

OCTOBER 2009

Specificity in Training (or Why I-Phase Matters)

If you have been a regular reader of this newsletter, then you are already familiar with the idea of the SAID Principle, and that it is probably, more than just about anything, the guiding principle of the Z-Health training philosophy. And it should be — it is THE governing law of human physiology.

If you are not familiar with the concept, SAID stands for Specific Adaptation to Imposed Demands, or "the body always adapts to exactly what it does." In Z-Health, we pay particular attention to the terms "always" and the "exactly."

1. ALWAYS: the body learns the good, the bad, and the ugly of what we do (and what we think)
2. EXACTLY: the body is aware of everything around is all the time — the time of day, light in the room, how recently you've eaten, the position your eyes are in, how you are holding your body, the noise level, temperature, your residual annoyance at the driver who cut you off, etc.

You can think of it as what is commonly referred to as "muscle memory," but in fact it expands well beyond muscle memory to "everything memory." You can read a lot more about the SAID Principle [here](#), [here](#), and [here](#).

The second product in our training series is called I-Phase, where the I stands for Integration. I-Phase takes the isolated, single-joint movements from R-Phase (our first level product) and puts them together in to the stances and movements that we use in every

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EVENTS CALENDAR

Be sure to check [our website](#) regularly for updates.

R-Phase

Copenhagen, Denmark
November 2-7

San Diego, CA
January 15-17 & February 26-28

Atlanta, GA
February 5-7 & March 12-14

Denver, CO
March 19-21 & April 23-25

I-Phase

Denver, CO
October 8-11

day life. As Dr. Cobb frequently says in R-Phase certification, he's never seen an arm walking down the street on its own. Likewise, a kettlebell swing is far more than just using the hips, running is more than feet hitting the pavement, and a tennis serve is not just an arm hitting a ball. Life is a full-contact sport.

I-Phase utilizes a movement template of foot, head, trunk, and limb positioning that you use to re-create any activity you do (or would like to learn). By deliberately practicing mobility drills in the same body positioning that you spend a lot of your day in, you can quickly pattern your body to learn those positions.

If that all makes sense, but you still don't quite "get" how to incorporate I-Phase, here are some examples of how our trainers and their clients use I-Phase before, during, and after their training sessions:

- Following the training sessions as laid out in the front of the product manual. These 6 and 12-week training plans are workouts in and of themselves for everyone starting out.
- Kettlebells: R & I-Phase drills while in a swing stance (particularly in the bottom of the swing). Since hip drive is essential, hip and pelvis drills while in your swing stance work great.
- Martial Arts: The I-Phase pegboard drill in your most common stances. Also, shoulder circles and camshafts while in your ready stance will help accelerate your punches.
- Runners, Hikers, and Walkers: Bent knee hip circles, hip pendulums, pelvic tilts, and ankle tilts. This can be done in neutral as well in a lunge that approximates your stride length.
- Pilates: Think pelvis, hip circles, and overhead shoulder circles while on the reformer.

These are just a few examples of the countless ways you can use I-Phase to improve performance. To identify your own areas for Deliberate Practice you can:

- Identify the movement that "just doesn't quite feel right." The first rule of Z-Health is **Never Move Into Pain**, so if this hurts, do not continue this process. Z-Health has other ways to address the pain. Please call or email us or see a local Z-Health Practitioner.
- Now repeat the movement as slowly as you

San Diego, CA
November 12-15

Copenhagen, Denmark
January 28-31

S-Phase

Phoenix, AZ
December 3-6

T-Phase

Phoenix, AZ
October 22-25

Phoenix, AZ
April 28 - May 1

Master Trainer

TBD
January 4-9

Essentials of Elite Performance

London, UK
February 5-7

Phoenix, AZ
February 19-21

Boston, MA
March 5-7

can to come as close as possible to pinpoint body and limb angles, trunk rotation, foot position, etc.

- From that, you should have a pretty good idea which joint or joints are not moving well. While still in that position, do one or two Z-Health mobility drills.
- Repeat the initial "not quite right" movement. If you've done your homework properly, the movement should feel different. It may not be perfect, but it will be a step in the right direction.
- REMEMBER: The closer you can get your body to the exact position required, the more effective the drill will be.

The SAID Principle is both your closest ally and your greatest enemy. It's easy to unknowingly create bad movement (and thought) patterns that can take years to undo. But, by implementing the concept of Deliberate Practice, you can shortcut the process to re-pattern old as well as create new movements.

P.S. You might be wondering why R-Phase is all about isolated, single-joint movements if the SAID Principle is what counts? That's a great question. It's because for the body to move the best it possibly can, ALL of the joints need to be working. And, if someone jumps right in to multi-joint movements, it's far too easy to mask lack of mobility in one joint with fantastic mobility in another. Becoming proficient with the isolated movements is just the starting point, and should never be where anyone stops (because it isn't how anyone lives their life).

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Training Center Update

Last month we announced the upcoming opening of our flagship Z-Health Performance Training Center in Tempe, AZ.

This week we moved in to our new space, and we love it! It's fantastic to have lots of elbow room, a place to really call home, and know that all of the training done in the center is consistent with Z-Health principles. While it's been a lot of work to get here, we really couldn't be happier.

Next week we are holding our first certification there,

T-Phase. With almost 60 new and returning trainers attending the course, we definitely need the much larger space, and are really looking forward to taking advantage of the separate, yet adjoining, classroom and training spaces — making it much simpler to move back and forth between lecture and movement.

We are also continuing to look for smart, fitness-focused individuals to fill the roles of:

- [Sales & Marketing Executive](#)
- [Administrative Assistant](#)

If you are interested or know someone would be a great fit, we'd love it if you could pass the opportunity along. Our [web site](#) has complete job descriptions and additional details.

If you are a Z-Health certified trainer interested in training clients out of our space, we'd love to talk to you about the opportunity.

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NEW! Z-Health Videos on YouTube

Have you been wanting to see some Z-Health athletes in action? Curious as to what Z actually looks like? Interested in some clips from our S-Phase video?

Earlier this month we uploaded the first few clips on to our new [video channel](#). What better way to explain what a movement company does than to demonstrate with movement?

Near/Far Eye Jumps

The visual system is the body's priority when it comes to receiving and processing information, so making it as effective as possible is critical. We begin visual system training in our Neural Warm Up 1 product, continue it in Neural Warm Up 2, and spend nearly half of our S-Phase certification on numerous visual system assessments and associated drill training.

Femur Bone Rhythm

Learn the Inner Secret of the Lunge. Bone Rhythm is a key concept taught during R-Phase training, with an emphasis on using our skeletal structure, rather than our muscles, to move efficiently.

Jump Landing Training

The foundation of jumping well is landing well. Your body will only accelerate as quickly as it knows it can safely stop, so learning to stop well and quickly, will allow for more explosive starts and a higher top speed (or vertical jump). We teach jump landing training and many other plyometric techniques during our S-Phase certification.

Take a look and let us know what you think!

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Product Closeout

The product closeout we announced last month is going tremendously well, so we are extending the sale through November 15 — you have one more month to take advantage of the ridiculously discounted prices on Quick Start, Neural Warm Up 1, I-Phase, and Neural Warm Up 2.

We need to make room on our shelves for our reprinted products with the updated logo — so the current product must go!

Quick Start: \$25

Neural Warm-Up 1: \$49

I-Phase: \$59

Neural Warm-Up 2: \$49

Level 2 Package (I-Phase & Neural Warm-Up 2): \$99

Understand that the CONTENT of the products has not changed – just the external packaging. These are the final weeks to purchase our programs for a massive discount. Quantities are running extremely low, so order today!

No coupon necessary, the discounted price is reflected on the [web site](#).

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2010 Calendar Released

Last week we released our calendar for the beginning of 2010. Every year's calendar brings with it new firsts for the company, and this year is no exception.

- Master Trainers will be teaching some R-Phase and I-Phase courses. We have spent the last

two years working with this outstanding group of trainers to prepare them for the opportunity, and that time is now.

- We will be teaching our first I-Phase in Denmark.
- Essentials of Elite Performance workshops. Both in the UK and around the US, these 3-Day courses are an outstanding introduction to the first three levels of Z-Health. For those trainers certified with other organizations, this course will count for 21 hours of Continuing Education credits with many of the major certifying bodies.

Our current calendar is in the right sidebar, and you can also view it [online](#) at any time.

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Newsletter Archive

Did you miss an issue of the Monthly Newsletter?

Delivered on the 15th of every month, the newsletter is filled with interviews, articles, reviews, and all of the goodness that is Z-Health Performance Solutions.

Are you receiving our Weekly Training Tips?

Delivered to your inbox every Sunday, these brief training nuggets will be sure to enhance all of your activities.

Catch up on all of [our back issues](#) on the Z-Health web site or click on the "Manage your Subscription" link on the bottom of this email to ensure you are getting the latest news.

<http://www.zhealth.net>

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