



Z-Health Newsletter - August 2008

Your monthly insight to Life in Motion

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Calendar of Events

Our current schedule is below. Check our [website](#) for updates.

Conferences & Workshops

- Minneapolis, MN: Oct 31 - Nov 2 - The Essential Secrets of Elite Performance www.dragondoors.com/zhealth

R-Phase (Level 1)

- Fremont, CA: Jul 25-27 & Sept 19-21
- Edinburgh, Scotland: Sept 1-6
- New York, NY: Sept 26-28 & Nov 14-16
- Los Angeles, CA: Oct 20-25

I-Phase (Level 2)

Olympic Fever!

The 2008 Olympics are well underway. With the Olympics as the world's grandest stage for athletic performance, and Z-Health is the most complete system ever taught for improving athletic performance, we felt it was only fitting to devote this entire issue to the Olympics and athletic performance. Read on for the Z perspective on Olympic topics ranging from the Dara Torres phenomenon to the keys to creating successful athletes.

Ask Dr. Cobb

If you have a question you'd like Dr. Cobb to answer in a future column, send it to askdrcoobb@zhealth.net.

Q: *There has been an awful lot in the news lately about Dara Torres, the 41-year-old swimmer who is participating in her fifth Olympics, setting a new American record in the qualification process. She is spending less time in the water than ever before, but continually getting faster. How does Z-Health explain that?*

A: Great question! For those of you who don't know me, I am a sports fanatic. So, with the Olympics in full swing I find myself in athletic heaven. This month's question is actually very exciting because I have been talking about this very topic for years. Thankfully, it is coming into the public consciousness for the last couple of months as several older Olympians have been in the news.

One of the basic premises of Z-Health is that human physiology runs on a small set of very consistent principles. While the subsequent manifestations of these principles can make the body seem quite complicated, when you understand it's foundational components, things make much more sense. Dara Torres' record-setting summer as a 41 year old swimmer perfectly illustrates one of these principles: it is known as the SAID Principle.

SAID is an acronym that stands for Specific Adaptation to Imposed Demand. In plain language this means that the body ALWAYS gets better at EXACTLY what it practices. In Torres' case, her new approach to swimming (less time in the pool combined with more time recovering) is a perfect example of this principle.

When you consider the SAID Principle, what you must remember is that it is incredibly specific. In other words, if you practice going slow, you get better at going slow. If you practice going fast, you get better at going fast. While it is a bit more complex than that, in essence, this is how it works.

If we were to take a look at Torres' success, what you will see is a very clear example of just what we are talking about. Training for elite competition really revolves around two basic concepts:

1. Training, and
2. Recovery.

If you train hard, you must also recover. In other words, your recovery work must be highly effective for

- Minneapolis, MN: Aug 21-24
- Denver, CO: Oct 9-12
- Fremont, CA: Nov 6-9

S-Phase (Level 3)

- Phoenix, AZ: Dec 4-7

you to retain the skills you are developing in training. Otherwise, the body eventually will begin to break down.

Torres has learned this lesson. She is spending less time training, but she is working on all the technical practice required to go fast. As a result of this extreme training load, she is working even harder on her recovery! The end result -- a record setting summer.

In Z-Health, we teach this philosophy from day 1. R-Phase, the foundational program of Z, is designed to maximize both your preparation FOR training as well as your recovery FROM training. The SAID Principle tells us that BOTH sides are equally important.

This month, we want to wish Dara and all the athletes representing their respective countries a fantastic Olympic experience, and the opportunity to demonstrate their skills on the world's biggest stage.

Good luck and good training!

Keep Moving,

Dr. Cobb

Three Applications of Coaching to Build Successful Athletes

Craig Keaton is a Level 4 trainer and co-founder of [The Movement Dallas](#). As you will read below, Craig has had considerable experience with elite athletes, so in the spirit of the Olympics, we asked him to share some of his coaching secrets with the Z-Health community. To learn more about Craig, and his approach to training, check out [The Movement](#).

Every four years the world unites to take part in the greatest spectacle of human performance, the Olympics. For centuries Olympians have wowed people of all ages. The old watch and marvel at the limitless possibilities of the body with the desire to move so freely like that again, while the young sit and dream of one day gracing the medal stand representing their country. As movement coaches armed with a Z-Health education, we know that those fantasies could truly be a reality. We know that with the body anything is possible provided we have the right solution. Our tools are infinite but we must know how to apply them.

Application 1: Motivation, motivation, motivation

Vince Lombardi said, "Coaches who can outline plays on a blackboard are a dime a dozen. The ones who win get inside their player and motivate." The best program in the world is worth nothing if the athlete is not going to do it. Not only is it your job to develop a plan of action specifically for your athlete, but insure that they will be consistently and intently following it. So what do we need? First, the athlete must believe in what they are doing. They must know beyond a shadow of a doubt that you have the best tools for them to reach their goals. Your athlete must trust you and understand the why, what, when, where, and how of the program in order for them to always perform each and every rep correctly. Build rapport with your players and teach them what to do and more importantly why to do it. The quickest and easiest way to teach that to anyone is with a demo. Do they need to run a faster 40? Then do a ball of foot tilt, a hip circle, and a few arm swings and let them feel how much faster they are after 3 reps. You get the picture? It only takes a few minutes of irrefutable evidence and they are yours! It's not hard to motivate when you can make them walk on water.

Application 2: You cannot give what you do not have

"Be the change you want to see in the world." I have to quote Gandhi on this one because I believe few coaches really understand this one. If you don't know how to do it how can you teach someone else to do it? Whether the athlete needs better movement skills, a cleaner diet, or just to get more sleep how can you coach them to do those things if you yourself aren't personally experienced with them? As it pertains to athletic movement it is truly not enough to have watched a DVD or tried them out in a workshop. You must be consistently and intently (are those words starting to sound familiar) improving your ABC's of movement. If you are missing some letters in your alphabet you can't spell it out for your athletes. Never underestimate the power of personal practice. As a movement coach, to be the best you must be YOUR best!

Application 3: The little things do matter

The great John Wooden captured this perfectly when he said, "It's the little details that are vital. Little things make big things happen." Observing performance through the Z lens Coach Wooden's statement resonates to the core. In fact many of you in the Z-Health community are probably saying, "Yeah, I already know this. Everything I do revolves around the little things. Come on man, I do ankle tilts and toe pulls for cryin' out loud!" Well then great, but it really is so important that it bears repeating and repeating and repeating. We have all experienced the miracles of the R-phase tilts and toe pulls and their global effects on the body, but what about the other 3 levels that Dr. Cobb teaches? What about the little details in I-Phase, S-Phase, and T-Phase? Well, as a performance coach to some of the best athletes in the country I will share just a few examples from my experience.

- Big 12 female swimmer of the year dropped 2 seconds in her 100m freestyle thanks to a few warm up laps in the pool with eyes held right. (I-Phase drill for the eyes)
- Top Texas ranked track star set a personal record a day after superficial fascial mobility work on her forearm! (T-Phase drill)
- Top recruited national high school running back unofficially ran a sub 4.4 forty, a personal best, immediately after doing a pencil push up. (S-Phase eye tracking drill)
- Nationally ranked 800m runner dropped 5 seconds after a few days of neuromechanics drills and jaw mobility. (T-Phase drill)
- Top Texas running back rushed 1,708 yards in only 10 games thanks to an emphasis on hand-eye and foot-eye coordination charts. (S-Phase drills)

These are the details that almost no one else in the coaching world is concerned with or is even aware of. However, these are the details that will help you take your athletes from good to great.

Workshop: The Essential Secrets of Elite Performance

If you are interested in achieving for yourself or for your athlete the same fantastic results that Craig has seen, then the Essential Secrets of Elite Performance is a MUST.

Join us for three full days of Z-Health that will supercharge the future of your training and active lifestyle. This course will present, in an immediately usable format, the drills and skills of R, I, & S Phases (Levels 1-3) of Z-Health that are the foundations for healthy, pain free movement and outstanding athletic performance.

Sponsored by Dragon Door Publications, this is the most complete introduction ever presented to the Z-Health system and the amazing, often instant, results that it produces. If you are an athlete, trainer, or just looking to improve the quality of your life, this is simply an event that you can't afford to miss.

Minneapolis, MN

Friday, October 31, 2008 - Sunday, November 2, 2008

Friday: 9:00am–12:30pm & 2:00pm–6:00pm

Saturday: 9:00am–12:30pm & 2:00pm–6:00pm

Sunday: 9:00am–12:30 pm & 2:00pm-4:00pm

Concepts and benefits include:

- Why the nervous system rules (this is the secret to instant results)
- The 4 elements that you must master to maximize the results of any training program
- 7 ways to get out of pain in less than 5 minutes
- How to harness your body's drive for survival to melt away excess body fat
- Hundreds of movement drills and how to apply each of them
- The Z-Health Movement Template approach - Create perfect training sessions on the fly
- How vision and balance problems can put the brakes on strength and movement -- and what to do about it
- Master key Visual Drills that create lightning-fast responsiveness.
- Develop linear and lateral speed that leaves your opponents in the dust.
- Uncover explosive power, the Z-Health way

To register, contact Dragon Door at www.dragondoor.com/zhealth or call 1-800-899-5111.

Workshop Code: WZ01

Workshop Reference: Z-Health Seminar

Tuition: \$797, or \$697 if you register by August 22nd. Other early bird registration discounts are also available.

SALE! Quick Start - Buy-One/Get One 50% Off

Start YOUR journey to better movement and world-class performance with Quick Start.

The Quick Start DVD focuses on the "high-payoff" joint areas that we have found have an immediate impact on 80-90% of our clients. A combination of instruction and follow-along, learn how to precisely execute each drill, complete with the "whys", and then increase your mobility and performance in the follow-along.

If you've been wondering where to start with a Z-Health program for yourself, or if you know someone that could benefit from training with Z-Health, this is the perfect product for you.

Through August 29th, buy one copy of Quick Start at the regular price of \$35, and get the second at half price. Be sure you have TWO copies of Quick Start in your cart, and then enter discount code #AUGQS50 at check-out to qualify. You can also call the office at 888.394.4198 to order – just be sure to provide the discount code.

Get your Quick Start Today!

Trainer Workshop: Atlanta, GA

Atlanta, GA: "Life in Motion" 5-week Course

Taught by Level 4 trainer Katie Bigelow, this 5-week Life in Motion course is designed to provide a solid introduction to Z-Health Performance Solutions. A combination of movement and lecture, Katie will explain many of the how's and why's of R-Phase (Level 1) and show you the drills you need to instantly

feel better and improve your performance. As an RKC, there will be an additional focus on incorporating Z-Health into kettlebell basics.

Cost: \$175 (includes R-Phase DVD and manual, \$85 value)

Dates: Wednesdays @ 7pm. Sept 3 - Oct 1.

Location: [Condition Kettlebell Gym \(Atlanta, GA\)](#)

For more information or to sign up: Katie Bigelow at georgiazhealth@gmail.com or 910.827.2202

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.

Did you forget to sign up for the Weekly Training Tips? The Weekly Training Tips is a new series that started on June 22nd. 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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