



# WHY YOU NEED A MOVEMENT COACH

– PERSONAL TRAINER –

GUIDE

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	Introduction	3
01	What happened next?	5
	Breathing pattern and core	11
	Feet functionality	13
	Mobility and flexibility	15
	Basic patterns and coordination	17
02	Price list	20

# INTRODUCTION

How many times have you heard that **exercise is medicine**? Everyone knows exercising is very important and there are many benefits to reap from it, for instance:



**Strengthening** muscles and bones



**Improving** cardiorespiratory functioning



**Fighting** health conditions and diseases



**Increasing** flexibility



**Lowering** blood pressure and resting heart rate



**Boosting** energy



**Preventing** injuries



**Promoting** better sleep



**Enhancing** mood and mental health

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**This list could  
go on and on!**

All over the internet you read articles or watch videos saying that you need to be active and exercise to maintain a healthy lifestyle.

- But is that enough?
- Can a few hours of working out each week make a difference in your lifestyle?
- Can you just wake up one day after being inactive for a long time and start training again without any consequences?

**What is the difference between exercise and movement?**

Before answering these questions, ***let's look back to prehistoric times*** for a deeper understanding and some context.

Thousands of years ago our ancestors had to search for water, gather food, create shelter, collect wood for fire, carry kids, chase prey or escape from danger. All these activities forced the ancient hunter-gatherer tribes to move.

They were governed by their need for survival and the concept of exercise did not exist. The performance of these daily movements is the closest thing one could call "exercise".

## 01

## WHAT HAPPENED NEXT?

Before industrialization and technology, **our predecessors were much more active than us.** Nowadays, the transportation system and other commodities make life much more comfortable and easier.



**But the human body is made to move.**

**Our sedentary lifestyle has increased substantially with our technology-based culture.** When we hold a position for a long period of time without moving, aches, tensions and other issues may affect us.

We often associate an injury to a specific movement or something we did wrong, but even the lack of movement (inactivity) may create pain or other ailments.

When the body remains in the same position for a long time (regardless of whether it's sitting, standing, or lying down) the result may be tension, numbness, and the potential degeneration of tissues, muscles, and articulations.



**Modern society does not require us to move as often as our predecessors did.** Our default position has become to turn to modern conveniences for everything in order to make our lives easier and to perform tasks more quickly.

We automatically take the car instead of walking to the office or to run errands. We push our kids in their strollers instead of carrying them. Our default position is take the elevator instead of using the stairs. We use remotes for the TV and even call out the name of our devices to turn on the lights or to listen to music.



**Technology has definitely made life more convenient, but does that mean it has also improved the quality of our lives?**

*Maybe it hasn't.*



**YOU MUST CHANGE  
YOUR HABITS AND THE  
WAY YOU THINK ABOUT  
MOVEMENT.**

With lack of movement, you may lose flexibility, motor patterns and mobility in your joints. Your brain and body learn how to do as little as possible in order to save energy and to protect themselves.

**You need to act now to avoid issues that a sedentary lifestyle may cause you in the future.** You must change your habits and the way you think about movement. Spending a couple of hours per week at the gym is not enough when you are inactive the rest of the time. Sometimes it can be even worse because the body is not ready for loads or high impact activities. Adopting good behaviors will **help you improve the quality of your life and Functional Vibes' mission is to support you in making that change.**

When people hear they need to move, they often think they have to work out. Yet the first thing they have to do before exercising is to learn how to move correctly. This can be very difficult after long periods of inactivity or sedentary life. In this case, if you start training without the guide of a “movement coach”, it may expose you to the risk of injuries or worsen existing problems.

So **if you really want to be successful, respect your body** and improve your wellness, you need a movement coach who will:

- **Assess** your status quo
- **Teach you how to move** based on your current situation
- **Provide** you with the tools to improve your lifestyle
- **Test** and evaluate your progress
- **Offer you answers** and all the information you need to feel better
- **Keep you on track** to achieve your goals



Functional Vibes’ professional and collaborative approach **focuses on your goals** and respects your physical condition.

**We will help you change your life for the better.**

Our team creates a **personalized** movement experience in order to improve your wellbeing, all while considering your precious time.





**YOU MUST CHANGE  
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MOVEMENT.**

The Functional Vibes team is made of highly qualified coaches who share the same passion for taking good care of you and helping you live your best life. We educate you on how to avoid and reduce the physical and mental risks of an inactive life and share the reasons behind the process with you.

Functional Vibes' **holistic approach to movement** starts with a questionnaire and/or an assessment. Testing is the main resource for measuring progress and improvements. Without testing, evaluating, and assessing, we are unable to analyze, compare results and define the areas that need more attention.

A professional approach to human movement requires the measurement and the optimization of essential prerequisites called pre-skills.

More specifically, Functional Vibes' method is based on four fundamentals that we believe are the foundations of movement.

1. **Breathing** pattern and core
2. **Feet** functionality
3. **Mobility** and flexibility
4. **Basic patterns** and coordination

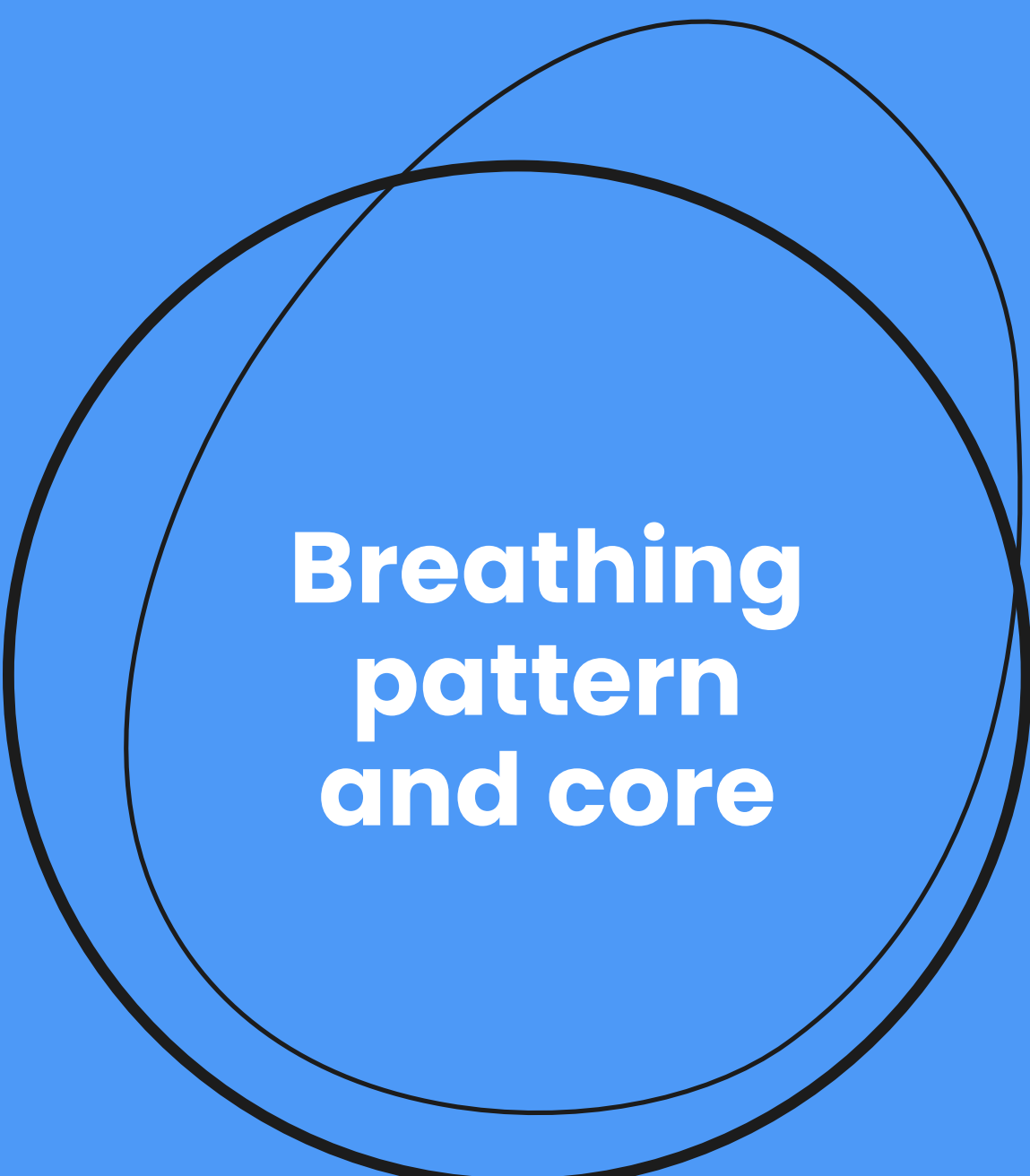
These pre-skills will be the first elements to be meticulously evaluated when you start your journey with us.

**This guide will also allow you to better understand their importance and to understand your starting point.**



**Are you ready to discover some of the secrets of human movement and to test yourself?**

*Then read on!*



# Breathing pattern and core

”

If you don't own breathing,  
you don't own movement.

– Karel Lewit –



*A sedentary lifestyle has created issues related to the way we breathe. In fact, sitting for a long time makes the diaphragm dysfunctional since it cannot move properly.*

*This abnormality may also create issues for the entire core and it may even cause back pain or neck aches.*

## BREATHING PATTERN AND CORE

### **Do you think you breathe correctly? Here's a test for you.**

Lie down on the floor, on your back with legs bent. Place your feet on the floor, hips width distance. Put a hand on your heart and the other one on your belly button. Breathe through the nose and try not to move your hand on your chest. Let your hand on your belly lift or lower as you inhale and exhale.

What happens? Do you find it difficult? Are you able to keep your hand on your heart still and firm?

A correct breathing pattern happens when your diaphragm is functional and your belly lifts as you inhale. Your chest should not rise at the same time.





# Feet functionality

”

The human foot is a masterpiece of  
engineering and a work of art.

– *Leonardo Da Vinci* –



*When you don't move and/or you use shoes all day long, your feet lose their functionality. Feet dysfunction may compromise fundamental movement patterns such as squats for instance. Eventually, the lack of mobility in your feet may also create tension and pain in knees, hips or back.*

## FEET FUNCTIONALITY

### **Try this simple test to check the functionality of your feet**

Focus on one foot. Lift all the toes and spread them out in a fan shape.

Keep them open wide and gently place them on the floor.

Are all the toes separated from each other? Are you capable of keeping them separated as you place them on the floor?

Focus on the other foot and repeat. Is it more complicated?

Tightness of fascia, ligaments, tendons, and muscles of the feet may affect your feet's mobility and vice versa.



# Mobility and flexibility

”

A tree that is unbending,  
is easily broken

– Lao Tzu –



*A sedentary lifestyle reduces the ability of the articulations to move, affecting both flexibility and mobility. When joints do not have a sufficient range of motion, movement patterns are also compromised*

## MOBILITY AND FLEXIBILITY

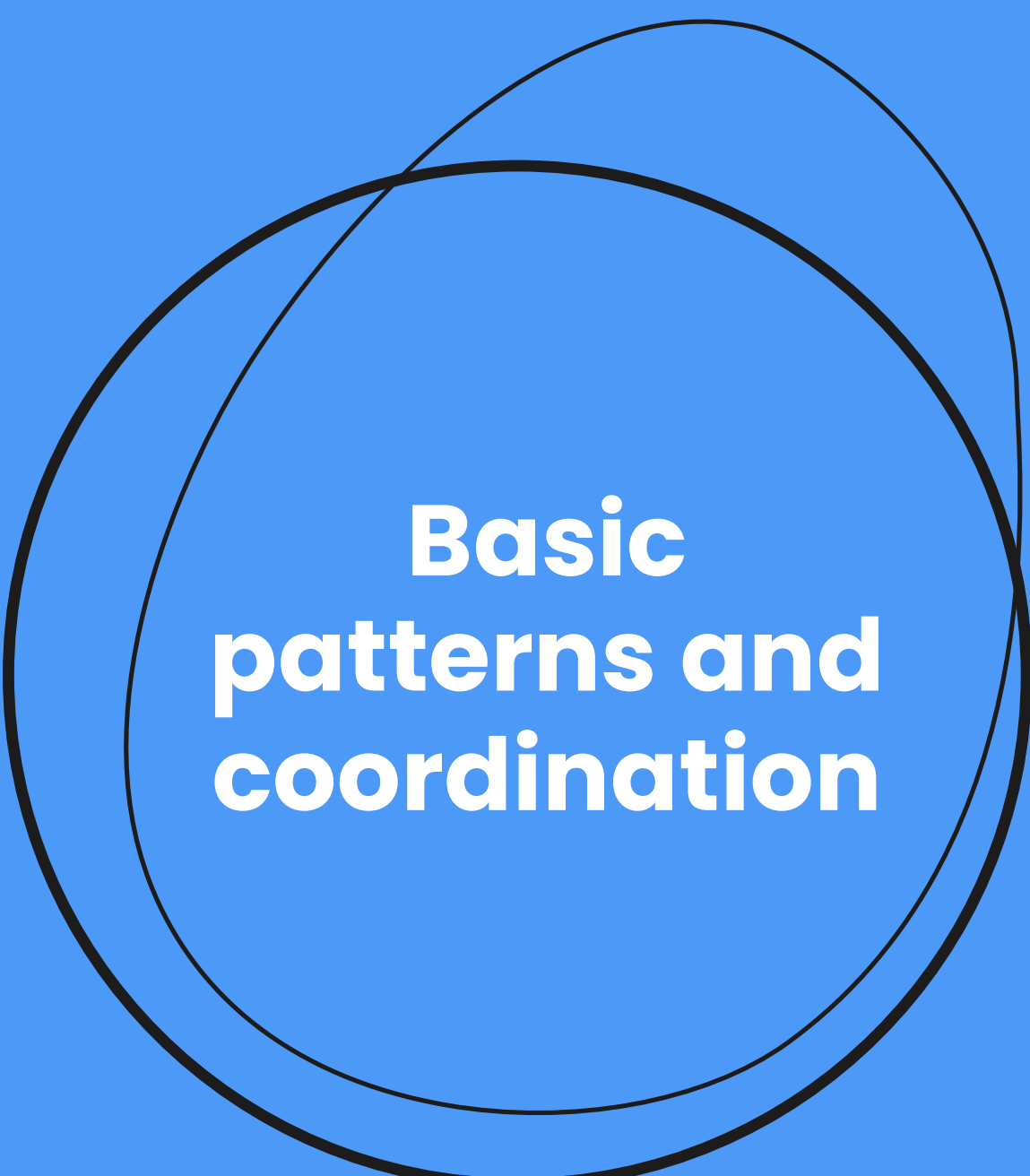
### **Try the following test to check your hips' mobility, with a special focus on internal and external hip rotations**

Sit down on the floor. Drive both knees to the floor and then bring one leg bent at 90 degrees in front of you, and the other one bent at 90 degrees towards the back. Make contact between the front foot and the back knee. This position is called "shinbox". Do you feel comfortable in this position or do you feel any tension? Are you able to maintain your spine long and tall? Can you sit on both sitting bones? Do the knees touch the ground?

Now change sides and repeat the shinbox position with the opposite leg in front. Do you notice any difference? Is it harder or easier?

The purpose of this test is to measure internal and external hip rotations. Usually when you switch sides you will notice some differences. That's because our body is not perfectly symmetrical. Some areas may be tighter than others. Good hip mobility and absence of pain or tension are crucial for the execution of daily life movements and for the prevention of musculoskeletal problems.





# Basic patterns and coordination

”

Consciousness is only possible  
through change; change is only  
possible through movement.

– Aldous Huxley –



*For walking, running, and moving we need coordination. Coordination is managed by the brain that gives a command to muscles through the central nervous system (CNS). A “movement pattern” is the result of neuromuscular stimuli that are coordinated by the central nervous system.*

## BASIC PATTERNS AND COORDINATION

**If you like to check your coordination as well as your crouching down, take the test below.**

Stand with your feet hips width apart in front of a wall about 30 cm far from it.

Lift your arms straight towards your head and place your hands on the wall, shoulders width distance. Slowly lower your body in a squat position as your hands slide along the wall.

Are you able to keep your heels on the ground? Do you lose your balance? Are you able to maintain your spine tall and long and your arms straight?

A smooth squat movement requires the engagement of the posterior muscles and fascia without any compensation such as bending the arms, lifting the heels, or shrugging the shoulders. The proper activation of this posterior chain is what is required to prevent potential lower back injuries during squatting in daily life activities.

So how did these tests go? Were you able to do them all easily and without any muscle pain or tension?

In the event that one or more tests were difficult to perform or painful, you might need to work on the "foundation" of movement before starting to play sports or to work out by yourself.

In this case, a movement coach would really be the right choice for you!

We at Functional Vibes could **help you bridge the gap and guide you to achieve your goals**. During our collaboration, you will increase the quantity and intensity of work with progressively challenging exercises, always while keeping your mental and physical health a top priority.

If you are interested in a free consultation to discuss your goals and how to achieve them safely, please send an email to [info@functionalvibes.com](mailto:info@functionalvibes.com).



**To meet your needs, we have designed a variety of individual training session packages, in person or online**  
(prices start from 60 € per session)

# 02

## FUNCTIONAL VIBES PRICE LIST

### ASSESSMENTS

- **VESPA**  
1 MINI ASSESSMENT 30 min - **50€**
- **NINJA**  
1 FULL ASSESSMENT 90 min- **120€**

### INDIVIDUAL SESSIONS

- **CINQUECENTO 500**  
1 SESSION 60 min - **90€ \***
- **CORVETTE**  
6 SESSIONS 60 min/each (Ninja included)  
EXPIRATION 2 MONTHS- **450€ \***
- **TESTAROSSA**  
12 SESSIONS 60 min/each (Ninja included)  
EXPIRATION 4 MONTHS - **840€\***
- **DIABLO**  
24 SESSIONS 60 min/each (Ninja included)  
EXPIRATION 8 MONTHS - **1560€**
- **LIMOUSINE**  
48 SESSION 60 min/each (Ninja included)  
EXPIRATION 1 YEAR - **2880€**
- **RUNNING VIBES**  
RUNNING PROGRAM - 8 SESSION  
EXPIRATION 3 MONTHS - **680€**  
**+20% ANY ADDED PARTICIPANTS (UP TO 3)**



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## ONLINE

- **FREELANDER**

10 ONLINE SESSIONS 45 min/each (Vespa included)

EXPIRATION 3 MONTHS – **700€**

- **MORNING VIBES**

8 ONLINE CLASSES 30 min/each

DATES ARE GIVEN EACH MONTH – **100€**

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## SMALL GROUPS

- **WESTFALIA**

SMALL GROUP (UP TO 4 PEOPLE) 12 SESSIONS 60 min/each

EXPIRATION 4 MONTHS – **1200€ (PRICE FOR GROUP)**

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## CLASSES

- **BOOT CAMP VIBES**

**17€** ONE SESSION (60 MIN) –

**60€** 4 SESSIONS – EXPIRATION 2 MONTHS

**112€** 8 SESSIONS – EXPIRATION 4 MONTHS

- **ABC DANCE**

**20€** ONE SESSION (60 MIN)

**70€** 4 SESSIONS – EXPIRATION 1 MONTH

- **FUNCTIONAL YOGA**

**20€** ONE SESSION (60 MIN)

**70€** 4 SESSIONS – EXPIRATION 1 MONTH

**\*Add +30% for outdoor sessions or at your convenience (in Brussels)**



The tests included in this guide are not complete. We invite you to contact one of our qualified movement coaches to understand the results of the tests and to learn how to improve.

Contact us to share your outcome or share any feedback with us at [info@functionalvibes.com](mailto:info@functionalvibes.com).

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We reserve the right to change this guide at any given time. If you want to make sure that you are up to date with the latest changes, we advise you to subscribe to our newsletter.



Autore

## Davide Fiori

Osteopath, movement specialist and entrepreneur.

Davide's main goal is to educate people living a healthier (and happier!) life.

His biggest ambition is to make people rediscover their own huge potential in terms of psychophysical wellbeing.

After graduating in Sport Science, he specialised in Science and Techniques of Sport Training at the University of Turin. He graduated then in Osteopathy at Siotema school in Florence.

He is the founder and CEO of Functional Vibes srl in Brussels, a wellness center located in the heart of the European district.

Together with his highly qualified team, he provides services such as personal training, small group training and osteopathy treatments.

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📍 FUNCTIONAL VIBES

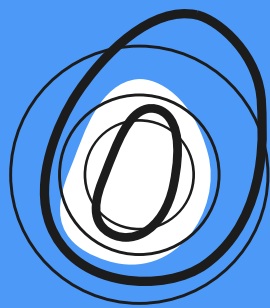
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