

MISSION STATEMENT

It is the mission of *Jan Shaw Personal Training & Massage Therapy* is to assist clients in maintaining or restoring their optimal state of physiological functioning, thereby reducing the occurrence of physiological dysfunction, disorder and disease, and improving overall quality of life.

This mission will be accomplished through provision of the separate or combined services of Personal Exercise Training and Therapeutic Massage, and education concerning optimum versus non-optimum lifestyle choices and practices.

PHILOSOPHY

1. The human body was designed to work and its functions optimally under a proper balance of work and rest/relaxation.
2. The human body is designed to function without pain or disease, and within optimal limits of chemical concentrations, muscle lengths, loads and stresses.
3. Optimal physiological balance can be maintained through consistent stimulation of work, activity, exercise, proper nutrition and emotional contentment.
4. The human body is designed to adapt to forces, pressures, and chemical changes which drive it outside of its optimal limits of physiological function.
5. When the human body is consistently driven outside of its optimal limits of physiological functioning, non-optimal resetting of balance occurs which may manifest as dysfunction, disorder, disease, and/or death.
6. Non-optimal physiological balance can often be restored to optimum through work, activity, exercise, nutrition, and emotional contentment.
7. It is the role of *the* clinician to help maintain or restore optimal physiological functioning throughout the clients' the lifespan.

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Summary

The Balance Institute's mission is to provide services that will help Americans to become, and stay, healthy. This health includes strength, endurance, ability to move with ease, nutrition, and emotional contentment that comes with having a capable, healthy body. By obtaining and maintaining this level of health, the incidence of disease and need for medical care is greatly reduced, and the ability to cope with the natural stresses of life, independently, is greatly improved.

Why People Should Come To my Center

To get healthy, or stay healthy, without excessive effort or ridiculous claims. The services are sound, reasonable and effective. No heroics, no unreasonable expectations. Ease and relaxation are part of the balance of a healthy body. We couple this with the capability of strength and endurance conditioning in accordance with the individual client's age, lifestyle, abilities, and willingness to participate. Although most services and techniques of accomplishing goals are similar across clients, there is no cookie cutter method that every client is herded into.

Our clients get slow but measurable results. They make progress without being so sore that they can't enjoy their lives. They enjoy higher function in the smallest details of their lives – being able to carry the recycling bin from the house to the road without back pain, being able to walk quickly between concourses in the airport to catch the next plane to visit their children, being able to negotiate uneven terrain on their small acreage and enjoy their horses without falling and getting hurt, enjoying that game of tennis without the nagging shoulder pain, regaining the ability to walk with little or no limp following severe leg, knee or foot injury with surgery.

These are true stories of some of the little things that our clients have told us. We've heard many more. These are the accomplishments that we're excited about.

Yes, I can take a training client from the couch to a 5k if they want to, but I don't care if they ever get "buff". I'll take them up to the point of being capable of the "buff" training and refer them on from there. But I've then made a huge difference in somebody's life that influences not just them, but everyone around them and the entire community. Because when one person is healthy, that's one less person in the medical system of "sick care", one less burden on everyone else, and one more joyous life full of quality and purpose. We've done our job.

