

Certification for the New Intellectual

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*Man is the only living species who has to perceive reality -- which means to be conscious -
- by choice. But he shares with other species the penalty of unconsciousness: destruction.
For an animal, the question of survival is primarily physical; for man, primarily epistemological.*

Ayn Rand

The state of being certified must be analogous to being qualified. In the minds of many it represents a pinnacle of respectability in the field of personal training. It presupposes a guarantee to all consumers that the employed certified trainer possesses the requisite skills to practice meaningful exercise theory. Consequently, the qualifying institute is responsible, and anticipated to supply the most pertinent information, directing its students to the promised land of fact, not opinion; of objectivity, not a biased stance on erroneous orthodoxy established by our "founding fathers," or the influential. To grant certification is an act that infers considerable accountability, and must never be taken lightly. Neither student, nor paying client of a graduated student should come to expect anything less.

However, as a result mistaken philosophies and practices, nearly all the certification institutions are far from being the pedagogical saviors we wish them to be. In effect, they cannot see the forest for the trees. Promotion of gratuitous complexity, and neoteric confusion that conflict with noncontradictory, established principles seem to be the staples of their self-promotion. Furthermore, they attempt to identify the role of derivatives, e.g., exercise selection, grip width, the number of sets and reps, isolation vs. compound movements, rep speed, ad nauseum without first understanding the nature, role and value of the underlying fundamentals. As William Neblett stated, *"Immersed in the detail and the variety, we sometimes fail to generalize to the main features of the subject or the problem with which we are engaged and with respect to which we desire a greater understanding or happy resolution. And that is not too bright, because it usually means that we have missed altogether the important, over-riding features of the subject which elucidate the detail and the variety, or the main underlying causes of the problem which must be discerned if the problem is to be resolved. Let us be reminded, finally, that generalization is at the heart of our present study: of both (i) structure of thought, and (ii) patterns of reasoning."*

My experience has led me to these and other negative conclusions. Having been certified by one of the industry's leaders, having viewed the learning materials of others, and having been inundated with appalling stories of confusion and irrational frustration stemming from vague to ambiguous tutelage. As a result of their violation of intellectual and ethical standards, I became angry and began researching and compiling pertinent information in the attempt to unveil the truth behind meaningful exercise science. My wife, Wendy, a nutrition director at a home for the aged, and I founded a certification company that specializes in the field of strength training and body development. The position of the I.A.R.T. always is to maintain high intellectual standards and noble ethical principles, understanding that we should not evade reality, but obey its laws and practice exercise science accordingly, if our actions are to be purposeful and productive.

Identification and integration of the knowable was our first step; applying the theoretically sound ideas of others in the field, such as Arthur Jones, was the next step. Mr. Jones stood out above the crowd as he did not contradict logic and physical laws, but introduced them in a relatively modern discipline. He provided the analytically specific, whereas another man, Mike Mentzer, peaked our interest in Objectivism, a philosophy, among many other things, that believes:

"Reality exists as an objective absolute -- facts are facts, independent of man's feelings, wishes, hopes or fears.

Reason (the faculty which identifies and integrates the material provided by man's senses) is man's only means of perceiving reality, his only source of knowledge, his only guide to action, and his basic means of survival.

Man - every man -- is an end in himself, not the means to the ends of others. He must exist for his own sake, neither sacrificing himself to others nor sacrificing others to himself. The pursuit of his own rational self-interest and of his own happiness is the highest moral purpose of his life.

The ideal political-economic system is laissez-faire capitalism. It is a system where men deal with one another, not as victims and executioners, nor as masters and slaves, but as traders, by free, voluntary exchange to mutual benefit."

The I.A.R.T. upholds these principles as absolutes. Hence: We never will knowingly promote erroneous ideas. We always will maintain a dichotomy between what we think is true, and that which *is* true -- realizing there is a significant difference between opinion and fact. We will not devise nor recognize the existence of neoteric terms, i.e., speed-strength, that contradict physical laws or were developed simply to add 'color' to the industry. We refuse to have an open mind, i.e., one that allows anything to enter and exit uncritically; but instead we will maintain an *active mind*, i.e., one that seeks to distinguish truth from falsehood. We also will maintain high ethical standards, never conceding to controlling interests, or the influential within the fitness industry, who often promote false ideas. We believe in Capitalism, but refuse to advocate dangerous or less efficacious practices (periodization, ballistic movement, Olympic lifting, plyometrics) merely for financial gain or to 'dazzle' customers. We believe in providing the highest quality products and services in exchange for our students' hard-earned dollars -- and they should expect nothing less.

The I.A.R.T. marks the beginning of an exciting revolution in the fitness industry, producing the most logically efficient and capable fitness practitioners in the world; a legion of new intellectuals that will help to eradicate the prevailing dogma that has covered the fitness industry in a cloud of mystical rhetoric. We are turning our backs on the anti-concepts; we will obliterate all industry commandments that lead the insipidly faithful into further intellectual dependency. If you are ready to become a critical thinker, to increase your virtue as an elite Fitness Clinician among personal trainers, then please contact us at :

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