

Balance365 Episode 122 Transcript

ANNIE BREES

Welcome to Balance365 Life Radio, a podcast that delivers honest conversations about food, fitness, weight and wellness. I'm your host any breeze along with co founder Jennifer Campbell. Together we have a team of personal trainers and nutritionists who coach thousands of women daily and are on a mission to help women feel happy, healthy, and confident in their bodies on their own terms. Join us here every week as we discuss hot topics pertaining to our physical, mental and emotional well being with amazing guests. Enjoy

ANNIE

Hello my friends! Welcome back to another episode. The other day inside of Balance365 HQ, we had an interesting conversation among the coaches and we thought it would make for a great podcast topic and that is, what is a fat loss workout? A few weeks ago, a colleague of ours, a company we really respect and admire, posted a quote unquote "fat loss workout" on Instagram. And the comments section exploded, with many women saying they found it upsetting and would be unfollowing. Our coaches were split in their opinion with Jen, of course, saying that she didn't care for it and Barbara, one of our Balance365 small group coaches and a guest on today's show, said she didn't mind it at all. Today, we're going to look at both points of view and let you come to your own conclusions on it. But I will say that being able to discuss this openly and respectfully at our company sure has left us with a greater understanding. We hope that you come away from this with a slightly different perspective as well. Enjoy.

ANNIE

Jen, we have a first timer on our podcast.

JEN CAMPBELL

Is this the first time, Barbara?

BARBARA ST. LOUIS

It is! It is my first time and I'm so excited.

JEN

I can't believe you've never been on.

ANNIE

We've talked about it and, for whatever reason, it never panned out - because she is a wealth of information. And we want to tap into that and share it with our audience selfishly. But Barbara, welcome to the show. How are you?

BARBARA

Thank you. I'm doing well. How are you ladies today?

ANNIE

I'm golden. [Laughs]

JEN

Good. Yeah. Barbara, how long have you been with us now?

BARBARA

So, I joined the community two years ago in 2018. I joined as a coach but I had been following you guys for a few years before that. And then when I saw that you were hiring, I got really excited because at that time, I was trying to build my own coaching business and following and doing that along with juggling a full time job. It was tough trying to get -

JEN

Yeah.

BARBARA

- people to coach, and that was what I loved to do. You know, marketing wasn't what I loved to do. Coaching was what I love to do, so I was happy to join the team.

JEN

Yeah, and you are much loved by all of our Balance365ers.

BARBARA

Oh, thank you.

ANNIE

And she's always on the pursuit, I mean, this seems to be a trend among all of our coaches, which I'm not complaining about, but she's always on a pursuit for more education, advanced learning, additional, you know, knowledge, which I so appreciate because then, you know, Jen and I don't always have an opportunity as much as we'd like to do it. So, vicariously we learn from you.

JEN

[Laughs]

BARBARA

[Laughs]

ANNIE

Tell us some fun facts about you like...

BARBARA

You know, I wasn't athletic in my youth. I am certified as a personal trainer but I got to that journey through my own struggles with you know, my body, my body image. And a few years ago, I started, like, my own accountability group with friends and family and it kind of grew and I found myself coaching women. And I was thinking that, you know, I wanted to be giving them accurate information because there was so much conflicting information out there and that they were hearing in the group. So, it motivated me to get certified as a personal trainer, and then I realized that what a lot of women struggle with was nutrition. Right? So, then I got certified with Precision Nutrition as a nutrition coach. And then as I got older, and into my 40s, a lot of the women in my family, friends, community, were talking about the struggles that they were facing, as it was midlife. So, then that inspired me to pursue some certifications regarding, you know, women's health and peri to postmenopausal wellness.

So, that's a little bit about me, but some fun facts. [Laughs] I'm a techie, you know, I don't know if that's really fun though, but I do love spreadsheets. [Laughs] I love figuring things out on the computer. As far as other fun facts, I love chocolate. I love mangoes. The beach is my happy place.

JEN

Oh, we would get along.

BARBARA

[Laughs]

JEN

We could go on vacation together. Mangoes are also my favorite. Chocolate, yes. Beaches, yes.

BARBARA

[Laughs]

ANNIE

Okay, I could love chocolate, mangoes and beaches, too, guys. [Laughs]

JEN

You can come.

BARBARA

You're invited! You're invited!

ANNIE

Ok, thanks. [Laughs]

JEN

Barbara is there, do you have a specific region of the world that you like mangoes from? 'Cause I do!

BARBARA

Growing up my family always got the, like, the Haitian yellow mangoes. Those are really sweet but I can't think of a specific region. When I get them now in the grocery store, they don't have a region. But I do remember like, my family would - there would be these trucks on the side of the road selling mangoes. They were usually like Haitian mangoes.

JEN

Yeah, yummy.

BARBARA

What about you?

JEN

Well, Australian mangoes. Just living there and having them like right there. Actually, there's, where we lived in Brisbane, there's mangoes everywhere, so they're just falling off trees and rotting in the street.

BARBARA

Oh.

JEN

Because there's so many. [Laughs]

ANNIE

Sounds delicious.

JEN

Yeah.

ALL

[Laugh]

JEN

I don't know if that was just my neighborhood or if we'll have people writing in saying that is not an accurate description of Australia. [Laughs]

BARBARA

[Laughs]

JEN

Mangoes rotting in the street. Yeah, so anyways, they're just so good from there. You would just, like butter in your mouth, like not the taste of butter, but it's just so smooth. So, yeah. I'm an Australian mango lady but you don't really get them up here in Canada. I don't know if you guys get them in the States.

BARBARA

Yeah, I don't think they, I don't think we get those in the US.

JEN

Well, I guess we'll all have to go to Australia.

BARBARA

Yeah.

ANNIE

I didn't even consider where my mangoes were coming in from. So, I'll have to keep an eye out for it. Also equally as important is the actual podcast topic -

ALL

[Laugh]

ANNIE

- that we came here to discuss today. Because the situation came up as I said in the intro, among our coaches. Jen, do you want to share what happened?

JEN

Yeah, I thought this was really fun. Because it came up in our, like, internal Slack thread, like our company communication portal, I guess. So there was a, I guess, colleagues of ours in their company, they released a fat loss workout on their Instagram one day and it was a little off brand, a little bit. But what we ended up talking about in Balance365 was the comments on this graphic. And women were very upset to see something like this released. And it was, I guess it was the connection of fat loss to working out. And we talked about it, and I had a different opinion than you, Barbara, which I thought was fine and great. And I was like, I just said, "We wouldn't do that in Balance365, I don't think." Never say never. But we wouldn't do that. You also changed my mind a bit with your perspective, which is why I thought we should talk about this. And you were like, "No, it's fine."

BARBARA

[Laughs] Yes.

JEN

And I would say you don't have any triggers around this area, right? Like, I think we have to acknowledge there's a lot of women who have just some triggers around this type of language or the connection. Connecting movement to fat loss is almost a bit of a wound for some women. And so you felt no way about it at all. You were just neutral.

BARBARA

Yeah, I definitely was neutral and some context on why I had shared it. So, we were in our thread talking about one of our other coaches on Balance365, she was sharing how she had posted on her Instagram some pictures and talking about her own fat loss journey. And she got some negative comments on that. So, it reminded me of the thread from this particular company. So, I shared it with you guys to say, you know, this is how they addressed it. You know, they were talking about how they value body autonomy and it's a woman's choice to choose that loss. And I had actually come across the thread more because it was, like, the workout that they shared. So, the fact that it was titled a fat loss workout didn't even, you know, trigger me.

JEN

Right. And Annie, how do you feel about it?

ANNIE

You know, shocker, no shocker to you, Jen. I see both sides. [Laughs]

JEN

Yeah, and I would have to say that I think I was quite, not reactive to it, but I reacted in the way I would have two years ago and - Actually, having this conversation with Barbara which is good to continually look at your beliefs, right, and challenge them. Talking with Barbara about it challenged my beliefs and I have come around, too, to say, "I can see that, I can see both sides."

ANNIE

You know, knowing what we know about exercise, I think fat loss is just marketing, you know, it's just like, it's just a package. It's just dressed up. It's just language, right? Because we know that fat loss comes down to a deficit, and you can achieve that deficit with exercise, nutrition or a combination of both. And so, you know, is it kind of maybe misleading to label something as fat loss? Yeah, but is it also true? Like, yeah. I really can see both sides. And I really think that like - look, we know that women are looking, they're actively seeking out that type of workout. So, if we can give them a workout that is comprehensive, it's safe, it's like, well thought out and it's full of accurate information, great. If that's the hook that gets them into exercising or whatever then, you know, I guess I could really care less, you know, on that front.

JEN

Yeah. And I guess for me, I see, as someone with quite a disordered history with exercise, I can see that it does hook people, but does it hook the wrong people? I don't know. Or does it add a certain connotation to that workout? Or does it give an unrealistic expectation of that workout? It was a very good workout. And that's the thing, you can go on Pinterest right now and you can see a sit up challenge that's called a fat loss workout, right? Like, there's all these really crappy things that are as far away from being a fat loss workout as possible. And with all kinds of misconceptions in them, we've talked about this on previous podcasts. You can't spot reduce fat, so a sit up workout is not a fat loss workout. And so yeah, I guess I can see both sides. And I can see that, I also can see that it's a wound for many women to feel taken advantage of in that way by the fitness industry and a lot of women right now are looking for exercise that has nothing to do with fat loss because they just don't want to go there.

ANNIE

Right. And I think that that's, like, that's one of the biggest pieces of resistance I would have in promoting a workout as a fat loss workout is because we have long since - The narrative around exercise is that your exercise and your body and nutrition can be like completely independent of one another. And when you label it as fat loss, does it

perpetuate that exercise is solely with the purpose to lose fat, you know? I don't know for some people it might, right? But then I go back to, you know, meeting people where they're at. Right? And if where they're at is looking for fat loss workouts, then maybe there's an opportunity there, you know? So I don't know, I guess I don't want to say like, I'm flimsy. I'm just wavering in the wind. But I really do see pros and cons.

BARBARA

Yeah, I was going to say, I think, you know, as you mentioned Jen, I used to have a disordered thinking of exercise. You know, I used to think that I had to work out five to six days a week to get results. Or I'd use cardio as a punishment for, you know, over eating. But when I didn't see progress, the first thing I would think of, "Oh, I have to exercise longer and harder." But, you know, I think as you said, Annie, you have to meet people where they are, you know, now I realized that there are a lot of other factors that contribute to that loss. Your nutrition, your sleep habits, your stress management, how you're moving outside of formal exercise, and for the women who are aware of that and they see something like a fat loss workout title, maybe they're thinking of it, that it's more efficient and effective. And that's what I saw in that message was that, "Oh, this looks like a really effective, efficient workout." It's combining the strength training, it also could be challenging. I could ramp it up for my fitness level. So, you know, that's what I saw when I was looking at it.

JEN

Yeah, and I guess what, I guess it comes down to, what would the definition of a fat loss workout be? And essentially, if we're talking about creating a caloric deficit, a fat loss workout would be a higher energy workout. Would you agree with that, Barbara?

BARBARA

I think yeah, it's higher. It definitely should be challenging for you know, your fitness level. For me it also would involve something that, if fat loss is your goal, that allows you to preserve muscle at the same time, right? So, strength training is what I consider a good option for someone who's looking for fat loss. Of course, we always say to people do what you love. Find that thing that you enjoy, what are your strengths and find movement that goes along with that. But if you're looking for fat loss, you want to preserve that muscle, or build muscle, because you know, your metabolic rate will be enhanced and preserved when you're doing that.

JEN

Yeah, for sure. And I think that that workout in particular, I'm trying to remember now because I can't remember when we last looked at it, it was compound moves.

ANNIE

It was full body, compound -

JEN

- full body compound movements. Yeah.

ANNIE

Which, here's what, you know, maybe the non exercise professional doesn't know is that like, that's just a good workout, period. Right?

JEN

Yeah. I mean, that's how probably the three of us work out more on a regular basis.

ANNIE

Right, there's nothing exponentially proprietary about that workout that made it a fat loss workout more so than maybe some of the other workouts that we've posted, or they've posted or, you know, a lot of other people have posted. It was just really just the terminology. And I think that that really deserves some attention about like, what is fat loss? Like getting really clear on what the desired outcome is, and then the language and the definition behind that because, you know, again, like, are we talking, like people so often in our experience, confused weight loss with fat loss. And, you know, my fear is that in looking at a fat loss workout, they would think like, "Oh, if I just do this workout, four times a week or three times a week and I will therefore lose fat." Like well? Not exactly, right? Like there's, as Barbara mentioned, there's more to it than that.

JEN

Yeah.

BARBARA

Right.

JEN

The secondary discussion, I felt like was worth touching on, was how it speaks to the true, I guess, mindset freedom, body freedom, food freedom of somebody like Barbara who can see that and feel nothing, like, to feel totally neutral and not one way or the other about it. And I guess when I saw the comments on that post, I saw some women who were still hurting a little, you know? And even, it allowed me to look at my own stuff to go, "Oh, like, what is offensive about that to you?" as Barbara was talking, and that challenged me and I appreciate that. And then I started feeling, as Barbara challenged my beliefs, I started feeling more neutral. Which is the power of doing mindset work.

[Laughs] Yeah, so and then I thought, oh, I'm just gonna tap save on this one because it's a pretty good workout.

BARBARA

Yeah, and you're right, Annie, it was a great workout. It had the, you know, the compound movements. For our listeners, what that means is that you know it involves a lot of different body parts so things like squat, deadlifts, lunges, push ups, planks, mountain climbers, high knees. Those are the types of things that are utilizing different muscles instead of isolation exercises like your, you know, bicep curls, or -

JEN

Yeah, which are actually lower energy workouts because they just target kind of one muscle at a time. Yeah.

BARBARA

Right. And a lot of our audience is short on time. So, for me, that's a more efficient, effective way of, you know, working out where you are doing those compound movements, whether it's a full body workout or you're doing upper or lower body split, depending on the day, you know, having a compound exercise, you're gonna get a more effective, efficient workout.

JEN

Yeah. yeah! All right.

BARBARA

So, that's what I saw. [Laughs]

ANNIE

This is not on the outline, guys. So, you know, feel free - [laughs]

JEN

Going rogue!

ANNIE

Jen does this to me all the time, and I start sweating bullets. [Laughs] But now Jen is making the outline. So, now I feel like I have payback. You know, what I saw really, ultimately, in that thread was, I guess, as a business owner, as someone that's trying to co-run a company in a business and a team of team members is, this expectation that we should stay in a bubble to keep our audience happy. And if you step outside that bubble, then you, like, you're gonna get some feedback. Right.

JEN
Yeah.

ANNIE
And we've been on the receiving end of that. And I guess I saw that thread and I really empathized with them because the information was quality information. It was accurate information. Like, I was trying to poke holes in it and I couldn't do it. There was, there was no lie, you know? [Laughs] We always joke like, "Where's the lie?"

JEN
Yeah.

ANNIE
There was no lie. There was no fallacy. There was no misinformation, there was no misleading. And I think that it's just easy to forget that like, we're not just trying to speak to the women who are at our level of evolution, as Jen and I have seemingly been talking about all day as we've been recording podcasts. We're trying to talk to the women that are using the language and are in the same beliefs and mindsets that we were, you know, when we were just beginning our journey and we needed support and guidance and quality individuals giving us, like, quality information, right?

JEN
Yeah.

ANNIE
And sometimes to do that, you need to shift your language and your marketing slightly to do that.

JEN
I actually never would have found this type of freedom had I not found Amber Rogers talking about weight loss because that's what I was still looking for and I just stumbled upon her. And she was putting out really good information about weight loss. She was putting out the information I actually needed, not the misinformation that I had been lapping up for the last decade before meeting her. And so I'd have to say that's where I was and I would not be where I am today had I not been seeking out weight loss information. And I'm also not anti weight loss even today, right? But I think a lot of people who find this kind of, you know, they're all about fat loss, and then they're not about it at all. And then there just can almost be this urge to look down your nose at people who still are as if they're not as evolved as you and they still care about such a

petty little thing that you've moved on from. And it's like, well, that's what's important to them. Right? And whether a woman works with us and, or not even works with us, but just listens to our content and our podcasts and her beliefs start to change, in that she realizes, maybe I'm not about that. I'm like, great! Like, so great! I'm glad we helped you realize that. But there's also a lot of people who are like, I am still about that because that's still important to me. And we would like to work with you now because we see that. [Laughs] You guys do it in a healthy sensible manner.

ANNIE

Right! Like, you can gain their trust just long enough to almost disarm them so they can, like, so they can listen clearly with a trusting open mind and ears and heart to hear that, "Okay, look, when you read the fine print of that caption, it was like, well, fat loss is a combination of exercise, nutrition or both. And this is what makes this a good choice of a workout." And this is all you know, like there was so much fine print and nuance to that conversation that, you know, if you can gain someone's trust enough to allow them to open up to listen to that, like, that's a win, right?

JEN

Yeah, absolutely. I think it was also interesting, this like, cancel culture we live in and that whole thread was, "I'm unfollowing." And I thought, "Wow, they put out such good information. This really is your loss. This is just something that triggered you. Like, deal with it like a grown ass woman. You can deal with that. It's something that triggered you and something that clearly challenged you and caused you to stretch." But what are we looking for here? Are we looking for people with the exact same ideologies as us -

ANNIE

Like an echo chamber?

JEN

Yeah, like is that all we want in life is to surround ourselves with people who agree with us? Like, where are we ever being challenged in that?

BARBARA

And then where does that leave the women who, as you said, are still looking for fat loss? If they don't have companies like us, or like this company, to give them the guidance, and to be able to do it in a sustainable way, you know. So, we have to service those ladies as well. It's not fair.

JEN

Yeah, totally. Otherwise, you know, if it weren't for Amber Rogers again, I don't think she's, she's not active in that industry anymore but if it weren't for her having those conversations, where would I be right now? Who knows, I could still be doing keto! I could still think I had a sugar addiction.

ALL

[Laugh]

ANNIE

And circling back to what you said, Jen, and I think it's a perfect example of what happened inside this thread in our company, you know, you have an opinion, Barbara has an opinion, you don't necessarily align 100%, you have enough awareness and ability and maturity to listen to what either side is saying and then decide like, yeah, I agree or I don't agree and then shake hands and part ways. It doesn't have to be this, "You're so disappointing, this feels like betrayal," like -

JEN

Fired!

ALL

[Laugh]

JEN

Yeah, no, I personally love being challenged. Those are the only times I grow really and look how I grew in this? And you just think now the next time I see something like that online, I won't be triggered because I've done this work and like, what a better place to be, to feel neutral. Rather than feel, to have maybe a wound there, something that I get triggered by right? It's a way more freeing place to be, I think.

ANNIE

Well, and I think it's just, people place expectations on other people, on brands, on companies to act in a certain way all the time. And the minute they step outside that, it's just like, you know, people are flooded with disappointment, and it's like, "That's on you, sis." Right?

BARBARA

Right. Yeah, why can't you just, "Okay, that post wasn't for me" and just keep scrolling. Unfortunately, the comments were, "I'm unfollowing." You know, but some other people acknowledge that they usually put out good content. So, maybe it's just that this particular content wasn't meant for you.

JEN

Yeah, it feels like a perfection expectation the way, like, women often do to each other, they expect each other to be perfect. But I want to be judged for my body of work, not for the different times that I might say something that someone disagrees with because honestly, that is inevitable. The longer you are maybe working with a company, working with a coach, in a friendship, in a business partnership, the longer that goes on, the more things you'll find that you don't see eye to eye on, and we've got to be grown ass women here and learn to deal with that.

BARBARA

Yeah.

ANNIE

Right on.

BARBARA

[Laughs]

JEN

This was great, guys. Thank you so much, Barbara, for coming on.

BARBARA

Thank you. Thank you for having me.

JEN

We'd love to have you on again because you have so much you could talk about. A menopause show would be so awesome, too.

BARBARA

Oh, I'd love that. Yeah.

ANNIE

That was originally, I think, our plan, Barbara, and I'm not really sure why it got put on the backburner. But, Barbara, that's kind of your specialty, right, is helping women navigate that like midlife to, you know, as they age, as they grow older, the changes that come along with that, and that's really your area of expertise, right? That's your zone of genius.

BARBARA

Yes, it is. Menopause, I try to stay away from that specific term only because I feel like some women enter, or start to ask medical questions that might be beyond the scope of practice. But I feel like midlife is a little more broad, where we could talk about habits that will help you at midlife. Whereas I think when women hear menopause, they start asking more specific medical questions that might be out of the scope of what I can answer.

ANNIE

Okay. We could talk about some generalized topics or obstacles.

BARBARA

There's a lot. Believe me. [Laughs] You guys aren't there yet, but -

ANNIE

Well, I just -

JEN

We're all headed in that direction. [Laughs]

ANNIE

I just turned 37. And I don't think Jen's too far behind me. So, we're coming up on that. And in fact, I remember that podcast with Amanda Thebe talked about, perimenopause can start up to 10 years before menopause. Any change that happens in my body nowadays, I'm like, "Is this it? Is this it?"

ALL

[Laugh]

ANNIE

Well, Barbara, we will have to have you come back and talk more on that topic because I think it's needed, for sure. There seems to be a lot of misinformation and myths in that market. So, thank you for your time. I appreciate it. Jen, thank you for your time.

JEN

Thank you.

ANNIE

It's always good.

BARBARA

Okay. Great seeing you ladies. Thank you.

ANNIE

Bye-bye.

ANNIE

Hey, everyone. If your mind has been blown while listening to this podcast just wait until you work with us. Let us help you level up your health and wellness habits and your life inside of Balance365 coaching. Head over to balance365.co to enroll in next month's coaching round.