

NALISHA'S BREAKTHROUGH MOMENT

WHILE WORKING AS A PERSONAL TRAINER, NALISHA PATEL REALISED THAT SHE WAS NOT BRINGING HER CLIENTS THE ADEQUATE EDUCATION THEY NEEDED TO ACHIEVE A HEALTHY LIFESTYLE. THROUGH RETRAINING AND HANDS-ON EXPERIENCE, NALISHA SHARES THE STORY OF HOW SHE CAME TO START HEALTHMASTERY.

I started having an interest in health, fitness and wellbeing when I was 16 years old, especially after reading Leslie Kenton's book *Ultra Health*. This amazing book was so inspiring and complete in the way it addressed health and fitness, that I decided then and there to get a degree in sports and exercise science and work as a health and fitness consultant. I also completed a degree in psychology and found that mindset was just as important as working your body physically.

I started working at different gyms to get hands-on experience in the fitness area, and found it really inspiring and fulfilling to work one-to-one with women mainly, encouraging them to reach their fitness goals. Unfortunately, the rush wore off after a couple of years. Time was often of the essence — I had to write generic exercise programmes and teach each client quickly, and only in the area of physical fitness.

My turning point came when I realised that most of the women I was training would probably only have short-term weight loss if they did not aim for a healthy lifestyle. I felt like I was short-changing the women that I was seeing in the gym and wasn't able to give them enough time to implement healthy strategies into their lives.

I worked with an obese 14-year-old girl while at the gym and I felt like I wasn't doing enough for her by only teaching her exercise. With this particular client, I felt that the gym work was too limited and didn't provide enough time or strategies for real results. Her eating should have

been addressed, along with why she felt the need to eat so much.

At this point in my career, I found a huge gap in the gym and fitness market for motivation and goal setting. I have always been a self-studier, listening to my father's motivational tapes and hearing seminars by motivation gurus such as Anthony Robbins, Brian Tracy and Zig Ziglar. I assumed everybody thought like me and knew the things I did, like how to address your negative core beliefs, how to set goals effectively and how to create plans of action to help achieve your goals.

Surprisingly, not many people had been exposed to the information I had and found it difficult to incorporate a healthy lifestyle regime into their lives, aside from just going to the gym.

In 2004, around the same time my university term finished, I started to create HealthMastery. I wanted to create a mobile health and fitness business that addressed all the areas of health and fitness that I felt were important for an overall healthy lifestyle.

Based in Manukau, HealthMastery incorporates physical training and personalised programmes. It uses life coaching-style techniques that complement the changes that each client is doing physically.

The aim of the business is to tailor a programme to each person and work from there, rather than designing a generic programme, unspecific to each client's needs. With three trained staff,

the company helps women lose weight and tone muscles with helpful nutritional guidelines. The personal trainers create realistic strategies that can be achieved by any woman, no matter how busy her schedule may be.

Our trainers are dedicated to providing on-going support to women. We find that accountability is a huge factor in the success of HealthMastery's clients. Being accountable to a trainer makes clients more likely to stick at in the long run. They have ongoing support from their trainer each week in the form of phone calls, emails or texts. People need this support when they are starting out.

Each session with HealthMastery incorporates an aspect of a healthy mindset, along with the personal training session. A one-hour session costs \$60 and is part of a 12-week challenge. Each client learns how to set goals effectively, look at why they may have failed in the past and how they can make a true change now. We believe that the right mindset affects every area of our lives.

HealthMastery is a mobile business, as market research has shown that many people are finding it harder and harder to find the time to fit physical activity in. When time is crunched, personal wellbeing is usually the first to go.

By having a mobile service, we make it more convenient for those that need and want to incorporate health and wellbeing into their lives.

HealthMastery's motto is, "If you think you can, or you think you can't, you're right!"



Photo Neil Gussey