



**Complete Transcript: HALO Talks with Anthony Wall  
Posted January 25, 2022**

Pete Moore:

This is your host, Pete Moore. And I am pleased and humbled to announce the launch of my one and only book, Time to win again, 52 takeaways from playing and watching team sports to ensure your business success.

Pete Moore:

Those of you who know me personally, and anyone who listens to halo talks or any length of time, know that I am an avid sports fan and a big believer in a value of team sports. What I've seen over the past 25 years, helping businesses grow raising capital, being an entrepreneur, myself, and coaching and mentoring executive in the sector. It's the lessons learned on the field perfectly apply to business entrepreneurs, executives, managers, you name it. Every company that's a strong company has got a good team. It's a quick read. There's also illustrations in there from our good friend, mark cruelty free tunes. If you go to integrity, sq.com, enter your email address and we will send you information on the book and the entrepreneurs' survival kit as well. Be great. Take names go halo.

Pete Moore:

This is his talks NYC on location, Dallas, Texas ERSA 2021. A pleasure of having Anthony Wall American council on exercise live in person awareness headset

Anthony Wall:

With no mask on today

Pete Moore:

With no mask on. And we are socially distanced as far as we can distance microphones. So why don't you give your career background, personal background, why you're passionate about the space and why you got into the halo sector as your lifelong initiative

Anthony Wall:

Passion. Well, thank you for having and really appreciate it. And you know, you'll, people will know straight away by my accent that I'm not from RISI from the states. I grew up overseas. Dad worked for the British government. I got exposed to outdoor activity very early on in my life and grew up loving athletics and running and, and doing things in, you know, outdoors. So as I got into college in university, I kind of developed that, that liking for maybe being in a sport and working in the sports industry. And

for me at the, it was a sports industry over the years that narrowed down till I got into fitness. And I came over to the us to go to grad school, San Diego state go Aztec, go ask and met my wife there and great

Pete Moore:

Campus by the way. Very would've.

Anthony Wall:

And they've done so much now. It's I wish I could live on campus now.

Pete Moore:

They'll be weird. We did that though, right?

Anthony Wall:

Yeah. We're a little bit too old to live on class. No,

Pete Moore:

Just like the environment to be like, all right, get outta here, brother.

Anthony Wall:

Get arrested and

Pete Moore:

Then moved on where you live. I'll live in Diego state

Anthony Wall:

Dorm six, not San Diego, San state dorms, right.

Pete Moore:

Dorms the doms. Right. Keep going. So, so,

Anthony Wall:

You know years went back, got my degree, have had the opportunity to work overseas. And then 10 years ago, actually 10 years ago this month got the opportunity to work for American council and exercise. And at the time we were overseas, so we came back here. We were looking to move back. My wife is from, from Reggie, from California. Okay. And so this was an excellent opportunity. I knew of the organization because I had grown up or gone to university in San Diego. So I knew about the organization, knew what they did and some of the things that they'd been involved in. And so the opportunity to really be on the front line in, in helping support and bringing education to the industry was, was one of my passions. And, and so it was for me, it's a dream job. I get to wake up every day and do what I really like, which is helping people, supporting people and bringing education to the industry. Gotcha.

Pete Moore:

So, you know, ACE has obviously been one of the longstanding, you know, education certification companies, you know, as you look at the end industry and how the industry is kind of morphed, there's obviously a number of different certifications out there. You know, ACE is, is a very trusted mm-hmm <affirmative> brand. So how do you think about, you know, as you go into new markets and educate people, you know, how, how you kind of take the legacy of ACE, but also, you know, this new technology slant and, you know, thinking more innovative for

Anthony Wall:

Us, this is really in innovation and is use there, but also an evolution, you know you mentioned that we have integrity and, and people look at us as an organization. That's been around for a really long time. And it's, it's about building on those foundational tenants of our organization. We've always wanted to collaborate and like to collaborate with like-minded organizations. Mm-Hmm, <affirmative>, we've always felt there's a, an opportunity to lead by example in what we do. And we want to make sure that the research and the education that we provide is, is evidence based and is sound because we understand in this industry, there are many choices, both in what we see, but also the education that people decide they want to, to take. And our role is to really provide the best we can. And as we evolve into an organization that looks into the future and what we can do there, it's about looking at those opportunities through social media, which has obviously become a really big part of what we do through other like-minded organizations and, and some of the, the partnerships and opportunities, like some of the things we're going to be announcing here yeah.

Anthony Wall:

At ser. And so our role is about collaborating and moving with the industry, but also being a leader, sometimes stepping out at the front. And also sometimes perhaps we followed in some areas as well and supported our fitness professionals, because at the end of the day, if we do everything right, our fitness professionals, our health coaches are going to do, do have the tools necessary to do what they want. And that, that really impacts everybody. And, and that's, that's, that's the fun stuff. How, how

Pete Moore:

Do you think about internally, you know, the empirical education and a platform that someone needs to be successful as, as a personal trainer or, or anywhere inside of our halo ecosystem mm-hmm <affirmative> and then arming them with those certifications and like here's the revenue opportunity or here's how you apply this and actually turn it into a career and not turn it into an academic exercise. Sure.

Anthony Wall:

That's a great question. And something that I think many people look for, right. When they come into the industry is, is they have a passion. And sometimes when you have a passion, maybe you don't plan what else after you get certified. And one of the most common questions that our teams get is, Hey, I just got my certification. I'm super excited. Now, what do I do exactly what we do is we work with lots of different partners. We work with academic partners, colleges, and universities. We work with industry partners to be able to provide more resources, more tools and more education. So that it's not just a certification it's about having the education and then getting the experience. Right. And there's a number of different ways that we would do that. Through our app that we recently launched we've, we've created a really unique online community is just for a certified fitness professionals and health coaches. That can be part of this app that is this community, this ecosystem where they can ask

questions of others who are one month, two month, three months ahead of them in that journey. Yeah. And that's a really beautiful and rich opportunity for them to learn the things that probably it's all the stuff that we probably should have asked before we got into the business, but now we have an opportunity to help people with it. Right.

Pete Moore:

So what would you say is, I mean, do you track, you know, we certified X amount of people, these people now work at these health clubs, they work at these studios, they're entrepreneurs have run their own business, they become virtual, you know, trainers, or how do you think about D

Anthony Wall:

Career path, the career path? Yeah. So we think about career paths a little bit differently. And when we do track and we know how many of our certified fitness professionals and health coaches maybe work for a club, we do that through our surveys. But for us, it's about creating a career path. That's tailored an individual, just like we expect somebody to be able to work with a client and tailor that opportunity for them and that progression in their health and fitness related goals. What we want to be able to do is provide multiple opportunities for people who are in the business to decide what their career is. Yeah. Perhaps they come in, they start out in a big box gym and they learn something and they decide they want to go in a different pathway. Right. Perhaps they come into the business and they're a career change.

Anthony Wall:

Right. They've decided, Hey, I, I worked for 20 years in a, in a finance world. I was a group fitness instructor on, on the side, but now I've decided I want to look at that full time. And, and those individuals have very unique and different needs. And so through our partnerships and through our education, we're starting to be able to be more sophisticated in saying, let's help you with your career path. Right. Do you want to specialize in an area? Do you want to work with a different group of people or what type of business do you ultimately want to run?

Pete Moore:

Yeah. And then just to, to, to drop, you know, an announcement from the show here we're a, a seed investor in, in Ryan's company, the athlete book and the athlete book and, and ACE and integrity square mm-hmm, <affirmative> about to launch a very robust job platform to connect personal trainers and other people that want to get into the, into the ecosystem and, and find career paths through the athlete book platform. So we're excited about that. You know, when you look at we got a lot of health club operators, a lot of studio operators on listening to this podcast, why would I go with ACE versus NASM? I F F a, you know, you know, pick, pick your poison on, you know, what certification you want and how do we change the narrative in general, in this industry that this is not about price <affirmative>, this is about long term. Whether it's, mm-hmm, <affirmative>, you know, liability insurance, right? So sustainability, sustainability, continuing education, and I'll stop. And now you tell me,

Anthony Wall:

Yeah, we get that. We get asked that question, right? Why us, for us, as some of our peer organizations, as we refer to them to, you know, we always come back to what our foundation is, you know, nonprofit organization, whose mission is to get people moving. And if that mission rings true and, and, and is something people want to fix themselves to and associate themselves to, then we've got some

incredible education to be able to help them move down that road. And so what we really focus on is creating an environment for our fitness profess, whether it's through our partners or whether it's through our online programming, that really gives them the tools and the capabilities to be successful. And then they can get to, you know, shape a little bit, which way, which way they go. One of, one of the interesting things about our industry, which probably isn't something we see in the other industries is many people might get certified through ACE, and then they might choose different certification through another organization.

Anthony Wall:

And then he might come back to us and get for, for, for a different, sometimes the same cause they can broaden their, their broaden their education or, or they'll get a slightly different certification over here. Gotcha. And so for us, it's, it's more than just education certification. It's also the continued education piece. We approve a lot of our peer organize content because we recognize that perhaps you want to get education from some other organization that still helps support your foundational credential. And that way we're able to allow a more breadth of education for people got. So they create that path.

Pete Moore:

I want to take a minute and tell our audience about two awesome and workout recovery products I've been using for the last 18 months from higher dose.com leader in infrared technology for athletes like all of us, or we're an investor in the company. That's not why I'm telling you this. I'm telling you this because it works. You got an infrared sauna blanket, a hop in there, I'll listen to some podcast, burn 800 calories, get a mad detox and a P E M F, which is a post electromagnetic field crystal mat that I lay on. And I recalibrate my cells to the normalize level, the earth. If you've got somebody you like, and you're looking for a pretty awesome gift, they will love it. You could use this code halo seven five, get \$75 off, and you will not beat disappointed higher dose.com Provo code halo 75. And now let's get back to our regularly scheduled program. So let's just take a second and debunk a myth. Okay. being a nonprofit doesn't mean you're not trying to make money. That doesn't mean you have, you don't have internal go and, and, and milestones and drive. So talk about internally for you coming into this organization, how you still think about what I want to produce, what I want to get, you know, where I want to get to mm-hmm <affirmative> and the fact that we're a nonprofit, basically, you know, a tax, you know, mm-hmm <affirmative> classification. It's not how we run business.

Anthony Wall:

We're fully funded. We don't, we don't get funding from anywhere else. And so as a nonprofit, while many organizations are receiving grants and things, we don't do that. So at the end of the day for us, we still operate the same way most businesses would do. We have to pay our staff and salaries and keep the lights on and, and, and pay for all of those, those costs. <Affirmative> the difference is when we reinvest, it's not going to shareholders. It's not going to an organization that maybe is not as related to the company when we reinvest, we reinvest in education. So it's the research that we're doing and the different studies that we've produced, right? It's, it's, it's the programs that we're creating. Mm-Hmm, <affirmative>, that's important. And so when we talk about that on profit mission, it really is about reinvesting into our business so that we can provide more programs, more tools, and we can provide the evidence based science through the research that we do to be able to perhaps debunk some of those myths people are thinking about, I mean, the fitness industry is, is famous. If you will, for a lot of interesting, let's say modes, pieces of equipment and philosophies, and our role is to really help give education for people to go, ah, let me think of this. And let me, let me be a little bit more skeptical in my approach to the latest gadget, let's say.

Pete Moore:

Yeah, no, I think there's I mean, even when you see some of these supplement ads and then, you know, and they could seem like this is like FDA certified and it's got like in like for font in like aerial what narrow or something like not a everybody FDA. Right. You know, or it is like, you know, this personal training is, you know, on your own, you know, do this at your own risk mm-hmm <affirmative> right. Do you feel that there's a movement towards less confusion and, and, you know, like I just had Dr. Cooper on mm-hmm <affirmative>, you know, and he's been saying, look, exercise is medicine. You know, it's very simple. You know, food and supplements are fuel. Just like you put in your car, you wouldn't put, you know, leaded gas in your car. Do you feel that, that with ACE, that you've, you have like a clear, like, here's what we're going to train you. It's empirical, it's, it's, it's efficient, we're using technology, you know, and, and people are not as confused about what they're doing or members. I don't know if that's a question or

Anthony Wall:

No thought it makes sense. And, and yes, we've gotten better at doing that. You know, we use a, a process and a system, you know, we have the IFT model, which is the integrated fitness training model that we use as, as a, a format, if you will, a template or a blueprint to help people when they're working with their clients, you know, to train them. Okay. You know, we have a pH called the ACE Uber method, which really focuses on how to have engaging and powerful conversations with your clients when you are working with them and, and, and trying to unpack if you will, where their focus and their goals are. And we're good at that. I, I think that we do that really well to be able to provide a framework for people, to build out their own personality into that. And what I mean by that is in, in this world, in the fitness industry, there are a lot of, you know, this is the program and everybody does it.

Anthony Wall:

It's a one size fits all. And that's not the case. You know, we're, we're, we're incredibly complicated individuals and we want those individual experiences. And through our programs, we recognize that we say, Hey, the client is the expert. They know themselves best. So our role is to work alongside them. Sometimes we might have to push them a little bit. Sometimes it's a bit of a carrot, right. But we work alongside them to be able to help support them. Because ultimately a successful trainer is the one who gives enough education to their client, that their client can be successful when they're not in the gym with them. Got it. Right. And that model is a little bit different for some people. It's almost like if I put myself out of businesses of being a personal trainer, I'd be successful. I would also get a lot of other people saying, I, I really want some of that.

Anthony Wall:

Right. But creating that experience now and what we see coming through the pandemic is going to be more powerful than ever that social interaction, that ability to relate with individuals and, and you know, what's interesting about the pandemic is we've all been through the experience. Right. But it's, but it's been all individual, you know, some of us have, have, have had a very challenging time. Others have far better, but ultimately the first connection is to be able to say, I can understand what it feels. I have gone through a pandemic. Yeah. And that's a really interesting platform to start a conversation from. Yeah.

Pete Moore:

That's great. So talk about, you know, your, your role and your objective. So senior director, global business development. Yes. You know, what, what, what are there specific countries that, that we're trying to penetrate on the ACE side are just talk about, you know, what you, but think about every day. <Laugh>

Anthony Wall:

I like to think about on a daily basis about where I'm going to spend my time, whether it is in Asia, whether it's in Europe. And I also am responsible for some of our domestic business as well, but really in the business development side for us as an organization that collaborates with different organizations and looks for business opportunities, I'm working on a, on a daily basis with our partners around the world this week. I've already had a conversation this morning with someone in Beirut in, in Lebanon, actually they're in Dubai at the moment. I spoke to somebody in England earlier on in the week and we have just been tech to somebody in China. So we've got our partners in different parts of the world. And what we're doing is amplifying our mission in different parts of the world. Through these organizations. My role is to look for those opportunities is to help build out those opportunities, evaluate to make sure that these opportunities are going to be a win, win, right. We want an opportunity works for the end user, the fitness professional, and also us as an organization through our partners. Gotcha. So it's a couple of different stakeholders that, that I spend my time working with.

Pete Moore:

Gotcha. And then talk to us about, you know, what are some of the, the initiatives besides the, the athlete book and, and international, you know what what's, you know, the 20, 21 or 2022 mm-hmm <affirmative> is what ACE is kind of focused on, whether it's a mission or whether it's like certain programming.

Anthony Wall:

We have spoken for a while about the importance of creating a strong relationship through behavior change coming out of the pandemic. I think one of the loud messages we've heard from governments, we've from states, we've heard from health agencies is about this mental health that, that people are experiencing, whether it's poor mental health or needing to, to just address mental health. And, you know, in my presentation yesterday, I said, I don't want us to think about mental health. I want us to think about mental wellness because mental health, if someone says that the mental health problem's a bit of a, would that in, in many

Pete Moore:

Areas. But I also think therapy was, you know, right. Because I only had one cousin that went to therapy and he was a little bit right off the reservation back in the day. So my mom's like, so you're not going to go through therapy, you know, like, so cousin, so and so I was always thought that it was not only a stigma attached to it, but like you were deep down on whole, if you were going to therapy, now I'd look at it as like, dude, it's like personal training for your brain.

Anthony Wall:

Right. It's and it's another tool that you can use to put yourself back on track, to understand perhaps what some of the triggers are that are causing these issues. I mean, coming from England and coming from a, a British background, you know, therapy and counseling was a big, no, no, right. It's taken me a good, a good, you know, 10 years in this country to understand that that it's much more normal here.

Right. But for us, it's about talking about mental, mental wellness, which is really about how we can have a conversation with somebody accepting that, you know, in this case I've been working with you, you are the expert in your life, right? My goal is to really help you facilitate healthy behavior changes. You can make the right decisions, the right choices and, and be the most successful person you want to be. Thank you. Yeah. You're welcome. And that's, that's free. I mean, I, you know, you're

Pete Moore:

Right. You're right. It's I mean, I think everybody needs, everybody needs a life coach. Everybody needs to bounce things off of someone keeping it inside, just doesn't, it doesn't work. And you know, when I was growing up, I used to when I'd get into a fight, you know, my parents or get in trouble, I used to go into my room. Mm-Hmm <affirmative> lock the door and rearrange the furniture. That was like, my therapy session was like, like interior design. Sure. I don't know why, but you know that didn't, you know, that, that kind of just bubbles up to the point where you got to get it

Anthony Wall:

Out. I thought you were going to say, like, I was a kid. I would go rearrange the furniture in my room. But I think I went about it a little differently. Often that furniture was broken.

Pete Moore:

I was, I never went violent interior design, but yeah, I, I, I moved

Anthony Wall:

A few things around. I remember once my parents, I, I at the door and two hours later, I came out and they were sitting there reading the magazines quietly. And I realized at that point they took that two hours as peace time. And I was in there fuming. But you know, you mentioned something about that. That's important to understand. We talk about stress levels is when we are stressed and, and lots of things stresses, but when we're frustrated and angry, we're also very closed to other opportunities and we're closed to making the right decisions. And, and we live in this, this world of, of, of fear and anger and anxiety so much that when you sit down with somebody and you say to them, you know, what do we want to talk about today? That can be so enlightening and, and refreshing for them to go, Ugh.

Anthony Wall:

And that's part of what we do when we're changing behaviors. It's saying, you know, it's okay to be, feel humiliated in this situation. It's okay to, to feel scared in this situation. Let's find something that we can focus on. And, and we might use a technique where we say, let's, let's pitch what the future looks like. You're in this perfect environment and the future. When you have that in your head, how do we work backwards to get you to start day, to do something that gets you one step towards that ideal, that, that perfect view. And that's, I

Pete Moore:

Thought that whole vision. Yeah. Like those vision boards that, you know, people put together on Baltimore, I think they're amazing. And it's like, you know, almost like doing like a, you know, like a paper collage. But it, you, you really have to visualize where you want to be in order to get there. Just like, you know, everything

Anthony Wall:

In life as an adult, you have to be comfortable, right. As kids, we have these dreams all day long, but by the time we get to, you know, 18, we're probably pretty cynical. We've been told, no, you can't do that. That's not going to happen. You're not going to get everything you want type thing. Yeah. So you have somebody who walks in and you know, is a, a typical individual's been working for 10 years. You know, is, is struggling a little bit, may, it's even hard for them to have a vision, you know? And, and one of the things I used to say working with my clients is I want you to dare to think differently. You know, what would that look like? You, if you won the lotto today, how different would your life be? But when people start to think about, you know, what, I, I can make these changes, you know, when people come to us and they say, I'm in pain, that's not, not normal, but if you are 60 years old and you're in pain, you might just think it's just normal for you. Or maybe you don't want to bother anybody. We hear that. I don't want to bother. Yeah. I don't want to bother it's. And, and so part of about building that relationship with people is understanding what, what their goals are. And then our role is to help remove those barriers so that they can be successful.

Pete Moore:

And I will say that as you think about people who have either, you know, gotten laid off mm-hmm <affirmative> gotten fired mm-hmm <affirmative> changed jobs. There's rarely a person that says, you know, I wish I had more job back rarely, almost 99 out of a hundred times. Someone's like, Hey, I, I got out this, and now I'm doing something that I'm passionate about. Or thankfully I got outta there CIGA or two years ago or something, you know, and I got a new opportunity. So I agree with you one, you got to be able to talk through it with someone, right. Two, you know, mental health is kind of like guide your physical health mm-hmm <affirmative> because you got to be motivated to do what you want to do, you know, inside and outside of a, a fitness center. And that's,

Anthony Wall:

That's, that's a good point when people have gone through this very traumatic event for them, their families. Yeah. Yes. There's a morning period. Right. We understand people have to go through that, but hopefully when they come out on the other side, they feel that there is a bit of a silver lining. I mean, we're not out of this yet. Many people are having a really hard time and, and, you know, it's, they haven't found a job or they're still trying to struggle to figure out how they're going to pay the rent. So we, we, as, as very fortunate individuals in, in the industry of what we do, when we have jobs, we always have to keep in mind that, you know, that could have been us. It, it is often it's the luck of the draw that, that, that we are not the ones that, that had to go down that road. And, and for me, if I can help somebody in, through our education or through our programs, then hopefully they can pass that on. And it really is about of passing it on.

Pete Moore:

Yeah. So in that vein, Anthony, thanks for coming on your first halo talks, thanks for helping change the world a little bit at a time here of time, one person at a time, one country at a time <laugh> and one program at a time. So look forward to partnering up with you and your team there and doing great. Thanks. Thank you, Peter. I appreciate it. You got it, buddy. Thanks for coming up.