



CORPORATE WELLNESS



WITH



FITNESS

ABOUT



Creator of the Stone Method, the Comeback Camps, and star of E!'s *Revenge Body* with Khloe Kardashian, Lacey Stone is one of the nation's most sought-after trainers.

Her signature high-intensity interval workout, fusing dance and sport, has been a favorite of Hollywood's A-list and is revered coast to coast. Lacey has been a regular expert guest on *The Doctors*, *The Steve Harvey Show*, and *Good Morning America*.

Now, she's bringing corporate wellness programming coupled with her signature body-and-mind transforming workouts to people worldwide in the comfort of their own homes and workplaces—on her virtual subscription-based online training platform, which follows her wildly popular LA-based camp challenge programs.

With nearly two decades in the personal and group training industry, Lacey has helped thousands accomplish their goals inside and outside of the gym. Lacey Stone Fitness's proven track record of success is the direct effect of results-driven principles that have positively changed bodies, brains, and businesses.



WHY LACEY STONE FITNESS ?



IS YOUR ORGANIZATION KEEPING UP WITH THE EVOLVING WORKPLACE AND YOUR TEAM NEEDS?

COMMITTING TO A CORPORATE WELLNESS PROGRAM WILL:

- Maximize employee productivity
- Lower healthcare costs
- Prevent injury in the workplace
- Elevate organization/company culture
- Inspire commitment
- Tie to business goals and mindset
- Result in professional, personal, and physical change

NOT JUST ANY CORPORATE WELLNESS PROGRAM WILL ACHIEVE THE RESULTS YOU'RE LOOKING FOR.

It must promote team, camaraderie, personal accountability, and fun!
That's where the Lacey Stone Fitness Comeback Camps meet your needs.

HOW DO YOU WIN AT THE LONG GAME?

By keeping your team engaged with a virtual training program that cycles through intensities there is renewed excitement and commitment for each new challenge.



COACHING STYLE



EXPERIENCE MY PSYCHOLOGICAL APPROACH TO HEALTH.

When you and your team join my squad, you'll experience a unique style of coaching along with workouts that will transform your body and mind in ways you never thought possible.

THE LSF 3-PART APPROACH INCLUDES PROGRAMS THAT FOCUS ON FITNESS, NUTRITION, AND MOTIVATION.

Program can include one-on-one visits with Lacey, 7-, 14-, 30-, or 60-day guided fitness bootcamps with weekly live training visit, yoga class, meditation sessions, 15-minute nutrition and lifestyle consults, and daily e-mail check-in campaigns depending on level of preferred integration and budget.

HIIT WORKOUTS + COMMUNITY + ANCILLARY COACHING CONTENT FUSING SPORT, DANCE, RESISTANCE TRAINING, AND HUMOR.

If you're ready for a low-cost, high ROI solution for your organization's members to get stronger, be more confident, communicate better, experience all-around wellness, and look and feel like the superhero versions of YOU—individually and as a team—come work out with me and my squad!





VIRTUAL PLATFORM

ONLINE PERSONAL TRAINING SUBSCRIPTION PLATFORM

WHAT SUBSCRIBERS ARE IN FOR...

Camp Challenges

The LSF virtual training platform cycles through multiple individual camp challenges throughout each year, including:

- RESET: 1-week camp challenges with 3 squad workouts
- REBOOT: 2-week camp challenges with 6 squad workouts
- 1 Month Mission: 4-week camp challenges with 8 squad workouts
- 8 Weeks To Change: 2-month camp challenges with 16 squad workouts (one per year)

Program overviews are provided at the beginning of camps, and LSF guides you through everything you need to know for each.

On-Demand and Limited-Release Content

In addition to camp challenges, you have constant access to a number of different on-demand workout series, including curated body-part specific workouts with bodyweight, bands, and dumbbells; surprise limited-release, special-edition workouts; and more. If you sign up in between a camp challenge, you may pick up with the last camp's content for as long as it's live OR start getting acquainted with the LSF teaching style by working out to the additional content series.

The final 2 components to the LSF program are most important for adherence and accountability:

Huddles

Huddles are weekly shows on the platform that cover the fitness- and wellness-related questions that matter to *you*. We talk about everything from how to eat for optimal results and why lifting heavy weights is important to the mind-body connection, intensity, life obstacles, and beyond!

Forums

The Forums are where you can ask and answer questions, meet your fellow squad members, and engage with me and each other! Taking part in the Forums is beyond important—a plethora of research shows that people who have a community surrounding their fitness goals are more likely to



CAMP CHALLENGE PROGRAMS

(ROLLED OUT INDIVIDUALLY THROUGHOUT THE YEAR, SOME MORE THAN ONCE, INTENDED TO BE COMPLETED AS A TEAM)

- **RESET | 1-week camp challenge**
 - 3 team workouts [3 per week], ~20 minutes
 - + team e-mails
- **REBOOT | 2-week camp challenge**
 - 6 team workouts [3 per week], ~30 minutes
 - + 1 team Huddle per week and team e-mails
- **1 Month Mission | 4-week camp challenge**
 - 8 team workouts [2 per week], ~30 minutes
 - + 1 team Huddle per week and team e-mails
- **8 Weeks To Change | 2-month camp challenge**
 - 16 team workouts [2 per week], ~30 minutes each)
 - + 1 team Huddle per week and team e-mails

CURATED BODY-PART SPECIFIC PROGRAMMING

(PLAYLISTS OF VIDEOS, ~10 MINUTES EACH)
+ SPECIAL-EDITION WORKOUTS

- **Bodyweight**
 - Arms, Legs, Booty, Core, Cardio Dance
- **Bands**
 - Arms, Legs, Booty, Core
- **Dumbbells**
 - Arms, Legs, Booty, Core
- **Special-Edition Workouts**
 - Halloween, Thanksgiving, Holiday, New Year's, Valentine's Day, and more!

EQUIPMENT NEEDS



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The Lacey Stone Fitness virtual training platform requires minimal, but extremely effective and necessary, equipment.

Many items participants will likely already have at home on hand. Should a participant need to purchase each, the total cost will come to about \$150 depending on where they choose to buy, and the items will likely be kept and used for a lifetime.

- Exercise Mat
- Bench or Workout Step
- Light-Resistance Band
- Booty Band
- Dumbbells (2 sets in different weights)
- Medicine Ball



LACEY
STONE



PRESS

PRESS

'This insanely fit L.A. trainer has a lifestyle plan to help you lose the weight in 2018.'

Los Angeles Times

How I became a celebrity trainer: Lacey Stone

USA
TODAY

Get a Super Strong Core with Celebrity Trainer Lacey Stone's Summer Abs Workout

Bomb

Celeb Trainer Lacey Stone Will Help You Sculpt a Rock-Hard Body

SHAPE

Khloe Kardashian's 'Revenge Body' Trainer Reveals the 2 Workouts Everyone Can See Results From

NEWBEAUTY

I Tried Kim Kardashian's Butt Workout & Am Forever Changed

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**WELCOME
TO THE SQUAD**