



LifeTraits®

It's All About YOU



LifeTraits® Fitness Program

LifeTraits® is a personal look at how each individual relates to their environment and the factors that motivate them.** Every one of us is unique. LifeTraits seeks to follow patterns in behavior to help us better understand why we make choices and what will help motivate and challenge us. No person is exactly like you. You are special. You have your own set of qualities that define you. It is our goal to give you a set of descriptors that help you recognize internal triggers and inclinations and help you understand how to workout and thrive in any environment.

We want to provide you with the strategies you need to reach your wellness goals. It's not just about working out and changing how you look -- it's about changing your life and how you feel. We want our members to have the latest in research, equipment, and motivational tools to take life "over the top."

Background: LifeTraits® identifies each person's individual motivation and psychological tendencies and pairs them with the ideal environment. By understanding individual environmental psychology, we can see why goal setting works for some and not others. Each personality works from a different motivation and with different environmental triggers.

LifeTraits trains with personal psychological analysis to offer individual or corporate group sessions in stress management and goal setting. For over 10 years we have studied how certain personality types succeed and what the setting needs to be to maintain success.

Benefits: With this knowledge, staff can effectively help you reach your goals. Our team can create programs and orientations that match each personality type.

LifeTraits classes are developed to help you understand how your personality impacts motivation, relationships, and routines.

Goals:

- Discover the 4 personality types
- Learn about each other and personal workout tendencies
- Understand your environmental triggers
- Create an identity fitness plan using LifeTraits
- Learn how personality affects exercise in a club setting and competition

**Area triathletes participated in case studies to illustrate training habits and personal preferences by personality type.