

# JOB MARKET



**Beyond**

## Q+A

### QUICK QUESTIONS

**NAME:** Jeffrey James Willoughby.  
**BORN:** Auckland February 4, 1977.  
**FIRST JOB:** Stacking shelves at Johnsonville Dairy.  
**FAVOURITE MOVIE:** Pulp Fiction.  
**FAVOURITE BAND:** Mumford & Sons.  
**FAVOURITE FOOD:** I never get sick of chicken. I can eat it for breakfast, lunch and dinner.



## It's Personal FOR THIS TRAINER

Weighty solutions: Jeff Willoughby from Studio 41 watches Andrew Grimwood during training. Photo: JOHN NICHOLSON/FAIRAX NZ

*Jeff Willoughby likes a challenge and likes to challenge others to succeed at his gym.*

**J**EFF Willoughby is on a mission – to help everyone reach their health and fitness goals.

The personal trainer and owner of Wellington inner-city personal training gym, Studio41, says a large percentage of people lose weight through eating healthily and exercising regularly.

But for the rest, he says, there are underlying factors as to why they can't drop body fat and he sees it as his job to get to the bottom of it.

"I get frustrated if I can't help someone, it's that determination of not failing – I want to find out why that person didn't drop, I am driven to find the answers, I want to come up with a solution."

It's that attitude that's seen Mr Willoughby implement what he describes as a more systematic approach to help a variety of people rather than just the conventional "exercise more, eat cleaner" model many personal trainers adopt. Personal training sessions and healthy

eating plans are therefore combined with a new "gut protocol" and infrared saunas. "A lot of trainers get caught up in the 'I deliver sessions' mentality but it's about delivering journeys to help people achieve their goals," says the father of two.

Mr Willoughby likens it to an investment portfolio – he'd invest in a funds manager to help him make it grow, not just to sit and watch his money and then bill him for the privilege on a regular basis.

So at Studio41 all clients begin with an exercise programme and an eating plan, a 14-day no refined carbohydrates detox protocol that includes no pasta, potato, bread, cereal, fruit, takeaways, alcohol, dairy or coffee.

If clients haven't dropped between 3-5kg within those two weeks Mr Willoughby puts them on a gut protocol, another type of detox that helps repair the gut and reduces inflammation.

"People usually don't lose weight for one of four reasons – bad nutrition,

inflammation, toxicity or a bad gut."

Mr Willoughby and wife Erica established Studio41 two years ago after returning home from Britain.

He says extensive research into health clubs, fitness centres and personal training establishments has allowed them to pick the best aspects of each and create what they believe to be a new gym experience.

Mr Willoughby has a number of international qualifications and has spent time with some of the world's leading strength coaches and nutritionists.

He started at the Les Mills gym in Wellington and left for Dublin two years later to take on a job as one of just three trainers at a 10,000-member club. His thirst for knowledge took him to a huge fitness convention in Washington DC, where he expanded his networks and his job prospects.

He then landed a job distributing

Les Mills' personal training systems throughout Britain, ensuring trainers at the 30-something clubs were up to speed with the Bodytrainer programme.

He soon realised the need for more highly-skilled gym instructors, took his concerns to Fitpro, the distribution hub of all Les Mills products, and helped to create a solution. Called 10 Minute Gym, it's a fitness instructor-based upskilling interaction programme, a programme he took to clubs throughout Britain which is still in use today.

After another two-year stint working for Fitpro, Mr Willoughby decided it was time to return to the gym floor, taking a self-employed position at the Exclusive KX club in Chelsea, London.

Being headhunted by a high-end exclusive fitness studio in Mayfair changed all that, but he says the learning continued – he'd discovered the Muscle Activation Techniques (MAT) while attending a fitness convention in New York and asked the inventors if he

could take it into Britain. They agreed so he travelled to Colorado for three to four days once a month for two years to become a MAT specialist.

He was hired as the exclusive MAT therapist for the London Wasps professional rugby team where he regularly treated England internationals like Phil Vickery and Tom Rees and former Hurricanes Riki Flutey and Joe Ward.

Back home, the combination of MAT and his strength knowledge means he can look at his clients biomechanically and help them become pain-free and stronger. It's all about activating the weak musculature, he says, a type of training that carries over to his clients' everyday lifestyles and can often mean no pain for the first time in a long time.

Mr Willoughby is also director of CES (Clinical Exercise Specialists), an educational body for fitness professionals in New Zealand.

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