



Analyzing and Assessing Posture and Body Alignment

Presenter:

Presentation Created and Developed by:

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and

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Undergraduate Degree in Fitness and Wellness Leadership

State University of New York (SUNY)-Plattsburgh

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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™)** 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
9. National Posture Institute (NPI) Posture Assessment Software
10. Seated, Standing, and Movement
11. Contact Information

Biography

Kenneth E. Baldwin

Ken Baldwin is a Certified Posture Specialist and the Executive Director for 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™), Certified Goniometry Specialist™ (CGS™) 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.

NPI Certificate Programs- <http://www.npionline.org/programs/professional/index.html>

In addition, he joined **State University of New York (SUNY) Plattsburgh's Department of Sport and Wellness as an Assistant Professor** and the Program Coordinator for the Fitness and Wellness Leadership Major in August 2007. Prior to working at SUNY Plattsburgh, Ken was the Coordinator/Instructor for Purdue University's Personal Fitness Training Major and the Assistant Director at Purdue's A.H. Ismail Fitness/Research Center. Ken has received national recognition from numerous media outlets including *Newsweek*, *L. A. Times*, *Chicago Tribune*, *Indianapolis Star*, *Athletic Business*, *WRTV-TV 6*, *MSNBC.COM*, *the Associated Press*, *IDEA Fitness Journal*, *New York Newsday*, *Club Industry*, *IHRSA*, and *Personal Fitness Professional* for establishing academic programs and degrees focusing on fitness, exercise science, and the personal training profession.

Ken is also the former **Chair of IDEA's National Personal Trainer Committee**, **Chair of the Senior Fitness Subcommittee for the Massachusetts's Governor's Committee on Physical Fitness and Sports**, and was an elected Board Member to the Massachusetts's Governor's Committee. He has served on national committees with organizations that include the American College of Sports Medicine (ACSM), LifeFitness Academy, AAHPERD, and the Medical Fitness Association (MFA). He's been awarded Boston's Best Personal Trainer three times and is the Recipient of **IDEA's National Personal Trainer of the Year Award**. Ken is the Senior Editor, content expert, and lead author for *ACSM's Resources for the Personal Trainer Textbook (2nd Edition)*.

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