

# Strength training for busy professionals in just 20 minutes

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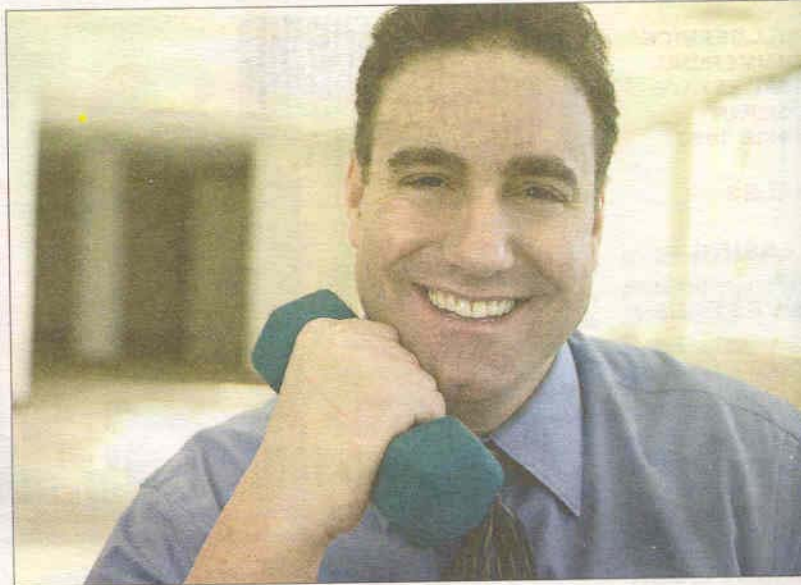
Your day is packed with demands on your time - getting that project done by deadline, crossing the t's and dotting the i's, getting ready for that all-important presentation that could mean a lot of business for your company, and you. Oh, and the demands on your personal life. At times, there just aren't enough hours in the day. And of course, you keep thinking about your rarely-used gym membership.

You know the benefits of exercise. It's just making the time for that on top of everything else in your life. Sound familiar?

For professionals who successfully balance career, family and community obligations, it's all about efficiency and making the most of their time. So how would dedicating hours a week going to the gym fit that mantra? It's not about how much time you spend exercising. It's a matter of how you exercise.

Did you know that all the hours you've spent working out in pursuit of better health was actually causing you more harm than good? How would you react if you could replace the "everyday" approach to exercise with a much safer and more efficient method that provides maximum benefits in less than one hour a week?

The answer is strength training. We're not talking about body



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builders whose lives revolve around their physique. Strength training is for people of all ages and activity levels—from the beginner to the advanced athlete. This form of exercise will help you achieve a healthier and fitter body by:

- building stronger muscles and bones
- improving flexibility
- improving your cardiovascular system
- helping you lose excess body fat

How does strength training achieve this? Simply put, it's all about the speed at which the exercises are performed. It all comes back to

the idea of efficiency. Slow motion strength training gives your muscles a more effective workout. Completely different from conventional strength training methods, slow motion strength training utilizes very controlled movements that minimize the effects of momentum and gravity. While "slow" may sound easy, it's the slowness that eliminates momentum and actually forces the muscles to work much harder.

In order to demonstrate, give this a try. Pull up a chair, sit down and get back up. Now let's do that again, but this time, try to take 10 seconds to sit down and 10 seconds to get back up. Much more challenging,

wasn't it?

Without momentum to assist you, your muscles had to work much harder. It's the eliminated momentum that produces strength gains, while placing stress on the joints and ligaments. Performing exercises in this way you will be doing fewer repetitions in a lot less time, with much less risk of injury.

Not only do you get a more efficient workout in less time, the focus is on slow, controlled repetitions in perfect form, no twisting or arching of your