



# ICAA CONFERENCE AND EXPO 2025

Where  
passion  
meets  
purpose

# WELCOME

Conference partners

**MATRIX**





# More Purposeful and Mindful Senior Fitness Classes

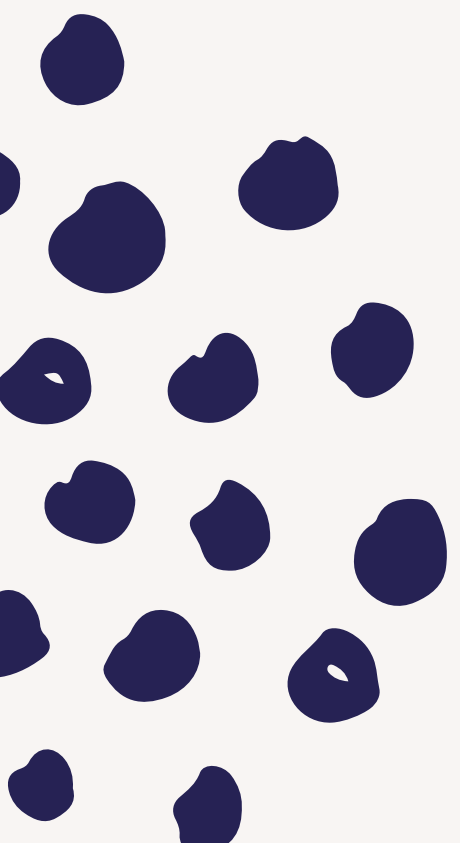

*with Emily Johnson, Founder of StrongerU Senior Fitness*

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*We'll explore...*

- The Importance and Benefits of Purpose and Mindfulness
  - Assigning Purposeful Roles
  - Incorporating Education and Peer Support
  - Incorporating Mindfulness and Intention
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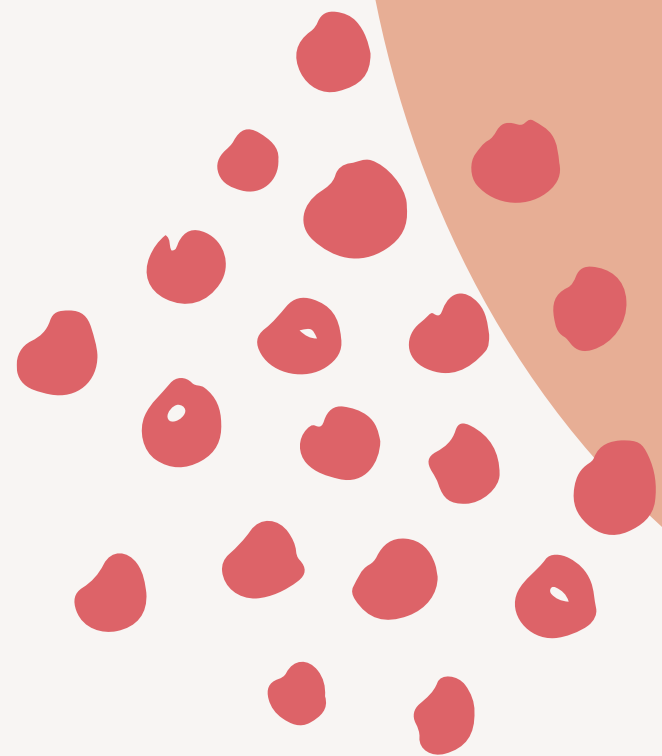


A little  
*mindfulness*  
to start...

# Why Purpose Matters



By incorporating a sense of purpose and mindfulness into your fitness programs *you increase program engagement, satisfaction, and give your participants the opportunity to experience deeper benefits beyond physical health.*





# Benefits of Purpose in Fitness Programming

01

## Increased Motivation & Commitment

Seniors who feel they play an important role in their fitness community are more likely to attend regularly and stay engaged.

02

## Social Connection

Taking on responsibilities encourages interaction, making participants feel like part of a team rather than just attendees.

03

## Boosted Confidence & Self-Worth

Feeling needed enhances self-esteem and gives participants a reason to show up beyond just exercise.

# Why Mindfulness Matters...

*When integrated into fitness programs, mindfulness enhances both the physical and mental benefits of exercise.*





# Benefits of Mindfulness Fitness Programming



01

## Improved Focus & Body Awareness

Encouraging seniors to tune into their movements, breathing, and posture can help prevent injuries and improve exercise effectiveness.

02

## Stress Reduction & Emotional Well-Being

Mindfulness practices like deep breathing, guided relaxation, or setting intentions can lower anxiety, improve mood, and enhance overall mental health.

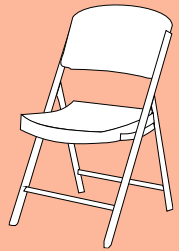
03

## Better Physical Performance

When participants are mentally present, they engage muscles more effectively and move with greater control and confidence



# Assigning Purposeful Roles



Setting up chairs or equipment



Distributing water or materials



Taking attendance

# Assigning Purposeful Roles

Inviting/welcoming new participants



Selecting music



Leading/contributing to the class





What are you currently doing?

*What can you start doing?*

# Incorporating Education

Fact of  
the Day

Fitness  
Trivia

Explain the  
benefits of  
movements

Developing  
SMART Goals

Workshops

Guest  
Speakers

Health  
Fair

Self-  
Management  
Programs

# Peer Support



## Buddies and Mentors

Pair new participants or have experienced participants help new ones—this builds leadership and community.



## Team and Group Challenges

Walking challenges, team sports, competitions between floors or wings.



## Group Discussion

Learning and reflecting together. Sharing and celebrating together.



What are you currently doing?

*What can you start doing?*



# Incorporating Mindfulness and Intention

A few  
deep  
breaths

Closing the  
eyes for a  
moment

Bringing  
awareness to  
posture

Setting an  
intention for  
the class

Body Scan

Progressive  
Relaxation

Guided  
Imagery or  
Meditation

Identifying  
one thing...



What are you currently doing?

*What can you start doing?*

# Thank you!

## *Questions?*

Emily Johnson, Founder, StrongerU Senior Fitness  
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Download the slides here:



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# Thank you for attending

We appreciate your support

Be sure to check out the expo hall