

plug into the circuit for men

Sarah Lurie, founder of Iron Core, a certified kettlebell fitness studio in La Jolla, California, offers the following timed circuit for men (or women!). Students do each exercise for 30 seconds with 30 seconds of rest in between. The class completes the circuit three times.

- kettlebell (dumbbell) swing
- BOSU® Balance Trainer side step up-and-over
- push-up on the stability ball
- kettlebell (dumbbell) clean
- BOSU (or floor) jump squat
- one-arm kettlebell (dumbbell) row
- kettlebell (dumbbell) clean and press
- jump rope
- one-legged dead lift on BOSU or floor
- running in place with high knees

in a class format. Include a warm-up, a performance section and a cool-down.”

Aschan recommends that participants do a certain number of exercises—for example, as many push-ups, supine leg lifts and squat-jumps as they can do in 2 minutes. Afterward, the participants announce their totals to the class, to foster healthy competition. “The instructor keeps a tracking sheet for the class as a starting point,” he says. “The objective is to improve

as a team.” After 4 weeks, participants repeat the challenge and compare measurements. The class “winners” could receive a special award, such as a free 1-month membership or a class ticket, if desired.

Fuse Wellness does something similar, says Christensen. “We conduct a ‘specialty’ boot camp class once a month with a former Army Ranger as the instructor,” she explains. “He goes through a series of intense Army boot camp drills. After par-

ticipants have completed three classes, they receive a T-shirt stating that they survived ‘Ranger Boot Camp.’”

Invite Them; Keep Them

It sounds so simple—and obvious—but many instructors forget the art of friendly conversation when it comes to getting men into classes. “Program directors need to encourage their instructors to speak to men on the floor,” says Aschan. “They should encourage instructors to establish the first contact.”

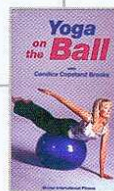
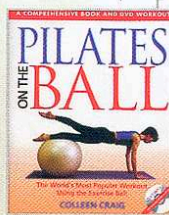
Anne Tremel, certified PFT and group fitness instructor with Elite Fitness & Racquet Clubs in Wisconsin, echoes this thought. “My most successful approach [to bringing men into my classes] has been one-on-one chats to let them know what the benefits of a particular class may be.”

This works even for classes that traditionally may be geared more to women. “After speaking to men directly, I’m seeing more of them show up in my Pilates classes,” says Tremel. Once you’ve got the men in your class, don’t make them feel trapped or foolish. “Be welcoming,” says Perez, “but don’t call attention to a new male participant.”

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