Proposal

*Design Brief*

## FRONT COVER

Fitness and Wellness

Implementing Corporate Fitness Services

PREPARED FOR:

Sunray Group

PREPARED BY:

Personal Revolution (Fitness & Lifestyle Coaching)

## COVER LETTER

Dear Ray, Sundeep, Sunjay and the rest of the Gupta family,

I am excited to present you with a comprehensive proposal for providing personal training and fitness services to Sunray Group. I am committed to delivering exceptional fitness results by optimizing the performance and overall well-being of your family and your employees at all levels. I have crafted this proposal to offer my expertise through standalone personal training sessions as well as ongoing corporate wellness programs.

The proposal outlines the current situation, needs, outcomes and hopes as I have understood it from our previous discussions.

While the proposal is designed to meet your criteria for hiring an experienced personal trainer to provide sales fitness and wellness services, it’s not exhaustive. Health and Wellness, more so than any other area in life, requires ongoing commitment and attention to continuously maximize results.

So this proposal is designed to meet immediate to short term needs, with a view to an on-going relationship in the future, should both of us see the outcomes we are hoping for.

If you have any questions or would like to adjust the scope of the proposal, please don’t hesitate to reach out.

Sincerely,

(Space for Signature)

**Jay Quarmby**

Founder & Owner

Personal Revolution (Fitness and Lifestyle Coaching)

## PROJECT SUMMARY

Sunray Group wants to equip their employees with the knowledge and skills they need to take care of their own health and wellbeing.

Not all employees are prioritizing their health and wellness which impacts their ability to perform at their highest level within the company and reduces their quality of life in and outside work.

The Gupta family would like to ensure that each of their family members have access to their own personal training sessions so that they can each improve their fitness and performance, and to achieve their own individual health and wellness goals.

The project outcomes are as follows

* Have each family member committed to personal training sessions on a weekly basis.
* Develop quarterly goals and annual goals for each family member specific to their individual needs.
* Implement positive lifestyle changes that will improve quality of life and lifespan.
* Show Sunray Group employees that, as a company, Sunray Group cares about their quality of life not only at work but outside of it as well.
* Create a culture that embodies health and wellness as a tool to create high performance and reduce burn out.
* Develop an annual corporate fitness and wellness program that is easily accessible for all employees

## PROJECT DETAILS

CURRENT SITUATION

* Not all family members are prioritizing their fitness and health.
* There is untapped potential to improve productivity and results: fit and healthy people can push themselves to work hard and be more efficient.
* High performance creates high stress, high stress creates burn out and reduces quality of life.
* There is a buildup of chronic injuries from lack of fitness and movement that need to be addressed.
* There are no current health and wellness initiatives at Sunray Group.
* Employees who aren’t taking care of themselves physically and mentally use more sick days and aren’t performing at their optimal abilities.

GOALS & REQUIREMENTS

* Have access to ‘at home’ professional personal training services at times that suit each individual family member’s schedule.
* To have the ability to change personal training time slots when weekly calendars change to ensure sessions are never missed.
* Having someone personally invested in the success of each Gupta family member as individuals and as a whole family unit.
* Create individual plans to achieve quarterly and annual fitness goals, be it weight loss, reduce injuries, gain muscle or improve lifespan and overall well being.
* Engage with Sunray Group employees to set up a Health and Wellness club to help them achieve their own personal fitness goals.
* Create monthly health and wellness presentations for Sunray Group employees to participate in.
* Provide virtual or in office fitness classes for Sunray Group employees.

ULTIMATE RESULT

Provide bespoke, world class fitness training and lifestyle optimisation coaching for each Gupta family member to help improve their lives as individuals and as a family. Create a health and wellness corporate program for Sunray Group which will add value to their life at work and in their personal lives.

## MY PROCESS

1. Personal Revolution Methodology

In order to take control of your health and fitness you need to go through these 5 steps:

* **Clarity**: Figure out your Who, What, Why, How to gain a deeper understanding of yourself and discover your short and long term goals.
* **Measurement:** When you track it you can improve it. Discover the metrics required to track to determine how you are improving and the results you are achieving.
* **Discipline:** Create positive habits and maintain them through strict routines. These keep you accountable to yourself and the bigger picture, which is to live a balanced, high performing life in all aspects.
* **Nutrition:** Eat healthy, Live well, Feel great. Only when we fill our body with not only the right ingredients, but the right amount can we achieve the physical and mental states we desire.
* **Exercise:** Movement is the foundation of life. To run on all cylinders and remain injury free, we need to be exerting ourselves physically through working out and different movement patterns.

1. Personal Training

What are your goals? What sort of exercise do you like, dislike? Do you have any injuries? What are your eating habits like? What will it take to make working out a priority for the rest of your life?

These are all fundamental questions that l like to ask in order to be an effective personal trainer. The foundation of living a life maximized to its true potential is figuring out a lifestyle and plan that allows you to be disciplined enough to achieve your fitness goals without compromising your enjoyment of the finer things in life, like a big piece of cake at a birthday celebration.

Unlike most personal trainers who have created one plan that every client goes through, I create unique plans for each individual, based on their own unique goals and priorities in life. Spending the time to deeply understand each individual’s goals and struggles, I can then create solutions to accelerate improved fitness and overall wellbeing.

## THE FORMAT

PHASE 1 - Personal Training for each Gupta family member

Gather Information

1:1 consultation to understand short term/long term goals (revisited when needed)

Take Measurements

Record relevant data points based off individual goals to track results, body fat %, weight etc

The Training

1:1 ‘in house’ personal training sessions focused on implementation of fitness plan

<Use icons and graphs to visualize each of these phases>

Workouts will include warm-ups, specific exercises aligned with individual goals, stretching and and an additional coaching around nutrition, or lifestyle changes that are needed to improve results.

PHASE 2 - Corporate Health and Wellness Program for Sunray Group

Monthly in person ‘Health and Wellness’ Lunch and Learn discussions (different topics)

12 x 45 mins sessions

Implement ‘Health and Wellness Club’ for employees. Participants form small accountability groups to help encourage each other to work towards a specific health goal. Ran quarterly with prizes and giveaways.

4 x 45 min sessions

20 mins Quarterly virtual ‘Check In’ call for each group participating.

Weekly lunchtime fitness class at office, all levels

40 min class per week

Weekly virtual fitness classes for all levels of fitness, inclusive for all employees to be able to participate

3 x 45 min virtual classes per week Mon/Wed/Fri 6.30am - 7.15am

## Who Am I

Jay Quarmby - Toronto

Founder, Personal Revolution (Fitness and Lifestyle Coaching)

I've always been involved in fitness and sports for as long as I can remember. I grew up in Australia playing tennis, cricket, rugby, skateboarding and surfing to name a few. The defining moment which led me towards a career in fitness was the day I joined a gym at the age of 17.

From that day on, I started reading fitness magazines, researching workout routines, trying different classes, buying new protein powders: I was hooked!

Fast forward 20+ years later and here I am living in Toronto, Canada.

I moved here in 2008 with a suitcase of clothes, no money and big dreams to create a life of purpose and meaning. I started working my way up the corporate gym ladder, from Head Personal Trainer, Group Fitness Manager, to eventually Functional Training Program Director.

After achieving what I wanted at the corporate level I decided to go out on my own to start two different companies, a personal training business, Southern Cross Fitness and what became one of Toronto's longest running bootcamp, Buns of Steel Bootcamp.

As the saying goes, 'A rolling stone gathers no moss', so eventually it became obvious to me that I needed to combine all of the experience I had gained to create a new and unique approach to executive fitness and lifestyle coaching, and so **Personal Revolution** was born.

## YOUR INVESTMENT

Personal Training

| Description | Time Allocated | Time Availability | Total Investment Monthly (CAD) |
| --- | --- | --- | --- |
| 1:1 Personal Training  for 8 family members 2 x week | 46 weeks  16 hours of sessions  14 hours driving (approx) Ritz,Bayview,Pickering | Monday-Thurs 6am - 7pm  Friday  6am - 12pm | $9200 (tax included) |

Add Ons:

Anyone who wants to do 3 sessions a week add ~~$575~~ $400 per month

Corporate Health and Wellness

| Description | Fees | Packages | Total Investment Monthly (CAD) |
| --- | --- | --- | --- |
| Lunch and Learns Talks  Health & Wellness Club  30 min Lunch Classes  Virtual Classes  Copy of *Your Personal Revolution* for employees | $500  $200  $150  $10 per person (min/max $200 per class)  100 books ~~$2590~~  FREE | 12 lunch sessions  4 lunch sessions + phone calls (quarterly)  46 weeks of workouts  Mon/Wed/Fri 6.30am - 7.15am  (minus public holidays) | $3590 |

Notes:

6 weeks of unpaid vacation have been built into both services for Jay

There is flexibility to make up sessions to ensure sessions aren’t missed

Total Package

| Description | Total Investment Monthly (CAD) |
| --- | --- |
| Personal Training + Corporate Health & Wellness | $12790 (includes tax) |

## ABOUT PERSONAL REVOLUTION

Internationally educated with multiple qualifications from Australia and Canada

Over 15 years experience, working directly with 100’s of clients and facilitated well over 1000 fitness classes

We work with executive clients from companies like LCBO, CBC, Dyson, Apple

In 2014 won ‘Best Personal Trainer’ and ‘Best Fitness Program’ in Eastern Canada for the Get Out There Magazine Awards

Selected in 2016 to represent Toronto as an Elite Trainer to provide coaching services for World Trainer's 'Global Elite Trainer Network'

#1 Best Seller *Your Personal Revolution - 5 Steps to Taking Back Control of your Health and Fitness*

Featured on blogTO, Global News, Get Out There Magazine

We are best known for helping overworked executives restore life balance through health and fitness optimization while maintaining their career.

Learn about Personal Revolution at: [www.thepersonalrevolution.com](http://www.thepersonalrevolution.com)

“In this modern world, most people struggle finding the balance between maintaining a high functional career and their body’s health and fitness at the same time. Often by the time they realize this, it’s too late, the damage of a neglected self has been done.” - Jay Quarmby

## TERMS AND CONDITIONS

WHAT I PROVIDE:

Priority access to time slots within my schedule for training

Flexibility to change time slot when needed

Unique programs for each individual based of their goals

Confidentiality (High Priority)

Punctual for every appointment (High Priority)

Zero cancellations

Keep preferred time slots ‘blocked’ for each individual when needed

Provide all printed materials and relevant information for Corporate Health and Wellness Club programs

Availability Mon - Thurs 6am - 7pm Friday 6am-12pm Sat/Sun N/A

WHAT YOU PROVIDE:

Commitment to prioritize your health and fitness

Respect to being on time for personal training sessions

Notification of canceled sessions

Follow recommendations and advice given that aligns with your personal goals to the best of your ability.

Ask for help when needed (No question is a stupid question)

CANCELLATIONS AND MODIFICATION:

Any cancellations or modifications to timeslots made before 24 hours of session will be accommodated to the best of my abilities to suit individuals' schedules, unless conflicting with another Gupta family member timeslot.

Any cancellations or modifications made within 24 hours of session will be accommodated to the best of my abilities unless conflicting with my schedule.

Any cancellations or modifications made within 6 hours of session will be accommodated to the best of my abilities but will have no expectation that session must be made up.

<Insert Signature section below for both parties to sign with Name, Company, Position, Signature>

## BACK COVER

<make it match the theme of the front>

Your Life, Your Potential, Your Revolution.