



Intrinsic Excellence: Business Development and Leadership Systems for Success in Personal Training

Rolando Garcia III

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“The subject of personal training goes well beyond the physical. Having worked with some of the best trainers for well over 30 years, in my opinion Rolando Garcia III has uncovered the keys to success. Not only as a personal trainer but for business success in general. Partnership, preparation, integrity, learning, strategy, and planning are only some of the keys to Rolando’s success. I recommend this book for every aspiring trainer along with any individual who strives for success!!!!”—JOE ABRUZZESE, President of ads and marketing, Discovery Communications

The proven success-driver revealed in *Intrinsic Excellence* is known as the The Four Core Competencies method—or 4C. The 4C method is a heart-based yet scientific formula for sustainable growth in a people-centric business. 4C has consistently produced high-performance trainers with high-income businesses—while turning two personal training divisions in a major corporation from historic lows into record-breaking highs.

4C all but guarantees the dedicated fitness professional the ability to achieve high levels of success in personal training, while creating opportunities for growth that go beyond their current field. This innovative method can prove a veritable lifesaver for the personal trainer—because it clearly defines what is necessary for success, how to specifically achieve that success, but most importantly how that success directly affects personal development for both trainer and every customer with whom they interact.

The Four Core Competencies covered in *Intrinsic Excellence* are: Technical Expertise, Customer Care, Sales and Business Development/Strategy. As the author puts it, “Mastery of your art cannot be confused with success in the profession.” Most of those who fail as personal trainers fail because they mistake their necessary technical expertise as the principle predictor of financial success in their field. “Not so” is Rolando Garcia III’s response to this perception—and it holds true for almost any other profession.

Technical expertise is at best only 25% of the success-formula... Without a thorough grounding in the other three core competencies, the trainer is doomed to mediocrity and will most likely not survive in the industry.

Intrinsic Excellence not only provides a masterful exposition of the role and function of each core competency, but also weaves the four core competencies into a dynamic, interactive program—shot through with the flesh and blood tales of struggle and success within the trenches of the personal training world.

Most unique to *Intrinsic Excellence* is the insistence on a heart-based approach to the relationship with the customer—where every interaction is evaluated through the prism of a deep commitment to humanity, to self-worth and to leadership as inspirational partnership.

Rolando sees the personal trainer as having the power to represent a resurgent ideal: the self-possessed individual. Through fitness and exercise they have gained command of their life and they have a chance to effect that same transformation on their clients—a gift worth its weight in gold.

Rolando Garcia III makes a profound case for the Personal Trainer as a kind of modern day hero-in-waiting—with the dramatic potential to act as a primary Success Agent in their customers’ lives. Therefore,

Intrinsic Excellence—as its title implies—is a philosophy of life-at-full-engagement, as much as it is a detailed battle plan for overcoming any challenge or realizing any long-held fitness dream...

Intrinsic Excellence has a wisdom-soaked authority to its advice—born from Rolando Garcia III's evident experiential immersion in his subject matter, a fierce intelligence, a deep commitment to values and a heartfelt desire to help both his fellow trainers and his clients lead deeper, more fulfilled lives.

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A lot of people always spent their particular free time to vacation or maybe go to the outside with them friends and family or their friend. Do you realize? Many a lot of people spent that they free time just watching TV, or perhaps playing video games all day long. In order to try to find a new activity here is look different you can read any book. It is really fun to suit your needs. If you enjoy the book that you read you can spent the entire day to reading a book. The book Intrinsic Excellence: Business Development and Leadership Systems for Success in Personal Training it is quite good to read. There are a lot of people that recommended this book. We were holding enjoying reading this book. When you did not have enough space to develop this book you can buy the particular e-book. You can m0ore quickly to read this book from your smart phone. The price is not too costly but this book has high quality.

Manuel Rose:

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