

presentation kit 2017

Contents of this kit:

- Stacey Lei Krauss: professional profile: pages 1-3
- Education menu: page 4
- Education session descriptions: pages 5-7

Stacey Lei Krauss

Stacey Lei Krauss is the creator of the cardio fusion program The willPower Method®; specializing in foot-fitness since 2000. A student of transformative arts and a Reiki practitioner, she approaches her teaching through integrated sensory practices. Stacey Lei has represented the most prominent brands in the fitness industry as a Master Trainer and Program Developer; Schwinn® Cycling, BOSU®, and Peak Pilates®, Nike® and Vibram FiveFingers®. Mindful Music Advisor for Power Music®, and recipient of the 2014 ECA Best Female Presenter Award, she now mentors aspiring instructors to provide exceptional movement experiences in their chosen discipline.

- websites: www.staceylei.com www.willPowerMethod.com
- Properly sized JPEgs upon request. 5'2", 103 lbs



Stacey Lei Krauss | stacey@staceylei.com | 917.763.4499
3051 W 21st Avenue, Denver CO, 80211

professional profile: current positions

start date indicated

- President & Founder of willPower productions, llc.** Create and develop programming, train and evaluate education team, implement programming at new facilities
- ACE Education Specialist, AFAA Faculty, NASM CEC Provider**
- Freelance mentor:** Consult with fitness professionals, facilities and equipment companies
- Freelance writer** as seen in *IDEA Fitness Journal, American Fitness*
- Group Exercise Instructor:** Pura Vida Fitness & Spa, Denver CO
- 2010** **Power Music Fitness Advisory Board, Mindful Music Advisor** co-produce the Mindful Music category
- 2006** **Peak Pilates MVe®: Program Development Team, Teacher Trainer and Presenter** Conference and workshop presenter, create and develop MVe® programming
- 2005** **BOSU®: Program Development Team, Master Trainer and Presenter** Conference and workshop presenter, video talent, develop BOSU® programming
- 2001** **Schwinn Indoor Cycling®: Program Development Team, Master Trainer and Presenter** Conference and workshop presenter, assist in developing Schwinn programming

education

University of Connecticut: Bachelor of Arts: English; Dean's List

certifications and additional training

ACSM: Exercise Physiologist: #8335, exp. 12.31.19
ACE: Personal Trainer: #T18039, exp. 8.31.17, Continuing Education Specialist
AFAA: Primary Certification, CI# 923645, exp. 4.17.15, CEU provider
Hatha Yoga / Iyengar Style Yoga : 200hr
CorePower Yoga Sculpt: 40hr
Reiki Level II Practitioner
Yamuna Foot Fitness 1 (YFF®1): 2009
EFBA Barefoot Specialist: 2012

Stacey Lei Krauss | stacey@staceylei.com | 917.763.4499
3051 W 21st Avenue, Denver CO, 80211

additional professional history

2011-2014 **willPower FIT Studio, Denver: Owner, Operator.** Studio setting for fitness education and exercise

2011-2016 **Lead Fitness Advisor: Vibram FiveFingers®:** Educate fitness leaders about barefoot fitness

2010-2013 **GATORADE Fit® Team:** Spokesperson for product line

1999-2003 **Nike Elite Instructor:** Spokesperson, program developer and special event talent

1999-2003 **Equinox Fitness, NYC: Group Fitness Manager: 19th St & Greenwich Ave**

- Direct group fitness staff of 300+: audition, hire, evaluate, train, budget, schedule 125+ weekly classes
- Opened 97 Greenwich Avenue location in 2001; implementing group fitness program

1997-1999 **Doral, Rye NY: Project Excel Facilitator:** adventure-based team building initiatives for conferences

1997-1999 **TSI: New York Sports Clubs: GXI Evaluator:** Evaluate group fitness instructors in the NY metro area

presentations media involvement & events

- IDEA World Fitness Presenter: 2003-2017
- EFBA Barefoot Training Summit, Dehli India & Denver, CO, Rome, NYC, Indonesia: 2015-2017
- ECA World Fitness: Presenter 2001-2017
- Polestar Pilates Conference, Rome: 2016
- DCAC Presenter: 2005-2012, 2015
- NASM Presenter: 2015
- ATP Presenter (Ahmedabad, India) 2015
- CanFitPro: Presenter: 2010-2014
- Barefoot Connections, London, Presenter: 2013-2014
- ACSM Conference Presenter: 2013-2014
- NAFC Conference Presenter: 2014
- AFC (Asia Fit Conference) Presenter: 2013-2014, 2016
- Congresso Pilates, Fitness y Wellness, Argentina, Presenter: 2013
- Cabo Loves Yoga, Cabo San Lucas: Keynote Speaker: 2013
- SCW: Presenter: 2006-2013
- Inner IDEA Presenter: 2007, 2010-2012
- Vibram/ iTunes: Vibram Barefoot Run Coach (download): program creator: 2012
- Festival del Fitness, Rome, Presenter: 2010-2011
- Vibram FiveFingers® National Sales Convention, Presenter: 2010, 2015
- FCCLA National Student Leader Conference Presenter: 2010
- Nike Women's Marathon Coach, Presenter: 2007-2008
- Nike / iTunes: Anywhere, Anytime Workouts: program creator: 2007-2009
- Nike HERE I AM, Denmark, Presenter: 2008
- Body Life, Karlsrhue, Germany: Presenter: 2006
- **Appearances:** Vibram Fivefingers®.com, NikeWomen.com, iTunes, CNN: *New You Segment (6-week series)*, NBC Morning America, WB-11 Morning News, Fox 5 "10:00 News"; "Spa Finders", "View from the Bay"
- **Featured in:** *Allure, American Fitness, Cosmopolitan, Daily Candy, Denver Magazine, Denver Post, Family Circle, Fitness, Glamour, Hamptons Jitney, Health Magazine, IDEA Trainer, IDEA Fitness Source, IDEA Fitness Journal, Marie Claire, The New York Post, New York Times, "O", San Francisco Magazine, Self, Seventeen, Shape, Singapore Business Times, Teen People, Teen Times, Weight Watchers Magazine, Working Mother, 303 Magazine, 5280 Magazine*

EDUCATION sessions: cardio / strength / mind.body

- **Cue with Purpose: Head to Toe:** *WORKSHOP (interactive lecture and practical)*
- **Humans are Sensorial Beings** *WORKSHOP (interactive lecture and practical)*
- **Cue the Right-Brain: Metaphorically Speaking** *WORKSHOP (interactive lecture and practical)*
- **The willPower Method®** *WORKSHOP (interactive lecture and practical)*
- **Build Smart Bodies Using Primal Senses** *WORKSHOP (interactive lecture and practical)*
- **willPower & grace®** *WORKSHOP or WORKOUT (1 hour workout included)*
- **Holistic Interval Training: HIT!** *WORKSHOP or WORKOUT (1 hour workout included)*
- **Center Floor (barre-fusion)** *WORKSHOP or WORKOUT (1 hour workout included)*
- **Cardio Dance: Defy Gravity!** *WORKSHOP or WORKOUT (1 hour workout included)*
- **Free Your Sole: Foot Pre-hab and Re-hab:** *WORKSHOP (interactive lecture and practical)*
- **Minimal Running Fact vs. Fiction** *WORKSHOP (interactive lecture and practical)*
- **Meet the Feet** *WORKSHOP (interactive lecture and practical)*

EDUCATION sessions: lecture and interactive: cardio / strength / mind.body

Cue with Purpose: Head to Toe

Newest research tells us that foot fitness strengthens the kinetic chain from the ground up. Feet constrained in traditional footwear often lose neural connections, and need guidance. Barefoot workouts are gaining traction, but foot fitness is more than “just being” barefoot. When you properly integrate foot fitness cueing techniques, your students develop enhanced awareness and control of what’s happening at the peripheral leg. Learn WHY teaching purposeful foot cues are important and learn to integrate your new coaching skills “on Monday”.

TYPE: WORKSHOP

Equipment: LCD Projector, Screen ***Room Space:*** Lecture & practical (workshop)

CATEGORY: cardio sculpt / group fitness / mind-body

ACE & AFAA accredited

Humans are Sensorial Beings

Coaching groups of students to move with focused intent is tricky in our highly stimulated world. Extraneous bells and whistles (music, lights and equipment) overloads the nervous system – resulting in less accurate movement. Referencing the Ayers Sensory Integration® model (developed primarily for occupational therapy), this workshop provides strategic remedies to approach the underlying sensory issues that affect performance. An excellent workshop for trainers and GX instructors of all disciplines who are interested in harnessing greater attention to movement QUALITY during workouts.

TYPE: WORKSHOP (interactive lecture and practical)

Equipment: LCD Projector, Screen ***Room Space:*** Lecture & practical (workshop)

CATEGORY: personal training / small group / group fitness / mind-body

ACE & AFAA accredited

Cue the Right-Brain: Metaphorically Speaking

Delivering a “mind-body” workout is open to a wide-range of interpretation these days. In this session, you’ll learn to fuse the physical and the philosophical – in a way that feels authentic and genuine. We’ll explore the power of metaphor, and kick your right-brain into high gear. Metaphoric examples will guide your workout experience and take your mind on a healing and empowering journey. You’ll leave this session feeling inspired, confident, and physically complete.

TYPE: WORKSHOP or WORKOUT (1 hour workout included)

Equipment: LCD Projector, Screen ***Room Space:*** Lecture & practical (workshop)

CATEGORY: cardio sculpt / group fitness / mind-body

The willPower Method®

The willPower Method® is a fusion of the physical and the philosophical – and it may change the way you approach fitness... forever. Experience an easy-to-follow, high-energy cardio fusion and take your mind on a journey to a “new & improved you”! This full-body, equipment-free workout is also barefoot; it incorporates a proven foot fitness methodology, helping you become more stable and aligned. You’ll leave this session feeling inspired, confident, and physically complete; from the ground up!

TYPE: WORKSHOP or WORKOUT

Equipment: LCD Projector, Screen ***Room Space:*** Lecture & practical (workshop)

CATEGORY: cardio sculpt / group fitness / mind-body

ACE & AFAA accredited

Holistic Interval Training: HIT!

HIIT workouts are trending... but is this method safe for students of all levels? Holistic Interval Training® is different than what you’ve experienced! This TABATA-style HIT class is built on a foundation of barefoot full-body exercises and fueled with high-end anaerobic drills to turbo-fire your metabolism. Results? Beautifully sculpted flexible muscles, healthy joints, and a balanced body from head to toe. A barefoot, equipment-free class catering to students of ALL-LEVELS.

TYPE: WORKSHOP or WORKOUT

Equipment: LCD Projector, Screen ***Room Space:*** Lecture & practical

CATEGORY: body conditioning / group fitness/ personal training / small group (HIIT CATEGORY)

ACE & AFAA accredited

Center Floor (barre-fusion)

Barre workouts are trending... but why give students an additional point of contact, when what they REALLY need is single-leg drills for balance, proprioception and intrinsic strength? Center Floor is equipment-free and barefoot; you’ll learn why this minimal approach is so effective. This format has an interesting approach that you may not have considered! Our method results in a strong kinetic chain and lateral sub-system, but what our students love is their long, strong, lean muscles and the “barre-sore” feeling in “all the right places”. A class for students of ALL-LEVELS, especially smart for students managing injuries.

TYPE: WORKSHOP or WORKOUT

Equipment: LCD Projector, Screen ***Room Space:*** Lecture & practical

CATEGORY: cardio sculpt / group fitness / mind-body / barre-type

ACE & AFAA accredited

Cardio Dance: Defy Gravity!

Cardio Dance has been considered "the heart of fitness" because our students are entertained while they sweat. However, the science of fitness has come along way as well. This unique session integrates foot fitness science with dance exercise and movement technique to create an experience to remember. We'll discuss the role that the foot plays in balance and shock absorption. Then learn a groovilicious dance routine, and practice exercises to build power, propulsion and grace. When you apply these useful nuggets to your own dance routines, you'll smile proudly as you watch your clients Defy Gravity!

TYPE: WORKSHOP

Equipment: LCD Projector, Screen **Room Space:** Lecture & practical
CATEGORY: cardio dance / group fitness
ACE & AFAA accredited

Free your Sole: Foot Pre-hab and Re-hab

There are plenty of devices to prepare and rehabilitate feet these days. Trigger point performance therapy is now widely recognized as a way to release constricted areas and break down adhesions. In this session learn techniques that are completely equipment free! This Foot Fitness program based on two sequences. The self –massage sequence is restorative and therapeutic; compare it to a yoga class (for your feet). The standing sequence promotes strength, endurance, flexibility and coordination; compare it to a boot-camp workout (for your feet). These exercises work; we've been doing them for over a decade!

TYPE: WORKSHOP

Equipment: LCD Projector, Screen **Room Space:** Lecture and slight movement (workshop)
CATEGORY: personal training / group fitness / mind-body
ACE & AFAA accredited

Minimal Running: Fact vs. Fiction

"Barefoot Running" is a trending (and debate-able) topic, and you should be able to speak about it (whatever your opinion). Learn about deceleration and managing ground reaction forces (GRFs). Learn about the various types of running footwear – and how "the good shoe" could negatively affect your body. Learn why, when executed correctly, minimal running can be a safe, and a smart opportunity to turn the running-phobic into enthusiasts, because it's not about speed or intensity... just commitment to long-term function. This session dispels "barefoot myths" and gives you the skills and tools to set a client on track to attain a realistic running goal that may change their life forever. This is not a running workout, rather, a workshop with simple drills for students of all abilities.

TYPE: WORKSHOP (interactive lecture and practical)

Equipment: LCD Projector, Screen **Room Space:** Lecture & practical * large space needed – ballroom or long hallway
CATEGORY: body conditioning / group fitness / personal training / small group
ACE & AFAA accredited