Kelly Holmes

Double Olympic Champion and Motivational Speaker

The Business of Winning Corporate events usually include customer focused activities and corporate hospitality. Dame Kelly offers an insider's view, knowing what it takes to be a winner and how that translates into everyday working life. Since childhood Kelly Holmes has always aspired to do more, be better, take every opportunity and achieve goals most people only dream about. After being part of the magical Opening Ceremony for the London 2012 Olympic Games, and now looking forward to Glasgow 2014, as President of Commonwealth Games England, Dame Kelly is available to inspire and motivate in "The Business of Winning."

Applying Optimum Nutrition and Introducing Supplements The foods and fluids that we consume on a daily basis provide the body with essential nutrients required for the maintenance of health, the prevention of disease and optimal sports performance. A healthy diet, rich in proteins, carbohydrates, fats, vitamins, minerals and antioxidants is essential to maintain physiological processes such as energy metabolism, protein development, immune function, cardiovascular function and bone metabolism. Nutrition is a complex combination of physiological needs and psychological aspects. For some individuals, they simply eat to sustain physiological processes, reduce feelings of hunger and maintain health. For others (the majority), there is a large psychological component whereby food choices are dictated by mood and food is eaten for enjoyment. Additional factors to consider are: Social aspects, whereby eating is a means of socialising Economic aspects, whereby food choices are largely dictated by cost Schedules, whereby food intake can be significantly affected by time constraints In any case, it is important to understand: What motivates an individual from a nutritional perspective An individual's nutritional desires, strengths and weaknesses What an individual wants to achieve from their nutritional intake, e.g. to promote good health, to improve body composition for health, performance or aesthetic purposes etc How to achieve the above goals, taking into consideration an individual's lifestyle and economic position

Exercise for Appearance The fitness industry is a growing market, with a constant supply of new equipment, diet systems and exercise strategies. The vast majority are driven by organisations or individuals seeking to make a profit and not necessarily any more effective than systems or techniques that have been around for the last five decades. Over the last ten years buzz words such as "core" and "functional" have dominated the market place. Even major health club chains have invested heavily in functional equipment. The one area that has not changed over the years is what the vast majority of the general public desire – appearance improvements! Great personal trainers understand that the key to maximise anyone's appearance goal is to design a training plan as an artist would build a clay sculpture; looking at the skeletal bones as the frame to adjust the quantity

and proportions of muscle while adjusting body fat composition to achieve the desired look. This course is designed to provide you with powerful tools that will impact on the appearance requirements of your clients. We will clarify and dispel many myths including: How some of the most effective CV training includes weights and not treadmills Clarifying the most effective exercises that impact on appearance The truth behind real exercise intensity and speed of movement How very subtle adjustments in movement angles accelerate muscle reaction Resistance training techniques that actually work in the real world and are achieved in as little as 20 minutes What is functional and core, where they add value and where they do not

Double Gold Athlete at Work The new Double Gold® athlete at work programmes blend the essence, insight and spirit of Dame Kelly with the expertise, knowledge and experience of K2 Performance Systems, to help people at work to think, prepare and perform like elite athletes. The Double Gold® athlete at work programme takes the specific, detailed and proven performance insights of Dame Kelly Holmes and translates them into high impact ways in which you can raise your game. The programme will help you to: Understand your own performance and what you can do to fulfill your potential Know how you can ‘step up’ and perform at your best whatever the conditions Effect long term change, not just short term ‘training’ highs