corporate cleanse challenge intro Transcript

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Introduction and Corporate Cleanse Overview

Samantha's Background and Shift to Holistic Health

Why Traditional Fitness Approaches Fell Short

Functional Nutrition and Root-Cause Health

How the Cleanse Challenge Works

Points, Prizes, and Weekly Activities

Company Wellness Benefits and Group Support

Educational Webinars and Lifestyle Tools

Program Logistics and Employee Participation

Testimonials and Closing Remarks

hi my name is samantha lander and i hi my name is samantha lander and i wanted to just present to you and give wanted to just present to you and give you a little bit of information about you a little bit of information about this corporate uh cleanse challenge that this corporate uh cleanse challenge that i have developed and come up with so i have developed and come up with so first a little background about me i am first a little background about me i am from st louis missouri i um grew up here from st louis missouri i um grew up here and i went to university of michigan i and i went to university of michigan i graduated michigan and then i moved back graduated michigan and then i moved back home to st louis where i became a home to st louis where i became a personal trainer personal trainer and at that point i um you know i've and at that point i um you know i've always had a passion for health and always had a passion for health and wellness and wellness and living a healthy lifestyle so at that living a healthy lifestyle so at that point i was training clients point i was training clients and um and um you know a lot of them were reaching you know a lot of them were reaching their goals but not all of them and i their goals but not all of them and i felt like there was more pieces to the felt like there was more pieces to the puzzle puzzle puzzle and for me personally i know that and for me personally i know that i was busting my butt at the gym working i was busting my butt at the gym working really hard eating right really hard eating right and even a lot of my clients were doing and even a lot of my clients were doing the same the same and i noticed that they weren't reaching and i noticed that they weren't reaching their goals like the simple calories and their goals like the simple calories and calories out all the calorie counting calories out all the calorie counting that was like that's the modality to do that was like that's the modality to do that's what you need to do for your that's what you need to do for your health that's how you stay healthy work health that's how you stay healthy work out more and eat less or count your out more and eat less or count your calories well that wasn't working okay calories well that wasn't working okay there's more to the puzzle for myself there's more to the puzzle for myself because i was actually getting sicker because i was actually getting sicker and gaining more weight and feeling and gaining more weight and feeling worse worse worse and some of my clients were kind of in and some of my clients were kind of in the same boat some were definitely the same boat some were definitely reaching their goals reaching their goals um so i decided to look into you know um so i decided to look into you know more holistic approach and functional more holistic approach and functional approach to health and wellness and that approach to health and wellness and that is when i is when i um got certified to be a functional um got certified to be a functional diagnostic nutritionist so what that is diagnostic nutritionist so what that is is i basically find out like the root is i basically find out like the root cause of underlying stressors in the cause of underlying stressors in the body body body and i take a really holistic approach so and i take a really holistic approach so no medications nothing like that so we no medications nothing like that so we look at your food and we look at your look at your food and we look at your hormones and things like that hormones and things like that so one big piece to the puzzle is you so one big piece to the puzzle is you know

your detoxification system and know your detoxification system and removing toxins from the body and removing toxins from the body and cleaning up your lifestyle so that's cleaning up your lifestyle so that's where the cleanse challenge came in where the cleanse challenge came in because a lot of our because a lot of our systems are extremely congested so i systems are extremely congested so i developed this program for developed this program for um groups to have a group camaraderie um groups to have a group camaraderie camaraderie and to camaraderie and to win prizes and have fun and feel healthy win prizes and have fun and feel healthy and lose weight and lose weight and kind of create a bond within that and kind of create a bond within that group because i do have a facebook group group because i do have a facebook group that um that you will be a part of in that um that you will be a part of in the group challenge where everybody gets the group challenge where everybody gets a talk we post we talk about what we're a talk we post we talk about what we're going through going through so basically the cleanse challenge we we so basically the cleanse challenge we we look at look at your lifestyle as a whole your lifestyle as a whole and we add in things they're going to and we add in things they're going to help detoxify the system and remove help detoxify the system and remove things and i noticed that once i start things and i noticed that once i start to target these systems and take this to target these systems and take this approach my clients started to reach approach my clients started to reach their goals of course there's also like their goals of course there's also like you know more advanced testing you can you know more advanced testing you can do or i can do later down the road but do or i can do later down the road but this is a great jump start it's pretty this is a great jump start it's pretty easy and you know the best part about it easy and you know the best part about it is you can do as much of it as you want is you can do as much of it as you want and as little as you want if you're and as little as you want if you're super competitive and you like to win super competitive and you like to win prizes and be the best then you're prizes and be the best then you're probably going to do probably going to do everything you can do on this point everything you can do on this point system so everybody gets a point for system so everybody gets a point for every you know healthy activity that every you know healthy activity that they do so for example if you they do so for example if you work out um so there'll be workouts that work out um so there'll be workouts that will be sent weekly so if you work out will be sent weekly so if you work out you know 30 minutes a day you'll get a you know 30 minutes a day you'll get a point if you do something called an point if you do something called an infrared sauna there's a point if you infrared sauna there's a point if you add in add in certain detoxifying foods you get points certain detoxifying foods you get points if you remove certain foods like gluten if you remove certain foods like gluten soy soy soy those are all ways to gain points and those are all ways to gain points and each week you get a prize and another each week you get a prize and another grand prize at the end grand prize at the end um for everybody who goes the top um for everybody who goes the top numbers go into a raffle and we get a numbers go into a raffle and we get a prize so it's fun it's fun for your prize so it's fun it's fun for your company to do it's a great way to company to do it's a great way to integrate a health and wellness program integrate a health and wellness program with your company that's not so with your company that's not so by the book um where you're like you're by the book um where you're like you're doing like weight watchers or you know doing like weight watchers or you know you're counting steps you actually are you're counting steps you actually are going to get a lot of educational tools going to get a lot of educational tools there's going to be weekly live webinars there's going to be weekly live webinars where we talk about cleansing the body where we talk about cleansing the body how to detoxify your home nutrition how how to detoxify your home nutrition how to eat for weight loss to eat for weight loss um you know other ways for mental and um you know other ways for mental and emotional to de-stress the body and to emotional to de-stress the body and to remove toxins so these are all amazing remove toxins so these are all amazing ways for you to take your health to the ways for you to take your health to the next level and to help your company and next level and to help your company and your employees become healthier better your employees become healthier better people so um they're gonna be better people so um they're gonna be better people as an employee for their family people as an employee for their family for their loved ones for their friends for their loved ones for their friends so so so you know it's nice to have a team to be you know it's nice to have a team to be able to do something like this you know able to do something like this you know it's not easy to just quit gluten and it's not easy to just quit gluten and soy and sugar and don't drink for a soy and sugar and don't drink for a month but it always is so much better month but it always is so much better when you have like a group to do it with when you have like a group to do it with and so that's why i decided to present and so that's why i decided to present this to companies i've been doing this this to companies i've been doing this with um i just you know i'll market it with um i just you know i'll market it and i have people sign up as individuals and i have people sign up as individuals and i will do it and nobody kind of and i will do it and nobody kind of knows each other everybody's all over knows each other everybody's all over the us and it creates a really good bond the us and it creates a really good bond and everybody gets along and and we and everybody gets along and and we share what we're going

through and what share what we're going through and what our struggles are because no it's not our struggles are because no it's not easy it's not you know people are very easy it's not you know people are very attached to food and their routine so attached to food and their routine so it's a great way to um you know really it's a great way to um you know really bond and create you know especially if bond and create you know especially if you're not even going to the office you're not even going to the office right now and everybody's on zoom right now and everybody's on zoom um um um you know they still can connect and meet you know they still can connect and meet each other and it's going to be a weekly each other and it's going to be a weekly webinar that is usually held up by zoom webinar that is usually held up by zoom or facebook live or facebook live and it's only a half hour long i'm happy and it's only a half hour long i'm happy to answer questions after i do the to answer questions after i do the lecture so like basically all you have lecture so like basically all you have to do is give your employees a half hour to do is give your employees a half hour you know every monday let's say one you know every monday let's say one o'clock whatever time works for you guys o'clock whatever time works for you guys everybody signs in they get points for everybody signs in they get points for listening to the webinar listening to the webinar and they tally everything up um so it's and they tally everything up um so it's a really really good opportunity to a really really good opportunity to integrate health and wellness into your integrate health and wellness into your company and company and and create a bond and get people to know and create a bond and get people to know each other each other so um and you know there's a lot of so um and you know there's a lot of great educational pieces to the cleanse great educational pieces to the cleanse challenge and that's what makes it challenge and that's what makes it different than the others it's not just different than the others it's not just about going and doing a bunch of steps about going and doing a bunch of steps because people need to learn because people need to learn to have tools to maintain their healthy to have tools to maintain their healthy lifestyle not just take you know do 20 lifestyle not just take you know do 20 000 steps every day and then win a prize 000 steps every day and then win a prize so i'm really really excited for so i'm really really excited for um um um you know to give you guys this you know to give you guys this opportunity to possibly do this for your opportunity to possibly do this for your company and your employees company and your employees and i can't wait to talk to you and and i can't wait to talk to you and hopefully set up a meeting and tell you hopefully set up a meeting and tell you a little bit more about it a little bit more about it and i can tell you more about myself um and i can tell you more about myself um um i think that is all i want to do just um i think that is all i want to do just shoot this email out to you and let you shoot this email out to you and let you know know know um that this is now a program that i'm um that this is now a program that i'm offering and i think that it's really offering and i think that it's really really great i can send testimonials really great i can send testimonials i'm about to finish up my third round of i'm about to finish up my third round of it so it's it's been awesome it so it's it's been awesome and and and