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CROSSFIT MONCTON



Monthly
Newsletter

WHAT CROSSFIT CAN TEACH YOU ABOUT LEADERSHIP

BY BURT HELM FROM JNC.COM

A leadership consultant explains how hardcore workouts helped her be a better boss.

For an everyday gym-goer, a CrossFit workout can be jarring: After a trainer yells "3, 2, 1, Go!" groups of participants race to complete timed series of lifts, calisthenics, and aerobics, often in rounds. They're exhausting. For many, they're also addictive.

Six years ago, an entrepreneur and consultant named Val Wright walked into CrossFit Belltown in Seattle and got hooked. During the day, Wright counseled

executives at companies including Microsoft, Amazon, and LinkedIn on how they could lead better, and encourage their teams to innovate more and expand their businesses faster. But as CrossFit transformed her physical fitness, she realized the workouts were giving her new ideas about leadership, too. Today, Wright will compete along with over 100,000 other athletes in the CrossFit Open, the first round of a worldwide tournament dedicated to the sport.

Here, Wright shares some of the entrepreneurial lessons she has drawn from the workouts:

Vary your work experience. It's the only way to grow. Just as some people are born runners, executives have natural skills, whether it's sales, finance, or motivating a team--and they tend to stick to them. But then a crisis disrupts the business, and they find themselves as ill-equipped as a marathoner on muscle beach.

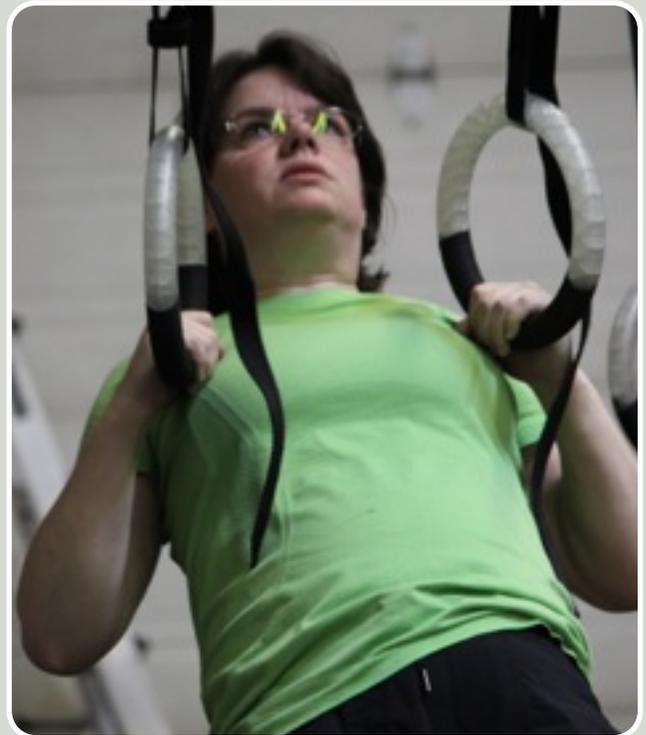
CrossFit throws random exercises at participants to force them to improve their weaknesses. Wright suggests a business equivalent: "I imagine a hopper of leadership challenges: You need to speak before 500 people, or your competitor suddenly comes out with a product that leapfrogs you, or you've got to deal with a PR disaster," she says. "What is it you'll really struggle with? What do you want to practice? What do you want to hire someone else to handle? »

Give underperformers a "No rep." Flub a pull-up or shortchange a squat, and CrossFit trainers shout "No rep!" and make you do it again right, says Wright. But at work, few

managers communicate the need for improvement so directly and dispassionately.

"Leaders are often delusional that underperformers will recognize it in themselves," says Wright. "Meanwhile, the rest of the team wonders why the person isn't being dealt with"--and the laggard remains clueless. Identify clear performance standards, let people know when they fall short, and frame it in a way that's geared toward getting the next rep--be it a sales target or a deadline--right the next time.

Coach creatively. After five years of lifting, Wright believed she had gotten her squat clean as good as it could get. Then, at a weekend CrossFit seminar, a coach said something unexpected: "Imagine you're squeezing a deck of cards between your shoulder blades." The image caused her to straighten her back, put her chest up, and execute the move more cleanly than she ever had.



A manager should constantly try different ways of communicating with employees, whether it's attempting different kinds of verbal feedback or showing examples. "Rely on a variety of tactics," says Wright. "Too often, leaders say something without really explaining it. It takes time to do it right."

Instead of rivalry, build a competitive community. CrossFitters are obsessed with their personal bests--the most they can lift and how fast they can complete various named benchmark workouts, like the punishing "Fran," a series of pull-ups and thrusters where you squat with a weight above your head. That's especially true in the Open, where athletes will compete for the best times in the same workout.

In the business world, leaders should set clear metrics but put the focus on employees besting themselves. After each person finishes a workout, they cheer the others onto the finish. "In our box, the last person to finish gets the loudest cheer," says Wright. Everyone, she says, is extremely competitive. But instead of worrying what the next person is doing, each wants to set a personal best--and encourage others to do the same. That way, they win together.



CHICKEN AND BUTTERNUT SQUASH PESTO



Ingredients:

- 1-1.5lbs chicken breast*
- 1 small butternut squash, peeled and chopped
- 2/3 cups blanched almonds (or regular will do)
- 1-1.5 cups basil
- 1/2-1 cup olive oil
- 2 garlic cloves
- juice of 1 lemon
- 1/2 teaspoon cayenne pepper
- salt and pepper, to taste

Directions:

1. Preheat your oven to 400 degrees.
2. Now time to make your pesto. So throw your almonds in the food processor turn on until you get a mealy powder.
3. Then add your basil leaves and turn your food processor back on.
4. Mix the two ingredients together, and while the food processor is still running, drop in your garlic cloves then slowly begin to add your olive oil to help combine.
5. Then add your lemon juice, cayenne pepper, and salt and pepper. Taste to see if you need to add a little extra of anything else.
6. Now pull out a large baking dish, 9×13 would do well but smaller is ok too. Add your chopped butternut squash, chicken breasts, then pour your almond pesto over it. Mix around a bit with the spoon to help coat all sides of the food.
7. Bake for 35-40 minutes or until chicken is cooked through* and butternut squash is tender. Use the "poke with a fork" test to check.

From PaleOMG.com

When did you start CrossFit?

June 2012.

Do you have an athletic background?

I was a National Rhythmic Gymnast top 8 in Canada. Trained 8hrs a day 6 days a week.

What made you decide to join?

When I meet Mario, he kept telling me I would be good at Crossfit, I thought it would be scary to lift weights. The first time I saw a WOD was 12.1 7minutes of burpees, the first two heats I thought everyone has crazy after a couple more heats I wanted to try to see what I would get. When I saw how much everyone was so encouraging and supportive, I really wanted to be apart of this Crossfit community. Coming from such a competitive atmosphere in gymnastics, it looked amazing and I wanted to be apart of it!

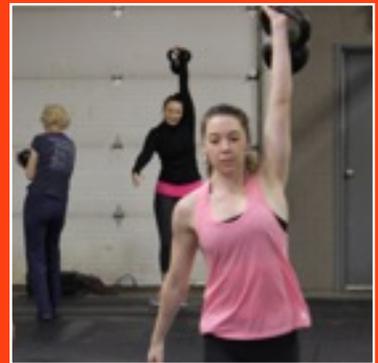
Were you a member of another gym before? How does this compare?

Yes, I was a member and worked at a gym as a personal trainer for 2 years. Honestly, I found it very boring and repetitive for both me and my clients. Crossfit does not compare to any other gym. Everyone gets the same treatment and chance to achieve there full potential and more. Everyday a new PR from a member and everyone is happy for them as well.

What are your goals? Have you reached any yet?

One of my goals is to become a trainer to be able to help others as much as our amazing trainers have done for me. I have achieved so much in such short amount of time in Crossfit. I would also love to get my first Muscle-up!

STÉPHANIE LEGERE



Stats

- CrossFitting since June 2012
- Split Jerk: 110#
- Squat Clean: 120#
- Backsquat: 160#
- 2000m Row: 8:49
- Deadlift: 190#
- Pull Ups: 16

Do you have an accomplishment that you're very proud of?

Taking my Crossfit Level 1 Certification

Do you remember your first workout? What was it like?

On my first day, I pulled Kevin's truck as a strength, and the WOD had running, Front squats and pull ups. When I got home after, I couldn't believe what I had just signed up for.

Describe the atmosphere at CrossFit Moncton.

The atmosphere at CFM is the reason I decided to join. Coaches, owners and members are all so encouraging and helpful. like a big family!

What do you tell someone that's hesitant to try CrossFit?

That they will never regret it. Its the best choice I could have made.

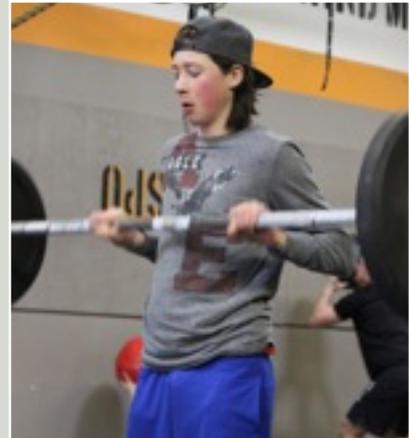
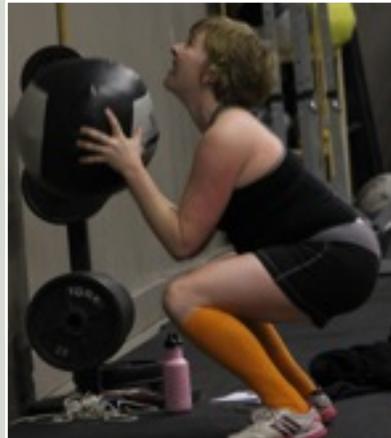
Favorite lift?

Squat clean

Favorite workout?

It is hard to pick just one, but I am a fan of WOD's that I need to pace myself and push my limits like long chippers.





Interested in joining?

Come try a **FREE** workout on Saturday morning at 9am. Leave your money at home. We don't want to sell you anything; we just want you to feel the difference CrossFit can make.

Contact Kevin Wood at info@crossfitmoncton.com to confirm your **FREE** session, or call (506) 962-0710.

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