



The dark truth behind the fitness industry

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*The missing elements of REAL health and addressing the needs of the WHOLE human:
MIND, BODY, HEART and SOUL.*

We are in an industry that excites us because we want to help people and we believe what we are doing is suppose make people more healthy. In some cases it does, but when you look a little closer and peak under the hood what you find is a mecca for dysfunction: eating disorders, body image dysmorphia, and many other obsessive compulsive ailments, addictions and disease. This may sound shocking, but unfortunately it is true. It is not spoken about openly because we are supposed to be “perfect”, we are suppose to have everything figured out and know everything about nutrition, supplements, health science, anatomy, physiology, all the new exercise fads and techniques AND have a PERFECT body at the same time. And if we don't, no one will take us seriously...right?

We live in a time when we have instant access to literally anything we want to know, unlimited information is at our fingertips. There is a surge of new gym concepts, workouts, yoga/dance studios, boot camps, gadgets, widgets, fitness programs, nutritional and holistic science and personal trainers. Yet despite our access to all of these resources, exercise options, technology and information we aren't getting healthier we are actually getting fatter, dying younger, experiencing more diseases, consuming more drugs (western medicine—now the leading cause of preventable death in America), and we are stressed to the max. What the BL#@P!

So what is the problem?

Some of the obvious culprits are:

1. THOUGHTS! What we have been taught affects how we think and everything is what we think about it. Most of what we have been taught is someone else's ideas and beliefs. We don't question “WHY” we are doing what we are doing so we can come to our own conclusions.
2. Fitness/Health feels overwhelming! Things are way too complicated, confusing and intimidating. You have to be a Paul Check (genius) to be able to understand and apply it all. I have been working full-time in the fitness world for over 25 years and I am still totally confused, I can't remember all the anatomy

and everyday is a challenge to figure out how to feed this awesome meat suit to keep it humming vibrantly.

3. The majority of the fitness industry (whether you want to admit it or not) is driven by esthetics not by true health—the marketing, images and things that are used to “inspire” us ultimately just make us feel bad about ourselves and keeps us on the relentless, never ending, exhausting, obsessive compulsive pursuit of physical perfection.

What I have observed as the primary cause that contributes to this dysfunction is this:

We are not addressing the needs of the WHOLE human: mind, body, heart and soul. We are amazing creatures, with amazing capacities! We are not just a physical meat suit that moves, we are so much more! Number one we are ENERGY (frequency) which is the source of our existence and that energy is creative! We are also emotional, intelligent and expressive. Yet most “fitness” products and programs don’t address these aspects of being a CREATIVE, emotional and expressed whole person. But you are spirit, you are energy, you are what animates you, the energy and wisdom that beats your heart and you ARE the unlimited creative potential that made you. So why isn’t CREATIVITY part of EVERY fitness program if that is the core and essence of who and what we truly are?

WHAT IS THE SOLUTION?

EVOLUTION! We need to evolve back to the basics and simplify so that EVERYONE can be successful and participate in “fitness”. We need to become consciously responsible and REAL about how we market our products. We can start to implement easy and effective ways to give our students and clients permission to tune into their own innate wisdom, utilize their creativity and personal expression and add these essential elements that are missing to nurture the whole human being. I am a warrior for this change and hope to see the evolution of our industry into offering more programs, classes and options for us, our students and clients that allow for personal expression, creativity, higher brain function and things that deepen the awareness of our mind/body/spirit connection, so that we are nurturing the WHOLE human not just select parts of ourselves.

Breath, be present and enjoy the ride, There is nowhere to get to, you are already here! So GROOVE baby GROOVE! For more information about THE**GROOVE**™ please visit www.TheWorldGROOVMovement.com

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