

# Perceived Value and The Ideal Exercise Environment

*By Ken Hutchins*

I created and developed the SuperSlow® exercise protocol, and, more importantly, the SuperSlow exercise philosophy. A major part of my creation is the Ideal Exercise Environment.

The Ideal Exercise Environment is one that serves to minimize distractions so that the best of the SuperSlow protocol can be actualized. These undesirable distractions are sights, smells, feelings, and sounds that usurp our intellectual focus on the exercise. They specifically include but are not limited to:

- Unnecessary chit chat and impertinent conversation
- Music and/or noise
- The rings and buzzes of cell phones and pagers
- Excessive temperature and humidity
- Poor ventilation
- The smell of liniments
- Crying babies or needful children of any age
- Pictures or mirrors
- Strong body odor
- Strong perfumes and hair sprays
- Tight hair bands or headgear
- Loud and over-talkative instructors
- Annoying audience (lack of privacy)
- Grunting and groaning
- Flickering or stroboscopic lights
- Excessively bright lights

I believe that most exercise instructors, even some certified SuperSlow instructors, do not place enough emphasis on the environment. I believe that they fail in this matter because they do not truly understand the importance of the Ideal Exercise Environment.

I also believe that there are a few instructors that do understand the importance of the Ideal Exercise Environment, but fail to enforce it out of fear. This fear often stems from a concern that their clients will not pay the higher costs of a facility that adheres to the requirements of the Ideal Exercise Environment. Lacking the confidence in their own abilities to convey, justify, and enforce these SuperSlow concepts, these instructors rationalize to themselves and to their customer's huge compromises in the Ideal Exercise Environment. This hurts the entire SuperSlow enterprise, both for the private consumer as well as for the global education of the masses.

## Three Major Components

In my mind there exist three major components to a complete SuperSlow exercise program. They include the protocol, the equipment, and the environment.

The primary focus of SuperSlow is the basic protocol whereby the lifting phase or *positive* is performed in ten seconds and the lowering phase or *negative* is performed in ten seconds. Though possible to perform this protocol under a variety of uncontrolled conditions, this approach is far from ideal.

This is why I personally developed—in collaboration with MedX—an exclusive line of SuperSlow equipment for the SuperSlow Zone Franchise. It is the “newest and best vehicle” tailored to foster the optimal effect and safety of the protocol. In addition, I detailed the Ideal Exercise Environment to enable the subject to thoroughly focus on the task.

Some exercise instructors consider themselves teaching a SuperSlow program merely because they teach the basic protocol. Other exercise instructors may have a higher opinion of their alignment to SuperSlow exercise principles, because they possess equipment for performing the basic protocol, but still remain in an uncontrolled environment. These positions are delusional.

In reality, the three components are of equal importance and interlocked. And without the Ideal Exercise Environment, a SuperSlow exercise program is really nonexistent.

## An Uphill Battle

Improvement in any field usually requires challenging the status quo. This status quo usually includes the conventional approach to doing things as well as how one thinks about doing those things.

For 23 years, I have distanced myself and SuperSlow from the environment of the typical open-concept gym. This is the typical, large fitness center that offers everything from child care to rock climbing to treadmills to stair climbers to swimming pool to many forms of weight training and steady state to dancing to juice bar to whatever. These are huge operations with many internal competing, and thus compromising, operational factions. They are much like the analogy of offering an international meal that avoids offending the palate of any one nationality. After all the taste exclusions are made, the end result is a meal tantamount to lukewarm water.

The one consolation of these large gym operations is a relatively low price for the overhead. It is much less expensive operationally to put everything into one large noisy room and to encourage clients that dripping sweat is health-promoting and sanitary to save on air conditioning.

I have found that there is no correcting this circus milieu, short of dedicating a separate building with the required special features and insulating my clients from the influences of the madding crowd. In other words, “Get out of there!” And this is going to cost more rent per square foot, require separate business licenses and insurance, require more air conditioning costs, and require higher salaries to professional SuperSlow instructors

compared to the illiterate hourly gym rats that hold themselves out as exercise instructors in the large facilities.

## **Principles and Paradoxes**

In the previous paragraph I mentioned insulating my clients from other influences. I want to expand on this.

Imagine – if you do or don't have children – sending your child to a school to learn reading, writing, and arithmetic. While at school, your child mixes with other children who, from improper upbringing, speak with slang and poor grammar, dress in offending and/or unclean clothes, and conduct themselves unmannerly. While on recess, some of the other children offer your child mind-altering drugs and try to convince him that the teacher doesn't have valuable information. Some encourage your child to play hooky.

Does this sound like a good learning environment for your child? Does this sound familiar to what public schools in some areas of the country are like? Is this why you might consider spending the extra money to send your child to a private school?

Big fitness centers often promote exercise concepts that are dangerous and scientifically ungrounded. I do not want SuperSlow customers exposed to this trash. To me, it is a disappointment that any SuperSlow instructor would be so weak minded as to invite his clients into such sleazy operations and then justify it to me and his clients by proclaiming his loyalty to his clients.

## **Parts of a Whole**

SuperSlow is a system. And any system should be viewed with gestalt. This is the appreciation that the sum effect of the parts of a system working in synergy has a greater effect than the sum of the parts working independently.

Two other aspects of the Ideal Exercise Environment are the instructor and the exercise subject. Although this statement seems overly simplistic, it should be brought forward for examination.

The instructor orchestrates the workout armed with the technical knowledge of the SuperSlow exercise principles as well as completes information about the subject's health status and aspirations for physical improvement. He is committed to the subject's interest in the outcome of the exercise.

Reciprocally, the subject engages the instructor with fundamental foreknowledge of the methods, cautions, and benefits of the process and with a commitment towards volitional effort.

Either of these two aspects is—to some degree—wantonly wasted without the presence of the other. And both require preparation. Before encountering the subject, the instructor must be studied, schooled, and certified in the SuperSlow methodology. The instructor must also understand his exercise subject—especially a new subject—as much as possible.

And before encountering the exercises, the subject must be thoroughly briefed and questioned as to health status, dos and don'ts, and the nuts & bolts of the protocol. I underscore that this information must be conveyed before—and separate—from the heat of the moment of the workout when the instincts might takeover and preclude proper assimilation.

In almost all cases where SuperSlow seems to have failed the subject's expectations an omission of one of these parts has occurred. Then SuperSlow is wrongly blamed with a failure to deliver—when, in fact, it is a slipshod instructor who has misrepresented the incomplete package as a whole system. This misrepresentation is an injustice to SuperSlow, to me, and to the exercise subject.

Just for the record, I own two federally-registered trademarks and one state mark (Florida) for *SuperSlow* as well as federal marks for *Ten-Ten*, for *Slow Mo*, for *Renaissance Exercise*, and for *Linear Spine*. I also own two U.S. apparatus patents on exercise equipment especially designed for SuperSlow exercise as well as two U.S. methods patents that mention the SuperSlow protocol as integral to the patent. And, of course, the technical manual entitled, *SuperSlow: The Ultimate Exercise Protocol*, and scores of articles and newsletters are copyrighted by me. I am also the founder and creator of the *SuperSlow Exercise Instructor Certification Program*. These credits give me the right, the duty, and the responsibility, I believe, to say what SuperSlow exercise is and what SuperSlow exercise is not.