



MFT

Master Functional Trainer™

PROSPECTUS

“Our vision is to maximise the impact of coaches globally.”

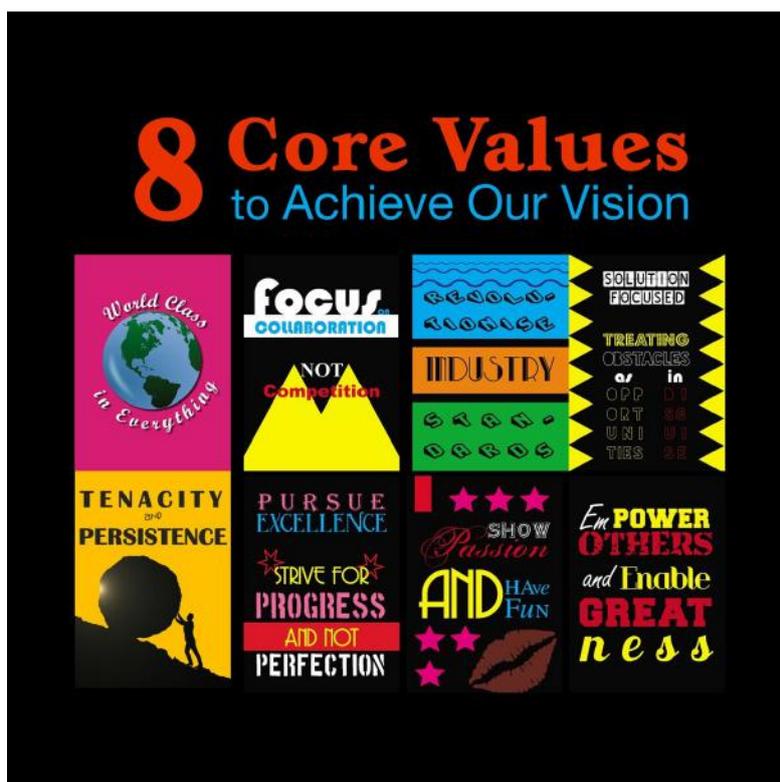
FUNCTIONAL TRAINING INSTITUTE

FTI was developed in 2009 for the purpose of delivering quality Kettlebell education to Fitness Professionals in Australia. We yearned to see people use this tool safely and correctly so more people could experience the wonders associated with it. Our vision has grown to encompass other functional training models and we are now focused on delivering these to the world.

The Functional Training Institute (FTI) provides cutting edge courses, through a team of elite presenters with vast experience and technical training skills. All courses are accredited with the CEC (Continuing Education Credits) certification.

We boast world first courses in many areas including Kettlebells, Powerbags, Battling Ropes, Mobility, Rehabilitation, Barbells and Suspension Training. We are pioneers in the field of Functional Training and our methodologies, attention to detail and progressive ideas are increasing the standard of personal training worldwide.

OUR VALUES



OUR VISION



Our Vision is to
MAXIMIZE
the **IMPACT** of
Coaches Globally

We Will Fulfill Our Vision by
EMPOWERING 7,500
COACHES
via Our Flagship Programs by 2025

OUR MISSION



Our **Service Mission** is
to Help Bring
Joy to Children
Around the World Through Donating

500 Gift Packs

MASTER FUNCTIONAL TRAINER PROGRAM

Are you looking for an all-encompassing program that will inspire you to apply knowledge, inspire movement and create change? In a competitive industry, are you looking for a point of difference? The MFT Program will help you stand out as an industry leader, in training and transformation.

The MFT Program is made up of three stages, with seven certifications that gives you a proven coaching framework to follow, in addition to an in depth array of functional training tools that will help you coach your clients. Over 500 trainers globally are now Master Functional Trainers. Why compete with an MFT, when you can become one?



WHAT IS THE MASTER FUNCTIONAL TRAINER PROGRAM?

The MFT Program is designed to empower and inspire you to become an industry leader. You will witness incredible change in your business by simply implementing the strategies taught within this program. In this program you will:

- 1** Learn a wide of range of skills in a fun and captivating way, whilst being challenged and supported by our expert team.
- 2** Learn how to break down complex movements into easy steps to help educate your clients. You will also have the confidence to apply these movements through practical application.
- 3** Join a community of trainers and coaches at the cutting edge of functional training.

The MFT Program follows three stages: Functional Trainer Level 1 (online), Functional Trainer Level 2 and Master Functional Trainer. These stages will let you gradually progress your skill set and build your knowledge over a twelve-month period.

The MFT certification will give you the edge when it comes to implementing a successful training model for you clients. Through this program you will grow your business with proven training principles.

STAGE 1: FUNCTIONAL TRAINER LEVEL 1 (ONLINE)

Our Functional Trainer Level 1 is a stand alone certification or is the first step of the full MFT program. In this online course we cover:



FUNCTIONAL ANATOMY

A highly interactive model which integrates sling systems, fascia and optimal joint mechanics which allow trainers to look through a lens of movement, opposed to muscles.



CLIENT SCREENING

This assessment module gives trainers a clear snapshot of where clients need focus and attention. This leads into their functional programming system.



FUNCTIONAL MOBILITY

With a properly designed Mobility program you will decrease the likelihood on injuries occurring among your clients.



SUSPENDED FITNESS

This course goes beyond the basics to teach you how to assess and adjust suspension exercises.



FUNCTIONAL BAGS

Through our Functional Bags Course, you will learn fundamental movement patterns, such as hip, knee and pressing mechanics.



KETTLEBELLS LEVEL 1

Our signature Kettlebells Course will teach you the foundational kettlebell exercises and how to teach them correctly.



KETTLEBELLS LEVEL 2

Kettlebells Level 2 takes the skills you learnt in Level 1 and builds on them, with new movements and techniques.



BATTLING ROPES

Battling Ropes are an incredible tool. Through this course you will learn a range of exercises to correctly perform them.

STAGE 2: FUNCTIONAL TRAINER LEVEL 2

Our MFT level 2 certification includes our 8 certification online process + 3 days of intensive face to face coaching. This is the practical application of your Functional Trainer Level 1 knowledge. In these three days we spend a half day each on Mobility, Suspended Fitness, Functional Bags, Kettlebells 1&2 and Battling Ropes. This is designed to elevate your skills as an elite functional training coach.



WHY START?

The Master Functional Trainer Program will give you the edge in becoming a progressive trainer. The sooner you start, the sooner you will see the benefits in your clients.

READY TO START?

Call Australia: 1300 791 479

Call International: +612 9526 5115

Email: info@functionaltraininginstitute.com



STAGE 3: FUNCTIONAL TRAINER LEVEL 2

“Our Master Functional Trainer stage includes our 8 certification online process + 3days of intensive face to face coaching + 2 more modules and the final assessment to complete the MFT program.”

STEP 1: COMPLETE 2 MODULES



Here we integrate all our learnings into a tailored program that delivers an individualised program to your client relevant to their goals.



With Coaching and Mindset we focus on the psychology behind coaching, including motivational interviewing and goal setting.

STEP 2: ASSESSMENT

MOVEMENT MASTERY

To be a competent MFT you are required film and complete a range of tests involving functional training tools.

MAJOR ASSIGNMENT

The 20 questions that form the assignment are designed to challenge your understanding of functional training and empower you to implement everything you have learned during the program.

MFT BENEFITS

The MFT Program comes with an additional host of benefits to enhance your education and help you grow after you have completed the MFT certification. MFT benefits include:

NEXT GENERATION FITNESS BUSINESS

A 10 video series of business strategies to ensure, longevity and profitability in the fitness industry.

MFT CERTIFICATE

Receive a framed MFT Certificate upon completion.

COURSE CERTIFICATIONS

Gain all the CECs and certifications from completing the face to face and online courses.

FTI SUMMIT

Receive automatic free inclusion to our end of year Functional Training Summit with International guest speakers.

WEBINAR SERIES

Get access to an exclusive webinar series that will expand and empower your learning.

FACEBOOK GROUPS

Receive access to the exclusive MFT Facebook group.

MFT BRANDING RIGHTS

Get exclusive use of the MFT logo for branding exposure.





SIMON HYDE

I completed the Master Functional Trainer through FTI about a year ago. After completing my Cert 4 I realised that I actually knew very little about training people and was feeling a little overwhelmed, fortunately a good friend suggested that I give the MFT a go, I'd been following Dan and Tarek for a while since they were AIK and having a strong interest in kettlebells I gave it a shot.

It was the perfect course for someone like me as they give you a proven system to follow which gave me a solid back bone to build off and provide the type of training I wanted to give people, not just weight loss and quick fixes but restoring mobility and building strength and fitness with a safe and solid progression that anyone can do though not only kettlebells but the full range of functional tools, but most importantly it gave me a direction to focus on and gave me confidence in my own training ability.

Their support is amazing too with Dan making himself available for you to call and message if you need and the FTI Tribe is always willing to help, someone will have the answer that you're looking for. I can confidently recommend the Master Functional Trainer to anyone, new trainer or experienced, plus you get to call yourself a Master at the end of it and who doesn't like that.



JOSH PITERMAN

I own one Melbourne's Elite Functional Fitness studio's "PITFIT". We have a database of 250 clients and 4 fantastic trainers. It couldn't have happened without injecting myself into the MFT course and clearly following the systems that were laid out to me. We have a 3 tier training system, that not only includes traditional PT but a Semi-Private Training system, which increases our earning capacity by up to 400% on every session. Learning this system alone is reason enough to take up the course!

None of these classes would be possible without the training and knowledge I gained from the MFT course and the constant ongoing support I get from the entire FTI team! I would highly recommend the MFT course to every trainer out there, looking to increase their functional training knowledge and create a profitable business model.



LINDA PETROVSKI

Since completing the MFT course I find I have really expanded my business and knowledge. I have become so much more confident in assessing and being able to help my clients in their quest to reach their goal not only in strength and fitness but help in so many other aspects, such as postural alignment to injuries and mobility, and let them be the best they can be! I have also been able to increase my hourly rate and have satisfied clients which equates to referrals.

I highly recommend the MFT to anyone out there that wants to grow their business and become a better trainer. The staff and coaches are great mentors, always willing to go that extra mile to help along the way. The trainers you meet help you become part of the MFT community, it's like having a family of network and support. I truly thank you guys at the FTI for making a difference to my business and life.

ACCREDITED WITH THESE MAJOR ORGANIZATIONS



CONTACT US:

Email: info@functionaltraininginstitute.com

Local Phone Number: 1300 791 479

International Phone Number: +612 9526 5115