscious choices now for the goals you want then. After all, Carpe Diem doesn't mean to live for today, but to seize the day.

Your desire to have a body that performs the way you want it to, the way you rely on it to, must be greater than the current distraction.

EQUIVITA

1508 Hess St Suite D
Columbus OH 43212

614.298.8781 phone
888.883.5787 fax

Adam Milligan
amilligan@equivita.com

www.equivita.com