Analyzing and Assessing Posture and Body Alignment

Presenter:
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Lecture Description:
Learn about the importance of assessing and correcting posture and body alignment in your clients/patients of all ages and health/fitness levels. Attendees will learn a systematic process to implement the National Posture Institute’s Posture Assessment Program™ that will lead to a larger client/patient/membership base for you, your department, and/or company. Learn to assess your clients in all areas of posture, body alignment and muscle fiber direction using a Posture and Body Alignment Grid and client/patient evaluation sheet. This valuable lecture exposes a logical sequence to understand, analyze, and assess a client’s strengths, weaknesses and health concerns. Discover ways to implement these procedures into your everyday protocols. Attendees will also learn about key anatomical structures of the upper/lower body and core that can cause musculoskeletal and joint imbalances. Through a detailed posture analysis, attendees will have a better understanding of how to quantify and provide detailed information to their clients/patients to produce better short-long term results in correcting posture imbalances and alignment issues. In addition, attendees will have a better understanding of how to select the correct exercise movements for their clients/patients. This lecture/workshop prepares individuals to receive the National Posture Institute-Certified Posture Specialist™ (CPS™) and Certified Resistance Training Professional™ (RTP™) designation.

1. Lecture Objectives
2. Why Implement A Posture and Body Alignment Assessment Program?
3. Health-Fitness Department-Assessment Program
4. Business Model and Implementation
5. Posture Assessments
6. Body Alignment Issues
7. Posture Modification
8. Assessment Procedures
10. Seated, Standing, and Movement
11. Contact Information

Biography
Manny Escalante MA, ATC, CPS
Manny Escalante, M.S., CPS, ATC, CSCS, has been in the fitness and sports medicine fields since 2001. He holds a Bachelor’s and Master’s Degree in Athletic Training and is currently a Certified Athletic Trainer and Certified Posture Specialist™. He is the Fitness Manager at 24 Hour Fitness in Glendora, CA and oversees a staff of 20 trainers. His club is consistently amongst the top performing clubs in the district. Manny provides sports medicine coverage for a variety of companies and schools and he also heads the Fitness Education Council as lead author and presenter of health, fitness, and fitness business topics. Manny is currently working with the National Posture Institute on business development, educational trainings, and content development.
The National Posture Institute (NPI), an educational and professional organization that provides certificate programs for personal trainers/group instructors and allied health/medical/fitness professionals to receive the National Posture Institute-Certified Posture Specialist™ (CPS), Certified Resistance Training Professional™ (RTP), and Certified Ergonomic Professional™ (CEP) designation. NPI is dedicated to delivering to personal trainers and current allied health/medical/fitness professionals, the collegiate educational system, the media, and the general public information and education on posture and body alignment through innovative educational resources, teaching/business solutions, and certificate programs.


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