

# Michael's Story

Michael Alonso is a dedicated fitness professional with over 17 year's experience in the fitness industry. Michael's primary strengths are his ability to understand, listen, support, and encourage those he coaches.

After 10 years in the Corporate environment and having "just" survived the Telco crash in 1999 Michael was more than aware of the impact that workplace stress could have on your physical and mental wellbeing. Recognising the value that exercise and nutrition played during stressful periods, he decided to turn his part-time passion for health and fitness into a full-time career.

After completing his Advanced Certificate 4 he started working in one of the major fitness clubs as a Personal Trainer. It was during this time as a Personal Trainer that Michael recognised the ongoing guidance his clients required to achieve their goals. Clients consistently performed with Michael, but the problems came when they left and could not commit to making the behavioural changes required to reach their goals.

This led Michael to evaluate traditional training techniques and seek out innovative coaching techniques that he could add to his suite of products. This provided a valued resource in keeping his clients engaged with their training as it made them work towards their goals more efficiently. It also provided the catalyst for Michael to move into Wellness Coaching and create Performance Body Works.

Through the years Michael has continued to update his knowledge to stay at the leading edge of health and fitness education. He is close to completion of a Diploma of Fitness Therapy and has expertise in areas as diverse as:

Special Populations	Resistance Training
Spinal Alignment	Advanced Aerobic condition
Pre & Post Natal Training	Diet & Nutrition
Training Through the Lifespan	Sickness Prevention Programs

Michael believes we should seek out better health and exercise patterns with realistic expectations and they should have a direct correlation to our regular daily duties to improve our quality of life.

## About Performance Body Works

Founded originally in 2005 as a Personal Training company, Performance Body Works expanded to a Wellness Coaching and Education company in response to the demands that we were seeing in our client base and across the corporate fitness industry.

At Performance Body Works we believe the key is giving individuals the tools to master their physical, emotional and mental wellbeing – including weight, fitness, nutrition, stress resilience, physical health - and the mindset to sustain wellness. Our coaching approach, which emphasises prevention and good health promotion, offers the very latest in health and wellbeing advice, as well as tips on everything from nutrition to boosting immunity.

## Our Mission

PBW is a wellness company catering to the needs of the individual and corporate market. Our mission is to enhance the overall health and quality of life of our clients. We want to create a balanced lifestyle that will contribute to the individual's long-term physical, emotional, intellectual, and social growth.

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