

# Balance365 Episode 138 Transcript

ANNIE BREES (INTRO)

Welcome to Balance365 Life Radio, a podcast that delivers honest conversations about food, fitness, weight, and wellness. I'm your host Annie Brees 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 of Balance365 Life Radio. Today Jen and I are interviewing a highly sought after woman in the health and fitness industry, Brianna Battles. Jen and I are lucky enough to call Brianna a friend and have been privy to her journey of redefining what being an athlete means for her as she transitioned to becoming a mom and entrepreneur. Today Brianna is a powerhouse in the health and fitness industry who works with high level athletes and also trains coaches on how to work with pre- and postnatal athletes. One of Brianna's main messages: you have to learn how to work through your athlete brain mindset if you want to live a healthy, happy, balanced life. If you identify as an athlete or high achiever in any capacity, this podcast is going to really hit home. And bonus, if you're a personal trainer, coach, physiotherapist or any professional who works with a pre- or postnatal population, Brianna's course Pregnancy and Postpartum Athleticism is on sale this week. Enjoy my friends.

ANNIE

Jen, we have a first time podcast guest but a longtime friend of ours, Bri Battles. Welcome to the podcast! I'm so happy.

BRIANNA BATTLES

Hey guys. Thanks for having me.

ANNIE

This was a nice surprise. I didn't know this was happening until yesterday afternoon. So I'm quite excited for this episode.

BRIANNA

Isn't that how we all kind of operate though, sometimes?

JEN

[Laughs] I was gonna say Brianna didn't know it was happening either until yesterday afternoon. [Laughs]

BRIANNA

No, but it's okay.

ANNIE

I got the meeting invite. I was like, "Okay, alright. Tomorrow is going to be fun." And we're discussing your journey from more of a, what you call athlete brain, intensity, like really, really, really driven extreme to a more balanced lifestyle. Is that correct? Did I get it right?

BRIANNA

That is, I'd say that's pretty onpoint, Annie.

ANNIE

Okay, great. And I know that athlete brain in particular is something that I know resonates with me. Jen's like, "I don't get it." [Laughs]

JEN

I have never been an athlete, in all honesty. Okay? So for people listening, if you don't identify as an athlete, that's okay. What Brianna and I talked about is, athletes just actually have certain tendencies that many women have, and they just apply to different areas of their life, like dieting. Well, I mean, athletes do diet as well. But performance, productivity.

BRIANNA

Absolutely. It's something that I think can influence people, whether they identify as an athlete or not. And I really like to say in what I do, that athleticism is a spectrum of interests and ability. So whether you're going to boot camp or yoga a couple times a week, or you're competing in powerlifting, triathlons, whatever it might be, if you're trying to lead an active lifestyle. And motherhood, it's pretty active, you're an athlete. Now, a lot of the times I think we get so caught up in our fitness and our pursuit towards health, that it can become obsessive, and then it actually ends up backfiring. And so what I like to talk about is not that athlete brain is a bad thing, but you have to be able to leverage it if you're really seeking health and wellness. Because otherwise it can just, nothing will ever be good enough.

JEN

Right. Annie, have you ever had athlete brain?

ANNIE

I still have athlete brain.

ALL

[Laugh]

BRIANNA

It doesn't go away.

ANNIE

I don't know what you're talking about.

JEN

This morning, Annie's like, "In three weeks I should be deadlifting 350 pounds, according to my program," and I'm like, "Really?"

ANNIE

Great. Because, you know, we get conditioned to like, trust a certain process. And that's with motherhood. That's training, that's with like, macros. "Well if I do this, it will yield this result." But then that can sometimes, sure, it might be effective sometimes but when it's not, are you know not good enough? Does it become like a self sabotaging effort where then it's not actually healthy, right? Like, we have to really kind of analyze the root of why we're pursuing this. And then, at what cost? And is it worth it? Like, is it complementing our life or just challenging it for where we're actually at right now?

ANNIE

Yeah, I know -

BRIANNA

It's a seasonal thing, right? Especially in motherhood, like, it's such a seasonal thing.

ANNIE

One of the ways it really shows up in my day to day life, even as like I was a college athlete, I don't consider myself an athlete anymore necessarily, but still active, is this like performance based self esteem. And that shows up in and out of the gym. Like, if I'm super productive, and I'm checking my to do list off and I'm like, getting stuff done. I'll

go, go, go, go go. I feel really, really good. On days when I'm just kind of like, relaxing, chillin', maybe there's not even a whole lot to be done, I'm super uncomfortable. And like, what can I do? Should I do something more? Maybe I should, maybe I should be more productive.

ANNIE

I know. And totally, and to like, rewind a little bit, I realized that we didn't really even define like what athlete brain is because it kind of covers like this weird spectrum of stuff. And I was finally able to kind of write something down. So I found it. What I wrote was, athlete brain is the intrinsic motivation to challenge, pursue, and perform. It can be on a spectrum of a type A personality, characteristics of how one identifies, and is often driven by competitiveness, fear, ego, anxiety, success, energy, routine, and capacity. And if it's leveraged well, it's great. And if you can, like, recognize, like, when, and like, how to turn it on, and when to like, when is it going to work for you, and then also recognizing what isn't gonna work against you. And I think that is the process that many people have a really hard time navigating. I mean, the general like avatar is like the college athlete or high school athlete turned into whatever they decide to do in those years post, whether it's getting caught up in dieting, or triathlons, or CrossFit or whatever. And then now the next phase of their life might be motherhood and, "How can I have the fittest pregnancy, the best pregnancy, the healthiest pregnancy, and then the most ideal delivery and then how do I bounce back quickly? Well, then that means I need to be really meticulous about what I eat and what I do and like push harder, faster, recover, and get back into what I'm doing. And now I need to have this like, really regimented, perfect, healthy, best motherhood experience. And that means my baby's not going to do this, and I'm not going to do that as a mom, and I will never formula feed, and I will only do this," and like it just, all of these like things where it just starts extending out of what it like was originally, like that motivation is really positive and now it's just, it's become like a never good enough mindset that doesn't just affect fitness, it affects our overall health and wellness or mental health or motherhood experience, maybe even our career and the different jobs that we do. So for me it has influenced every single aspect, relationship, and effort of my life in really positive ways and in very damaging ways.

JEN

You know what spoke to me, I have never made this connection for before, and I've heard you speak about athlete brain many times, and I also see that your audience, you know, you work with typically a more athletic population and actually you work with some really high level athletes and you say athlete brain, and they know what you're talking about. I had academic brain, so I can just see all these tendencies you're talking about, I can see it in my pursuit of academics, high grades, getting the highest mark,

trying to get to top of the honor roll, getting all the scholarships. So now, yeah, I can really see that, and so it really, it will show up for women and in many different ways. It's sneaky.

BRIANNA

It's like, I know your story and history, like it shows up also in like our body image pursuits. It's never good enough.

JEN

Thinness.

BRIANNA

Thinness.

JEN

Muscle tone.

ANNIE

Yeah. Like what you aesthetically present as at different phases of your life, or looking back and say, "Well, God, when I was 20, I didn't realize how good I looked and like, I'll do anything to look like that again," or pre-baby, or pre-baby number three, or whatever. Like, I know just being able to, like, it's this self sabotaging. "If only I could look like this, or do that, or change this one thing about me." And that's something that like, again, I don't think this goes away. It just becomes less loud, like less all encompassing, all consuming. Definitely something that I still struggle with. Again, literally, you pick a topic in my life and it's something that I can connect to that overall like mindset that you have to be able to leverage and if you can. It's not like a win. It's just, it's just managing.

JEN

Yeah, I can see, too, that my academic drive helped me in many ways, like getting through university with very little debt. But I can see where it hurt me as well, like having a lot of really bad moments when I wasn't the top of the class.

ANNIE

And I think that's what makes it so tricky for people to pull back from, is because they see all the ways in which it's like helped propel them forward. It's been beneficial.

ANNIE

Right? And I wouldn't change that about me either. And I think that most people who are like, "Yeah, those are a lot of tendencies." Like, I don't want to be different. I just, I want

to also, I want to be able to walk the line well, most of the time, so that I don't spiral, right? And I think so many of my struggles, like, when some of my biggest challenges have just, have come from the expectations I had for myself, of others, how I thought things would be and then it didn't go to plan. But I did all this work. And this was the process, and why didn't it happen? And it was just such, over and over the themes that come up in my life, is just like disappointment from my own expectations that maybe weren't completely realistic to begin with, and then having to just, having like, reassess, and readjust those expectations again, leveraging it, to move forward. Because if you leverage athlete brain tendencies, well, it can work for you to have like more sustainability in your health and efforts and mental wellness and everything.

JEN

Yeah, I also, to your point of is it realistic, sustainable, all of that, when I was in my early 20s, in university, or in high school, I had the time to be very driven with those pursuits. Because I had in high school, I had parents who cooked for me, when I was in university, I had very little responsibility outside of going to school, and working my part time job. And that's about it. That's what I did. And so when you, when your life starts filling up, that changes, and you kind of have to allow that to shift. But I know my sister went back to university after having kids, my sister is just as smart as I am. And it was a whole, she has three kids at home and going to university, like, her expectations, she actually did do very well in case she's listening, she's probably like, "I did do well!"

JEN & ANNIE

[Laugh]

JEN

She did do very well! But she just didn't have the privileges I had, to be just all in with school because she had to manage three children as well during outside of school hours and their sports and all that. So showing up as a mom and as a wife and all that. So yeah, so it's just like, looking at life as seasons and going like, what's realistic? And then I would also say, there's nothing wrong with the pursuit of excellence. But often what we're pursuing is perfection. Right? It's not realistic for our life, right? And the pursuit of perfection is extremely damaging. The pursuit of excellence can be very healthy if you learn to define the two and like what you're actually doing.

ANNIE

Totally, yeah, I think about that a lot. Because I think, as an entrepreneur who has really big dreams, and I know you guys relate, we've had multiple conversations about this, like, we want to be great, we want our businesses to be life changing legacies that we leave behind. And that in and of itself can be this pursuit of excellence, but also having

to define like, "How does this also fit into my life as a mom and the kind of excellence I'm pursuing in motherhood, in my home, in my community? And then also taking care of myself," and so in the gym, and like you're balancing all these different pursuits of excellence. And so being able to just do it with some grace, not because you're going to be doing it well, all the time. Like, I say that everything for me is just like, I'm juggling, and then just dropping, like when things are going well up in the air, something is on the ground, too. So like, it's this juggle and drop of all these different pursuits that we care deeply and strongly about, are super passionate about, but also like, being able to stop and appreciate where we're at and what we've done and what we're doing and the season that we're in and knowing that like, well, this one might be taking over right now. It might not be as all encompassing forever, right? And then we'll be able to juggle another aspect better.

JEN

Yeah. And in Balance365 we call that rotating priorities and it's a necessity of life and it's a life skill to do that with an objective mindset and normal, rational assessment around it. Do you want to tell us a bit more about your journey, Bri, like major athlete brain to actually a very balanced, sensible brain? Most of the time. And how, like, what do you, what was the big aha moment? How do you, and even in terms of your performance and your body, because I know you and I have talked about this, the way you eat all of that, and I know we'll have athletes that are listening. And sometimes athletes think like, "Well, balance isn't for me, I'm an athlete." So what has your journey been? And then what is your kind of advice for people?

ANNIE

Yeah, I think like for the athlete to say, "Balance isn't for me, like, I'm an athlete," like, that's why it's for you. You can't be a good athlete without having some kind of boundaries and balance in your approach or you will, it will not be sustainable. If your athleticism matters to you, you have to do it in a way that's going to support you now. And when you're 60, and 80, period. You know, and like, so I work with pregnant and postpartum athletes, I work with coaches and practitioners that want to know how to better support pregnant and postpartum athletes. I fell into that because I myself identified as very much an athlete through my first pregnancy, and wanting to do everything right and well and prove something to myself to others. This was seven years ago, before there was any information about core and pelvic health or, you know, it was like, you're a badass, or you are eating ice cream and not lifting over 10 pounds. Those are the extremes. And I was like, "Well, obviously, I am attracted to the like, let's rope climb and lift heavy and like, do all this crazy stuff through my pregnancy because I can, because I feel good, because I know better," or whatever.

JEN

And also it's a bit of a club.

BRIANNA

Totally. Yeah, you were like fit mom.

JEN

Like, what are you if you're not a fit mom? Hashtag lazy mom.

ANNIE

[Laughs]

JEN

Bring it on. [Laughs]

BRIANNA

And it felt like a really solid identity for me during a time that was really vulnerable. And like, whether I could see that or not. So I went through that first pregnancy, traumatic delivery, the whole, everything that I had hoped for, did not even closely go to plan. And that was like a really hard thing for me to mentally navigate. And so I tried to use like, I tried to use something to kind of like redeem this process of feeling stupid, of feeling like I did something wrong. And I did that by just trying to become like the smallest version of myself possible, because I was at least going to be a person who could get their body back and not let like my brain just destroy them, since pregnancy had apparently tried to destroy me and so did birth. So there's a lot of like ego that was pushing my first year of postpartum with Cade. And I couldn't even recognize within myself, even though I'm literally come from a family of therapists, my stepdad and my sister are both, and my best friend, are all therapists.

JEN

[Laughs]

ALL

And they're like, "I think you should talk to someone," and I'm like, "No, I'm fine. I'm just really frickin tired because my baby is a pain in the ass and does not sleep," right? Like I just blamed all of like, my anxiety and depression, I just, I couldn't admit that there was yet another thing wrong with me, because I'm so used to being in control. And I'm, like, proactive where these things don't happen to me. I am healthy. I am healthy, damn it.[Laughs]

JEN

Yeah, I would also argue that there was nothing wrong with you, per se, what happened to you is a very normal and natural consequence of living in the society we live in, that applauds and values women for their pursuit of fitness, right?

ANNIE

And we didn't have like Instagram back then. People like loving their stretch mark-y body and like, that did not exist. And this was not that long ago, guys, you know. So I think we've seen such an uptick in like so much more, like, people are able to embrace this postpartum chapter. But back then, not even a little bit. Not at all, especially in like an athletic community. All we saw was like, these transition photos of like four photos, boom, boom, boom, of like, 40 weeks pregnant, four weeks postpartum, eight weeks postpartum, 12 weeks postpartum, whatever, nine months, nine months out. And I still see that right? But like, so that to me felt like super motivated. To make an extremely long story short, I think motherhood is the number one thing that will humble you, especially when you have like an athlete brain tendency because you realize that there's actually not a whole lot that is within your control because you have to adapt to your kid and just do your best to also take care of yourself. And I realized that, like this was, nothing was ever going to be good enough. And I felt like I had lost out on really precious months of Cade's life, because my priorities were just so out of whack. And my reasons, my why was not in line what I with what, like, my heart actually wanted, it was just like this desperation, instead of being able to take a step back and like looking clearly at it and saying like, "This is not what I want, like, this is actually just like rooted from a gross place, not from a place of like love and the kind of mom I want to be like, and I can still be a great coach, I can still be an athletic or like mom who really values fitness. And I can also do it in a way that feels, like, that feels good in my motherhood, that feels good for what my boys, or, we'll see." So I just started making a lot of like lifestyle changes in every way, but it was a lot of work here.

JEN

Absolutely

BRIANNA

Sorry, I pointed to my head.

JEN

[Laughs]

BRIANNA

[Laughs] It was a lot of mental work, and just kind of like re-evaluating like, my why, my why behind so many different choices. And letting the reins be just like a little bit, like letting up on the intensity of everything. And I made a career shift at that time. I resigned from coaching in the collegiate setting. And that gave me the opportunity to like really fully step back and reassess, I was willing to like be a stay at home mom. That lasted about two weeks before I decided to start [laughs] where I was like, "You know what? I actually need to coach," so I needed something. And I realized being around like coaching other women who were also in this chapter, like I didn't want people to feel like I did. And that became a huge driving force in you know, become who you needed vibe. Become who you needed. And then I realized I need to start learning how to learn about body, my brain, my life, what it means to be a coach. And like truly lead, not just lead because you have a flat stomach lead, because you actually understand the physiological changes that are happening and the mental changes that are happening and where our choices are driven from during pregnancy, and recovering postpartum. So that led to a whole evolution of how I coached and how I trained, and how I learned how to become a mom.

JEN

That is beautiful. I think a lot of women find becoming a mom ends up being an enormous transition time for them. And when you were talking earlier about the access we have now, to seeing different body types that maybe look more like ours, Annie and I both, I mean our oldests are one month apart, I think, so 2009 was a hard time for having a baby. And I remember the first time I saw a stretch mark on someone's stomach on social media, I started crying, like, I was so moved, I couldn't even process it. The first time I saw a body like mine being celebrated. And it was Jade Beal Photography. And she did this. I think Sam my oldest was about a year and a half. So it was probably 2010 time ish area, 2011 maybe. And she had started photographing postpartum women's bodies and these things were going viral. And so I never want to forget that feeling. I never want to forget that feeling. Because it's so important for us to see other people who look like us. It just kind of grounds us and connects us to the world. And it's such an eye - just to women listening. Like, if they're having new babies, and they're struggling. I just like, pursue those images, fill your feed with those images. I didn't have that luxury in 2009. And neither did Annie. We had this supermodel on the runway at six weeks postpartum, pictures going viral of random personal trainer who had a baby in Sweden and looks like she didn't have a baby - do you know that one? Annie?

ANNIE

Yeah, I do.

JEN

And it's like, and I remember crying over those photos and obsessively trying to figure out what Heidi Klum was eating and when looking -

ANNIE

What's your excuse.

JEN

Oh, the "what's your excuse" situation that came out after my third that actually made me snap. And a lot of people know me from that. [Laughs]

ANNIE

[Laughs]

BRIANNA

I remember that.

JEN

And so, I really, it's such a privilege and luxury to have access to these things. The women who came before you didn't, and we all, it was just, and it's not something I would say my mom or anyone my mom's age even talked about, right? Like, or it was just normalized that I remember. My mom used to tell me that, like having children ruins their body. And we did it and it was like, that was just like, the message you get, having kids ruins your body. So yeah, and I just love how this generation of women, we're just totally redefining it, including women like you, Bri, who are redefining this for athletes or the more athletic population. And that's so needed in that population. And yeah, you're just such an incredible leader in this -

BRIANNA

Thanks.

JEN

- big community.

BRIANNA

Like athletes also, like, it's one thing for maybe, for you guys to look at a supermodel and be like, "Wow, that's what you were exposed to." But I think athletes are like, "I don't understand why my abs look like this." Like, I know that's how I felt, like, "I'm strong. And I'm fit and like, pregnancy is basically like, this is no big deal. People bounce back, they're making a run for this, the Olympics, or, you know, this crossfitter is back doing

whatever at six weeks postpartum." And we have this like, facade of what fitness and athleticism should look like, in a way that extends beyond just the body. It's more of like what they should be able to do by now, or by this point. And then it's like, this disappointment, I feel like athletes just feel so disappointed. And what they thought they should look like and what they thought they would be able to do, either through their pregnancy or in their postpartum experience as a whole.

JEN

I mean, I remember thinking something was wrong with me when I, because after my first baby, like, I got home from the hospital, like no one told me what that was going to be like, what it was going to feel like two hours after a baby comes out of you, what you're going to look like in the mirror. And my sister had children before me, and I remember phoning her and being like, "Why didn't you tell me?" And she maybe did. I mean, I didn't have kids. So why would she even talk to me about it? But I remember feeling like there's something wrong with me, like my stomach, you know, just my stomach skin was just hanging, I have stretched marks everywhere and you're just in such a dark - well, you can be - I was in such a dark place after I had my son, which obviously, the body image issues didn't help, but you're just looking for some kind of, someone tell me that I'm doing okay, somebody...And a lot of women pursue that through their bodies. And so I just wanted, I just wanted to feel good again, because I actually inside kind of hated myself, and I just wanted to get that body back that people told me was good, because I wanted to feel good. Right?

ANNIE

Well, and so often I we've talked about this and other ways that this shows up, but like controlling your body feels like a sense of control. And when you are a new mom, so much feels out of your control. But like there's this temptation that's like, "I can't control this baby, if I can't control my sleep, then I'm gonna at least control the things that I can control." And then we like become hyper focused on that.

JEN

Yeah, the other, you kind of just touched on the physical changes, Bri, which I know you really do specialize in helping women with that kind of thing. And that was never talked about prior to just even the last year or so, like I'd say you're one of the people driving that change, but diastasis recti, pelvic organ prolapse, pelvic floor issues, leaking, you know, pelvic pain, painful sex, like, all that stuff is so common amongst women, and it was, it's never talked about. And it's so wonderful that all of these conversations are coming to the forefront. Like, I had no idea I might be incontinent after I had a baby. And it's just horrifying when it's happening.

BRIANNA

Right. Yeah. And I didn't, I guess what led to creating the coach course was, if you're coaching female athletes, it's across the spectrum of their lifetime. And understanding that these considerations have to be part of our coaching and our programming. And if you cannot, if you don't know how to coach according to somebody who's managing some of these symptoms, especially when they are in their most motivated chapter of trying to get their body back, or most vulnerable chapter of being like pregnant, and in those early stages postpartum, like, you're not actually being a good coach for this woman. And that's when I knew that, yeah, I had to make that a curriculum, because it was doing so much harm for people to go to the gym and say, and not have any guidance. Or people say, "Oh, you're going to bounce back, you're going to be fine. Oh, you're ready for that." And just like this generic stuff.

JEN

Or I'm two weeks postpartum from having a C-section with twins. And I'm going to join a CrossFit class. Because there's no, I mean, that stuff happens. So that's a really great transition into talking about your course a bit in the launch of coming up. So I mean, you have pregnancy and postpartum programs as well for general population, but primarily you work with coaches, personal trainers, physiotherapists, prepping them to prep their clients for pregnancy and postpartum, you wanna talk about that?

BRIANNA

Yeah, so I've tried to create a hub of information under the umbrella of pregnancy and postpartum athleticism. I think my biggest, my main baby is the coach course. Because if you can coach a coach, they can go and influence and impact like hundreds of people. And so that one point of contact has this incredible ripple effect. So that's why I like that coach course, as my baby and something I care about a whole lot. But I also wanted to create accessible resources for people that wanted programming through their pregnancy, people that wanted like an eight week "Just tell me what to do, so I can do it and feel like I have some hand holding during a really vulnerable time. I want a coach who gets it." So it does act as an umbrella place for pregnant postpartum athletes as well as coaches and practitioners. But with the coach course, it's something that tries to give a really holistic education for coaches, whether you've been coaching for, you know, your entire life, or you just want to become who you needed. And you actually have no experience in the fitness industry. But you've had a baby, you've, you know, navigated a crazy postpartum experience. You're like "Actually, I want to become a person who can help and who can do good in my community or online and have knowledge and context." So we have a wide variety of coaches who are coming into this program, and practitioners, so physiotherapists, pelvic floor physical therapists, midwives, doulas. Kind of like a lot of different people who work in or want to work in like

a birth and motherhood community. So it's called Pregnancy and Postpartum Athleticism. But again, athleticism is a spectrum of interest, inability. So it's not just like for CrossFitters, or people that lift, although I think it does, like those principles can translate into all movements, right? Like, a squat is a squat is a squat, whether you're doing a boot camp or under a barbell, or in your yoga class, like, it's being able to have these considerations for these movement patterns. And then how core and pelvic health influence that movement, that goal, that demand, and that body. And so I say that it's like a holistic curriculum because yes, it does touch on the the physio, the anatomy, and the physiology things that are changed during pregnancy and postpartum. Just different core and pelvic health considerations. So going over, like you were saying, diastasis, incontinence, pelvic organ prolapse, pain, coaching, programming, because I feel like I mean, all three of us are certified as personal trainers, or strength conditioning coaches, kind of like touch on programming a little bit, but then you still go through your CPT or whatever. And you're like, "So how do I program?" So I tried to take, like, I have no idea how to write a program, right? So I tried to make it really easy to know, here's how you write a program for somebody, right? It doesn't have to be the super complicated Excel spreadsheet, percentage thing, like it really does not. So just really breaking down some basic principles to go off of, to write a good program for yourself, or for the people that you're working with one on one or in a group class. I felt like that is something that is significantly missing in the coaching industry as a whole is making it relatable and applicable. And then just going over all of the things that pregnant, postpartum athletes need to know during these chapters, and how to make adjustments to their training, obviously, talking about athlete brain, because if you can't communicate, you're not going to be a successful coach. You have to know who you're speaking to, and how to speak a language that they're going to be willing to accept and process and so that is something I feel is significantly missing in the coaching industry as well, is knowing how to, like actually communicate with them and get that buy-in and that trust and be able to have hard conversations from a place of love and understanding instead of judgment and support. Like, "Well, you shouldn't do this," like no, if you tell a runner not to run, they're gonna say, "Screw you," and then they're gonna go run.

JEN

They're gonna run without the the guidelines of what you know, they'll just go run and have no awareness or yeah.

BRIANNA

Exactly. So, cover a wide variety of exercise, prescription, and adjustments for those chapters. I'm talking about motherhood considerations like sleep and postpartum depression and nursing and how all of these variables can influence your fitness and athleticism and wellness and how coaches, how to be able to understand that, you

know, maybe we shouldn't be giving this mom this 12 week diet plan to follow. Because this is, that's actually extremely negligent, right?

JEN

Yeah.

BRIANNA

But sometimes like, they don't even know better. They think, "Well, giving them a meal plan is, maybe it's a good thing." But like it's not, here's why. And then what I have evolved this course into is then being able to support the implementation aspect, because I was seeing that was, so everyone was like, super excited. "Oh my gosh, I'm so excited to be a coach now. And I want to do all these things." And then there was no guidance on how to actually implement it. And people starting small businesses, or even doing like a little like, one off venture is not well supported in the fitness industry. So I wanted to give them the business basics and guidance on what options they have and how to implement it, and what they need to get started. So I had to complement my brain and my strengths. And then fill in where I don't know as much. I interviewed a ton of different people for this coach course. So there's at least there's over 30 interviews, obviously, Jen, you're part of that one. [Laughs]

JEN

Not to brag, but I have my own little chapter in there. [Laughs]

BRIANNA

Yeah, you do. Bbecause, I'm not an expert on habits, but I want to talk to the people that are, and I'm not an expert on vaginas, but I want to talk to the people who are. And you know, like, even bringing in a lawyer to say, "Here's what you need to know to cover your ass." Right? If you're starting out as a coach, because this is not what I know. But I can, I can help facilitate conversations and at least your couple steps forward after completion. So, those really long winded, but that is the holistic, very comprehensive course. Because again, athlete brain translates to everything.

JEN

What I'll say is that this whole balanced life, the reason I know it really is, you know, I live in my little world balance, I think everyone must know this stuff by now. But I get tagged all the time from people who do your course, from other coaches talking about what they learned in the chapter we did together on balance and habits, and even how to approach weight loss with clients. Because I think the whole concept as an athletic person taking your course so you can go and coach other athletic women, it's like, light bulb on, oh, my gosh, this is a whole other way of approaching it. And yeah, I love it. It's

so cool to be able to pass it on to other coaches. So thank you for the opportunity and asking me to be involved.

BRIANNA

Oh, yeah. I love it. And, I mean, we have similar hearts and efforts in what we're doing and I love how complimentary they are, even if maybe I'm like, the surface, people don't see how complimentary it is. It's extremely.

JEN

Yeah, yeah. Well, thanks for coming on Bri.

BRIANNA

Yeah, guys. Thanks for having me.

ANNIE

It's always good to see your face.

BRIANNA

Oh, yeah.

ANNIE

Well, last time we were together, we were having wine in bed. [Laughs]

JEN

We were all laying in bed together in Los Angeles when Annie and I were at a course, those days are not here right now. But maybe someday we will do it again.

BRIANNA

We will have our reunion and it will be so good.

JEN

Yes.

ANNIE

Yeah, Someday we will do something big together.

BRIANNA

Yes, we will.

ANNIE

Yeah. All right. Thank you, my friends.

BRIANNA

Yes.

ANNIE

Good chat.

JEN

Thank you, Bri.

BRIANNA

Thanks guys.

ANNIE

Bye.

ANNIE BREES (OUTRO)

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