

Dr. Jason Karp's Presentations & Workshops

Understanding Interval Training: Chasing Zatopek

Once the training secret of the world's best runners, interval training has become the new buzz term among fitness professionals. Everyone's doing it, from athletes to grandmas. How does interval training work? What are the best ways to use interval training? This presentation delves into the nitty gritty details of interval training, including the history and research on HIIT, reveals the secrets of work periods and recovery intervals, shares the three best interval workouts, and explains how none of this would be a topic of conversation if not for a runner from Czechoslovakia named Emil Zatopek.

Business Lessons from the Kenyan Runners

The Kenyan runners, who are the best in the world, do specific things in training that make them successful. Many of those things can be transferred to fitness industry businesses and have direct implications for fitness professionals. In this unique and inspiring presentation, Dr. Jason Karp shares his experience of living and coaching in Kenya, giving you an exclusive look at the Kenyan running culture and showing how the specific ways they train can be applied to owning and operating a business in the fitness industry.

See Jane & John Run: Offering Run Programs in Clubs

Running is America's and the world's most popular exercise, with 20 million people in the U.S. running a race each year and many more running for fitness. It is also the quickest and most effective exercise to burn calories, lose weight, and change people's lives. So why do most gyms neglect it? In this presentation, running guru Dr. Jason Karp gives you multiple running programs and shows you how to start them at your club to give members results and make a profit off the largest segment of the fitness market.

Running a Marathon For Dummies

From the time the ancient Greek runner Pheidippides ran from Marathon to Athens to announce the Greeks' victory in the Battle of Marathon, humans have had a compelling interest with endurance. With hundreds of marathons in North America each year and more than half a million people running them, running a marathon is a big deal. This informative presentation based on Dr. Jason's book of the same name, will discuss the cardiovascular, muscular, and metabolic factors that influence marathon performance and then discuss how to best train all of those factors to successfully prepare for a marathon.

Can You Outrun Your Fork?: The Surprising Effects of Diet and Exercise on Body Weight, Disease, Mortality, and Your Health

Most people think that one's body weight, physique, and health are 80 percent due to nutrition and 20 percent due to exercise. On the other hand, research shows that low cardiorespiratory fitness is such a strong risk factor for cardiovascular disease and metabolic syndrome that not even a healthy diet can diminish the risk. This controversial yet insightful presentation reviews the research to answer the question of whether or not exercise and cardiorespiratory fitness can offset the deleterious effects of an unhealthy diet.

The 6 Habits of Successful Weight Losers

Losing weight is hard; keeping it off is even harder. What is unique about those who succeed? The answer is buried deep in the archives at the Weight Control and Diabetes Research Center in Providence, Rhode Island: The National Weight Control Registry, the largest database ever assembled on individuals successful at long-term maintenance of weight loss. This insightful presentation, based on Dr. Jason Karp's book, reveals the 6 habits of the successful weight losers from the National Weight Control Registry and how fitness professionals can help their clients adopt them.

The Inner Runner (Outdoor Run)

This unique workshop takes a mind-body view of running, examining how running affects every part of our lives and enables us to look inward—at the inner runner—to find out who we really are and to embrace the challenge of discovering our true selves. For many, running is a pathway to experiences and emotions that cannot always be articulated. They must be felt. Running guru and author of *The Inner Runner* Dr. Jason Karp will lead an inspiring outdoor group run, exploring what it means to be a runner and how running helps you become the person you want to be.

Fitness Myths, Misconceptions, and Misinformation

From lactic acid to stretching and resting metabolism to burning fat, there are many myths in the fitness industry. This informative, research-based presentation will shed a bright light on the biggest exercise and fitness myths and misconceptions, including resting metabolic rate and strength training, lactic acid and fatigue, exercising on an empty stomach, the fat burning zone, and more!

14-Minute Metabolic Workouts

Want the most effective workouts in the shortest possible time? 14-Minute Metabolic Workouts is the solution to everyone's time problem, giving your clients great results in 14 minutes or less. In this creative session based on Dr. Karp's book, you'll experience a number of scientifically designed 14-minute metabolic workouts to use with your clients and develop new programming immediately!

Dr. Karp's Run-Fit Boot Camp

Many boot camps are resistance training-based, using portable equipment or body weight exercises. Running burns more calories and makes you fitter than anything else. Experience a boot camp with America's running expert and leave with a list of running-based workouts, including running intervals, running and body-weight resistance exercise circuits, and hill sprints. If you want to be fit, you need to be RUN-FIT!

The Energy to Exercise

We usually talk of energy in vague terms. "I don't have a lot of energy today," or "You can feel the energy in the room." But what really is energy? Where do we get the energy to move? How do we use it? How do we get more of it? This presentation reviews the different metabolic systems that give us energy and shows you how to train each one with different kinds of workouts.

Fit for a Woman

There's a natural rhythm to a woman, the ups and downs of the physiological roller coaster really being an ever-changing, but predictable, spiral. With a little knowledge and attention, you can gain clarity and control over your fitness experience and performance. During this insightful presentation, you'll dig deep into women's training with coach, physiologist, and author of *Running for Women* Dr. Jason Karp, as he provides comprehensive information on training women. Topics include training around the menstrual cycle, physiological effects of estrogen and progesterone, menopause, female athlete triad, and best times of the month for different types of workouts.

Tabata Training: Finding Your Inner Sprinter

Tabata training has become a popular method of training in the fitness industry, but too many instructors have altered the workout to fit their own needs, losing the value of the training in the process. In this session, you'll learn the what, how, and why of real Tabata training, and experience the exact workout used in Dr. Tabata's research, leaving you gasping for breath and an engine that'll burn calories the rest of the conference!

Pursuing Passions

When Jason Karp was 11 years old, he ran track. More than three decades later, he still runs every day, and created a business from that childhood passion. And now he shows you how to do that, too. Dr. Jason runs you through the steps of pursuing your passion so you can have the career of your dreams and stop looking forward to the weekend.

Running Technique

Most people who run pay little or no attention to *how* they run. Proper running technique, including correct placement of the foot on the ground and efficient absorption of force at foot strike is the first step in becoming a runner. Learning how to run skillfully prevents injuries and enables runners to get more out of their training. To become a better runner, start by running better. This active workshop will teach you *how* to run better with specific drills to improve technique and reduce the risk of injury.

Weight Loss Myth Busters

With all the gyms, personal trainers, fitness instructors, fancy shmancy workout programs, magazines, and books telling us how to lose weight, why is America still fat? In this insightful presentation, you'll be taken on a myth-busting ride through the weight-loss jungle to discover the truth about metabolism, diet, exercise, interval training, fat burning, and even your genes.

The Resting Metabolic Rate Debate

Many people are told that strength training adds muscle mass, increasing resting metabolic rate so they can burn more calories all day, which can help them lose weight. While scientific research has documented that metabolic rate is acutely elevated after a workout, resting metabolism is not chronically increased. This presentation reviews the research on the effects of aerobic exercise and strength training on resting metabolic rate to discover the truth about this complex issue. Leave with a deeper understanding of resting metabolism and how to educate your clients on its effects.

Workout Periodization

Anyone who understands training knows that you can't understand it. It's too complicated. That's what's so simple about it. This presentation, based on Dr. Karp's book, *Running Periodization*, shows you how to design training programs using several periodized approaches, including linear periodization, reverse linear periodization, block periodization, undulating periodization, and menstrual cycle periodization. We discuss how to work *on* your clients' training, not just *in* their training, to make you a world-class training strategist.

Business Strategy

Why do some businesses fail, and others succeed? This session shows you how to develop the ability to think strategically by providing an overview of contemporary strategic management theory and practice, and gives you the tools used in industry analysis and strategy formulation to develop and exploit a competitive advantage, including PEST analysis, resource-based view, value chain analysis, Porter's 5 Forces, and key success factors. This session highlights the solutions of managerial problems and challenges you to adopt a long-term and multi-functional perspective of your organization and its external and internal environments so that your business can succeed.

Succeeding in Business with the Brand Positioning Framework

Marketing is not a battle of products, it's a battle of *perceptions*. In this presentation, Jason Karp, PhD, MBA focuses on perception and the core essence of marketing—brand development. We discuss how to develop, manage, and evaluate brand strategies by using the brand positioning framework, and analyze different theories, models, and techniques used to build and manage brand equity.

Riches are in the Niches

Do you train different types of clients, thinking that if you have a broad focus, you'll make more money than with a narrow one? When you were in high school, did your parents tell you to do many extracurricular activities to increase your chances of getting into college? In this workshop, you'll learn why your parents were wrong and how to choose and become a niche expert to rapidly grow your reputation and your business.

What Makes a Great Leader?

Great leaders don't just develop people; they equip people to develop themselves by creating the environment for learning in addition to doling out the lessons. This presentation delves into what it takes to be a great leader, including personality, behavior, trust, vision, communication, power, influence, self-awareness, and emotional intelligence.

The Top 3 Cardio Workouts

Whether your clients are lawyers, businessmen, or soccer moms, they all want to see results from their workouts as fast as possible. Twenty minutes of slow cardio on the elliptical trainer or stationary bike at an intensity easy enough to read a magazine while exercising isn't going to cut it. What are the most potent workouts for getting fit? In this creative blend of simultaneous lecture and workshop, with activity and lecture going on at the same time, you'll learn all the specifics of the top 3 cardio workouts for burning calories and pushing fitness through the roof, with volunteers demonstrating each workout.

Book Writing Master Class

Whether you work in a gym or for yourself, writing magazine articles and books is a great way to gain exposure and distinguish yourself as an expert. From publishers to platforms and agents to authorship, 12-time bestselling book author and literary agent Dr. Jason Karp shares his successful method and shows you how to develop a book idea, write a book proposal, and get a book contract from a publisher. If your idea and writing are good enough, you can earn the opportunity to have Dr. Karp represent you as your literary agent. Time to write. Sharpen your pencil.

The Fat Burning Zone: Fact or Fiction?

The most popular myth about exercise may be that there is a specific heart rate range in which you must exercise to burn fat. Does such a "fat burning zone" really exist? What happens if you venture out of that zone? Is that dangerous? This presentation takes you on a ride of the mythical fat burning zone, explaining fat use during and after exercise and how to become a better fat-burning machine!

The World's Best Workout

Many trainers have favorite workouts that they like to have their clients do, but is there one workout that is better than the rest, that gives your clients the best overall fitness boost? Yes, and in this session, you'll find out what it is and how to do it.