



# Elite Personal Trainer



## Craig Simms

Craig has rapidly established himself as one of the most experienced and sought after trainers amongst his peers. A former competitive natural bodybuilder and powerlifter himself, Craig is unique in his ability to blend 17 years of "in the trenches" experience with a solid coaching background and extensive academic preparation. Craig specializes in applied kinesiology and biomechanics as they relate to program design for seniors' fitness, maximal strength development, physique and performance enhancement. Craig is an approachable professional who brings science and practice together. Regardless of your fitness goal, Craig can get you to where you want to be.

## Philosophy

Great fitness leaders lead from the front not the back. I would never train someone for something that I haven't mastered myself

## Certifications and Education

- BCRPA Certified Personal Trainer
- BCRPA Certified Weight Training Instructor
- Certified Third Age Instructor
- Certified Osteofit Instructor
- Current First Aid/ CPR

## Additional Training & Qualifications

- Foam Roller Essentials Workshop
- Spinal Anatomy/ Stabilization Workshop
- PNF Techniques Workshop
- Essentials of Senior Fitness Workshop
- Building an Efficient Athlete Workshop
- Applied Exercise psychology for the Health and Fitness Professional Workshop
- Muscle imbalance testing and functional fitness

## Client Specialty Focus

- Senior mobility and strength development
- Preventative training for osteoporosis
- Athletic performance enhancement
- Bodybuilding and physique transformation plans
- Maximal strength development
- Body "recomposition"

## Testimonials

"My personal training experience with Craig began in January 2006. He is very professional and caring in his approach and in continually upgrading his skills. Together we have set tough but realistic and attainable goals. I now can proudly say I am strong, fit and yes.....over 50!"

Words of Wisdom "Use frequency to learn - use intensity to enhance what is learned"