



leaders in mindful movement.™

STOTT PILATES® Education and Career Paths





Variety is the Spice of Life

Industry surveys show that the demand for Pilates in fitness facilities is on the rise — and Pilates education has become a top choice for fitness Instructors because it has no age barrier or fitness requirements.

– Lindsay and Moira Merrithew, co-founders, Merrithew™

More and more personal trainers and group exercise Instructors have the opportunity to expand their career paths in the Pilates field. The benefits are endless. Not only can Instructors broaden their horizons in a discipline that is taking the industry by storm, but they can also retain more clients, keep their interest in “personal training” or “one-on-one” instruction, and make more money in a method that is growing in popularity every day.

Since 1988, we have been committed to developing effective and responsible exercise for Instructors with the creation of unique, high-integrity fitness programs. We also design and engineer high-quality product lines and services for fitness professionals spanning a variety of exercise modalities, including STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre®, and Halo® Training* — all of which are recognized as The Professionals’ Choice™ around the globe.

Quality education is the key. We know that quality education goes a long way when trying to obtain new clients. Customized workouts are always in demand and with Pilates, those Instructors who tailor their teaching approach to working with all walks of life, fitness abilities, ages and levels, are the ones who are going to be able to address the varying demands of the marketplace.

Specific programs are now available for sports fanatics who want to build core strength and improve their golf drive; elite athletes who want to prevent or attend to injuries; rehab and prenatal clients who want to enhance their fitness ability; new moms who want to get their pre-baby shape back; and mature adults who simply want to make getting out of bed easier.

With such an array of education options available — we provide the necessary tools to help fitness professionals reach their career goals. Instructors are able to cross-promote their multi-faceted training abilities and

implement new and exciting fitness skills into their clients’ regimens. They also have the opportunity to increase their client base with their newfound expertise by offering core strength, functional fitness and muscle conditioning through more mindful movement.

We make sure all of our Instructors are well versed in our curriculum and keep up with their continuing education. As a result, ambitious Instructors, who obtain professional instruction and expand their knowledge base to include special populations covering the de-conditioned exerciser to the very fit, become very marketable.

So whether your goal is to expand your personal training skills, revitalize your Pilates repertoire, re-invent group classes, or pursue certification — we go the distance to help you succeed.

Lindsay G. Merrithew has been the driving force behind the growth of Merrithew, and its premium fitness brands. He has been at the forefront of equipment design and manufacturing since the beginning, and continues to lead its innovative product development today. Moira Merrithew, Executive Director, Education, has played an integral role in the development and evolution of the STOTT PILATES method. Their ability to work in tandem has been a key factor in the company’s success.



Staying Ahead of the Curve

With the universal quest for longevity, an aging population, and the importance of combating obesity at an all-time high, people are seeking long-term health and lifestyle solutions. They're expecting more from their education providers and the fitness landscape is forever evolving. Instructors are changing too. They're becoming more in tune with their clients' contemporary needs and are looking for additional skills to satisfy the market's demands. However, sometimes it's difficult to understand what will truly give you a competitive advantage as a fitness professional to sustain credibility and stability long-term.

If you've ever wondered what Pilates would be like as a career choice, or as an augmentation to your current programming options — consider these compelling facts:

- The demand for qualified Pilates Instructors surpasses the number of available Pilates Instructors
- The Pilates industry is expected to increase at a rate of 5% for the next five years to an \$8.3 billion dollar industry*
- Pilates and yoga Instructors continue to be the highest paid of all types of fitness Instructors**
- Pilates participation in North America has grown over 602% since 2001
- More than 10.7 million people participate in some form of Pilates in North America alone
- Pilates equipment clients always work with an instructor, whether private, semi-private or in small groups
- Pilates can be customized to suit everyone from rehab patients to elite athletes to active adults
- Pilates can be combined with other exercises for outstanding fusion fitness

Choose the career path that's right for you

With an array of education options available — Merrithew provides the necessary tools to help fitness professionals reach their career goals.

For more information merrithew.com/stottpilatestraining



* IBISWorld 2011 Consumer Report

**IDEA Health & Fitness Association





Experts in High-Quality Education

Since the company was founded in 1988, much has changed, but one thing remains constant — Merrithew's commitment to helping Instructors and fitness professionals pursue their career ambitions. As the company grows and diversifies, Merrithew continues to broaden their brand portfolio by introducing new and exciting forms of mindful exercise, based on their tried and true philosophy that effective and responsible exercise is the foundation to a better lifestyle regardless of age or fitness level. As a result, the company is able to offer a wide array of innovative, multi-disciplinary fitness brands to the marketplace.

Much of the growth in the areas of equipment-based exercise is due to professional trainers gaining knowledge of and confidence in the results they are achieving with their clients. Facility owners are realizing that high-quality equipment and programming equals increased membership retention — resulting in higher demand for quality Instructors who, in turn, are increasing clientele ten-fold.

We know how important innovative programming is and we want to make sure our Instructors are prepared to instruct any client who walks through their door.

What are the Benefits of Pilates?

Pilates is a mind-body workout that delivers profound body results while restoring the mind regardless of age, gender or fitness level. Pilates is a kinder, gentler exercise for your body with all of the benefits of strength training — and it is a method of exercise for everyone from the elite athlete to special populations such as rehab and pre- and post-natal exercisers to older adults. Instructors can reach a broad range of clients and ultimately touch the lives of more people.

Pilates is also the perfect modality for rehabilitation from a sports-related or other injury. When a Pilates practitioner trains a client with a knee injury, the body is seen as a whole and the movement patterns are designed to strengthen from the deep stabilizing muscles to the large mobilizers integrating the mind-body connection throughout.

Overall, Pilates emphasizes the balanced development of the body through core strength, flexibility, and body awareness. These concepts — which are the basis of Pilates principles — are being translated into other traditional training modes and rehabilitative exercise, so why not learn from the source?

Benefits may include but are not limited to:

- Increased strength without unwanted bulk
- Increased core strength, stability and peripheral mobility
- Improved fitness levels which may help prevent injury
- Greater ease of movement through a full range
- Heightened body awareness and mindfulness of movement
- Decreased impact on the joints
- Added variety as a complement to other forms of exercise
- Improved performance of specific sport skills (golf, skiing, hockey, etc.)
- Enhanced balance, coordination and circulation

When performed correctly, Pilates is a complete exercise system that features:

- Three-dimensional movements (exercises are performed in all movement planes)
- Spring resistance which provides a gradual increase in tension through the full range of the movement
- Emphasis on both the concentric/eccentric phases of muscular contraction
- Focus on training the smaller local stabilizing systems as well as the larger mobilizing muscles

“The #1 issue for facilities when implementing a Pilates program is finding dedicated Pilates Instructors.”

— *Onsite Fitness Magazine* survey

Finding the Potential in a Pilates Career

There are many reasons why someone would want to work in the fitness industry. Perhaps it's to pursue your passion for physical activity or nutrition; to help others reach their health and fitness goals; or to make a career transition. Fitness professionals and Instructors are probably the most dedicated to their professions, but one thing is certain, high-paying salaries aren't top of mind.

Teaching traditional Group Exercise is challenging because of the restricted number of classes available to you, coupled with the limited hours of physical performance per week the body is able to endure. Personal Training with traditional resistance equipment can be done with or without a personal trainer present in a gym environment. Often, the fitness enthusiast may only use the services of a trainer for a short duration to get a workout routine they can do on their own. This leaves the trainers continually seeking new clients to fill their schedule.

The good news is that with hundreds of exercises and variations available, Pilates is an in-demand, high-paying technique that requires almost constant trainer involvement, with little to no physical exertion by the trainer — translating into greater long-term earning potential. While the initial output of time and money might be a bit more than other fitness courses, the ability to teach the same clientele more regularly, and the ability to teach more hours per day, makes this the ideal career path to pursue — all with no damage to your own body. It really is a win-win situation for you and your clients.

What is Your Earning Potential?

Key Assumptions Year 1 of STOTT PILATES Training:

	Full Time > 25 hours/week	Part Time < 25 hours/week
Mat Certification	\$28/hour	\$25/hour
Full Certification	\$33–\$35/hour	\$29–\$32/hour
Additional Credentials	additional \$0.50–\$1/hour	additional \$0.50–\$1/hour
Years of Service/Experience	additional \$1–\$5/hour	additional \$1–\$5/hour
Group Class Bonus	additional \$5–\$10/hour	additional \$5–\$10/hour
Pay Per Hour	\$34.50–\$51	\$31.50–\$48
Hours Worked	35	10
Revenue Per Week	\$1,207.50–\$1,785	\$315–\$480
Annual Income (52 weeks)	\$62,790–\$92,820	\$16,380–\$24,960

Experience. Knowledge. Flexibility.

If you are looking to start a new career or expand your client base, STOTT PILATES Education offers you the flexibility to choose the education path that best suits your goals. We offer different tracks from workshops to more intensive courses, straight through to becoming a STOTT PILATES Certified Instructor. Whether you want to improve your current training repertoire, certify, or move into new areas of expertise — the choice and the intensity are up to you.

Pilates has the power to change people's lives in a profound way. We are committed to helping you on your career path to deliver the best training and care to your clients as possible. STOTT PILATES students receive our support before, during and after training — because a connected community of Instructors is a powerful force.

The STOTT PILATES Advantage

Our training has often been called “The Ivy League” of Pilates education. It's a reputation that we are proud of and a philosophy and method you can build a career on. Deeply rooted in almost 30 years of experience educating students, our training method is not the quickest, nor can it be done in a weekend — because we truly believe that to be an exceptional instructor you must learn your craft through and through.



A Contemporary Approach with STOTT PILATES

After realizing the benefits of the concepts of the original Pilates method and in collaboration with a team of physical therapists/physiotherapists, sports medicine and exercise professionals, Lindsay and Moira Merrithew dissected and re-connected this unique form of exercise into a comprehensive, systematic, contemporary approach to the original teachings. Ongoing research and development results in the inclusion of current and proven principles of exercise science and rehabilitation, making STOTT PILATES the safest and most effective training method available. This clear and detailed approach forms the basis for all training and certification programs, equipment design, workshops and innovative programming.

The STOTT PILATES method includes preparatory exercises and modifications that allow the technique to be appropriate for many different body types and abilities, making it applicable to sport-specific and post-rehabilitative training, and everyday life. STOTT PILATES Instructors enjoy the fact that this contemporized form of exercise allows them to cater to a wide range of clients.

Quality Education

... begins with the quality of the education provider. Our courses are taught by STOTT PILATES Certified Instructor Trainers, Lead Instructor Trainers and Master Instructor Trainers. All of these trainers have:

- successfully completed STOTT PILATES Full Certification with a minimum 90% on their certification exams
- 1000+ hours of teaching experience
- been invited to join the Instructor Trainer (IT) program and course in Toronto, Canada
- followed by co-teaching, prior to achieving Instructor Trainer status

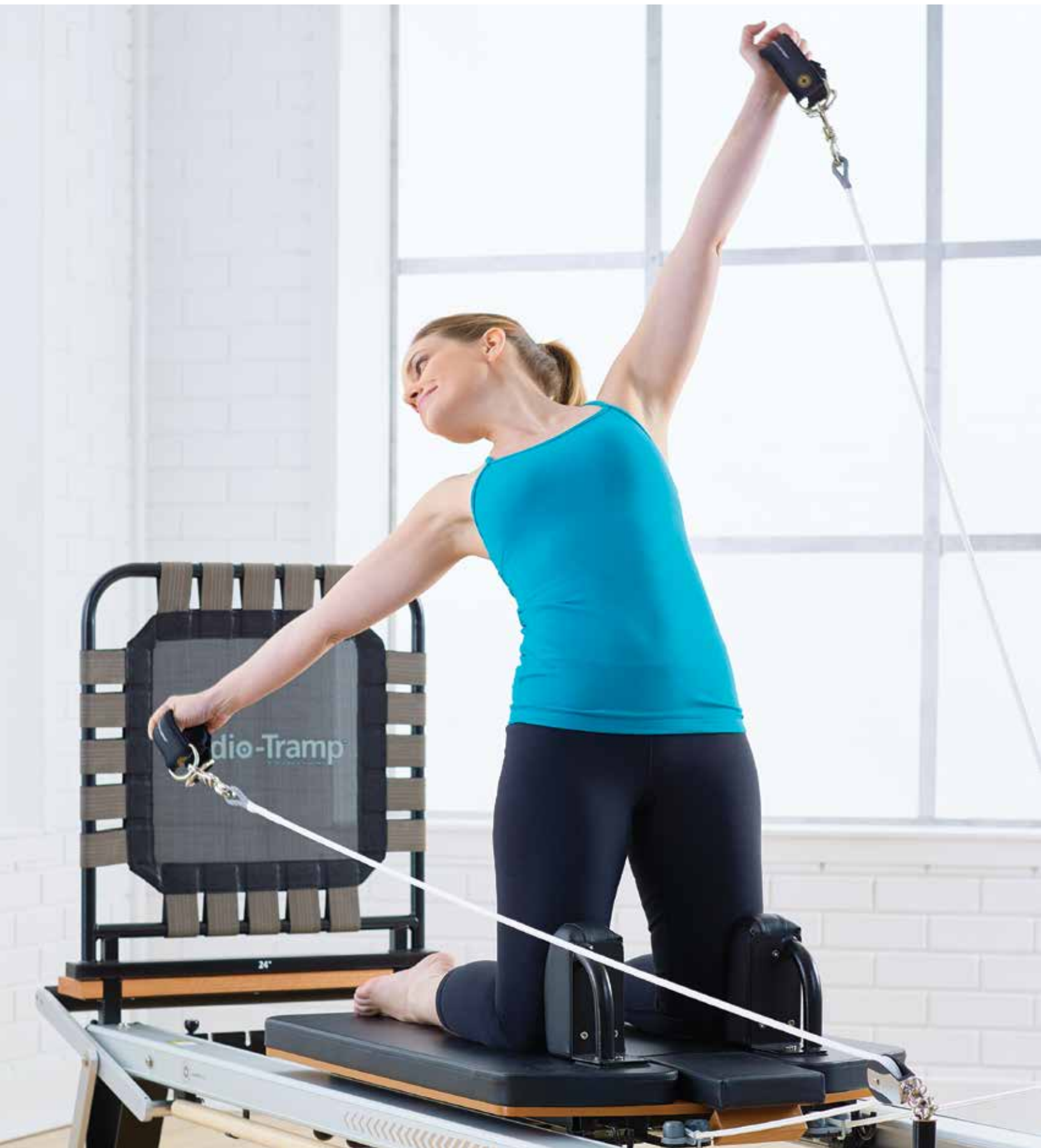
The STOTT PILATES education materials have become the industry benchmark for thoroughness and quality. They consist of a complete learning library of instructional manuals and videos in multiple languages that accompany each education program and every piece of equipment. Using these tools along with the ongoing support of our Instructor Trainers and online community allows you to always keep your skills up-to-date.

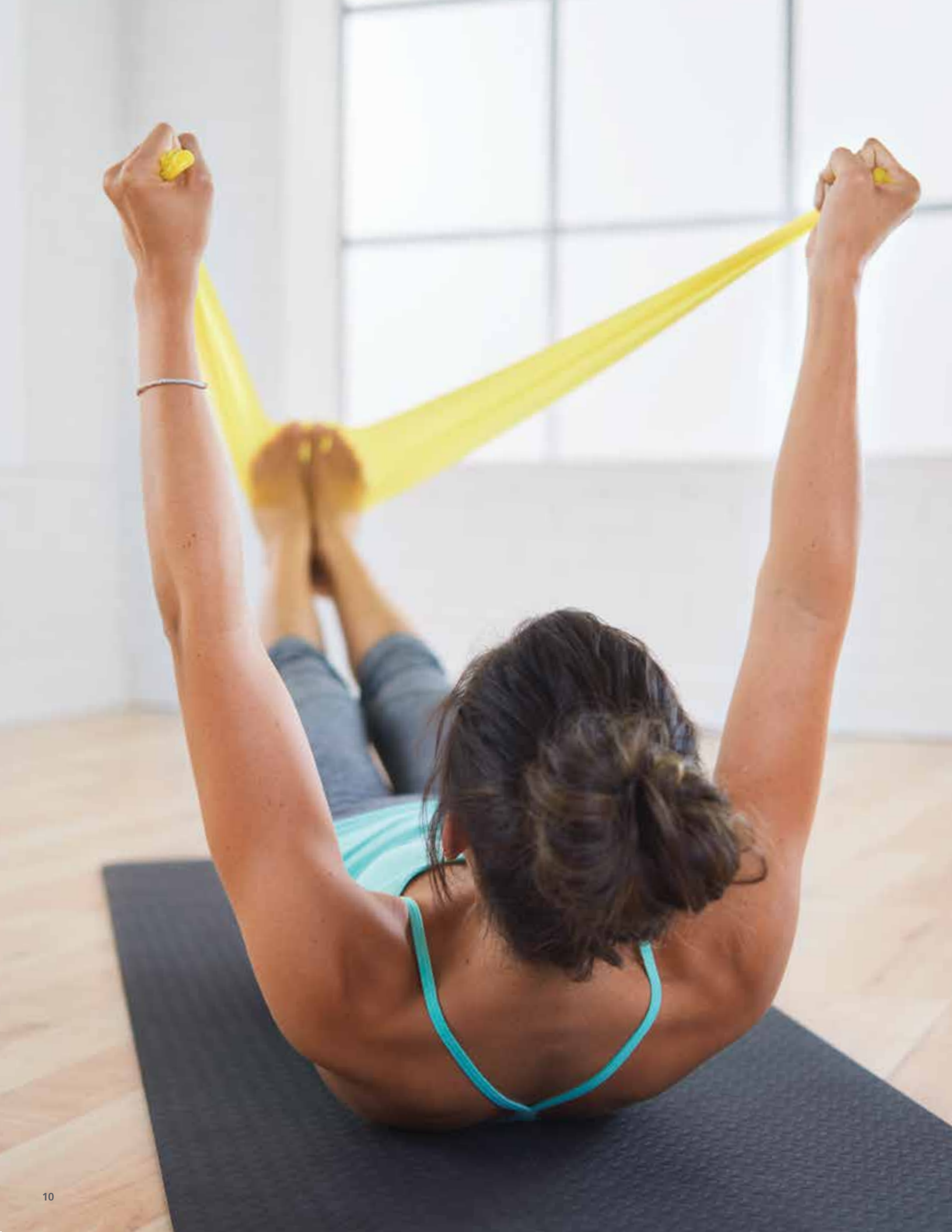
Our vibrant community of Pilates Professionals is the largest with over 50,000 trained globally at over 100 training centers. STOTT PILATES Certified Instructors are an elite group of highly trained professionals who are actively sought for their superior Pilates knowledge and skills.

We hope you decide to join us in our quest to bring this outstanding exercise to the world!

“I didn’t have an anatomy background or a dance background or any kind of physiology. I had to make the decision as to what kind of Pilates course I was going to take. I had seen and been exposed to STOTT PILATES materials, DVDs and manuals and was very impressed by them. I mean, they are absolutely amazing with regards to the detail and the anatomical approach. I decided to go the STOTT PILATES route and I’ve never looked back!”

— Lisa, South Africa





Many Paths to Career Success

STOTT PILATES offers a range of professional development, continuing education and certification programs to keep your skills and knowledge current — all with flexibility to meet your needs.

Certification Programs

Beginning your training, or continuing your training with STOTT PILATES to retain your clients long-term, begins with our Certification Programs. Whichever certification program you choose you learn the STOTT PILATES Five Basic Principles; effective communication and observation skills; verbal cueing and imagery for performance enhancement and client motivation; modifications for specific body types, postural issues and conditions; theory and practice of postural analysis; and exercise layering related to effective program design.

Intensive Program

For those already in the fields of fitness or movement, our Intensive Program focuses on expanding your current knowledge, while delivering complete instruction in the full repertoire of Essential and Intermediate exercises. Intensive courses offer in-depth and practical programming giving you the skills to teach effective group or personal training to clients of any age or fitness level — from post-rehabilitation clients to elite athletes and active adults.

Begin with the course that best suits your needs; take one course, or many depending on what your specific goals are and what equipment is available to you.

i.e.: Intensive Mat-Plus gives you the foundation and skills to develop your own Matwork programs without the need for Pilates equipment. Intensive Reformer and Cadillac, Chair & Barrels give you the tools needed to teach equipment-based classes.

Advanced Program

These courses are available for students upon completion of Intensive courses — which involve complete instruction on advanced exercises requiring a higher degree of strength, balance and coordination.

Comprehensive Program

Not a fitness professional? Consider the Comprehensive Program designed for those with some movement training and exposure to Pilates. The Comprehensive courses cover functional anatomy and the practical skills needed to develop effective and motivating Level 1 Matwork and equipment-based programs.

Rehabilitation Program

The Rehabilitation Program is specifically designed for licensed physical therapists/physiotherapists, occupational therapists, sports medicine professionals and chiropractors wishing to integrate modified STOTT PILATES exercises for injury prevention and rehabilitation into their practices.

Certification Requirements

Our rigorous training programs are respected for their credibility and integrity. STOTT PILATES Certification is awarded only upon successful completion of each course, plus a written and practical exam. A Letter of Completion and Continuing Education Credits are provided for each course completed.





Professional Development and Continuing Education

We welcome all Pilates and Fitness Instructors to learn and benefit from the STOTT PILATES teaching method with no prerequisites. With over 150 workshops to choose from, our introductory and continuing education workshops can supplement your current training and programming and are not limited to STOTT PILATES Certified Instructors.

Workshops are continually updated with the latest information to meet the changing needs of our Instructors. They cover everything from the Fundamentals, Sport and Athletic Conditioning, to Rehabilitation and Special Populations.

Titles include topics such as:

- Optimization of the Shoulder Complex
- Athletic Conditioning on the Reformer, Levels 1, 2, 3 and 4
- Bodyweight Training
- Flexion-Free Workshop
- Precision & Control with the Fitness Circle®
- Pilates with the Medicine Ball
- Jumpboard Strength & Conditioning
- Armchair Pilates with Handweights
- Intermediate Matwork: Functional Anatomy, Cueing & Correcting
- Programming on the V2 Max Plus™ Reformer
- Postural Theory and Application to Pilates Exercises

No other Pilates Educator offers the amount and selection of professional development workshops as STOTT PILATES. For a complete list of workshops and new fitness programs, visit merrithew.com/education/cont-ed



Specialty Tracks

Set yourself apart by becoming a STOTT PILATES Specialist. As a Certified Instructor, you can focus your training in the field of your choice and receive cueing tips for specialty customers, learn modifications to address individual requirements, and discover the specific needs of special populations in your community.

Choose any of our nine Specialty Tracks, complete the required workshops, and gain access to a whole new client-base. Categories include:



Active for Life



Golf Conditioning



Interdisciplinary



Athletic Conditioning



Group Equipment



Pre- & Post-Natal



Dance



Group Matwork



Post-Rehabilitation
Conditioning

For more information on our Specialty Tracks visit merrithew.com/education/specialtytracks

A Global Reach: Training Facilities Worldwide

STOTT PILATES training and certification programs are available at over 100 locations around the globe. Courses are offered at our Corporate Training Center, selected Licensed Training Centers and Host Training Centers or can be hosted on-site at your location for your convenience. Whichever option you choose, you can be sure to get the same high-quality instruction.

Corporate Training Center

Give yourself the benefit of starting or continuing your education at the Toronto Corporate Training Center, where Instructors come from all over the world to train.

Licensed Training Centers

Merrithew has an extended family of Licensed Training Centers that have been carefully selected to deliver our elite training. Licensed facilities are staffed by Certified Instructor Trainers who teach the STOTT PILATES curriculum exclusively on our precision equipment. Licensed Training Centers adhere to standards of operation that ensure consistent delivery of our programs and services.

Host Training Centers

Select courses and workshops are available at a variety of Host Facilities internationally. Certified Instructor Trainers travel to these locations to offer our Intensive curriculum, plus introductory workshops, new programming and continuing education on Merrithew equipment.

Merrithew Mindful Movement Tour

All stops on the Merrithew Mindful Movement Tour feature a selection of our most popular workshops led by world-renowned Master Instructor Trainers, Head Office Instructor Trainers and Lead Instructor Trainers. The goal of the tour is to promote our ever-expanding list of workshops worldwide with the opportunity to effectively promote our partners along the way.

To find training near you visit merrithew.com/find-training





A New Vision for Mindful Movement.

Merrithew™ believes in the overarching ideology of an intelligent and mindful approach to all forms of fitness. For more than 30 years, Lindsay and Moira Merrithew have worked with their team to expand and diversify Instructor training and equipment to reflect an evolution in fitness toward more mindful movement.

The sound foundational principles of STOTT PILATES®, Merrithew's premier brand, serve as the groundwork from which CORE™ Athletic Conditioning & Performance Training™, ZEN•GA®, Total Barre® and Halo® Training have emerged. Modern principles of exercise science have been combined with newer fitness practices such as fascial fitness, biomechanics of movement, functional fitness and core-integrated bodyweight training, all while maintaining the mind-body connection.

These programs broaden our reach in the health and fitness industry providing opportunities for personal trainers, health care professionals, group fitness instructors, athletes and other movement specialists to diversify their knowledge base and cater to a wider range of clients.

This programming gives the primary community of mind-body professionals exciting new approaches to retain long-term clients and attract a wider range of new exercisers while helping each of them achieve their individual goals.

totalbarre.

A barre program that integrates elements of Pilates, dance, cardio and strength training with music. Learn multiple layers of choreography along with the detailed biomechanics of the movement to progress clients from an intro class to an endurance barre workout.

zen•ga®

A unique mind-body modality that fuses elements of Pilates, yoga, martial arts and meditation into a series of flowing movements that emphasize the breath. Learn to program accessible workouts that are playful yet powerful and emphasize smooth transitions and intention of the movements.

STOTT PILATES®

A contemporary approach to the original Pilates exercise method based on modern principles of exercise science and rehabilitation. With flexible career paths, learn programming for groups or private clients of any age or fitness level — from post-rehab patients to elite athletes.

CORE™

An athletic conditioning and performance training program emphasizing quality of movement while maintaining intensity. Learn to integrate mind-body principles with functional fitness, create complete interval training workouts or integrate select elements into your client sessions.

HALO*
TRAINING

This multi-functional and three-dimensional training provides overall body conditioning to your clients. Learn to incorporate the Halo Trainer Plus for strength and endurance work, flexibility training, interval training and injury prevention.

Additional Courses and Workshops

Foundational knowledge for any movement professional.
Fascial Movement | Anatomy

* Halo® is a registered trademark of HALO Rehab and Fitness, LLC.



STOTT PILATES®

We inspire careers.

With more than 50,000 trained fitness professionals, STOTT PILATES® education remains the benchmark for excellence and thoroughness in Pilates training. Our instructor courses and workshops teach you how to program for weekend warriors trying to avoid injury, elite athletes wanting an extra competitive edge, post-rehab clients who want to return to healthy activity or mature adults who simply want to make getting out of bed easier.

Choose the career path that's right for you and certify in Matwork, Reformer or Cadillac, Chair & Barrels.

Your career starts here. merrithew.com/stottpilatestraining



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