

HOW IS BRAND X IMAGINING BETTER? HOW IS BRAND X DIFFERENT?

MOVEMENT

“YOU CANNOT BE WHAT YOU DON'T POSSESS”

Although many programs use squats, lunges, core, jumping, pressing and pulling exercises, The Brand X Method prioritises development of movement skills and motor patterns in a biologically appropriate way. Leveraging the Prepare-Practice-Play structure, Brand X accounts for what can be expressed physiologically during different recognized stages as well as biological system maturity during the Explore (3-8), Express [8-12) and Excel (13-18) trajectory.

GOALS

“WHAT IS BEST FOR KIDS IS ALWAYS THE FILTER”

The goal of The Brand X Method program is to increase physical literacy and support a growing mastery of the entire library of human movement (not to increase work capacity alone). Range of motion is secondary to safe, efficient movement. The concept of Base-Build-Boost is applied to a tiered and progressive movement program. Movement Play™ is emphasized to encourage development of the whole child for optimal long-term development through emotional, social and physical well-being.

METHODS

“A PROGRAMME SPECIFICALLY DESIGNED FOR CHILDREN”

The Brand X Method is a program developed and designed specifically for children. It is not an adult program modified for children. This is what pediatric experts around the world endorse: specific design and specific education for the training of children. Programming is individualized for each child within an age-appropriate peer group setting. Brand X also incorporates new research and consequent expansion and refinement of training protocols to address current child-specific issues.

PHILOSOPHY

“REQUIRES EXTENSIVE AND SPECIFIC EDUCATION FOR WORKING WITH CHILDREN”

A program developed for children differs from an adult program in both degree and kind, and should. As developing humans, what children can express and build upon differs at each stage. Just as some training protocols are inappropriate, extra protocols should be incorporated to take advantage of windows of opportunity during different development stages. High-level education to have the knowledge and sensitivity to apply these principles is required to work with children. Brand X best practices are Safe Sport Act Compliant.

OUTCOMES

“PROVEN TO PRODUCE A LEGACY OF STRENGTH, COMPETENCE AND HEALTH”

Outcomes that may be described as infinite include physical mastery of a broad selection of tasks, inside or outside of the gym, and the motivation, confidence and competence to engage with the world. Outcomes that may be defined as finite only measure work or are sports specific. The Brand X Method has produced over twenty years of infinite outcomes. Brand X builds formidable humans who enjoy lifelong movement mastery, the ability to fully participate, and a legacy of health.

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OPEN DAY**

UNITY GYM



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TO BOOK**