

# Distributor Manual

POWERED BY **fitpro**



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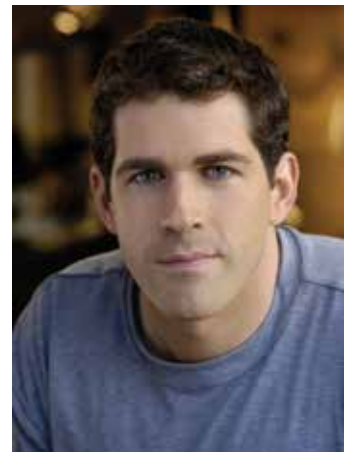
## Welcome

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### Welcome to the ViPR distributor network

ViPR™ is the world's leading and most effective functional fitness tool. As part of our ViPR distributor network, we want to help you take advantage of this great opportunity.

ViPR was born out of a fundamental objective: to improve human function. Starting with the professional hockey athletes I trained in Canada, we needed a way to bridge the gap between strength and movement training, and to be able to effectively train the body in an integrated way. We discovered that training with ViPR produced consistent, efficient results for clients and athletes as they moved in a way that was true to the demands of sport and life.



Since launching, we have learnt a great deal and now we want you to benefit from all the knowledge gained in bringing ViPR to life. We have discovered myriad different and diverse uses for ViPR and we know that you will too. To get you started, we've created this ViPR distributor manual to provide you with a roadmap for success. We hope that this manual will help you to progress your ViPR education across sales, operations, marketing and training. We have seen ViPR grow from a tool used with only a select group of athletes and clients, to being an important tool present in clubs in London, New York, Hong Kong and all over the world. We appreciate your hard work and enthusiasm in taking ViPR to new levels.

Thank you for investing in our products. Our team is available to support you in any way that we can, so if there's anything else that might be useful to you in spreading the ViPR message, let us know and we'll see what we can do.

We look forward to building a strong and productive relationship together.

A handwritten signature in black ink that reads "Michol Dalcourt". The signature is stylized and fluid.

Michol Dalcourt  
Founder, ViPR

## The history of ViPR

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ViPR™ was developed in 2005 by Michol Dalcourt and Simon Bennett and has been through six years of testing to determine best design and usage. As it develops, ViPR continues to increase its exercise possibilities with an estimated 9,000 exercises currently created.

Originally produced to bridge the gap between strength and movement training, ViPR allows movements to be more authentic, relating to real-life actions and simulating common athletic and every-day movements.

The product was originally launched in the UK at the end of 2009 and immediately became an industry success, being voted 'The #1 workout tool of 2010'. UK success was rapid, with ViPR appearing in every major health chain in the UK within eight months, along with continuous training days running all over the country.

Following the UK, Australia, Netherlands, France and Spain all took on ViPR in the summer of 2010. Asia followed as the next market to take on ViPR at the end of 2010.

ViPR was launched in the USA with Equinox Fitness (US) who had an initial exclusive three-month deal. This led to a national US launch of ViPR in early 2011.

Alongside its development within the global corporate market, ViPR has proved very effective and gained great leverage through working with a number of professional sporting teams and athletes. These include NHL (Edmonton Oilers), NFL (San Francisco 49ers), NBA (San Antonio Spurs), University of Texas Longhorns (Men's and Women's Basketball), New Orleans Hornets, Green Bay Packers, University of Florida, Washington Nationals, PGA (Charles Howell III, Lee Jansen, Paula Creamer), English Premiership football (Fulham FC), English rugby (National Team, London Irish) and the military (English RAF, MOD); they all picked up ViPR within the first year of its launch.

Behind the power of ViPR is FitPro, the largest and most respected association for fitness industry professionals in the world, with 75,000 active members. Based in London, FitPro has over 20 years' industry experience and has the world's number one leading online resource for fitness professionals: PTontheNet.



[viprfit.com](http://viprfit.com)

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**ptonthenet**

[ptonthenet.com](http://ptonthenet.com)

**mygroupfit**

[mygroupfit.com](http://mygroupfit.com)

**ptaglobal**

[ptaglobal.com](http://ptaglobal.com)



## Product information

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ViPR has full patents (PCT) and trademarks. It consists of a special high-resistant rubber, which allows for protection against wear and tear.

### ViPR comes in seven different weights:

- 4kg/8lb (purple)
- 6kg/13lb (red)
- 8kg/18lb (dark blue)
- 10kg/22lb (black)
- 12kg/26lb (green)
- 16kg/35lb (gray)
- 20kg/45lb (black)
- 26kg/57lb (black)

### It also comes in two different sizes:

- 40"/102cm tall (4kg, 6kg, 8kg and 10kg)
- 48"/122cm tall (12kg, 16kg and 20kg)

### ViPR is designed to be used:

- Indoor
- Outdoor
- In sand
- On a pitch

It is important that distributors take note of – and distribute – the Do's and Don'ts listed in 'Safety when using ViPR' in this manual to avoid any voiding of the warranty. As a distributor, it is your responsibility to circulate and understand these.



# Opportunities with ViPR

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## Examples of vitality training are:

General public

Running groups

Small groups

Group exercise

Community

Outreach

One-to-one PT

Hospitality

Kids' programs

Gym members

## Examples of performance training are:

Sports teams

Boot camps

Athletic groups

One-to-one PT

MMA

Military

Firefighters

Police

## Examples of reconditioning training are:

Mobilization

Rehabilitation

Movement preparation

One-to-one PT

Physical therapy

Injury prevention

Recovery/regeneration

## Why is ViPR good for different groups?

“ViPR was created from a need to evolve training tools, foster purposeful motion and blend strength training with functional training and movement. Movement is fundamental and what makes up effective movement is a blend of lifting, shifting, and twisting.” says Michol Dalcourt, creator of ViPR.

As it is made from rubber and very mobile, ViPR can be used in a range of different environments as well as for different purposes. Indoors, outdoors, on sand, in a park, in the gym, on the pitch: the list goes on and on.

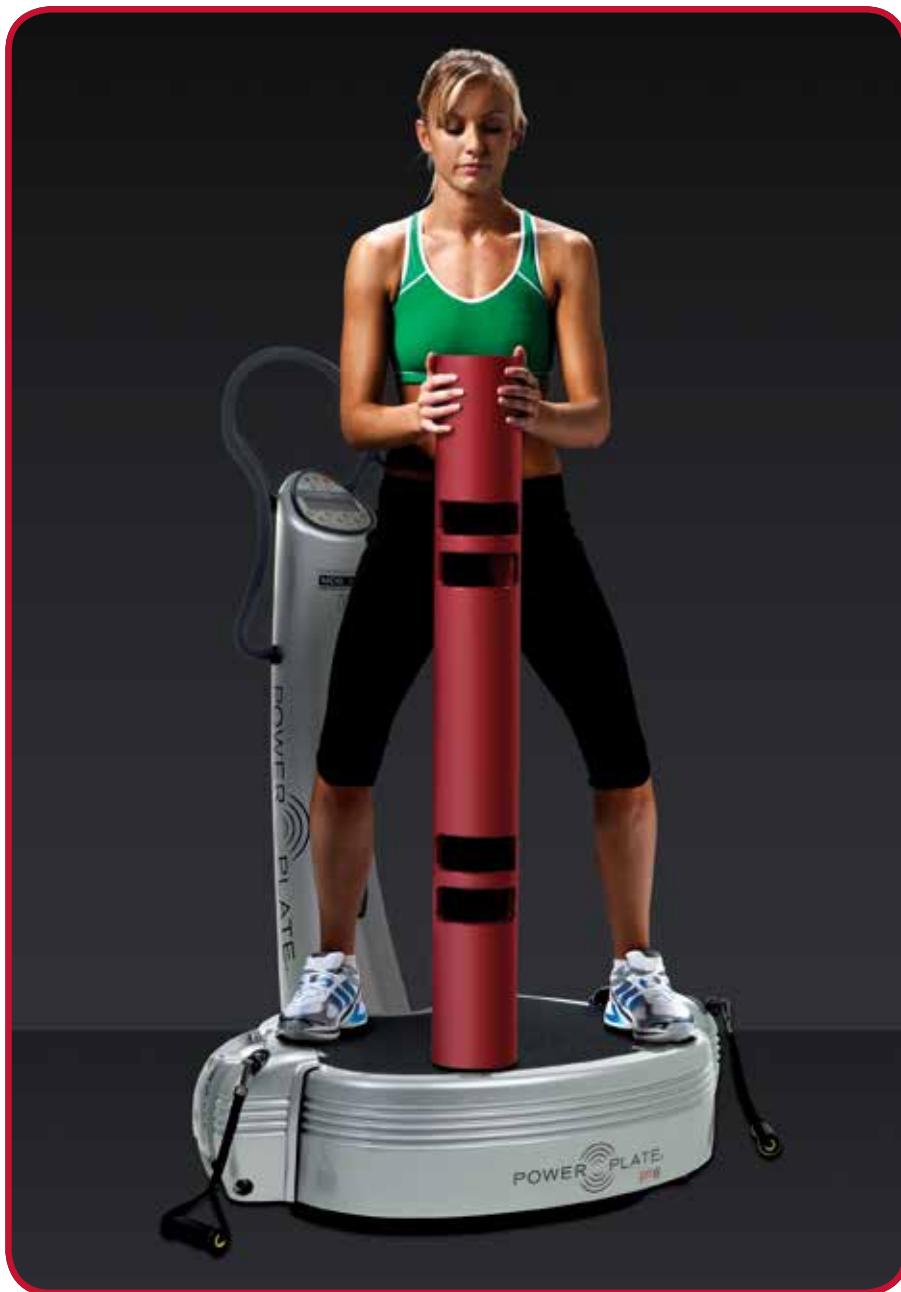
Through learning the beauty of ViPR training, clients are able to access effective workouts that enable weight loss and conditioning in the same, time-intensive program on the gym floor, in class or outdoors. Back-to-back aerobics and weights classes? The opportunities within the gym are only limited by the mind of the user: they are endless. Using ViPR is like going for a run and doing weights at the same time.

Similarly, whether you're training for success on-pitch, on-court or on the podium, training with ViPR introduces whole-body movement mechanics to your workout in a functional and effective way. Perfectly designed for compound exercises, there are real strength gains to be made in ViPR training, with functional moves to replicate your game needs, high-intensity integration and team drill patterns. Throw it, lift it, carry it and move around it – in the studio or in the open air.

ViPR has been used by a number of different groups, as people become aware of its endless training possibilities and capability to adapt to any given vitality, performance or reconditioning scenario. ViPR is being implemented by the military, professional sports teams, extreme sports, leading global leisure chains, local council chains, rehabilitation clinics and emergency services, all focusing on ViPR from a separate view point and utilizing the tool in different ways.

## Partnerships

ViPR is a mobile tool, making it ideal to use almost anywhere, along with anything. This means ViPR can be used on a number of other platforms or with other tools within a set environment. For example, through working with Power Plate®, both tools have found that, when used on their own, they are great; however, when using ViPR on a Power Plate platform, the workout becomes something different, with an increased demand. This is just one example of using ViPR along with other tools. Boot camps and outdoor workouts are another great example (please see the section on 'Using ViPR for boot camps and outdoor training'). Such a partnership is an example of new revenue stream possibilities that can be implemented through working with other products and through the delivery of specific programs, updates and training materials within your region.



The opportunities with ViPR are endless; it's used by children, schools, physiotherapists, in groups, when on the move, in hotel rooms. ViPR has evolved training and become an easily accessible tool available to all.

### **ViPR can be used in partnership with:**

- Balance devices
- Step
- Other free weights
- Cables
- Agility ladders
- Bungees
- Medicine balls
- Stability balls
- Kettlebells
- Power platforms
- Plant boards
- Impact walls
- Heavy bags
- Vibration devices

ViPR brings Loaded Movement Training into the typical gym or workout experience and can be used alongside any product in training.

# Unique selling points

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## It's durable

Made from rubber, ViPR can be thrown, flipped and used in a number of versatile ways. It is perfect for agility or elevation training – in accordance with the Do and Don't fact sheet. Similarly, ViPR can be used both indoors and outdoors.

## It's mobile

ViPR can easily be transferred by hand from one place to another and fits into the back of a car. Due to the compact size, it can be easily stored.

## It contains multiple tools in one

The range of movements, along with the number of different exercises and methods by which movements can be manipulated, means every movement can be tailored to the individual using it. For example, simply off-setting a handgrip to a weaker side will push more effort from the weaker side of the body, rather than the stronger side compensating for the individual's weakness.

## It enables full-body movement

Human anatomy is unified. The muscular system is an interdependent system that works best when trained together. Whole-body integrated exercises are at the very core of ViPR.

## It's versatile

ViPR can be used in a number of different scenarios and environments, inside or out and on any surface, e.g., park, tennis court, in the pool, gym floor, at the beach, etc. All outdoor-based exercises can be manipulated to reduce impact in a studio or indoor environment.

## It creates revenue streams

ViPR can be used as a sole tool for a host of different workouts and uses. Large group, small group, PT, boot camps, rehabilitation and group X all have their own revenue models. For revenue model examples, please see 'Using ViPR for personal training'.

## It's a member retention tool

Fun and engaging, ViPR appeals to a broader goal range for the average gym member.



# Safety when using ViPR

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## ViPR – guidance on correct usage

ViPR is a resilient product made from high-quality rubber. Like all rubber products, ViPR may break or become damaged if used incorrectly. To make sure you and your members get the most out of ViPR, we suggest following these simple guidelines to avoid breakage, damage and potential voiding of the warranty.

### Do



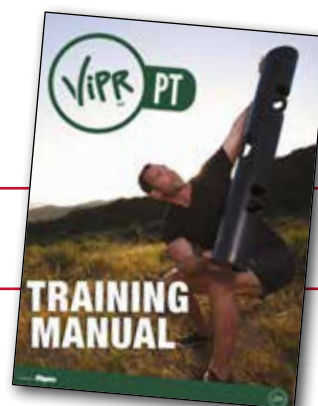
- ✓ Have fun!
- ✓ Wipe the protective manufacturer's fluid from ViPR before use
- ✓ Remember that ViPR is designed to be lifted, shifted, thrown, rolled, dragged, carried, tilted and flipped in accordance with proper technique, program design and environment
- ✓ Ensure you follow the 'Coaching Model' provided in the online training manual while instructing someone on a ViPR exercise
- ✓ Follow the program design model provided in the online manual
- ✓ Remember that ViPR bridges the gap between strength and movement training, so full-body, rhythmical movements are at the heart of every exercise
- ✓ Begin with a lightweight ViPR tool and limited range of motion
- ✓ Only progress an exercise once that individual is competent
- ✓ Clean ViPR using an all-purpose cleaner

### Don't



- ✗ Use ViPR handles to support bodyweight when doing push-ups – ensure hands are placed on the main body of ViPR to avoid breakage
- ✗ Bend or twist ViPR handles
- ✗ Use ViPR to mimic isolated bodybuilding exercises
- ✗ Bend ViPR in half
- ✗ Begin a ViPR exercise session with a heavy ViPR tool or large range of motion
- ✗ Use ViPR for impact drills including, but not limited to, burpees, battling (hitting) drills, high-impact flipping (i.e., Caber toss) and/or tilting drills
- ✗ Store ViPR in excessive heat or sunlight
- ✗ Clean ViPR with products containing bleach or limescale remover
- ✗ Use in water which is balanced by the addition of chemicals such as chlorine
- ✗ Bounce or slam ViPR on hard surfaces

If in doubt, please refer to the training manual.



## Using ViPR for personal training

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ViPR has proven to be very useful in a personal training environment; it's a tool that can help to vary sessions, keeping them interesting but meaningful and ensuring clients always receive an effective workout. Sessions can be varied between indoors and out, or used alongside other tools (e.g., Power Plate and balance devices).

To assist with the roll out of a personal training program within a facility, the below revenue model and program has been constructed. This is a model that can simply be implemented or adapted to fit within a facility's or trainer's specific set-up.

### Six-week program

One introduction session for 45 minutes	(\$37.50) £25
Two sessions per week at (\$45) £30 per hour	(\$90) £60 per week
£60 per week for six weeks	(\$540) £360 in six weeks
Total revenue generated	(\$577.50) £385 per client in six weeks

Based on four PTs working with eight clients per week as above	(\$2,880) £1,920 per week
After completed introduction and six-week program	(\$18,400) £12,320 in six weeks

**Total made after six-week PT program** **(\$18,400) £12,320**

Prices given are for example purposes only.

# ViPR six-week PT program

The following program is a working example of a beginner's six-week ViPR workout. The six-week program would start with a 45-minute introductory session to understand the client's capabilities, range of motion, load, etc. speed to create more demand.

## Week one – two sessions

Week one would see the client being taken through session one's workout as below on two separate occasions. For each of the exercises, the client is to perform two sets of 20 seconds each. The client should only move to their initial range of motion and the PT must ensure the movement mainly comes from the foot, ankle, hips and T-spine. This is the first week of the exercise program and, as the client becomes more competent and comfortable with the movement, ensure they maintain rhythmical motion and slowly increase speed to create more demand.

### VIPR™ – SIX-WEEK PROGRAMME

Beginner: Session 1

Session objectives: Familiarise with ViPR; establish timing and co-ordination; establish integrated stability

SESSION 1

www.viprfit.com

MOVEMENT PREPARATION			INTEGRATED STABILITY			MOBILISATION		
Exercises	Programming	Notes	Exercises	Programming	Notes	Exercises	Programming	Notes
1. TIL, Lateral Hip Sways, Wide Stance	<p><b>Series:</b> Tilt</p> <p><b>Action:</b> Lateral Hip Sways</p> <p><b>Hold:</b> Neutral Tilt Hold</p> <p><b>Footprint:</b> Feet Wide, Outturn</p> <p><b>Handprint:</b> Lateral Reach</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Maintain slow, steady, rhythmical movement</li> </ul>	1. Shift, In Place Lateral Shuffle, Alternating Lateral Foot Reaches	<p><b>Series:</b> Shift</p> <p><b>Action:</b> In Place Lateral Shuffle, Lateral Foot Reaches</p> <p><b>Hold:</b> 2 Hand Neutral Hold</p> <p><b>Footprint:</b> All Lateral Reaches</p> <p><b>Handprint:</b> All Lateral Reaches</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Maintain slow, steady, rhythmical movement</li> </ul>	1. TIL, Lateral Pivot Lunge into Hip Adduction, Cross-over Step	<p><b>Series:</b> Tilt</p> <p><b>Action:</b> Lateral Pivot Lunge into Hip Adduction, Cross-over Step</p> <p><b>Hold:</b> 2 Hand Neutral Tilt Hold</p> <p><b>Footprint:</b> Cross-over Step</p> <p><b>Handprint:</b> Lateral Tilt</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20 secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Ensure movement comes mainly from foot/ankle, hips, T-spine</li> </ul>
2. TIL, Hip Flexion, 1 Leg Balance	<p><b>Series:</b> Tilt</p> <p><b>Action:</b> Hip Flexion</p> <p><b>Hold:</b> 1 Hand Tilt Hold</p> <p><b>Footprint:</b> 1 Leg Balance, 1 Leg Proximal Reach</p> <p><b>Handprint:</b> Anterior Reach</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Maintain slow, steady, rhythmical movement</li> </ul>	2. TIL, Lateral Shuffle to Squat, 2-Step Lateral Shuffle	<p><b>Series:</b> Tilt</p> <p><b>Action:</b> Lateral Shuffle to Squat, 2-Step Lateral Shuffle</p> <p><b>Hold:</b> Neutral Tilt Hold</p> <p><b>Footprint:</b> Lateral Shuffle, 2-Step Lateral Shuffle</p> <p><b>Handprint:</b> Tilt to Knee Height</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Maintain slow, steady, rhythmical movement</li> </ul>	2. Carry, Transition Pivot Lunge, Out-turn to In-lean Step	<p><b>Series:</b> Carry</p> <p><b>Action:</b> Transition Pivot Lunge</p> <p><b>Hold:</b> Front Carry</p> <p><b>Footprint:</b> Out-turn to In-lean Step</p> <p><b>Handprint:</b> None</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Maintain slow, steady, rhythmical movement</li> <li>Ensure movement comes mainly from foot/ankle, hips, T-spine</li> </ul>
3. TIL, Hip Abduction Extension, 1.5 Leg Balance	<p><b>Series:</b> Tilt</p> <p><b>Action:</b> Hip Abduction Extension</p> <p><b>Hold:</b> 2 Hand Tilt Hold</p> <p><b>Footprint:</b> 1.5 Leg Balance</p> <p><b>Handprint:</b> Medial Reach</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Maintain slow, steady, rhythmical movement</li> </ul>						

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## Week two – two sessions

Week two – or session two – should be performed twice in the second week and is designed to familiarize the client with ViPR, establishing correct timing and coordination as well as integrated stability. The client will continue with all the teaching points from week one, performing two sets of 20 seconds for each exercise.

### VIPR™ – SIX-WEEK PROGRAMME

Beginner: Session 2

Session objectives: Familiarise with ViPR; establish timing and co-ordination; establish integrated stability

SESSION 2

www.viprfit.com

MOVEMENT PREPARATION			INTEGRATED STABILITY			MOBILISATION		
Exercises	Programming	Notes	Exercises	Programming	Notes	Exercises	Programming	Notes
1. TIL, Lateral Hip Sways, Wide Stance	<p><b>Series:</b> Tilt</p> <p><b>Action:</b> Lateral Hip Sways</p> <p><b>Hold:</b> Neutral Tilt Hold</p> <p><b>Footprint:</b> Feet Wide, Outturn</p> <p><b>Handprint:</b> Lateral Reach</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Maintain slow, steady, rhythmical movement</li> </ul>	1. Shift, In Place Lateral Shuffle, Alternating Lateral Foot Reaches	<p><b>Series:</b> Shift</p> <p><b>Action:</b> In Place Lateral Shuffle</p> <p><b>Hold:</b> 2 Hand Neutral Hold</p> <p><b>Footprint:</b> All Lateral Reaches</p> <p><b>Handprint:</b> All Lateral Reaches</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Increasing what the client can do</li> <li>Increase speed over session one</li> <li>Maintain rhythmical movement</li> </ul>	1. TIL, Lateral Pivot Lunge into Hip Adduction, Cross-over Step	<p><b>Series:</b> Tilt</p> <p><b>Action:</b> Lateral Pivot Lunge into Hip Adduction, Cross-over Step</p> <p><b>Hold:</b> 2 Hand Neutral Tilt Hold</p> <p><b>Footprint:</b> Cross-over Step</p> <p><b>Handprint:</b> Lateral Tilt</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20 secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Ensure movement comes mainly from foot/ankle, hips, T-spine</li> </ul>
2. TIL, Hip Flexion, 1 Leg Balance	<p><b>Series:</b> Tilt</p> <p><b>Action:</b> Hip Flexion</p> <p><b>Hold:</b> 1 Hand Tilt Hold</p> <p><b>Footprint:</b> 1 Leg Balance, 1 Leg Proximal Reach</p> <p><b>Handprint:</b> Anterior Reach</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Maintain slow, steady, rhythmical movement</li> </ul>	2. TIL, Lateral Shuffle to Squat	<p><b>Series:</b> Tilt</p> <p><b>Action:</b> Lateral Shuffle to Squat</p> <p><b>Hold:</b> Neutral Tilt Hold</p> <p><b>Footprint:</b> Lateral Shuffle</p> <p><b>Handprint:</b> Tilt to Knee Height</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use the range ViPR</li> <li>Increasing what the client can do</li> <li>Increase speed over session one</li> <li>Maintain rhythmical movement</li> </ul>	2. Carry, Transition Pivot Lunge, Out-turn to In-lean Step	<p><b>Series:</b> Carry</p> <p><b>Action:</b> Transition Pivot Lunge</p> <p><b>Hold:</b> Front Carry</p> <p><b>Footprint:</b> Out-turn to In-lean Step</p> <p><b>Handprint:</b> None</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Maintain slow, steady, rhythmical movement</li> <li>Ensure movement comes mainly from foot/ankle, hips, T-spine</li> </ul>
3. TIL, Hip Abduction Extension, 1.5 Leg Balance	<p><b>Series:</b> Tilt</p> <p><b>Action:</b> Hip Abduction Extension</p> <p><b>Hold:</b> 2 Hand Tilt Hold</p> <p><b>Footprint:</b> 1.5 Leg Balance</p> <p><b>Handprint:</b> Medial Reach</p> <p><b>Threshold:</b> See notes</p>	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 20secs</li> <li>Only move to initial range of motion (i.e., range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, T-spine</li> <li>Use light ViPR</li> <li>Maintain slow, steady, rhythmical movement</li> </ul>						

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# Week three – two sessions

Week three – or session three – is to be performed twice in the third week and is designed to build on the client's familiarity with ViPR, increase timing and coordination and increase stability and strength. Within this session, we remain with the same number of sets but up the duration of each exercise to 30 seconds each. We also make the exercise more physically demanding by moving to the mid range of motion, which may be away from your client's comfort zone and, therefore, may require greater effort and focus on the exercise. Throughout each of these exercises, ensure the client maintains correct form and is rhythmical and able to endure the longer time period without impacting on movement. If the client is uncomfortable with any of the exercises, look to regress the movement and consider implementing week two's levels. Please note that, within this session, the client is required to complete four stability strength exercises rather than the previous three; you are therefore introducing a new exercise and should coach correctly.

SESSION 3

FITNESS

ViPR – SIX-WEEK PROGRAMME

Beginner: Session 3

Session objectives: Build on familiarity with ViPR; increase timing and co-ordination; increase stability strength

www.viprfit.com

MOVEMENT PREPARATION			DYNAMIC STABILITY STRENGTH			DYNAMIC STABILITY STRENGTH		
Exercise	Programming	Notes	Exercise	Programming	Notes	Exercise	Programming	Notes
<b>1. TIL, Lateral Hip Sweeps, Wide Stance</b>	<b>Series:</b> TR <b>Action:</b> Lateral Hip Sweeps <b>Hold:</b> Neutral TR Hold <b>Footprint:</b> Feet Wide, Outturn <b>Handprint:</b> Lateral Reach <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Use mid weight ViPR</li> <li>Maintain steady, rhythymical movement</li> </ul>	<b>1. Shift, In Place Lateral Shuffle, Alternating Lateral Foot Reaches</b>	<b>Series:</b> Shift <b>Action:</b> In Place Lateral Shuffle <b>Hold:</b> 2 Hand Neutral Hold <b>Footprint:</b> AI: Lateral Reaches <b>Handprint:</b> AI: Lateral Reaches <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, Torque</li> <li>Use mid weight ViPR (maintaining what the client can do)</li> <li>Maintain steady, rhythymical movement</li> </ul>	<b>4. Shift, Anterior Lunge, Medial Reach</b>	<b>Series:</b> Shift <b>Action:</b> Anterior Lunge (distal range of motion) <b>Hold:</b> 2 Hand Neutral Hold <b>Footprint:</b> Anterior Lunge <b>Handprint:</b> Shoulder Height, Medial Reach (distal range) <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to initial range of motion (range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, Torque</li> <li>Use mid weight ViPR (maintaining what the client can do)</li> <li>Maintain steady, rhythymical movement</li> </ul>
<b>2. TIL Hip Flexion, 1 Leg Balance</b>	<b>Series:</b> TR <b>Action:</b> Hip Flexion <b>Hold:</b> 1 Hand TR Hold <b>Footprint:</b> 1 Leg Balance, 1 Leg Posterior Reach <b>Handprint:</b> Anterior Reach <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Use mid weight ViPR</li> <li>Maintain steady, rhythymical movement</li> </ul>	<b>2. TIL, Lateral Shuffle to Squat, 2-step Lateral Shuffle</b>	<b>Series:</b> TR <b>Action:</b> Lateral Shuffle to Squat, 2-step Lateral Shuffle <b>Hold:</b> Neutral TR Hold <b>Footprint:</b> Lateral Shuffle, 2-step Lateral Shuffle <b>Handprint:</b> TR to Knee Height <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, Torque</li> <li>Use mid weight ViPR (maintaining what the client can do)</li> <li>Maintain steady, rhythymical movement</li> </ul>	<b>Exercises MOBILISATION</b>		
<b>3. TIL Hip Abduction Extension, 1.5 Leg Balance</b>	<b>Series:</b> TR <b>Action:</b> Hip Abduction Extension <b>Hold:</b> 2 Hand TR Hold <b>Footprint:</b> 1.5 Leg Balance <b>Handprint:</b> Medial Reach <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Use mid weight ViPR</li> <li>Maintain steady, rhythymical movement</li> </ul>	<b>3. Rotation, Showcasing Drill, Trail Foot Front</b>	<b>Series:</b> Rotatory <b>Action:</b> Squats with Hip/Shoulder Rotation <b>Hold:</b> Neutral Showcasing Hold <b>Footprint:</b> Feet Wide, Trail Foot Points on Forefoot <b>Handprint:</b> Knee Height to Shoulder Height <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Only move to INITIAL range of motion (i.e. range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, Torque</li> <li>Avoid any rotation through the lumbar spine</li> <li>Use light weight ViPR (maintaining what the client can do)</li> <li>Maintain slow, steady, rhythymical movement</li> </ul>	<b>1. TIL, Lateral Pivot Lunge into Hip Abduction, Cross-over Step</b>	<b>Series:</b> TR <b>Action:</b> Lateral Pivot Lunge into Hip Abduction, Cross-over Step <b>Hold:</b> 2 Hand Neutral TR Hold <b>Footprint:</b> Cross-over Step <b>Handprint:</b> Lateral TR <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Use mid weight ViPR</li> <li>Maintain steady, rhythymical movement</li> <li>Ensure movement comes mainly from foot/ankle, hips, Torque</li> </ul>
						<b>2. Carry, Transverse Front Lunge, Out-turn to In-turn Step</b>	<b>Series:</b> Carry <b>Action:</b> Transverse Front Lunge <b>Hold:</b> Front Carry <b>Footprint:</b> Out turn to In-turn Step <b>Handprint:</b> None <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Use light weight ViPR</li> <li>Maintain steady, rhythymical movement</li> <li>Ensure movement comes mainly from foot/ankle, hips, Torque</li> </ul>

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# Week four – two sessions

Week four – or session four – should again be delivered twice during the week. Again, this week you are building the client's familiarity with ViPR, increasing the timing and coordination and increasing their stability and strength. In this week, we add in a new mobilization exercise so, rather than completing two as per previous weeks, the client will now complete three. Similar to week three, the client will complete the exercise for two sets and for 30 seconds. The exercises should also be maintained at the mid level.

At this stage, your client should be very comfortable with using ViPR, showing steady, rhythmic movement across all the exercises you have introduced them to. Looking at the final two weeks, you will be looking to up the level of demand on the body, challenging the client furthermore.

SESSION 4

FITNESS

ViPR – SIX-WEEK PROGRAMME

Beginner: Session 4

Session objectives: Build on familiarity with ViPR; increase timing and co-ordination; increase stability strength

www.viprfit.com

MOVEMENT PREPARATION			DYNAMIC STABILITY STRENGTH			DYNAMIC STABILITY STRENGTH		
Exercise	Programming	Notes	Exercise	Programming	Notes	Exercise	Programming	Notes
<b>1. Carry, Lateral Hip Sweeps, Wide Stance</b>	<b>Series:</b> Carry <b>Action:</b> Lateral Hip Sweeps <b>Hold:</b> Front Carry Hold <b>Footprint:</b> Feet Wide, Outturn <b>Handprint:</b> None <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Use light ViPR</li> <li>Maintain steady, rhythymical movement</li> </ul>	<b>1. Shift, In Place Shuffle with Posterior Reach, Arm Drive</b>	<b>Series:</b> Shift <b>Action:</b> In Place Shuffle <b>Hold:</b> 2 Hand Wide Hold <b>Footprint:</b> AI: Posterior Reaches <b>Handprint:</b> AI: Rotational Reaches <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to initial range of motion (range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, Torque</li> <li>Avoid movement from the distal arm</li> <li>Use mid weight ViPR (maintaining what the client can do)</li> <li>Maintain steady, rhythymical movement</li> </ul>	<b>4. Shift, Anterior Lunge, Medial Reach</b>	<b>Series:</b> Shift <b>Action:</b> Anterior Lunge (distal range of motion) <b>Hold:</b> 2 Hand Neutral Hold <b>Footprint:</b> Anterior Lunge <b>Handprint:</b> Shoulder Height, Medial Reach (distal range) <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to initial range of motion (range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, Torque</li> <li>Use mid weight ViPR (maintaining what the client can do)</li> <li>Maintain steady, rhythymical movement</li> </ul>
<b>2. TIL Hip Flexion, 1 Leg Balance</b>	<b>Series:</b> TR <b>Action:</b> Hip Flexion <b>Hold:</b> 1 Hand TR Hold <b>Footprint:</b> 1 Leg Balance, 1 Leg Posterior Reach <b>Handprint:</b> Anterior Reach <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Use mid weight ViPR</li> <li>Maintain steady, rhythymical movement</li> </ul>	<b>2. TIL, Lateral Shuffle to Squat, 2-step Lateral Shuffle</b>	<b>Series:</b> TR <b>Action:</b> Lateral Shuffle to Squat, 2-step Lateral Shuffle <b>Hold:</b> Neutral TR Hold <b>Footprint:</b> Lateral Shuffle, 2-step Lateral Shuffle <b>Handprint:</b> TR to Knee Height <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, Torque</li> <li>Use mid weight ViPR (maintaining what the client can do)</li> <li>Maintain steady, rhythymical movement</li> </ul>	<b>Exercises MOBILISATION</b>		
<b>3. TIL Hip Abduction Extension, 1.5 Leg Balance</b>	<b>Series:</b> TR <b>Action:</b> Hip Abduction Extension <b>Hold:</b> 2 Hand TR Hold <b>Footprint:</b> 1.5 Leg Balance <b>Handprint:</b> Medial Reach <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Use mid weight ViPR</li> <li>Maintain steady, rhythymical movement</li> </ul>	<b>3. Rotation, Showcasing Drill, Trail Foot Front</b>	<b>Series:</b> Rotatory <b>Action:</b> Squats with Hip/Shoulder Rotation <b>Hold:</b> Neutral Showcasing Hold <b>Footprint:</b> Feet Wide, Trail Foot Points on Forefoot <b>Handprint:</b> Knee Height to Shoulder Height <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Only move to INITIAL range of motion (i.e. range of motion is controlled and limited)</li> <li>Ensure that movement comes mainly from foot/ankle, hips, Torque</li> <li>Avoid any rotation through the lumbar spine</li> <li>Use light weight ViPR (maintaining what the client can do)</li> <li>Maintain slow, steady, rhythymical movement</li> </ul>	<b>1. TIL, Lateral Pivot Lunge into Hip Abduction, Cross-over Step</b>	<b>Series:</b> TR <b>Action:</b> Lateral Pivot Lunge into Hip Abduction, Cross-over Step <b>Hold:</b> 2 Hand Neutral TR Hold <b>Footprint:</b> Cross-over Step <b>Handprint:</b> Lateral TR <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Use mid weight ViPR</li> <li>Maintain steady, rhythymical movement</li> <li>Ensure movement comes mainly from foot/ankle, hips, Torque</li> </ul>
						<b>2. Carry, Transverse Front Lunge, Out-turn to In-turn Step</b>	<b>Series:</b> Carry <b>Action:</b> Transverse Front Lunge <b>Hold:</b> Front Carry <b>Footprint:</b> Out turn to In-turn Step <b>Handprint:</b> None <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to mid-range of motion (looking to increase movement ability)</li> <li>Use light ViPR</li> <li>Maintain steady, rhythymical movement</li> <li>Ensure movement comes mainly from foot/ankle, hips, Torque</li> </ul>
						<b>3. Carry, Hip Abduction Extension, Staggered Stance</b>	<b>Series:</b> Carry <b>Action:</b> Hip Abduction Extension <b>Hold:</b> Front Carry <b>Footprint:</b> Staggered Stance <b>Handprint:</b> None <b>Threshold:</b> See notes	<ul style="list-style-type: none"> <li>Client to perform 2 sets, for 30secs</li> <li>Move to initial range of motion</li> <li>Use light ViPR</li> <li>Maintain steady, rhythymical movement</li> <li>Ensure movement comes mainly from foot/ankle, hips, Torque</li> </ul>

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# Week five – two sessions

Week five – or session five – is again to be completed twice in the week. The aim of this session is to challenge the client's timing and coordination while increasing their dynamic strength. While maintaining the same duration of 30 seconds for two sets, within each exercise the aim is to develop the client's range of motion and increase their movement ability. As well as challenging their movement, focus on speed, endurance and the ability to maintain steady, rhythmical movement throughout each exercise. If the client is struggling with the increased intensities, look to regress either the exercise or the variables you are working with, whether speed, range of motion or ViPR weight. Only progress when both you and the client are happy.

## ViPR™ – SIX-WEEK PROGRAMME

### Beginner: Session 5

Session objectives: Challenge timing and co-ordination; increase dynamic strength

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**SESSION 5**

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MOVEMENT PREPARATION		DYNAMIC STABILITY STRENGTH		DYNAMIC STABILITY STRENGTH	
Exercises	Programming	Exercises	Programming	Exercises	Programming
<b>1. Carry, Lateral Hip Sweep, Wide Stance</b> 	<b>Series:</b> Carry <b>Action:</b> Lateral Hip Sweep <b>Hold:</b> Front Carry Hold <b>Footprint:</b> Feet Wide, Out-kern <b>Threshold:</b> See notes	<b>1. Shift, In Place Shuffle with Posterior Rotational Arm Drive</b> 	<b>Series:</b> Shift <b>Action:</b> In Place Shuffle <b>Hold:</b> 2 Hand Wide Hold <b>Footprint:</b> All Posterior Reach <b>Handprint:</b> All Rotational Reach <b>Threshold:</b> See notes	<b>4. Shift, Anterior Lunges, Medial Reach</b> 	<b>Series:</b> Shift <b>Action:</b> Anterior Lunges <b>Hold:</b> 2 Hand Neutral Hold <b>Footprint:</b> Anterior Lunges <b>Handprint:</b> Shoulder Height, Medial Reach (full range) <b>Threshold:</b> See notes
<b>2. Tilt, Hip Flexion, 1 Leg Balance</b> 	<b>Series:</b> Tilt <b>Action:</b> Hip Flexion <b>Hold:</b> 2 Hand Tilt Hold <b>Footprint:</b> 1 Leg Balance <b>Handprint:</b> Anterior Reach <b>Threshold:</b> See notes	<b>2. Tilt, Lateral Shuffle to Lunges, 1 step Shuffle</b> 	<b>Series:</b> Tilt <b>Action:</b> Lateral Shuffle to Lunges <b>Hold:</b> Reverse 1 Hand Tilt Hold <b>Footprint:</b> 1 step Shuffle, Lateral Shuffle <b>Handprint:</b> Tilt to Knee Height <b>Threshold:</b> See notes	<b>MOBILISATION</b> <b>1. Tilt, Lateral Hip Adduction, Cross-over Step</b> 	<b>Series:</b> Tilt <b>Action:</b> Lateral Hip Adduction, Cross-over Step <b>Hold:</b> 2 Hand Neutral Tilt Hold <b>Footprint:</b> Cross-over Step <b>Handprint:</b> Lateral Tilt <b>Threshold:</b> See notes
<b>3. Tilt, Hip Abduction, Extension, 1 Leg Balance</b> 	<b>Series:</b> Tilt <b>Action:</b> Hip Abduction <b>Hold:</b> 2 Hand Tilt Hold <b>Footprint:</b> 1 Leg Balance <b>Handprint:</b> Medial Reach <b>Threshold:</b> See notes	<b>3. Rotation, Shuffling Drill, Trail Foot Pivot</b> 	<b>Series:</b> Rotary <b>Action:</b> Squats with Hip/Shoulder Rotation <b>Hold:</b> Neutral Shuffling Hold <b>Footprint:</b> Feet Wide, Trail Foot Pivots on Forefoot <b>Handprint:</b> Knee Height to Shoulder Height <b>Threshold:</b> See notes	<b>2. Carry, Reverse Post Lunges, Out-kern to In-kern Step</b> 	<b>Series:</b> Carry <b>Action:</b> Reverse Post Lunges <b>Footprint:</b> Out-kern to In-kern Step <b>Handprint:</b> None <b>Threshold:</b> See notes
<b>3. Carry, Hip Abduction, Extension, Staggered Stance</b> 	<b>Series:</b> Carry <b>Action:</b> Hip Abduction <b>Hold:</b> Front Carry <b>Footprint:</b> Staggered Stance <b>Handprint:</b> None <b>Threshold:</b> See notes	<b>3. Carry, Hip Abduction, Extension, Staggered Stance</b> 	<b>Series:</b> Carry <b>Action:</b> Hip Abduction <b>Hold:</b> Front Carry <b>Footprint:</b> Staggered Stance <b>Handprint:</b> None <b>Threshold:</b> See notes	<b>3. Carry, Hip Abduction, Extension, Staggered Stance</b> 	<b>Series:</b> Carry <b>Action:</b> Hip Abduction <b>Hold:</b> Front Carry <b>Footprint:</b> Staggered Stance <b>Handprint:</b> None <b>Threshold:</b> See notes

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# Week six – two sessions

This is the final week of the program and, within these two sessions, the aim is to create the final challenge for the client. These two sessions should be seen as being at the point that the client is the best they can be, as they have now developed a great understanding of ViPR, how to maintain rhythmical movement, maintain correct posture and increase their range of motion. They will be challenged further with timing, as each of the stability and strength exercises must now be performed for 40 seconds for two sets. This program will be the most physically exerting, totalling 10 separate exercises.

## ViPR™ – SIX-WEEK PROGRAMME

### Beginner: Session 6

Session objectives: Challenge timing and co-ordination; increase dynamic strength

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**SESSION 6**

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MOVEMENT PREPARATION		DYNAMIC STABILITY STRENGTH		DYNAMIC STABILITY STRENGTH	
Exercises	Programming	Exercises	Programming	Exercises	Programming
<b>1. Carry, Lateral Hip Sweep, Wide Stance</b> 	<b>Series:</b> Carry <b>Action:</b> Lateral Hip Sweep <b>Hold:</b> Front Carry Hold <b>Footprint:</b> Feet Wide, Out-kern <b>Threshold:</b> See notes	<b>1. Shift, In Place Shuffle with Posterior Rotational Arm Drive</b> 	<b>Series:</b> Shift <b>Action:</b> In Place Shuffle <b>Hold:</b> 2 Hand Wide Hold <b>Footprint:</b> All Posterior Reach <b>Handprint:</b> All Rotational Reach <b>Threshold:</b> See notes	<b>4. Shift, Anterior Lunges, Medial Reach</b> 	<b>Series:</b> Shift <b>Action:</b> Anterior Lunges <b>Hold:</b> 2 Hand Neutral Hold <b>Footprint:</b> Anterior Lunges <b>Handprint:</b> Shoulder Height, Medial Reach (full range) <b>Threshold:</b> See notes
<b>2. Tilt, Hip Flexion, 1 Leg Balance</b> 	<b>Series:</b> Tilt <b>Action:</b> Hip Flexion <b>Hold:</b> 2 Hand Tilt Hold <b>Footprint:</b> 1 Leg Balance <b>Handprint:</b> Anterior Reach <b>Threshold:</b> See notes	<b>2. Tilt, Lateral Shuffle to Lunges, 1 step Shuffle</b> 	<b>Series:</b> Tilt <b>Action:</b> Lateral Shuffle to Lunges <b>Hold:</b> Reverse 1 Hand Tilt Hold <b>Footprint:</b> 1 step Shuffle, Lateral Shuffle <b>Handprint:</b> Tilt to Knee Height <b>Threshold:</b> See notes	<b>MOBILISATION</b> <b>1. Tilt, Lateral Hip Adduction, Cross-over Step</b> 	<b>Series:</b> Tilt <b>Action:</b> Lateral Hip Adduction, Cross-over Step <b>Hold:</b> 2 Hand Neutral Tilt Hold <b>Footprint:</b> Cross-over Step <b>Handprint:</b> Lateral Tilt <b>Threshold:</b> See notes
<b>3. Tilt, Hip Abduction, Extension, 1 Leg Balance</b> 	<b>Series:</b> Tilt <b>Action:</b> Hip Abduction <b>Hold:</b> 2 Hand Tilt Hold <b>Footprint:</b> 1 Leg Balance <b>Handprint:</b> Medial Reach <b>Threshold:</b> See notes	<b>3. Rotation, Shuffling Drill, Trail Foot Pivot</b> 	<b>Series:</b> Rotary <b>Action:</b> Squats with Hip/Shoulder Rotation <b>Hold:</b> Neutral Shuffling Hold <b>Footprint:</b> Feet Wide, Trail Foot Pivots on Forefoot <b>Handprint:</b> Knee Height to Shoulder Height <b>Threshold:</b> See notes	<b>2. Carry, Reverse Post Lunges, Out-kern to In-kern Step</b> 	<b>Series:</b> Carry <b>Action:</b> Reverse Post Lunges <b>Footprint:</b> Out-kern to In-kern Step <b>Handprint:</b> None <b>Threshold:</b> See notes
<b>3. Carry, Hip Abduction, Extension, Staggered Stance</b> 	<b>Series:</b> Carry <b>Action:</b> Hip Abduction <b>Hold:</b> Front Carry <b>Footprint:</b> Staggered Stance <b>Handprint:</b> None <b>Threshold:</b> See notes	<b>3. Carry, Hip Abduction, Extension, Staggered Stance</b> 	<b>Series:</b> Carry <b>Action:</b> Hip Abduction <b>Hold:</b> Front Carry <b>Footprint:</b> Staggered Stance <b>Handprint:</b> None <b>Threshold:</b> See notes	<b>3. Carry, Hip Abduction, Extension, Staggered Stance</b> 	<b>Series:</b> Carry <b>Action:</b> Hip Abduction <b>Hold:</b> Front Carry <b>Footprint:</b> Staggered Stance <b>Handprint:</b> None <b>Threshold:</b> See notes

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## What do those within the industry have to say?

“We pride ourselves on providing members with the latest innovation in order to keep them motivated and excited about coming to our clubs. ViPR provides a variety of workout options, teaching the body to work in an effective way both in and out of the gym.”

Nick Hudson, National Fitness Manager, Virgin Active UK

“ViPR is an extraordinary tool. It gives an incredible number of possibilities. As a professional, we can help people to reach all types of goals, from athletic performance and well-being programs to recovery and rehabilitation. It’s in the image of the inventor, Michol Dalcourt: inspiring, fun and effective!”

Jean Sadouni, International Presenter

“Dramatically enhancing sports training, ViPR equipment is the essential functional fitness tool for professional athletes to train their body and gain a competitive edge. Professional sports teams worldwide use ViPR training to combine the strength and endurance training continuum all the way into the recovery zone, increasing range of motion, stability, explosive strength, motor learning, muscular endurance and overall agility to provide an effective whole-body workout.”

Rob Beale, Group Health and Fitness Manager, David Lloyd Health Clubs

“Fun, versatile, innovative, yet highly functional. This is the most exciting piece of free-range functional equipment we’ve seen in a long time: the perfect personal training tool to implement within your club. ViPR has literally endless possibilities: strength, power, stability, sport-specific conditioning and rehabilitation. Focus on conditioning in all three movement planes: 3D training the way it should be. Indoor and outdoor, our trainers have been maximizing the benefits of ViPR.”

Richard Earney, Fitness and Wellness Manager, Aspria, Europe

## Using ViPR for small group training

Small group training is based on up to five or six participants in one session lasting 30 minutes. Spaces are limited, so these sessions can be sold either by the unit or for a set number of weeks in a program. Within the small group environment, you are able to structure different styles of session into your gym/studio program to suit members with different needs. Please see later in this section for the program/timetetable example.

Thirty minutes is selected due to the physical demand; major club chains within the UK and USA have reported that members and clients are physically challenged throughout a training session and very few of their clients can perform with ViPR for longer than 30 minutes. To increase the physical demand during a session, you can look to increase speed, weight used and range of motion, before increasing the duration of performance.

### Four-week program, running four different session types, twice per week with five clients in each

Two vitality 30-minute sessions at (\$15) £10 per session	(\$150) £100 per week
Two performance 30-minute sessions at (\$15) £10 per session	(\$150) £100 per week
Two reconditioning 30-minute sessions at (\$15) £10 per session	(\$150) £100 per week
Two ViPR circuit-based 30-minute sessions at (\$15) £10 per session	(\$150) £100 per week
Total revenue generated	(\$600) £400 per week
Based on a four-week program of progression as above	(\$2,400) £1,600 after four weeks

**Total made after four-week small group program (\$2,400) £1,600**

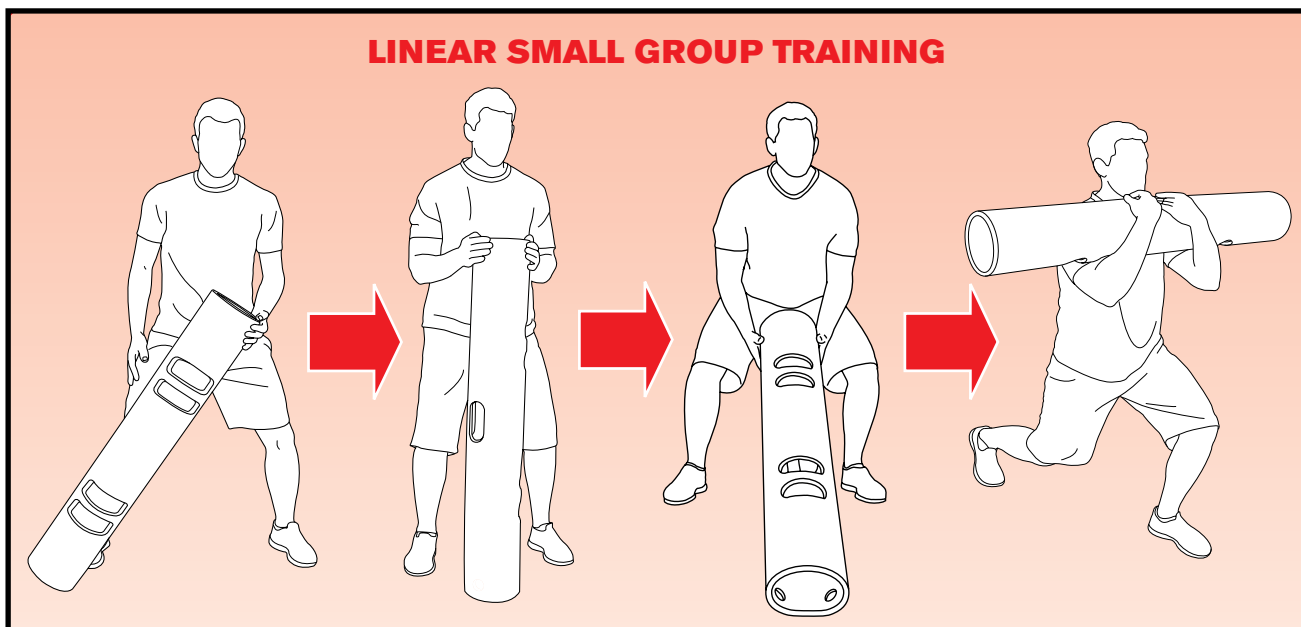
Prices given are for example purposes only.



ViPR small group training can be delivered in three different formats for up to five or six clients. They are linear, relay and re-run.

## Linear small group training

As the name suggests, the linear workout is a series of different exercises each client must complete, finishing one exercise before moving on to the next station.



### Set-up

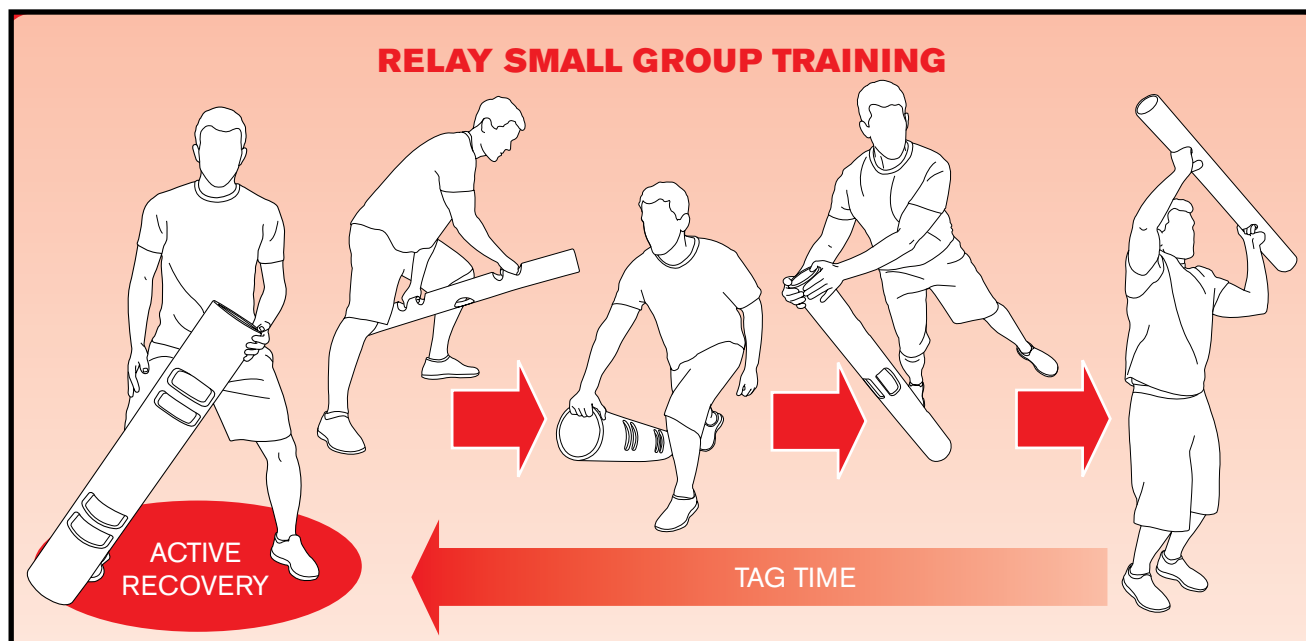
- For each of the stations, the trainer will nominate a specific exercise as per the diagram above, demonstrating to the group so all clients are happy with each movement.
- The trainer will allocate the work to rest ratios depending on the physical capabilities of the group. A couple of examples are as follows: Beginner – 20 seconds' exercise, 30 seconds' rest; Intermediate – 30 seconds' exercise, 20 seconds' rest; Advanced – 40 seconds' exercise, 15 seconds' rest.
- The trainer should ensure there is sufficient space for each of the exercises to be performed.
- The circuit layout should be planned, so the clients do not go through possible fatigue/stress between stations. For example, separate exercises that are similar in movement or load patterns.
- If required, an additional rest station can be added.

### Delivery

- Depending on the capability of the group, the full circuit should be completed the planned number of times, utilizing the work to rest ratios from above for each station.
- The trainer should lead the session and monitor correct movement throughout the duration of the circuit.
- The time of each station should be monitored and a sounding device used if available, to alert participants when to move stations.

## Relay small group training

The relay set-up is very similar to the linear set-up as above; however, it adds another dynamic in terms of an active recovery station or ViPR cardio-based station. For this added station, there is a number of different options. As the name suggests, the relay set-up involves one person tagging the next once they have completed all the stations. Everybody will start together on the active recovery session, with the first person stepping out of the active recovery station and going through each of the other stations in order. Once the individual has completed all the stations in their own time, they will then return to the group active recovery station and tag the next person, who will then complete each station individually and in their own time, before again returning to the group active recovery station and tagging the third person. This cycle will continue until all members of the group have completed the chain of stations. For a more physically demanding group, the trainer may choose for each individual to repeat the chain of stations two or three times.



### The different options for the active recovery station include the following:

- An active recovery station (intermediate groups) exercise has low demand on the body, so it recharges for another lap of the circuit. Exercises such as slow lunges, squats or vitality-based exercises work.
- A cardio station (high-capability groups) exercise, such as jumping lunges or shuttle runs, requires a high oxygen intake. Preferred exercises are shuttle runs around the rest of the group performing the circuit.

The relay small group training example is great for any trainer who has a mix of different capabilities all in the same group. Apart from the active recovery station, each individual is to perform each station on their own, therefore at their own speed, physical demand and duration. This would be allocated by the trainer but can be varied between beginners (shorter duration, less weight, regressed movement) and more advanced clients (longer duration, faster, increased physical demands). When allocating the exercise demands to each client, the trainer must ensure that form is maintained throughout and each individual is always moving, even in the active recovery station.



## Set-up

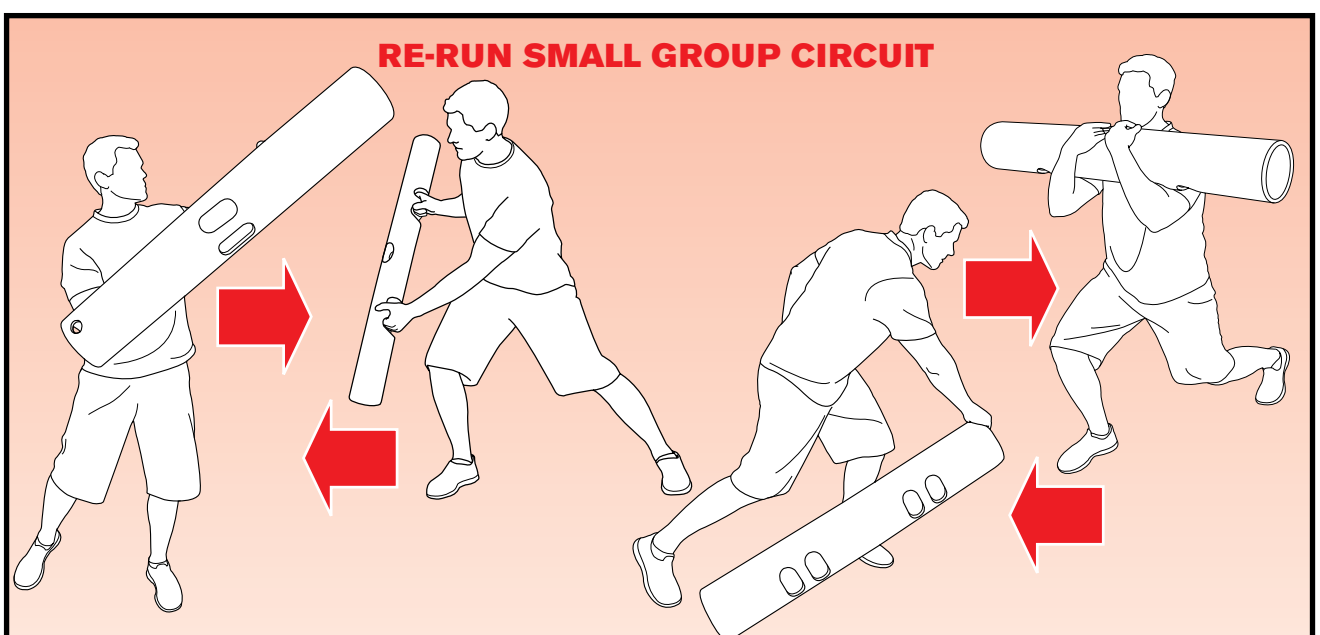
- For each of the stations, the trainer will nominate a specific exercise as per the diagram above and demonstrate to the group, so all clients are happy with each movement.
- The trainer will allocate the work to rest ratios depending on the physical capabilities of the group. A couple of examples are as follows: Beginner – 20 seconds' exercise, 30 seconds' rest; Intermediate – 30 seconds' exercise, 20 seconds' rest; Advanced – 40 seconds' exercise, 15 seconds' rest.
- There should be sufficient space for each of the exercises to be performed.
- The circuit layout should be planned, so the clients do not go through possible fatigue/stress between stations. For example, separate exercises that are similar in movement or load patterns.
- If required, an additional rest station can be added.

## Delivery

- The group should start at the active recovery station and continue throughout the duration of the circuit.
- One at a time, the clients should tag away from the group and perform each station as per the intensity levels set by the trainer, relevant to that individual.
- Once the individual has completed the circuit, they will return to the group on the active recovery session and continue, tagging the next person to go and complete the circuit.
- This continues until all delegates have individually completed the circuit for the allocated number of times set by the trainer.
- Form should be maintained throughout and each individual should always be moving, even in the active recovery station.

## Re-run small group circuit

The re-run small group circuit is designed to implement exercises that work in pairs, therefore working the entire body using intervals. This circuit requires either four or six clients, each swapping to do both the exercises before moving onto the next pair of exercises. When designing this circuit, it is important to use pairs of exercises and repeat a minimum of two times. You can have as many stations as you like but they must remain in pairs. The idea behind this type of circuit is to give less recovery time between stations and fatigue the movement pattern quicker. This is a different energy cost/demand than the linear and relay circuits; the re-run circuit has a higher metabolic demand. For example: Station 1 – Squat rotations with ViPR in high grip (exercise 1) and lateral tilt into squat (exercise 2); Station 2 – Squat with diagonal pattern (exercise 1) and shoveling drill (exercise 2); Station 3 – Ice skaters (exercise 1) and anterior tilt (exercise 2).





Below is an example timetable supporting the small group revenue model suggested earlier.

Small group training timetable	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
09:00 - 10:00	Beginners' small group linear		Advanced small group re-run		Performance small group circuit		Intermediate small group re-run
10:00 - 11:00		Advanced small group linear	Performance small group circuit				
11:00 - 12:00	Advanced small group relay			Intermediate small group relay		Beginners' small group relay	
12:00 - 13:00		Performance small group circuit			Intermediate small group linear		Advanced small group relay
13:00 - 14:00	Intermediate small group re-run		Beginners' small group re-run				
14:00 - 15:00		Beginners' small group relay				Advanced small group re-run	Performance small group circuit

On the above small group training timetable, there are four small group classes running at four different times of the week:

- Four beginners' small group sessions
- Four intermediate small group sessions
- Four advanced small group sessions
- Four performance small group sessions

By implementing a structure similar to that above, clubs are able to provide for all capability levels and reach out to all members. Ensure trainers adapt their sessions so there is very little repetition on the timetable, implementing new exercises/circuits regularly to challenge members.

## Using ViPR for large group training

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Large group training is based on using one set of ViPR (14 units); however, the capacity can be increased up to a recommended 25 if the venue has at least 25 ViPR. Below are example revenue models for both groups of 15 and groups of 25. As per the small group training, circuits can be manipulated to include different exercises and movements depending on the aim and capability of the group. An example programme is given that sits in partnership with the revenue model.

### Group of 15

Four-week program, running four different session types, twice per week with 15 clients in each:

Two vitality 45-minute sessions at (\$7.50) £5 per session	(\$225) £150 per week
Two performance 45-minute sessions at (\$7.50) £5 per session	(\$225) £150 per week
Two reconditioning 45-minute sessions at (\$7.50) £5 per session	(\$225) £150 per week
Two ViPR circuit-based 45-minute sessions at (\$7.50) £5 per session	(\$225) £150 per week
Total revenue generated	(\$900) £600 per week

Based on four-week program of progression as above (\$3,600) £2,400 after four weeks

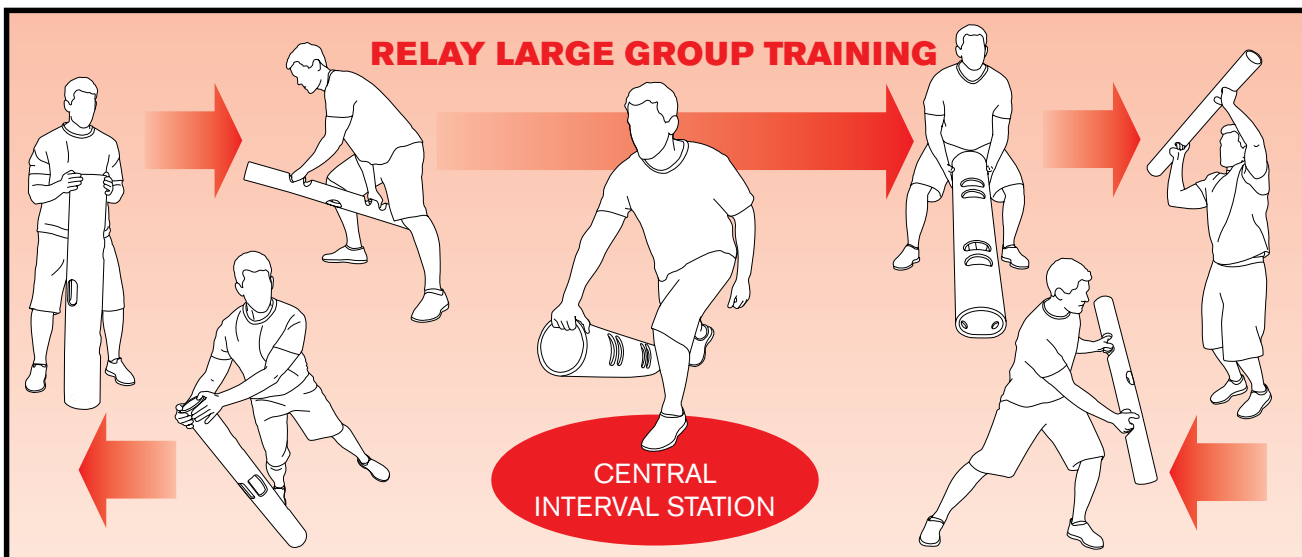
### Group of 25

Four-week program, running four different session types, twice per week with 25 clients in each:

Two vitality 45-minute sessions at (\$7.50) £5 per session	(\$375) £250 per week
Two performance 45-minute sessions at (\$7.50) £5 per session	(\$375) £250 per week
Two reconditioning 45-minute sessions at (\$7.50) £5 per session	(\$375) £250 per week
Two ViPR circuit-based 45-minute sessions at (\$7.50) £5 per session	(\$375) £250 per week
Total revenue generated	(\$1,500) £1,000 per week

Based on four-week program of progression as above (\$6,000) £4,000 after four weeks

**Total made after four-week large group program (\$6,000) £4,000**



The interval large group training circuit example above is recommended for groups of up to 15 people and can be performed indoors or outdoors. A significantly larger space is required for large group training, compared to the small group training.

The interval circuit includes a high number of individual stations, surrounding a central interval station that the whole group is to perform together. Each individual is to perform each station individually; however, each station is separated by the group interval station, in which all participants must come to the middle of the circuit and perform together the interval ViPR exercise. Once the group has completed the interval station, the whole group will rotate clockwise onto the next station they have not yet completed. They will then complete the next station, before again returning to the centre of the circuit as a group and repeating the interval station. This is ongoing until the group has completed a full loop of the circuit and each individual has completed every station on the circuit.

The large group circuit as above can again be manipulated and adapted to suit the demands/capabilities of the group. More aerobic-based exercises can be used or more strength-based movements, depending on the aim of the session. It is crucial for the trainer to recognize the capabilities of the group and apply exercises accordingly. Similar to the small group programming, it is easy to be creative with the sessions, layouts and focuses for your clients/members.

Different sessions can be put on at different times. Sports-specific group sessions can be created during periods of demand, for example, ski conditioning before the winter months for your members, and football/ rugby pre-season training sessions for clubs and teams. Within such a specific session, the trainer will need to apply exercises creatively and use the ViPR coaching model and exercise design tool (taught in the ViPR certification) to apply exercises that are specific to the client's requirements. To assist you with examples, a range of sport-specific training programs has been designed in partnership with a number of leading sports teams and coaches from around the globe. Visit [viprfit.com](http://viprfit.com) to access all the training program examples.

## What do the trainers have to say?

“What a sensational way to challenge the body in all three planes of motion, doing every-day challenges that have a carry over to real life. ViPR is one of the best workouts, if not the best workout, I have ever performed. This is for everyone.”

**Ian O'Dwyer, International Presenter**

“You can manipulate speed and range of motion across all planes. So versatile, so applicable for any goal. ViPR exercises are endless.”

**Rodney Corn, International Presenter**

## Using ViPR for boot camps and outdoor training

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ViPR boot camps are a great way to set targets and get creative with exercises over a set number of sessions. It is a great way to take larger amounts of revenue for a set number of sessions that will develop the client through a number of progressions and exercises as they become more comfortable and capable using ViPR. With a more military-based style, the boot camps are much more performance based, with a specific focus on the outdoors.

The below model is based on an eight-week program, with two one-hour sessions per week with 20 participants per group. It is possible to run multiple groups based on level of performance within one venue, for example, running sessions on different days. An example program is illustrated below.

The following example is from a two-group venue running an advanced boot camp as well as an intermediate boot camp, both with 20 clients on each.

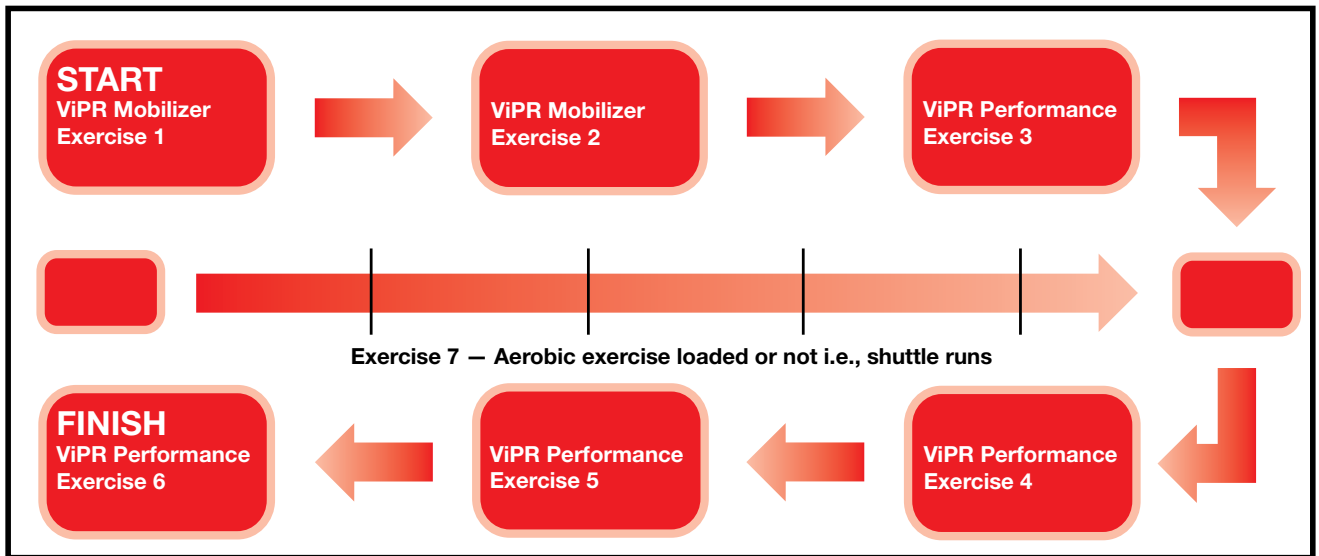
Advanced boot camp, one hour at (\$7.50) £5 per session	(\$150.00) £100 per session
Intermediate boot camp, one hour at (\$7.50) £5 per session	(\$150.00) £100 per session
Two advanced boot camps, one hour at (\$7.50) £5 per session	(\$300.00) £200 per week
Two intermediate boot camps, one hour at (\$7.50) £5 per session	(\$300.00) £200 per week
Eight weeks' advanced boot camp, two sessions per week at (\$7.50) £5 per session	(\$2600.00) £1,600 per eight-week program
Eight weeks' intermediate boot camp, two sessions per week at (\$7.50) £5 per session	(\$2600.00) £1,600 per eight-week program
<b>Total made after eight-week boot camps</b>	<b>(\$5200.00) £3,200 after eight weeks</b>

A boot camp is a great way to get really creative in the outdoors; it opens up new exercises that can be used in an outdoor environment. Due to the impact of ViPR, the outdoors is recommended for certain exercises including flips and throws where the user elevates ViPR and doesn't maintain control.

When designing a program for boot camps, it is crucial you look at exercise levels that fit the clientele you are working with. While the group will want to be worked, it is crucial you do not over-exert them too early and plan the session well, so they leave knowing they have done a workout but are motivated for the next session.

Below are a couple of suggested layouts for boot camps, which look to fuse together strength training with aerobic activity and correct movement.

## Compressed boot camp



The boot camp above can be done in two formats: as a team together or from start to finish as groups of two or three per station. As a team, everybody will start at station one and not progress to the next station until everyone in the team has completed their goal for that station. Once completed, they can progress and make their way around the camp. The emphasis with this drill is on team cohesion and encouragement; the team works together, starts together and finishes together at every station.

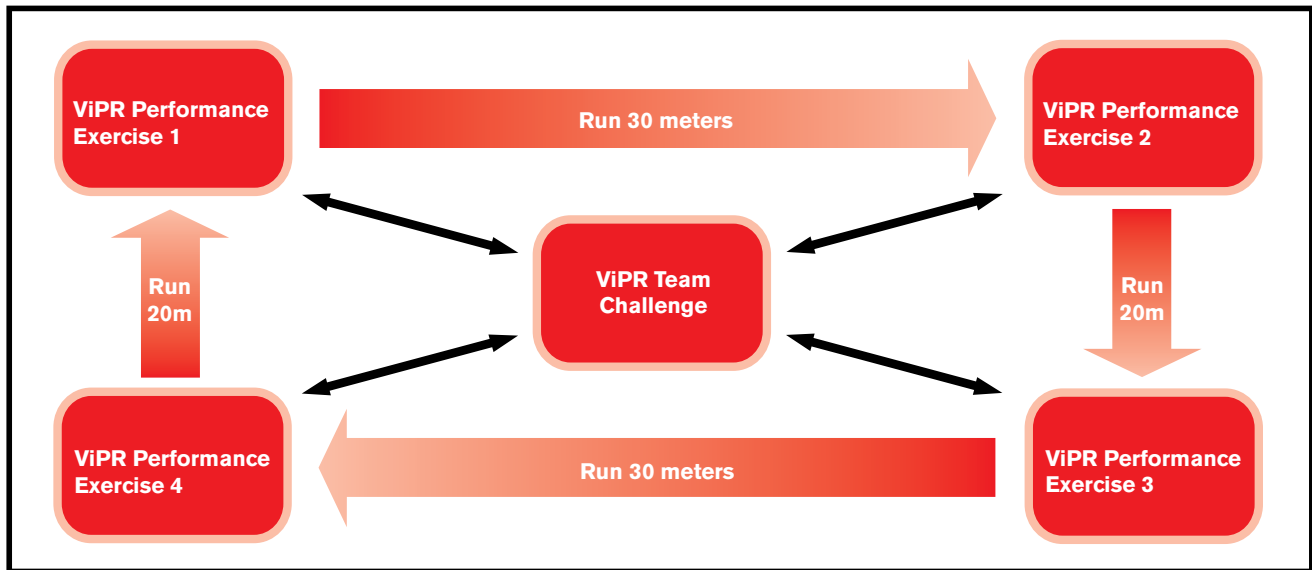
The second format for the above boot camp is to split the group into pairs, depending on the number doing the session, and stagger-start them so a new group starts from point one every 40 seconds. In this situation, you will then have people who have not yet started or have finished first, and their job is to actively encourage those who are performing.

The boot camps are great ways to pull in other methods of training to work alongside the exercises for ViPR. In the above example, we have incorporated a station for shuttle runs, whether loaded with ViPR or not. This station can be used in a number of ways, either as the final station or to break up the circuit, and at any stage the instructor chooses. Again, this aspect can be completed in pairs or all together.

## Open boot camp

On the below example, this boot camp is more spread out. The circuit includes five exercise stations and between each station is either a 20m or 30m running transition phase. Such a circuit would be ideal for sports that have multiple phases, for example, rugby. A player will get involved in a phase of play but will then be required to run to another phase of play on the pitch. This can easily be mirrored by the exercises chosen to run on each of the stations. The layout below will have more of an aerobic demand between stations, which again can be progressed or regressed to suit the group.

The below example is performance focused; however, this can be adapted to the capability of the group, varying the actual exercise, demand of the exercise, duration of the exercise, number of repeated circuits performed and distance from station to station.



## The military and forces

With the robust nature of ViPR and its ability to be used in an outdoor environment in ever-changing conditions, ViPR maintains its shape and usability. Therefore, it's a great tool to be used out in the field, within a base or within the rehabilitation centers.

Working closely with the military in the UK, it is recognised that a large number of troops returning from combat with physical injuries require long rehabilitation periods. As per the testimonial on page 25, ViPR has proved to be an effective tool not only pre-action, in training and in building strength and endurance, but also post-action, effectively rebuilding a soldier back towards their post-action abilities.

A range of military-based exercises is used with ViPR, including pool work, marching, floor series and combat drills, each highlighting the diverse requirements the military has on each piece of equipment it uses. Traditionally, the military has required numerous pieces of equipment, each with its own specific use. However, with ViPR's diversity and multiple uses, the military is able to bring together what were once multiple pieces of equipment into one, reducing the issue surrounding storage and the amount of equipment required to effectively train. A goal of the military, not only when training but also when in combat, is to equip its soldiers with as little amount of equipment (baggage) but ensure they still have everything they need to effectively do the job (i.e., every soldier must be mobile and carrying minimal baggage and, if one tool can be used that incorporates the job of three, it is effective). This is what ViPR is able to do in the training/conditioning environment.



## RAF Halton introduces ViPR

Having been successfully integrated into the initial Phase 1 physical training programs at Royal Air Force Halton, around 200 new recruits have now trained with ViPR in its first two months at the base. A further 50 Phase 2 and 3 airmen and officers, including 20 Royal Air Force physical training instructors, have been using the kit, highlighting its potential throughout the rest of the military. A testament to the versatility of ViPR is that, after a successful launch in Phase 1, 2 and 3 training by the Royal Air Force, they are now planning to send ViPR out to operations in Afghanistan.

## RAF Halton, Phase 1, basic recruitment training

Once, the regime consisted strictly of circuits, running, swimming and battle training; now, ground trade airmen are exposed to a range of training methods following a restructure of RAF Phase 1 physical training. Physical training is undertaken in each of Royal Air Force Halton's four on-site training facilities, which include a pool, outdoor training area, free weights gym and two sports halls for group exercise. Equipment in each of the gyms consists of bikes, steps, boxing equipment, powerbags, Swiss balls, rollers, flexi-bars – and now ViPR.

Following an instance of injuries since 2005, the RAF's physical demands analysis meant that a greater variety of training would need to be brought in to reduce the number of injuries and, ultimately, discharges from the RAF. Therefore, the functional training brought in by ViPR would be a perfect solution to training Phase 1 recruits, which includes those who have limited physical training prior to joining and are therefore deemed unfit, and those in Phase 2 and 3 who have not met the required fitness standard following remedial work or rehabilitation from injury. One such aircraftsman, Anthony Aiken, who began his Phase 1 training in January 2010, noted the equipment's ease of use. He said, "ViPR allows for a much greater freedom of movement than weights."

Warrant officer Mick Ignatowski was also in support of using ViPR in Phase 1: "The only problem for us is over the past two years we've been in what you call 'surge'. We've been bringing a large number of young recruits at a lower standard of both education and fitness. There have also been injury issues due to some individuals' standard of fitness, so we've had to tone down the difficult physical elements until it's resolved. Therefore, we initially thought that ViPR would be best used in Phase 1 due to its functional element but since we have seen the other techniques used – and how easily these can be picked up – we have seen the potential for it to be used throughout the military."



## Royal Air Force Halton, Phases 2 and 3, trade training and career development

Having been successfully integrated into the initial Phase 1 physical training programs at Royal Air Force Halton, around 200 new recruits have now trained with ViPR in its first two months at the base. A further 50 Phase 2 and 3 airmen and officers, including 20 Royal Air Force physical training instructors, have been using the kit, highlighting its potential throughout the rest of the military. A testament to the versatility of ViPR is that, after a successful launch in Phase 1, 2 and 3 training by the Royal Air Force plans are in place to send ViPR out to operations in Afghanistan.

Physical training instructor Benjamin Brook, who has just started taking classes and circuits with ViPR, was also impressed by the kit: “The versatility of ViPR is great for a start; we use them in the Royal Air Force out on operations, as it’s a very robust piece of equipment, whereas perhaps other pieces of equipment on the market aren’t quite as robust. Certainly, because you can develop them into so many different uses, in the swimming pool, as part of a circuit, take them out on runs – we use them a lot in battle physical training sessions – so they’re not going to phase out or go out of fashion. There are only so many exercises you can do with a weights bar, for example, so as an RAF PTI it does give you much more scope for imaginative exercises and makes the class better for them and better for us to teach.”

Early indications are that ViPR will bring successful results to the RAF and potentially to the rest of the military, as Ignatowski suggests, “This is a product that will definitely last a long time because it’s unbreakable, it’s robust and easy to store. I’m getting rave reviews from the staff.”



## Using ViPR for partner workouts

A number of ViPR exercises can be used for partner workouts. Partner workouts are ideal for higher intensity sessions or for those who need active encouragement as they work out. Partner workouts are ideal for people who need someone else to motivate them towards a given goal.

Partner workouts can follow a number of different formats, including follow the leader, time challenges, re-runs and face-offs.

### Follow the leader

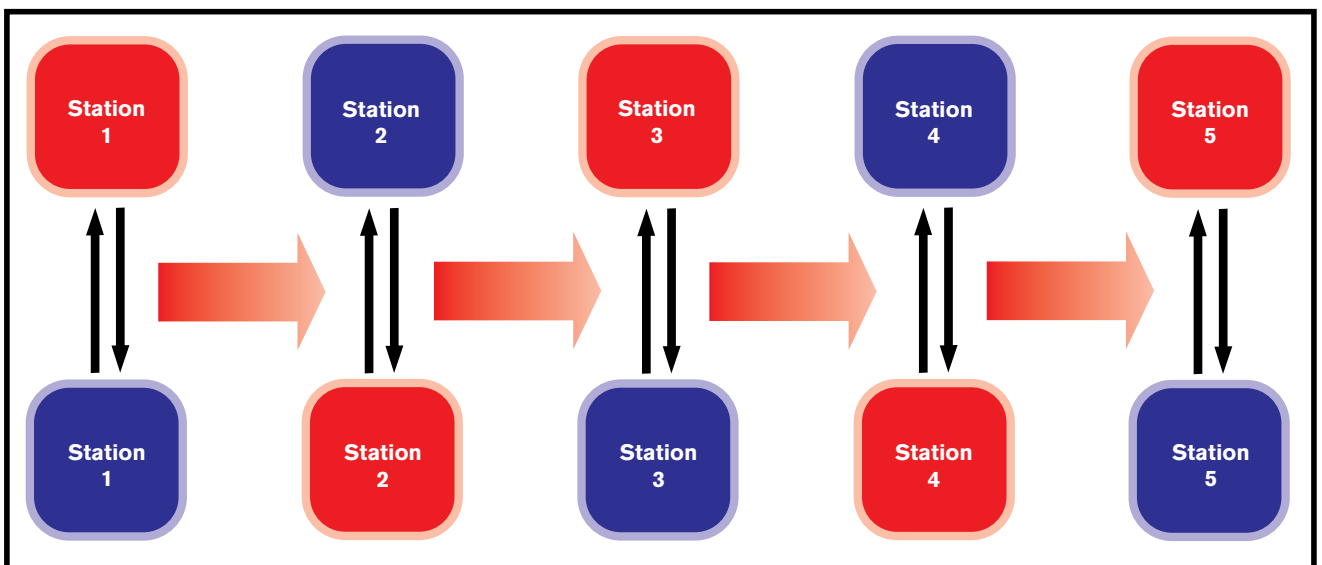
One person decides on an exercise, performs the exercise for a given time and then hands over to the partner who performs the same exercise. The leader will then perform a second exercise, again followed by their partner. The pair repeat this copycat format for the given number of exercises.

### Time challenges

A time challenge pitches the pair against the clock and involves an element of competition. A number of exercises or movements are chosen by the pair, who both set themselves individual goals based on repetitions/loads. One after another, or at the same time, they must both complete the individual challenge for the specific exercise/movement. They must either encourage the other person as they try to complete each exercise or perform together driving each other through competition.

### Re-run

The re-run workout as per the small group training is focused on pairing up exercises with minimal recovery time. To start the session, the pair must set out the number of twin exercises they would like to complete (i.e., if they are doing five pairs of exercises, they need to decide on which 10 exercises they will adopt). This workout can be laid out in a studio, so the pair progressively make their way from one end to another. The diagram below helps to explain this.



Before progressing to the next station, both participants must perform both exercises for the agreed duration. Rest should be kept to a minimum and the pair should encourage each other as they progress through the workout.

## Face-off

The face-off workout is simply as the name suggests. The pair face one another and progress through a number of exercises against a timer/beeper. The level of intensity for this workout can be varied by the duration of each exercise and recommended recovery time between exercises. The face-off format is designed to mentally encourage each participant through seeing their partner working equally as hard. A number of different intensities have been given below for guide purposes:

	Number of exercises	Duration	Rest period
Beginner	5	20 seconds	40 seconds
Intermediate	6	30 seconds	30 seconds
Intense	7	40 seconds	20 seconds
Advanced	8	60 seconds	10-20 seconds

“There are very few pieces of equipment in the fitness and sports performance industries that are as versatile, functional and fun as ViPR.”

Chuck Wolf, international presenter

“I am compelled to write having just used ViPR for the first time. I am a wheelchair athlete, part of the Great Britain cycling team at the 2010 World Championships, and am currently training for the 2012 Paralympics. Being paralysed from the chest down, I find regular weights/dumbbells tricky to use as my core strength and balance are non-existent. However, using ViPR, I’ve been able to do all sorts of movements not possible with other free weights, due to the extra support that the design gives me. I’m very excited to have discovered it and think it’s going to be a great training aid to help me on my course for 2012.”

Karen Darke, Team GB cyclist and endurance athlete

“I have found the ViPR workout very beneficial; this is the only tool that builds strength and flexibility at the same time.”

Tom Gilbert (Edmonton Oilers/NHL professional hockey league)

# ViPR education and training materials

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## Vitality training explained

**ViPR VITALITY: A renewed sense of energy and movement possibility – purposeful and strong.**

ViPR training workouts produce positive energy and can infuse vitality. Vitality can refer to the well-being and aliveness of a person in both the physical and mental sense. The very word can be derived from 'vita' or 'life'. Vitality training leads to participants feeling healthy, capable and energetic.

## Performance training explained

**ViPR PERFORMANCE: Performing at the highest level possible with plenty to spare.**

ViPR performance training is exceptional in conditioning the body to reach its ultimate potential. Performance training will show an improvement in explosive power and an increase in speed and agility. Other benefits include an increase in the body's muscular strength, endurance and cardiovascular fitness.

## Reconditioning training explained

**ViPR RECONDITIONING: Regaining the power to move effectively and efficiently once more.**

Reconditioning training is beneficial for improving muscular coordination and increasing overall fitness levels. Other benefits of reconditioning include increased joint flexibility and improved muscle tone, strength and endurance. Reconditioning will also lead to a change in body composition with increased muscle mass and loss of adipose tissue.

## The one-day live workshop

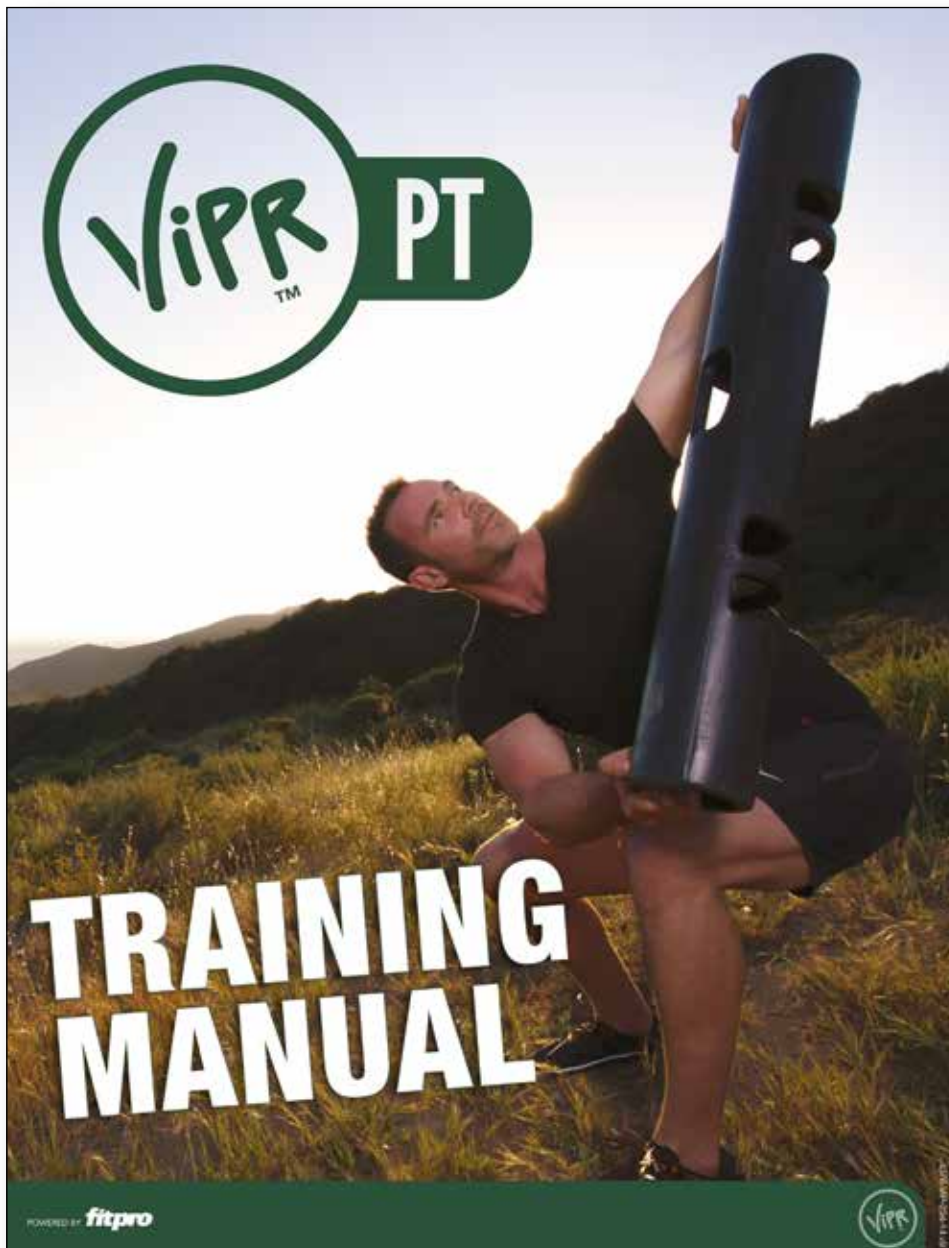
The ViPR live workshop is a motivating day practically demonstrating ViPR in its full capacity. This day follows a syllabus and represents step four within the certification process. More details are provided in the full syllabus below; however, the day will cover:

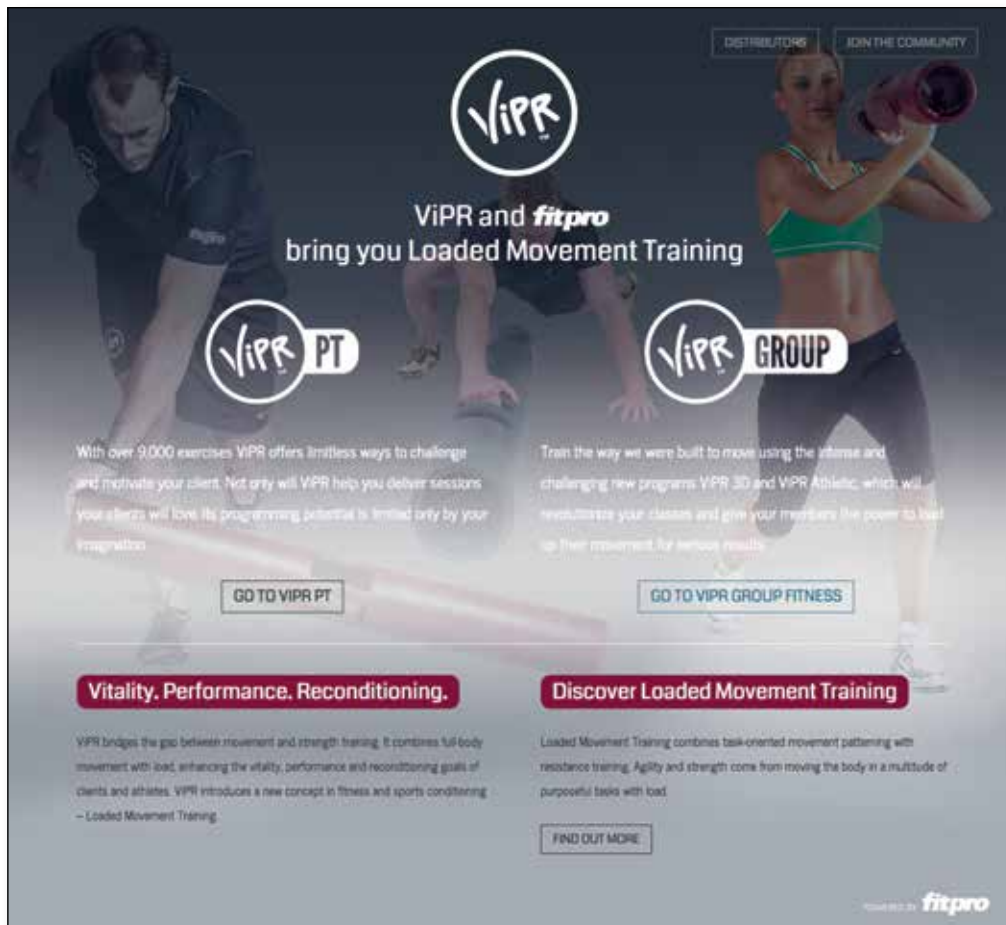
1. ViPR demonstration
2. The ViPR story
3. The scientific anchors supporting ViPR
4. ViPR programming
5. Vitality practical exercises x 4
6. Performance practical exercises x 4
7. Reconditioning practical exercises x 4
8. The ViPR coaching model

A copy of the one-day live syllabus can be found in the Appendix section.

## The ViPR training manual

The ViPR training manual is a resource to support the one-day training course. It acts as a resource to remind the trainer of all the content online. Following the same structure as above, the manual runs in order of the live training day and provides a visual example of both the ViPR coaching model and the ViPR programming matrix. Along with the tools to implement and design exercises, the manual provides 12 fundamental exercises the trainer can refer to. These are split between four vitality exercises, four performance exercises and four reconditioning exercises.





## viprfit.com

The ViPR website is a continually updated resource where distributors and clients can access ViPR resources, information and ViPR training tools. viprfit.com is the place where instructors progress through their ViPR certification.

Instructors will also be able to purchase training programs via the online shop. As well as finding out all training dates, they can follow the ViPR community and contact their local distributor.

Distributors and members will be able to register and log in to the website. Accessibility levels differ between users but login capabilities will be as per the following:

- Distributors – Ability to access a host of downloadable content, including manuals, marketing material, sales tools and programs
- User – Ability to access all information relevant to them only. This will include their certification and booking live training. They will also be able to buy from the site's shop and purchase programs and materials.

# Certification and education

## ViPR certification process explained

Anyone who uses ViPR to train clients, athletes and/or patients needs to be certified. This is a straightforward process and is in place to ensure that there is consistency with the program delivery and that effective exercises are chosen. To become a certified ViPR instructor you need to complete modules 1, 2 and 3 and attend a live workshop.

The certification process begins with the following 10 steps:



### STEP 1 Module 1 – Online (Educational foundation)

#### ASSESSMENT

FREE Online Module 1 Quiz – multiple choice exam  
CECs Available

By completing this module, they will have demonstrated their understanding of ViPR, studying the content and completing a multiple choice exam and passing before moving onto the live workshop.



### STEP 2 Live workshop with one-day practical application

#### ASSESSMENT

- Live Workshop Assessment
- CECs Available

The live training workshop is a one-day workshop delivered by the master training team. It is recommended that the one-day workshop has a maximum of 25 delegates per master trainer. The day runs from 09:00 until 17:00 and will provide the attendees with 12 exercises, the ViPR coaching model, and how to apply progressions/regressions. Therefore, they will leave with the knowhow to apply ViPR to different types of clients and a solid base for what they need to know to start training with ViPR.



### STEP 3 Download certificate online





## STEP 4

### Complete Module 2 and 3 – Online (This serves to build your educational foundation)

#### ASSESSMENT

(Small fee for module only) online Module 2, 3 and exam  
CECs Available

During these two online modules, the delegate will be taken through methods of progressing/regressing using ViPR, widening their understanding and expanding their exercise library.

The assessment stage of modules 2 and 3 is attached to the content and involves the delegates completing an online exam for each of the two modules. If a delegate does not pass either of the online modules, they will be able to retake the exam and be given another set of questions associated with the module. They are able to keep retaking until they pass and have correctly demonstrated and understood the modules.

## Advanced certifications

As an extra progression for those delegates who want to become more advanced with ViPR, a series of separate certifications are to be offered. However, delegates must have completed the ViPR certification as above to progress onto any of the advanced certifications. A few examples are given below:



## STEP 1

### Completion of Online Course

(This online course would be specific to each Advanced Certification)  
CECs Available



## STEP 2

### One-day Live Course


(This is your opportunity to learn, teach, demonstrate, and be reviewed on the Advanced Material using ViPR – CECs with workshop)



## STEP 3 Submit a DVD

(Submit a DVD showing your abilities to deliver ViPR programs to advanced populations. This DVD submission serves as an evaluation and will be reviewed and scored prior to obtaining an advanced certification.)

The advanced certification steps as above are for example purposes only and should act as a guide to the steps that will need to be taken in order to become an advanced certified master trainer.

ViPR Trainer Development model				
	Certified ViPR Instructor	Certified ViPR National Trainer	Certified ViPR Master Trainer	
Completed 1-day ViPR Instructor Certification Course	X	X	X	
To conduct ViPR classes with clients/athletes	X	X	X	
Work with ViPR as a Certified ViPR Instructor for a year		X	X	
Recommendations by club owners/management/distributor		X	X	
Completed 3-day ViPR National Trainer Certification Course		X	X	
To conduct 1-day ViPR Instructor Certification Course		X	X	
Work with ViPR as a Certified ViPR National Trainer for at least a year			X	
Approval by Michol Dalcourt/Fitness Professionals/distributor to attend ViPR Master Trainer Mentorship Course			X	
Completed ViPR Master Trainer Mentorship Course with FitPro			X	
To conduct 3-day ViPR National Trainer Certification Course			X	
Speak on behalf of ViPR with consensus from Michol Dalcourt/Fitness Professionals/distributor			X	

To conclude, the certifications can be mapped as follows:

### 1. Certified ViPR instructor/advanced certified ViPR instructor

Anyone who has studied and completed the modules 1, 2 and 3 online and also the live one-day workshop.

Anyone who is a certified ViPR instructor can progress onto an advanced ViPR certification and become an advanced certified ViPR instructor.

### 2. National ViPR trainer

These are allocated by the master trainer manager and should have completed all previous steps. All national ViPR trainers should have completed the 2.5-day master training delivered by one of the global master trainers. They are able to deliver both the basic ViPR certificate and the advanced certified days (if trained).

### 3. ViPR master trainer

These are part of the global team that delivers the three-day master training days and the advanced certification content. They are responsible for the creation and delivery of ongoing ViPR education and act as mentors to the national ViPR trainers and advanced ViPR trainers.

## ViPR master trainers

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A ViPR master trainer is a highly experienced and inspirational trainer and mentor. They are able to demonstrate a mastering of the ViPR training principles.

The master trainers are responsible for the ongoing training of ViPR in conjunction with the national trainer manager. The master trainer's role is designed to help instructors reach their potential by providing ongoing feedback, support and assistance through one-on-one coaching, plus field training, trainer days and ongoing education. Our goal is to build a global network of ViPR master trainers.

To become a ViPR master trainer, each trainer must attend a three-day course that will cover the fundamentals of ViPR, entitled the three-day live 'ViPR Master Training'. The day will break down and explain in more depth the live ViPR training and more advanced knowledge of ViPR. Who becomes a ViPR master trainer is decided by the regional trainer manager who is responsible for keeping fitness professionals fully up to date with whom is part of their training team. As per the below, all master trainers are responsible for maintaining a high standard of delivery and, if it is decided the individual trainer will no longer be used, they will lose their ViPR master trainer credentials.

### Recruitment

The recruitment of master trainers is crucial to the success and promotion of ViPR within each region. Selecting the right trainer who will live and breathe the product in its own right is a huge contribution to the marketing of ViPR.

It is recommended when recruiting potential ViPR master trainers that three-day boot camps are held with trainers/instructors who have been recommended to you by a trusted source or are proven in their own right through their experience and current qualifications. The day would be led by either one of the international master trainers or by your own ViPR trainer manager. The three days will take the journey through the one-day live workshop, breaking down each individual aspect so the trainers in attendance are able to absorb, understand and then demonstrate back to the group. Via this selection process, it will become evident which trainers will fit best and it is these trainers that should be selected by the ViPR trainer manager. From this point on, it will be the responsibility of the ViPR trainer manager within your region to inspire and motivate the team through to allocating their work and attendance to key events.

*A copy of the three-day syllabus for the master training can be found on the ViPR FTP site.*

An ongoing route to recruiting master trainers is by monitoring the progress of delegates through the certification within your own region. By successfully completing the ViPR advanced certification, an individual would have already demonstrated their understanding of the product and its contents, but has also shown their interest in the product and developing themselves for the future. Potentially, this is everything you need for a future master trainer. However, master trainers should only be selected once they have completed an advanced level certification and have an outstanding knowledge of functional anatomy/physiology and using ViPR in an array of ways, in different environments and with different client demands.

## Trainer agreements

It is recommended that every ViPR master trainer should sign an agreement of understanding and expectation, which outlines the responsibilities of the master trainer. An example content of an agreement is as follows:

1. Key terms and front page signature
2. Requirements for trainer qualification – outline criteria a master trainer must fulfill within your region
3. Annual review of qualified trainer status – how trainers will be reviewed on an ongoing basis
4. Assessment – detail on maintaining the expected high training standards
5. Trainer qualification status – status and development of trainer
6. Remuneration – pay scales for the trainer
7. Variation of materials and property rights of the distributor and FitPro (ViPR)
8. Obligations of the trainer
9. Obligations of the distributor
10. Summary of the contract

To assist each trainer with the contract, a generic trainer manual should also be designed, outlining in more detail the role, expectations and details to answer any common questions they may have as a trainer (e.g., payment methods).

*An example trainer manual as used in the UK can be found on the ViPR FTP site.*

## Example pay scales

Below is a model illustrating the progression of pay scales for different types of events, as well as increased experience through time. The below model is for example purposes only and the amounts should be adjusted to your regional standards as the distributor sees fit. Please note this model is for example purposes only and is not a fixed pay scale.

Trainer	Masterclass		Module Training		Quarterly Workshops			
					1 program		2+ programs	
1	(\$112.50)	£75	(\$0)	£0	(\$0)	£0	(\$0)	£0
2	(\$150)	£100	(\$225)	£150	(\$150)	£100	(\$225)	£150
3	(\$150)	£100	(\$272.50)	£175	(\$187.50)	£125	(\$272.50)	£175
4	(\$150)	£100	(\$300)	£200	(\$225)	£150	(\$300)	£200
5	(\$168.75)	£110	(\$337.50)	£225	(\$272.50)	£175	(\$337.50)	£225
6	(\$187.50)	£120	(\$375)	£250	(\$375.50)	£225	(\$375)	£250

## Trainer day rates explained

As per the trainer contract and trainer manual, each ViPR master trainer will undertake an annual review of performance and provide a live class or video of performance examples to the regional head master trainer (or equivalent). The head master trainer will review the master trainer's performance and competency and develop the individual accordingly. It is the responsibility of the head master trainer to feed back constructively, outlining any areas to develop and devising a development strategy with the individual master trainer.

Reviews can be more regular if required or can be called at any time by the distributor.

## A justification on trainer status is as below:

- 1.** This is a trainee who is new and has come through master training. Initially, they will only be used for small clubs or small team teaches. They will rely on a more senior trainer as a mentor and will be developed slowly to larger groups and then towards status two of delivering the one-day live workshop. These are generally the demo teams we will send to events.
- 2.** At this stage, they become a trainer rather than a trainee. They have passed the QC criteria as set by the trainer manager or distributor and are able to deliver competently in front of large groups and on their own. They have shown a great understanding of the product and its practicality and fulfill the trainer manager's initial observation. They will work towards delivering the one-day workshop, which will involve team teaching and gradually delivering more of the training day on their own. As they progress with delivering the one-day Live Workshop, we only pay the trainers expenses or their relevant daily amount. The head trainer will confirm they are good to go on their own.
- 3.** This stage as a rough rule of thumb takes around 18 months to two years. This is based on the master trainer's level of experience. You would expect them to take on a little more responsibility and provide articles/content or provide guidance to new trainees. They would have great experience in delivering the one-day live workshop, provide guidance on the ViPR certification to delegates and look to assist with development of other trainer team members.
- 4.** Here, they have achieved the level of head trainer or have so much experience at this stage that they will be heavily involved in internal training or mentoring, regularly contributing to the education of the product. These people will provide training programs, along with commentary that can be used on viprfit.com. These trainers will design our advanced certifications.
- 5 and 6:** The UK only has one person on this rate, as they have been involved 15+ years, have huge knowledge and are able to provide as head of education. Similarly, this would be the rate of any head trainer if they were not contracted, as they will oversee the entire team, motivating, coaching, etc. This is ultimately giving every master trainer somewhere to aim for in the future and have a continuous goal.

# ViPR brand architecture

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## MASTERBRAND LOGO



## SUB-BRANDS



## PROGRAMS



# ViPR marketing

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A successful launch for ViPR depends on:

- Generating market-relevant insight to optimize the product proposition
- Generating credible endorsement from within each target market
- Tailoring training and education for each market

## The two main take-outs

1. Awareness, credibility and belief will come through recommendation and experience of the product. Investing money in traditional advertising is not a good use of money, as it provides neither the recommendation nor experience necessary. Invest the whole of the marketing budget in developing credible content, endorsement, building advocacy and getting people to experience ViPR. Getting people to use ViPR is key, so they can understand the different applications of ViPR and how the body reacts to a new training method.
2. One of the biggest challenges of ViPR is how to represent a versatile, fluid training tool using static media. Use media that allow you to demonstrate the range of movement available – use as little static media as possible to tell the ViPR story.

## Marketing strategy by key target market

### Strategy to engage gym buyers

1. Credibly communicate the benefits of whole-body integration training
2. Engage buyers (through demonstration or participation) in a ViPR training session
3. Host 'how to' sessions. Have both your ViPR master trainers on hand for demonstrations and questions, as well as your sales team, so they can discuss the different ViPR business models applicable to health and fitness clubs: PT sessions/small group training

### Strategy to engage personal trainers

1. Credibly communicate the benefits of whole-body integration
2. Engage personal trainers in practical sessions so they can experience ViPR training
3. Build a buzz around ViPR
4. Gather and communicate endorsements from industry leaders and educators
5. Use events as an opportunity for individuals to use ViPR and participate in training sessions

### Strategy to engage the sports market

1. Communicate endorsement from credible sports professional experts
2. Begin within sports where there are existing relationships in order to build a solid foundation
3. Focus launch activity towards opinion leaders within sporting/professional performance in order to build credibility and belief in the product
4. Always communicate sports-specific, scientific rationale to support your case

### Strategy to engage the rehabilitation market

1. Communicate endorsement from credible experts/opinion (e.g., physiotherapists)
2. Begin with reconditioning where there are existing relationships in order to build a solid foundation, for example, with a sports conditioning coach who has a team player in rehabilitation
3. Always communicate rehabilitation-specific, scientific rationale to support your case

### Strategy to engage consumers (interim)

1. Offer case studies and angles to consumer press contacts
2. Target initial PR efforts towards trade publications
3. Create a full consumer engagement strategy to be implemented 2012
4. Create the buzz with media through press releases, case studies, social media and events

## Lessons from the UK

Getting ViPR into people's hands has been absolutely critical – once they try it, they get it. Immediately. As much effort as possible should be put into 'showcasing' ViPR.

Creating a buzz: media outlets have been pretty receptive to the ViPR story. Where possible, piggy-backing a PR-savvy chain has been a tactic (Virgin Active, David Lloyd and Equinox) and has generated some great PR results. We're now in the UK at a place where trainers are writing workouts independently from FitPro and getting them published in the consumer fitness press. Basically, there has been a two-pronged approach: selling the message of whole-body integration and the business case of ViPR to the trade press; selling the message of 'results' and 'fantastic workout' to the consumer press.

Testimonials from trainers/professionals have been useful; testimonials from pro athletes are still needed and strong case studies from end users would be wonderful. Facebook, etc. is a good way of capturing potential case studies and for engaging with all levels of ViPR customer.

There is a sense that we've still not fully made the case for 'whole-body integration' as a training methodology – this effort continues. Consumer press (particularly the women's market) is much more interested still in 'tone your butt' or 'how many calories will this burn in an hour?' than trying to communicate the *why* of whole-body training (although some of the men's titles are more receptive, e.g., *Men's Fitness*).

There is still a stated need from the professional market for a greater range of printed educational resources/exercises. They like videos but still want something foldable they can put in their pocket.

## Advanced priorities one year following launch

We need to consolidate our reputation and expand further into the professional trainer and gym market. We have lots of growth yet to achieve here. Marketing effort will be targeted at individual PTs and independent gyms (with resources also created that continue to support the sales team in promoting to the larger gym companies).

Target the sports market, based on the strategy outlined above. Continue to cherry-pick consumer press, particularly with New Year fitness stories, and piggy-back the appearance of ViPR in the *US* and *UK's Biggest Loser*. Continue to use social media as a means of engaging with customers, seeking out testimonials/credible users and promoting training events. Develop resources which support the 'business case' of ViPR for a range of users: gyms, individual PTs, sports clubs and rehabilitation facilities.

## ViPR marketing materials

As part of our international ViPR distributor network, we will update you regularly with news, training and education resources, events and information you may find useful via ViPR news. Your marketing team has access to the ViPR FTP site. Here, you can find downloadable content for you to promote ViPR within your territory that adheres to ViPR brand guidelines:

- Imagery: products and lifestyle
- Brand guidelines
- Press releases
- Sales presentations
- Testimonials
- Print materials (please see the ViPR catalogue)
- Background information

We would also welcome any news or success stories from your territory that you would like to share. If you require further information on any ViPR news you receive, require marketing support or would like to contribute to a news story, please contact [vipr@fitpro.com](mailto:vipr@fitpro.com).



## ViPR network

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ViPR is established in four continents of the globe, with both master trainer teams and certified instructors established in each continent. The goal of ViPR is to create a global network of instructors to share, inspire and project how they are using ViPR to each other. The result of this is every ViPR instructor is able to learn as they go from fellow ViPR instructors. They will learn how to utilize ViPR in different environments, new exercises and create links with fellow instructors all around the world. For example, a trainer working in a studio in London will be able to learn from a trainer using different exercises/sessions on a beach in Dubai, and vice versa.



The global network includes a blog communication capability, sharing pictures and videos via [viprfit.com](http://viprfit.com) and the ViPR social media pages which can be found at [facebook.com/viprfit](https://facebook.com/viprfit) or Twitter @ViPR\_fit.

It is in the interest of all your trainers and instructors to contribute to the ViPR network and learn/develop their understanding through sharing their ideas. Similarly, stay updated at [viprfit.com](http://viprfit.com)

### Evaluating the strategy

#### Events

One of the best methods of outreaching to prospective clients is to attend major events and trade shows. These include fitness-related trade shows, as well as sports-specific trade shows that have had equal success in the UK. At events there are a number of ways of getting involved, again with the goal being to allow prospects to see the product in action and experience ViPR first hand. There are several ways to do this and they include:

1. Trade show stand – Having a stand at the event recruits a lot of foot traffic passing by the stand. With good media and a proactive team on the stand, this can prove a very successful way of creating potential leads. Many trade shows will also allow you to perform live demos on the stand, in which you can give practical demonstrations as well as hands-on instruction to prospects.
2. Demo stage slots – At many trade shows/events, they will include an opportunity to demo your product in front of a crowd on a central stage. The demo stages will include a full timetable that is normally printed in delegate handbooks, so as well as having the opportunity to push ViPR in front of the surrounding crowd, ViPR will also appear on the timetable and therefore in the delegate handbooks. ViPR is best performed in pairs when doing demos, as slots are often short and require one person to MC the demo while the other one performs. For maximum impact, make sure you have a microphone and choose ViPR exercises that differ from the other products there for maximum exposure. Also illustrate the durability of the product through flips, tilts and combat-based movements.
3. Hands-on workshops – Similar to the demo stage, events often have the opportunity for providers/sponsors to run their own workshops as part of the event. Within the UK, this was a great way to give people the opportunity to feel and exercise with ViPR. Following the workshop, they would then be pointed to the stand where they can find more information and make purchases. The workshops would be led by a ViPR master trainer and can be up to any number. At the UK FitPro event, the ViPR UK trainer team took a session with over 250 delegates in one room.
4. ViPR marketing materials – At events, there is the opportunity to promote ViPR by marketing either around the event site or within delegate literature (i.e., the delegate handbook). This can often be free or for a small fee. By supplying a point of reference (i.e., [viprfit.com](http://viprfit.com)) along with a place to go for more information, leads can be generated.



## Clubs – marketing and promotion

A range of marketing material is available for promotion within a club. This can include pop ups, posters and leaflets to be positioned throughout the site, in key areas with maximum footfall.

Furthermore, ViPR can be added to the class timetable as highlighted in the group training section (timetable example provided) for small group and large group training. Starter sessions can be included that act as an introduction to ViPR, a session designed to provide a ‘taster’ to ViPR and highlight the benefits of ViPR to members. Acting as a launch platform, results have shown once people use ViPR and feel the benefits of the tool, they leave wanting more. As a result, the taster sessions are a great way to get members involved and into a comfortable environment/level, and gradually introduce them to new/more demanding ViPR classes on the club timetable. Case studies in the UK and USA have shown that, following ViPR classes, members alone attract friends and colleagues to get involved.

ViPR challenges can also be implemented to create a community within your club. Creating an individual or team challenge, members get involved and feel part of a team working towards a collective goal (e.g., a tag team endurance ViPR circuit or ‘Canoe the Atlantic’ with a collective input of the kayaking drill). The opportunities are endless and just require some creative thinking but the results can be huge, for both the individuals’ physical and mental benefits, and the club has a great community spirit and therefore improved retention.

## Partnerships

ViPR is a great tool that can be used in conjunction with others, whether they are in a different environment, as part of a bigger circuit or being used at the same time as another tool in the gym environment. By utilizing ViPR in conjunction with other products, the results can often be very positive both in terms of new possibilities with ViPR, as well as extra promotion on the back of the partner’s success. For example, ViPR has established a partnership with Power Plate which has created a number of new workout possibilities, programs and revenue models that can be applied in a gym environment. Furthermore, with the growing success of both partners, the outreach/marketing impact is far greater as both companies are able to outreach to a wider number of clients.

Furthermore, partnerships can be created with sports teams and clubs, which can be a great source of client testimonials as well as seeing the product used in different environments, for example, on sports fields, beaches, at camps and in several other environments that are traditionally not widely accessible to train in.

## Media

### Celebrity endorsement

#### Roadshows

In the UK, we run a roadshow traditionally over one week, starting in the south and making our way up through the country. The goal of every roadshow we run is to maximize exposure of the product to as many different potential and existing client groups as possible.

The roadshows act as a great platform for potential buyers to come and understand the product, as well as get their hands on the product. From our experience in the UK, the key stage of the promotion/sales process has been when people take hold of ViPR and use it themselves, so they can feel the effects and benefits.

When organizing the roadshows, we have established a successful framework as below:

- Use clubs that are interested in ViPR to host each day free of charge. Invite some trainers from the club for added internal promotion
- All promotional roadshows are free to attend
- If possible, use two clubs in one day which will cover a larger area (one morning and one afternoon)
- Use a van to transport the trainer and equipment between venues
- Stay in hotels as you progress between venues on the roadshow
- Do two-hour demonstrations at each venue
- Get the master trainer to give live demonstrations
- Target 40 people per site as a minimum
- Invite people from all different backgrounds, including sports coaches, venue managers, club chains, personal trainers, media representatives, etc.

The content of each two-hour demonstration should involve:

1. 20 minutes explaining the background behind ViPR and its creator Michol Dalcourt, the reason it was created and the benefits it has
2. 10-minute demonstration by trainer with silent demo and brief explanation of each movement
3. 20-minute vitality circuit led by master trainer – all delegates take part and complete four exercises (as in manual)
4. 20-minute performance circuit led by master trainer – all delegates take part and complete four exercises (as in manual)
5. 20 minutes of reconditioning exercises led by master trainer – all delegates take part and complete four exercises (as in manual)
6. 20-30 minutes of questions and answers

Beyond this, it is also recommend you attend trade shows and any promotional days that may be relevant to the product.

An example roadshow timetable taken from the UK is as below:

Monday	Tuesday	Wednesday	Thursday	Friday
Southampton	London	Birmingham	Manchester	Glasgow
(one morning venue and one afternoon)	(one morning venue and one afternoon)	(one morning venue and one afternoon)	(one morning venue and one afternoon)	(one morning venue and one afternoon)

## Community

A global objective of ViPR is to ensure the tool is commonly available to as many people as possible in many different situations. Whether they be limited by their profession, time or environment, ViPR has been designed to overcome such obstacles and it is for this reason that building ViPR into a community can be very beneficial. ViPR can be used indoors or out, is not limited by weather, can deliver a great workout in a short time period and is completely mobile. With this in mind, it becomes a tool that can also benefit local social groups and local business/services.

ViPR has already proven successful for training emergency services, including police officers and firefighters. Along with testimonials from such sources and through word of mouth, successful training methods can spread very quickly and help to reinforce the product's popularity within local markets.

Similarly ViPR as a mobile tool can be used on the go and benefit the individual wherever they are. Approaching mobile workouts is suddenly a possibility with ViPR.

## Moving forwards and contacts

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This manual is for guidance purposes only. The models and figures included in this manual should be an example.

This manual will be updated on an ongoing basis and acts as a living document for ViPR. The aim of this document is to provide the distributor with a range of information/plans to assist with the set-up and ongoing promotion of ViPR within their region. Additional information will be sent through from FitPro to add to this manual as new content becomes available. This will include training plan examples, testimonials, revenue models and any other materials that would be useful as a distributor of ViPR.

We hope this document proves helpful and once again thank you for your involvement with ViPR.

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**Italy**

Fit Education  
functionaltrainingart.com

**Japan**

Bravo Group  
vipr.jp

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# Appendix

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# ViPR ONE-DAY COURSE SYLLABUS

Time	Materials covered	Details	Aims and objectives
8:00-8:15	ViPR demonstration	Five ViPR exercises: 1 Squat Thread the Needle (plus variations) 2 Shoveling Drill 3 Cylinder Lift 4 Lateral Tilt with Lateral Shuffle 5 ViPR Ice Skaters	<ul style="list-style-type: none"> <li>To give a visual representation of the functionality/versatility of ViPR</li> <li>To convey some global differences between ViPR and other free-weight tools</li> <li>To show the multi-planar aspects of ViPR that have transfer to 'real-life activities'</li> <li>To illustrate ViPR's ability to work whole-body integration patterns</li> </ul>
8:15-8:30	ViPR story	<ol style="list-style-type: none"> <li>1 Explain the acronym of ViPR</li> <li>2 Detail why ViPR was developed and how (from a theoretical point of view)</li> <li>3 Touch on the benefits of training with ViPR</li> </ol>	<ul style="list-style-type: none"> <li>To give clarity to ViPR and what it represents</li> <li>To lay the foundation on the principles ViPR was built serve</li> <li>To articulate physiological/ biomechanical benefits of ViPR training</li> </ul>
8:30-9:00	Scientific anchors	<ol style="list-style-type: none"> <li>1 Gravity into Ground (with practical demonstration)</li> <li>2 Stretch to Shorten (with practical demonstration)</li> <li>3 Multi-directional Motion (with practical demonstration)</li> <li>4 Integrated Approach (with practical demonstration)</li> </ol>	<ul style="list-style-type: none"> <li>To anchor the ViPR concepts in valid and well-established scientific principles</li> <li>To validate the efficacy of ViPR by explaining its utility using four scientific principles</li> <li>To explain, from a scientific perspective, what effects and results ViPR has on the body</li> </ul>
9:00-9:30	ViPR programming	<ol style="list-style-type: none"> <li>1 Explain, in detail, the six-step approach to ViPR program design: <ul style="list-style-type: none"> <li>• Series</li> <li>• Exercise (action)</li> <li>• Hold (grip)</li> <li>• Footprint</li> <li>• Handprint</li> <li>• Threshold</li> </ul> </li> <li>2 Use a practical example and walk the students through the logic of each step</li> <li>3 Get the students (in groups) to identify 'twicks' to the series by changing the Exercise/Hold/ Footprint/Handprint</li> </ol>	<ul style="list-style-type: none"> <li>To explain what thought process an individual would go through to choose the right ViPR exercise for a client/athlete/patient in a given session</li> <li>To reinforce the six steps by providing an example and illustrating it</li> <li>To clarify ViPR programming through hands-on practice</li> </ul>
9:30-9:45	Q&A	<ol style="list-style-type: none"> <li>1 Open the floor for questions</li> </ol>	<ul style="list-style-type: none"> <li>To address and clarify any questions/ concerns raised up to this point</li> </ul>
9:45-10:00	Break		
10:00-11:30	ViPR practical 1 – Vitality	<ol style="list-style-type: none"> <li>1 Break the students up into groups</li> <li>2 Go through the first four Vitality exercises (outlined in the manual)</li> <li>3 Explain each exercise and how to do the basic version of each</li> <li>4 Have the students take five minutes in which to work to modify (either regression or progression) each exercise by using the six-step program design</li> <li>5 Reconvene as a big group and go over some examples, addressing any contra-indications if needed</li> </ol>	<ul style="list-style-type: none"> <li>To outline four basic Vitality exercises that will serve as foundation movement patterns</li> <li>To anchor back to the programming method with each exercise</li> <li>To demonstrate and explain any contra-indications and proper technique for each movement</li> </ul>



Time	Materials covered	Details	Aims and objectives
11:30-12:00	ViPR circuit workout 1	<ol style="list-style-type: none"> <li>1 Set up a circuit format and have the students go through a workout using the four ViPR exercises</li> <li>2 Each station in the circuit will comprise 45 seconds of work and 15 seconds of rest as the students rotate through each of the four stations</li> </ol>	<ul style="list-style-type: none"> <li>• To allow the student a chance to practise each movement in real time and to challenge themselves in a workout</li> <li>• To illustrate the relative intensity of a ViPR workout by getting the students to go through a workout</li> <li>• To bring to life ViPR exercises in a workout format</li> </ul>
12:00-13:00	Lunch		
13:00-14:00	ViPR practical 2 – Performance	<ol style="list-style-type: none"> <li>1 Break the students into groups</li> <li>2 Go through the first four Performance exercises (outlined in the manual)</li> <li>3 Explain each exercise and how to do the basic version of each</li> <li>4 Have the students take five minutes in which to work to modify (either regression or progression) each exercise by using the six-step program design</li> <li>5 Reconvene as a big group and go over some examples, addressing any contra-indications if needed</li> </ol>	<ul style="list-style-type: none"> <li>• To outline four basic Performance exercises that will serve as foundation movement patterns</li> <li>• To explain what makes them Performance movements</li> <li>• To anchor back to the programming method with each exercise</li> <li>• To demonstrate and explain any contra-indications and proper technique for each movement</li> </ul>
14:00-14:30	Q&A	<ol style="list-style-type: none"> <li>1 Open the floor for questions</li> </ol>	<ul style="list-style-type: none"> <li>• To address and clarify any questions/concerns raised up to this point</li> </ul>
14:45-15:00	Break		
15:00-16:00	ViPR practical 3 – Reconditioning	<ol style="list-style-type: none"> <li>1 Break the students into groups</li> <li>2 Go through the first four Reconditioning exercises (outlined in the manual)</li> <li>3 Explain each exercise and how to do the basic version of each</li> <li>4 Have the students take five minutes in which to work to modify (either regression or progression) each exercise by using the six-step program design</li> <li>5 Reconvene as a big group and go over some examples, addressing any contra-indications if needed</li> </ol>	<ul style="list-style-type: none"> <li>• To outline the four basic Reconditioning exercises that will serve as foundation movement patterns</li> <li>• To explain what makes them Reconditioning movements</li> <li>• To anchor back to the programming method with each exercise</li> <li>• To demonstrate and explain any contra-indications and proper technique for each movement</li> </ul>
16:00-16:45	ViPR coaching model  Dos and don'ts	<ol style="list-style-type: none"> <li>1 Break the students into groups</li> <li>2 Explain the four-step coaching model on how to effectively teach ViPR movements to clients/athletes/patients</li> <li>3 Have the students (in pairs) role play and teach all of the 12 movements learned to their partners (by alternating the role of trainer and client)</li> </ol>	<ul style="list-style-type: none"> <li>• To explain how to effectively deliver and instruct a ViPR exercise</li> <li>• To establish why it is important to teach ViPR movements in this way</li> <li>• To allow the students an opportunity to practise this delivery to a mock client through role play</li> <li>• To empower the students to feel confident and comfortable delivering ViPR exercises by practising in an environment where they can ask questions and get help</li> </ul>
16:45-17:00	Final Q&A  Wrap-up	<ol style="list-style-type: none"> <li>1 Open up the floor for questioning</li> <li>1 Give the students encouragement and a sense of excitement about ViPR</li> <li>2 Give the students information about ongoing resources: <ul style="list-style-type: none"> <li>• ViPR website</li> <li>• PTontheNet</li> <li>• More one-day courses</li> <li>• Online education</li> <li>• Exercise library</li> <li>• Pre-made programs</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• To address and clarify any questions/concerns raised during the day</li> <li>• To empower the students to use ViPR in their ongoing sessions</li> <li>• To share with the students all of the resources available to them</li> </ul>

# ViPR THREE-DAY MASTER TRAINING SYLLABUS

## DAY 1

Time	Materials covered	Details	Aims and objectives
9:00-10:00	Welcome and morning workout	Five ViPR exercises: with four movement patterns	<ul style="list-style-type: none"> <li>To give a visual representation of the functionality/versatility of ViPR</li> <li>To convey some global differences between ViPR and other free-weight tools</li> <li>To show the multi-planar aspects of ViPR that have transfer into real life activities</li> <li>To illustrate ViPR's ability to work whole-body integration patterns</li> </ul>
10:00-10:15	ViPR story	<ol style="list-style-type: none"> <li>1. Explain the acronym of ViPR</li> <li>2. Detail why ViPR was developed and how (from a theoretical point of view)</li> <li>3. Touch on the benefits of training with ViPR</li> </ol>	<ul style="list-style-type: none"> <li>To give clarity to ViPR and what it represents</li> <li>To lay the foundation on the principles ViPR was built serve</li> <li>To articulate physiological/ biomechanical benefits of ViPR training</li> </ul>
10:15-11:00	Scientific anchors	<ol style="list-style-type: none"> <li>1. Gravity into Ground (with practical demonstration)</li> <li>2. Stretch to Shorten (with practical demonstration)</li> <li>3. Multi-directional Motion (with practical demonstration)</li> <li>4. Integrated Approach (with practical demonstration)</li> </ol>	<ul style="list-style-type: none"> <li>To anchor the ViPR concepts in valid and well-established scientific principles</li> <li>To validate the efficacy of ViPR by explaining its utility using four scientific principles</li> <li>To explain, from a scientific perspective, what effects and results ViPR has on the body</li> </ul>
11:00-11:45	ViPR programming	<ol style="list-style-type: none"> <li>1. Explain, in detail, the six-step approach to ViPR program design: <ul style="list-style-type: none"> <li>• Footprint</li> <li>• Handprint</li> <li>• Threshold</li> </ul> </li> <li>2. Use a practical example and walk the students through the logic of each step</li> <li>3. Get the students (in groups) to identify 'twicks' to the series by changing the Exercise/Hold/Footprint/Handprint</li> </ol>	<ul style="list-style-type: none"> <li>To explain what thought process an individual would go through to choose the right ViPR exercise for a client/athlete/patient in a given session</li> <li>To reinforce the six steps by providing an example and illustrating it</li> <li>To clarify ViPR programming through hands-on practice</li> </ul>
11:45-12:00	ViPR practical 1 – Vitality	<ol style="list-style-type: none"> <li>1. Break the students up into groups</li> <li>2. Go through the first four Vitality exercises (outlined in the manual)</li> <li>3. Explain each exercise and how to do the basic version of each</li> <li>4. Have the students take five minutes in which to work to modify (either regression or progression) each exercise by using the six-step program design</li> <li>5. Reconvene as a big group and go over some examples, addressing any contra-indications if needed</li> </ol>	<ul style="list-style-type: none"> <li>To outline four basic Vitality exercises that will serve as foundation movement patterns</li> <li>To anchor back to the programming method with each exercise</li> <li>To demonstrate and explain any contra-indications and proper technique for each movement</li> </ul>
14:15-14:45	ViPR circuit workout 1	<ol style="list-style-type: none"> <li>1. Set up a circuit format and have the students go through a workout using the four ViPR exercises mentioned above</li> <li>2. Each station in the circuit will comprise 45 seconds of work and 15 seconds of rest as the students rotate through each of the four stations</li> <li>3. The students will rotate through the circuit twice</li> </ol>	<ul style="list-style-type: none"> <li>To allow the student a chance to practise each movement in real time and to challenge themselves in a workout</li> <li>To illustrate the relative intensity of a ViPR workout by getting the students to go through a workout</li> <li>To bring to life ViPR exercises in a workout format</li> </ul>
14:45-15:00	Break		



# ViPR THREE-DAY MASTER TRAINING SYLLABUS

## DAY 2

Time	Materials covered	Details	Aims and objectives
9:00-10:00	Welcome and morning workout	<ol style="list-style-type: none"> <li>1 ViPR circuit workout with four movement patterns</li> </ol>	<ul style="list-style-type: none"> <li>• To go through different movement patterns</li> <li>• To make them more familiar with ViPR</li> <li>• To discuss potential issues that may come up during a presentation that they eventually deliver</li> <li>• To learn effective and proper exercise form by doing the ViPR circuit</li> <li>• To discuss and think about error detection as they go through the movements</li> <li>• To gain experience of how to put a ViPR circuit together</li> </ul>
10:00-10:45	ViPR practical 3 – Reconditioning	<ol style="list-style-type: none"> <li>1 Break the students into groups</li> <li>2 Go through the first four Reconditioning exercises (outlined in the manual)</li> <li>3 Explain each exercise and how to do the basic version of each</li> <li>4 Have the students take five minutes in which to work to modify (either regression or progression) each exercise by using the six-step program design</li> <li>5 Reconvene as a big group and go over some examples, addressing any contra-indications if needed</li> </ol>	<ul style="list-style-type: none"> <li>• To outline the four basic Reconditioning exercises that will serve as foundation movement patterns</li> <li>• To explain what makes them Reconditioning movements</li> <li>• To anchor back to the programming method with each exercise</li> <li>• To demonstrate and explain any contra-indications and proper technique for each movement</li> </ul>
10:45-11:15	ViPR circuit workout 3	<ol style="list-style-type: none"> <li>1 Set up a circuit format and have the students go through a workout using the four ViPR exercises mentioned above</li> <li>2 Each station in the circuit will comprise 45 seconds of work and 15 seconds of rest as the students rotate through each of the four stations</li> <li>3 The students will rotate through the circuit twice</li> </ol>	<ul style="list-style-type: none"> <li>• To allow the students a chance to practise each movement in real time and to challenge themselves in a workout</li> <li>• To illustrate the relative intensity of a ViPR workout by getting the students to go through a workout</li> <li>• To bring to life ViPR exercises in a workout format</li> </ul>
11:15-12:00	ViPR coaching model	<ol style="list-style-type: none"> <li>1 Break the students into groups</li> <li>2 Explain the four-step coaching model on how to effectively teach ViPR movements to clients/athletes/patients</li> <li>3 Have the students (in pairs) role play and teach all of the 12 movements learned to their partners (by alternating the role of trainer and client)</li> </ol>	<ul style="list-style-type: none"> <li>• To explain how to effectively deliver and instruct a ViPR exercise</li> <li>• To establish why it is important to teach ViPR movements in this way</li> <li>• To allow the students an opportunity to practise this delivery to a mock client through role play</li> <li>• To empower the students to feel confident and comfortable delivering ViPR exercises by practising in an environment where they can ask questions and get help</li> </ul>
12:00-13:30	Lunch		
13:30-14:00	Q&A	<ol style="list-style-type: none"> <li>1 Open the floor for questions</li> </ol>	<ul style="list-style-type: none"> <li>• To address and clarify any questions/concerns raised during the day</li> </ul>
14:00-15:00	Role play	<ol style="list-style-type: none"> <li>1 The master trainers (MTs) deliver the ViPR introduction, scientific anchors, program design, and coaching model at the front of the room</li> </ol>	<ul style="list-style-type: none"> <li>• To deliver content in front of a room of people</li> <li>• To get feedback and encouragement from other MTs</li> <li>• To field questions and organize the ViPR introduction, which they will eventually be presenting</li> <li>• To practise the content that MTs will ultimately deliver</li> </ul>



