

I'm 35 years old and over the last ten years, I worked for Britvic Soft Drinks. I held many responsible positions, which progressed promotionally to New Business Field Sales, Customer Development Executive and New Business National Account Manager.

"I firmly believe people buy off people."

I was a highly respected, professional person, but, during the last few years of employment, I struggled with motivation & company focus. My release from a stressful day was to work out.

"I realised I needed self-fulfilling future..."

From an early age, my parents encouraged my love for sport, and supported me implicitly. As a keen footballer I played for Tamworth, as well as my county, Staffordshire, and I also had trials for Aston Villa. I was a keen competitor in numerous running events, ranging from sprinting to long distance endurance running, and I also ran for my county, Staffordshire. Sport is my passion.

"To control and fulfil my future, I needed a change of direction."

I decided to take a year out of my life, and study, to become a Personal Trainer. The education was exceptional! The more I learned the more I wanted to learn. It taught me how, for many years, I'd been training in vain, because it's not what you use; it's how you use it to achieve specific results.

"My new direction is to help people who want to help themselves."

I train serious and like-minded people. You commit to me and I will commit to you. I will walk you every step, hand in hand, dedicating my time to help you achieve your goals. I will be totally focussed on you as an individual. I encourage a lifestyle change, which in turn will become a new life style trend. It's hard and requires dedication; there are highs and lows, but together we will get you there.

"I'm firm but fair. I come down on you when necessary, but reward you when warranted."

Together, we will review your Lifestyle. Restructure and monitor your eating habits and fluid intake. I will also as check your calorie intake and calorie exacerbation, and focus on your current training technique. As your heart rate training zones are specific to you as an individual, I will design a programme uniquely tailored for you. I will implement core-strengthening work, which can be adapted in your daily life, including corrective posture and breathing techniques.

"I assess current attitudes turning negatives into positives, keeping you focussed on attaining your goals."

In short, I look at what's currently working or not working and help you do it better, effectively and structured. I tailor a periodised schedule to get you to your aims and goals!

Here's to your health and to your future!

Simon