

INTEGRATED HEALTH COACHING

MASTERY

THE 3 PILLARS

of a successful
coaching
career

What's all
the fuss about
integrated
health?

Take a leading role in
the future of fitness

CLAIM YOUR 2 FREE GIFTS
AND AN EXCLUSIVE FREE TRIAL - **INSIDE**

ARE YOU
DROWNING
IN A RED
OCEAN?

Take a dip in the most
lucrative area of the
health industry

MASTERS *of* MOVEMENT

Learn the secrets of the ultimate
functional exercise coaches



A MESSAGE FROM GAVIN JENNINGS

CHEK INSTITUTE CEO

I have been involved in health and fitness for over 30 years, initially as an athlete, then as a coach, rehabilitation specialist and most recently as CEO of CHEK Institute. Over the last three years, I've observed a remarkable shift in our sector – more significant than any of the changes I've witnessed before – that points towards a transformative era and a bright and exciting future, for health and fitness professionals and the general public.

I am perhaps most heartened to see the emerging potential for the fitness industry to offer a genuinely sustainable career path.

Our industry has a history of high failure rates among new trainers. A staggering 80-90% leave within 14-18 months of certification. The future of the health and fitness industry is stalling before it's even begun.

While these numbers haven't yet improved, I am optimistic. I know that real change will not be down to another fitness education provider. It will be driven by the evolving needs and desires of the public – the gym members and individuals who are looking to fitness professionals, rehabilitation experts, physical therapists and chiropractors for the help they need.

The average age in Western countries is 39-42 years old – the highest it's ever been. Considering that most people over 35 have a chronic health problem – such as back pain, poor posture or gut issues – to thrive, professionals must find a way to resolve the health, lifestyle and wellness concerns of this key demographic.

The principles that the CHEK Institute has been teaching for years are now widely accepted as the best path to achieving true, sustainable health and wellness. The rise in health-focused content on platforms like Netflix and Amazon has amplified our voice – introducing the concept of integrated health to new audiences across the world.

The long-practiced 'one size fits all' approach to health is not working. It's time for a more integrated, structured approach to exercise, rehabilitation, sports conditioning, and lifestyle coaching.

If you share this vision and want to be part of this exciting new direction, read on.

Gavin

“

It's time for
a more integrated,
structured approach
to exercise,
professional
rehabilitation,
sports conditioning,
and lifestyle
coaching.

”



Gavin Jennings is CEO of the CHEK Institute and the Founder of CHEK Clinic and CHEK Academy

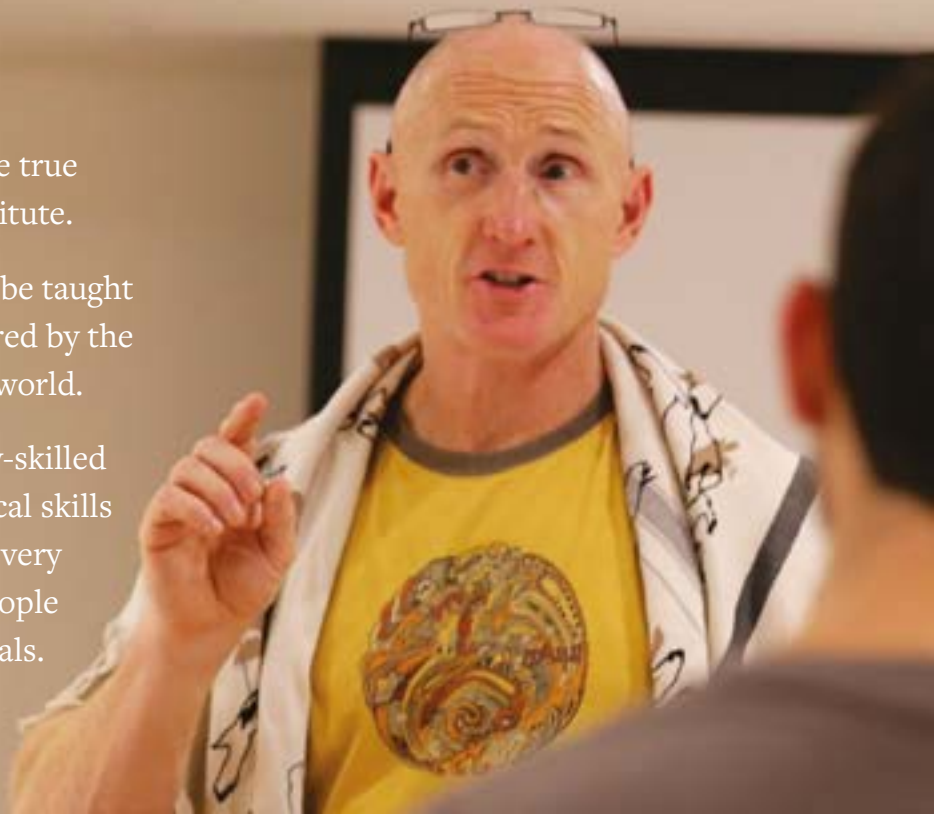
“

The CHEK Academy is a dream come true for me as Founder of the CHEK Institute.

Students from across the globe can now be taught the CHEK Holistic approach and mentored by the very best CHEK Practitioners in the world.

Graduates leave the Academy as highly-skilled practitioners equipped with the technical skills and business know-how to create a very profitable career helping a lot of people achieve their health and fitness goals.

”



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A life by design, not default

THE 3 PILLARS OF A SUCCESSFUL LIFE AND CAREER

Understanding the link between contentment in life and a fulfilling career has been a favorite 'mini project' of mine for many years. After three decades of working with many of the most successful and wealthiest people during my career, I have identified three common factors that have helped them achieve the life and career they want.

1.

DEEP-ROOTED PASSION FOR WHAT YOU DO

Individuals who are emotionally invested and inspired by their profession experience more good days than bad. That's not to say they have more luck than others; they simply recognize opportunities earlier and take action. Truly successful people are lifelong learners with an unquenchable thirst for knowledge.

They also fail more often than those less successful, but will always learn from their mistakes. Some have a natural talent that aids their career, while others work extra hard to achieve success. What unites them is their passion and refusal to quit.

2.

SEEKING OPPORTUNITIES IN A GROWING MARKET

Many people make the mistake of starting a new business or profession in an already overcrowded market, described as a 'RED OCEAN' in the book Blue Ocean Strategy. A red ocean is saturated with competitors, resulting in a race to the bottom with unsustainable low prices.

In contrast, a 'BLUE OCEAN' is a growing market, with clear opportunities and minimal competition. Fish here and you will find an abundance of clients and opportunities to grow your career.

3.

ATTRACTING CLIENTS WHO CAN AFFORD YOUR SERVICES

You have everything it takes for your business to be a success: a passion for health, nutrition, and exercise; a desire to help people realize their goals; a drive to be the best, and the opportunity to work in a large, under-served market. The final piece of the puzzle is to attract the clients who want your services, who have sufficient disposable income to commit long-term.

If you cannot secure the right level of regular income for a sustained period, your business will not succeed and career fulfillment will elude you.

3 questions to ask yourself

—
DO YOU HAVE A DEEP-ROOTED **PASSION** FOR YOUR CHOSEN PROFESSION?

—
IS THE MARKET YOU'RE ENTERING OR WORKING IN **GROWING** AND NOT OVERCROWDED?

—
ARE YOUR TARGET CLIENTS ABLE TO **AFFORD** YOUR SERVICES?

If your passion lies in health, fitness, or a medical profession, look closely at the market you operate in and the services you provide. Determine who your clients are and where the best opportunities lie. Improving your skills may be all you need to thrive in the blue ocean.



“

I began my career journey with the intention to be a P.E. teacher, majoring in Kinesiology at Humboldt State University. Once I graduated, I felt a strong resistance to continue down my initial path of becoming a teacher. I dropped out of the credential program and set forth on a plan to become an Integrated Movement Specialist.

Attending the IMS1 immersion was life-changing. I started coaching right away, helping women with exercise plans, along with gut and infertility imbalances. Soon, I received my Holistic Lifestyle Coaching certification, online, and have continued my education through the CHEK Institute.

The principles and techniques taught at the CHEK Institute have empowered me to create meaningful, lasting changes in the lives of those I work with, and have given me a deeper sense of purpose and fulfillment in my career.

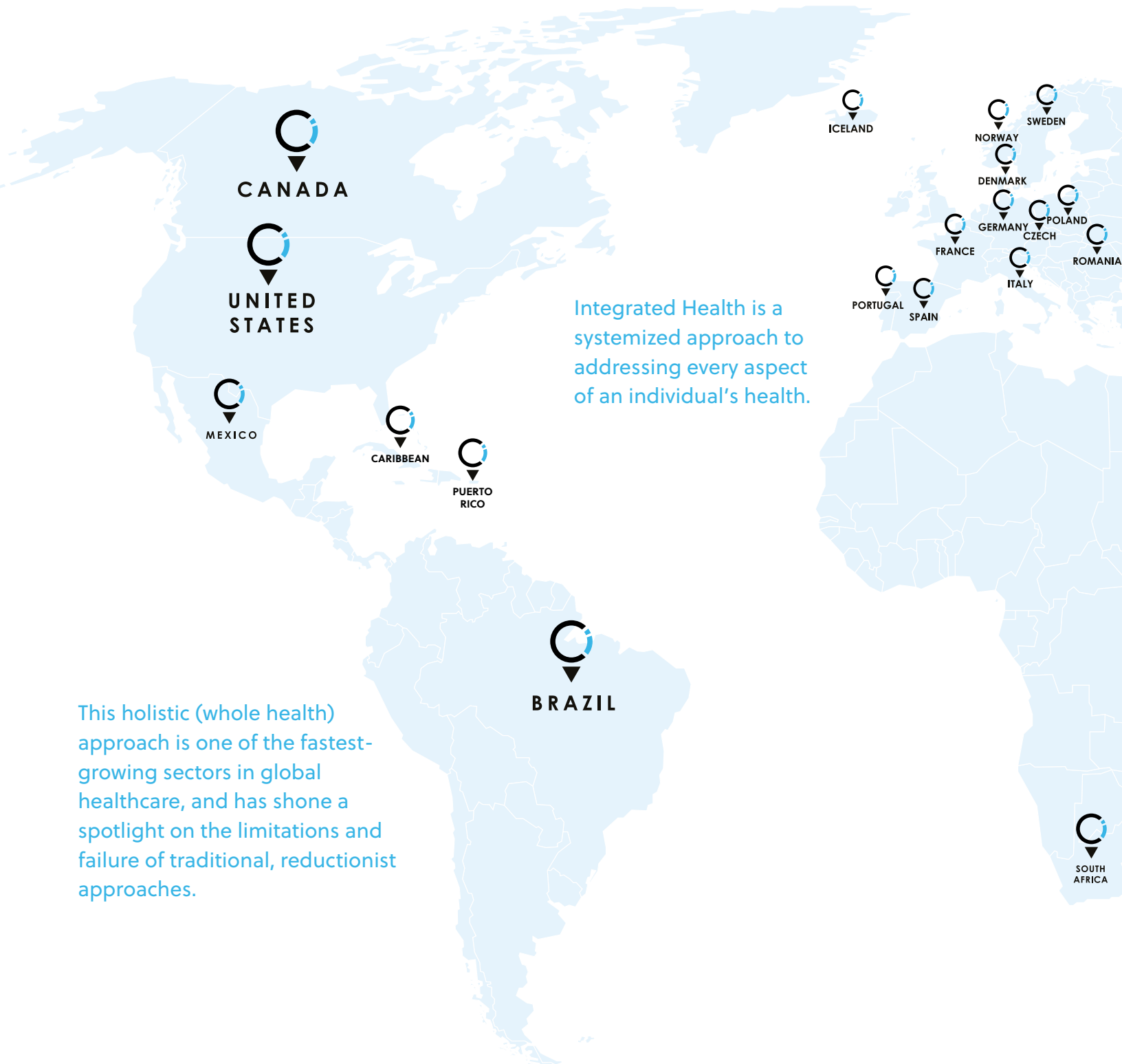
Making the decision to become a skilled CHEK Practitioner was the best gift I ever gave myself, I am eternally grateful I made the decision to join the CHEK Academy.

”

ADRIANA CHAVES
CHEK ACADEMY STUDENT

INTEGRATED HEALTH - A GROWING PROFESSION

Integrated Health is a term that's growing in popularity within health and wellbeing communities, but what exactly does it entail?



CHEK Practitioners: the original Integrated Health professionals

CHEK Practitioners are highly-trained Integrated Health & Performance Coaches who follow a specific, structured approach uniquely tailored to each client. Their advanced skills and knowledge allow them to work with a wide range of clients ranging from those with chronic pain or health conditions to professional performance athletes.

CHEK Practitioners enjoy more freedom than traditional fitness coaches to tailor how they provide their services. Many work one-on-one with clients in private facilities while others practice within large gyms or health clubs. In some cases, CHEK Practitioners run hybrid coaching businesses, combining online coaching with in-person sessions from home studios.

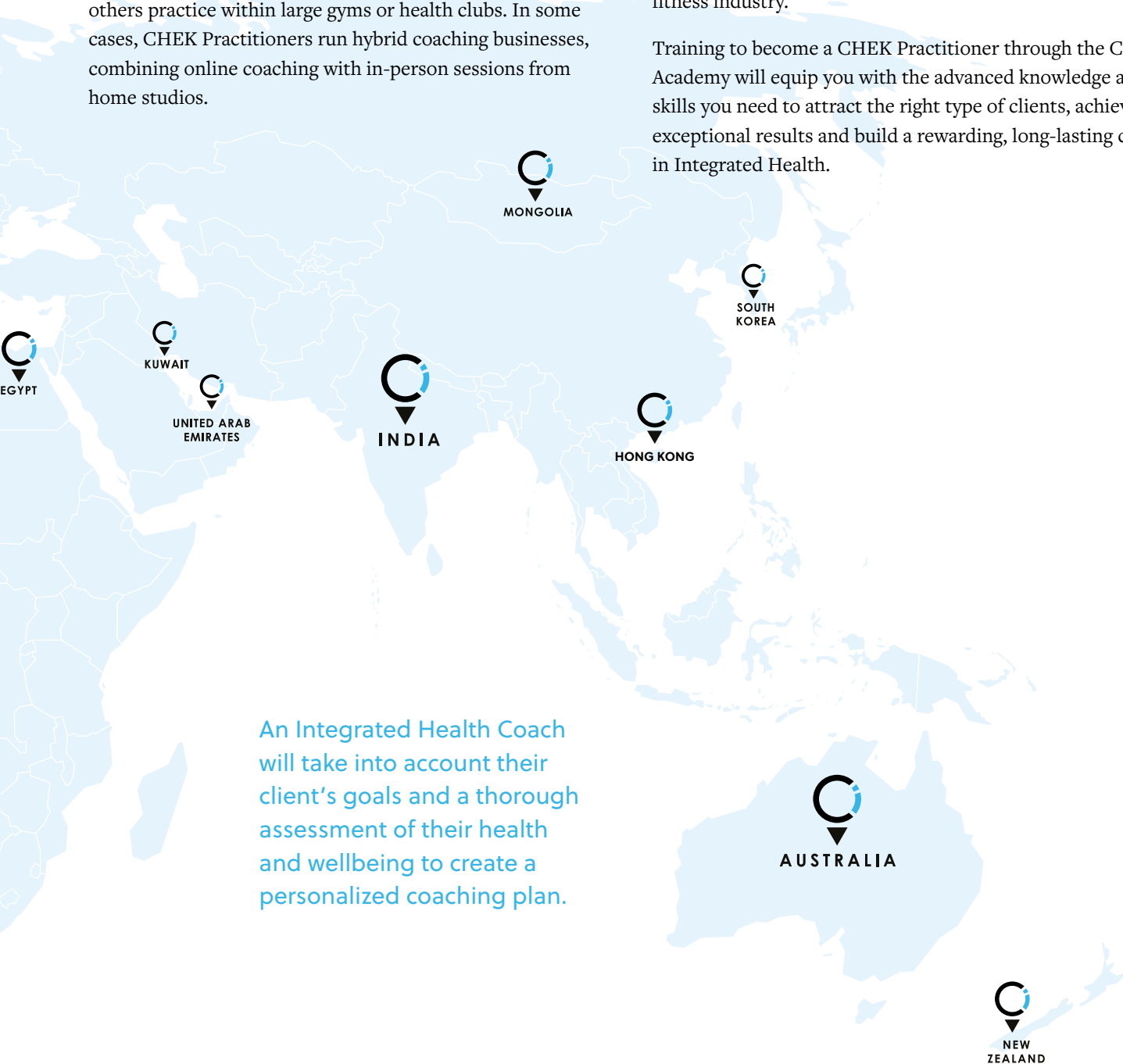
CHEK-trained medical professionals such as physical therapists and chiropractors will integrate the CHEK System into their practice to deliver more effective treatment.

Non-medically-trained CHEK Practitioners do not treat acute injuries or disease but often have a network of professionals who they can refer clients to and accept referrals from.

Become a CHEK Practitioner with the CHEK Academy

Integrated health, an approach practiced by CHEK Practitioners for over 20 years, is the future of the health and fitness industry.

Training to become a CHEK Practitioner through the CHEK Academy will equip you with the advanced knowledge and skills you need to attract the right type of clients, achieve exceptional results and build a rewarding, long-lasting career in Integrated Health.



An Integrated Health Coach will take into account their client's goals and a thorough assessment of their health and wellbeing to create a personalized coaching plan.

TAKING FUNCTIONAL EXERCISE TO A WHOLE NEW LEVEL

The concept of 'Functional Exercise' emerged in the 1990s, pioneered by Paul Chek, who challenged traditional and accepted thinking around bodybuilding and fixed-axis machine training.

Paul's groundbreaking work laid the foundation for the CrossFit revolution – bringing free weights and Olympic lifts to the mainstream – and more recent functional fitness trends like F45. However, many popular programs, including CrossFit and F45, overlook the true essence of functional exercise.

THE ESSENCE OF FUNCTIONAL EXERCISE

Functional exercise is a scientific approach tailored to an individual's health goals, current fitness levels, and daily activities or specific athletic requirements. It goes far beyond lifting weights or following a generic program. The secret to achieving the desired results lies in creating a personalized exercise regime that enhances stability, strength, and movement patterns relevant to the individual's life or sport.

Example: Functional exercise for a grandparent might focus on rebalancing the body, creating stability, and regaining Primal Pattern® movement skills to safely play with grandchildren.

For a professional athlete, the focus would be on developing stability, strength, and power in sport-specific patterns while promoting fast recovery.

Integrated Movement Science Level 1 (IMS1)

IMS1 is a leading program in the functional exercise industry. This 5-day class, or its online equivalent, stands out for its depth and structured, scalable system of assessment and exercise delivery.

IMS1-trained practitioners will be equipped to assess clients, design world-class programs, and deliver top-tier Functional Exercise coaching.

IMS1 is just the start of your Functional Health coaching journey.

IMS is built on four crucial elements for success:

Comprehensive Functional Assessment System: including postural analysis, advanced core testing, movement screening, spinal and pelvic assessments, head position, and common alignment distortions.

Systemized Program Design: Delving deep into the science of anatomy, physiology, and movement.

Correct Exercise and Movement Techniques: including spinal mobility, advanced stretching protocols, Swiss ball usage, and advanced free weight training.

Full Assessment and Examination: before certification is awarded.

In total, there are 5 IMS levels, each one built on the last, which can be studied via the CHEK Academy or as self-paced learning. See page 16 for more details of CHEK learning pathways.



“

My journey with CHEK began as a teenager with the dream of becoming a professional triathlete. I was looking for any edge I could find, and noticed that many top Australian athletes were training under the CHEK sport-specific models. I soon learned that the power of CHEK was in the integration of sports-specific movement and holistic lifestyle principles. I was hooked.

The combination of training in posture and biomechanics, alongside the evolution of my mindset, nutrition, and sleep patterns, enabled me to compete on the world stage. So convinced by the effectiveness of the method, I decided to delve deeper and enrolled in IMS1 at 21.

Fast forward 13 years, and I now own a thriving gym and recovery facility with a dedicated team of ten, and all coaches are trained in the CHEK approach. I work with high profile clients including Olympians and World Champions – and CHEK has given them the edge I once sought!

”

TAYLOR CECIL
CHEK ACADEMY STUDENT

A man in a red shirt and a woman in a blue shirt are high-fiving outdoors. The man is on the left, and the woman is on the right, both smiling and looking towards each other. The background is a bright, outdoor setting with a building structure visible.

HOLISTIC LIFESTYLE COACHING

THE MISSING LINK FOR FITNESS PROFESSIONALS

For over 20 years, the CHEK Holistic Lifestyle Coaching (HLC) program has been revealing the secrets of true health and wellness, and has formed the cornerstone of tens of thousands of successful careers.

Holistic Lifestyle Coaching is not about healing diseases or conditions. Its purpose is to guide clients toward a more balanced life, freedom from chronic health issues, and, in the case of professional athletes, faster recovery from injury.

Completion of our two signature courses, HLC1 and IMS1 leads to certification as a CHEK Functional Exercise Coach.

Holistic Lifestyle Coaching Level 1 (HLC1)

A game-changer for personal trainers, physical therapists, Chiropractors and strength coaches alike, HLC1 teaches a truly integrated approach to assessing and coaching clients in a simple, non-invasive and professional way.

The program includes comprehensive training in how to use the CHEK Work-In system effectively.

Upon completion of HLC1, you will be able to identify priority health areas for your clients and design a systemized coaching program delivered in-person or online over several months.

HLC1 is available as a fully online program, with a brand-new second edition launching in August 2024.

Paul Chek's 'Work-In' system

is a concept that focuses on exercises and practices designed to cultivate internal energy, promote relaxation, and restore balance in the body and mind. Unlike traditional 'workouts', which are typically high-intensity and aimed at building external strength and endurance, 'work-ins' are low-intensity, mindful practices that emphasize breathing, movement, and energy flow.

In total, there are 3 HLC levels, each one built on the last, which can be studied via the CHEK Academy or as self-paced learning. See page 16 for more details of CHEK learning pathways.

**NEW
FOR
2024**

Holistic Lifestyle Coaching Level 1 Online just got even better!

To mark the 20th anniversary of the groundbreaking book, 'How to Eat, Move and Be Healthy!' by Paul Chek, we have released the second edition of the HLC1 Online program, with brand new content and an enhanced learning experience.



“

As a coach and trainer, the principles and techniques in the book (Paul Chek's How to Eat, Move and Be Healthy!) provided a robust framework that I could adapt to various contexts, enabling me to support my clients in their journeys toward holistic wellness.

It is the foundation upon which I built my coaching and training sessions, and it is the basis of the Corporate Wellness program that I started for LinkedIn in 2010.

”

MICHAEL SUSI

HEAD OF GLOBAL WELLNESS



Michael Susi is a CHEK Practitioner who has successfully incorporated the CHEK system into the heart of Silicon Valley!

3

tips for building a successful coaching career or business

FROM CHEK INSTITUTE CEO GAVIN JENNINGS

To be part of the future of health and fitness will take more than skills and passion. Inspired by over 120,000 coaching sessions and counting, here are 3 tips to elevate your coaching career.

WORK IN THE MIDDLE GROUND

The fitness industry is overcrowded with new trainers offering the same ineffective programs to clients who they are not trained to help. On the other side, medical practitioners fail the same clients, so focused are they on treating the symptoms of underlying chronic conditions.

The solution to helping these clients, who are willing and able to invest in their own health, is to operate in what I call 'the middle ground' – an under-served area that bridges the gap between the fitness and medical approaches.

By shifting my focus to this sector of the market, I found a fruitful and sustainable niche.



MAKE IT PERSONAL

Clients don't want to feel like a number. They crave a personalized solution tailored to their unique health challenges. Here's how to deliver a tailor-made experience:

First contact - Ask the right questions to assess if they're a good fit for your services.

A free consultation - This is a great opportunity to dive into their goals and motivations.

Thorough assessment - Perform physical assessments (IMS1) and gather data on lifestyle, diet, stress, sleep and more (HLC1)

A personalized program - based on the results of your assessments.

Customized delivery - Adapt your coaching style to their preferences and circumstances.

In my 20 years as a CHEK Practitioner, no two clients have had the same program.



SYSTEMIZE EVERYTHING

Once you've identified your target market and tailored your services, implementing robust systems will help you manage growing demand and ensure a consistency and high standards of client care.

For CHEK Practitioners, this means following the integrated approach designed by Paul Chek.

Systemizing your operations enables you to scale, maintain high standards, and ensure client satisfaction – leaving you free to focus on helping more people achieve their health goals!



120,000 COACHING SESSIONS AND COUNTING – YOU CAN DO THIS TOO!

Over the past 18 years, my clinic team and I have delivered over 120,000 one-hour CHEK Coaching sessions. 95% of these sessions were with clients retained on monthly plans, for an average of 3-5 years with a lifetime value of \$22,000 to \$35,000.

Why share these numbers? Not to brag, but to inspire! If I can achieve this, from a standing start as a naive personal trainer, so can you.

I have learned that passion and skills will only take you so far in your career. Even the most talented coaches and practitioners can fail. But by observing and learning from those who have already carved a successful path, and adopting the right business mindset, you can achieve remarkable success.



YOUR BIGGEST OPPORTUNITIES LIE IN 'THE MIDDLE GROUND'

Let's dive deeper into the concept of 'the Middle Ground'.

The average age of the population in Western countries is between 38 to 42 years old—the oldest average age recorded.

Does this statistic indicate that people are generally becoming fitter and healthier?

Sadly, the opposite is true. People are moving less, eating poorer diets and facing more chronic health challenges than ever before.

The largest demographic in many regions worldwide is between 35 and 75 years old. In this age group, it is common to have at least one significant chronic health issue that has persisted for 3-6 months or longer. If the cause of the problem is not addressed, the body will attempt to compensate for the imbalance and what began as a simple issue can become a complex condition impacting multiple areas of the body and overall health.

In most cases, these chronic issues cannot be resolved by simply joining a gym, having 15-minute adjustments or taking a pill. A new approach is needed to return this generation to the good health they should be enjoying.



The Fitness Industry

Here, the goal is to improve health through general and group exercise, primarily catering to those who are already relatively fit, typically aged 18 to 35. The sector has a high attrition rate, with 90% of newly-certified personal trainers quitting within 18 months, frustrated by an over-crowded, competitive market that dictates low rates and long hours.

The Medical (Rehabilitation) Industry

Chiropractors, osteopaths, and physical therapists operate in this sector, providing necessary care for acute injuries and post-surgical recovery.

Their symptom-focused approach falls short in treating chronic dysfunction, the cause of which cannot be determined by cursory assessments in 15-20 minute appointments.

A NEW FRONTIER IN HEALTH

The Middle Ground lies between the two main sectors of the health industry: Fitness and Medical. Both are essential but each serves a different purpose and has different limitations.



THE MIDDLE GROUND

The area of massive
business growth

MEDICAL PROFESSION

THE CHEK APPROACH - RIGHT TIME, RIGHT PLACE, RIGHT OFFER

The Middle Ground presents exciting opportunities for practitioners with an effective approach to treating the causes of chronic health conditions. Those who have exhausted what is on offer from the Fitness and Medical sectors are looking here to find relief.

CHEK Practitioners, offering tailor-made, integrative health coaching to clients who are ready to invest in their long-term health, will thrive here. This is your blue ocean.

TRAIN TO BECOME A CHEK PRACTITIONER

TWO PATHWAYS, ONE DESTINATION

The CHEK Institute offers two distinct learning paths to becoming a certified CHEK Practitioner:

THE CHEK ACADEMY >

SELF-PACED LEARNING >

Both learning pathways require you to complete the same training programs (available in both live/in-person and online formats) and result in the same accreditation.

Which pathway is right for you will depend on a number of factors including where you are in your career and life right now.

THE CHEK ACADEMY

The preferred pathway for 80% of CHEK Practitioners worldwide. This structured, supported learning approach requires 6-8 hours of study per week – allowing students to manage their current job and other commitments while studying for their new profession.

Students receive comprehensive integrative health training through the IMS and HLC programs, ongoing mentorship from experienced practitioners plus business training and blueprints – providing an excellent foundation for their coaching career. When you join CHEK Academy, you also become part of a thriving and supportive community.

FEES: The cost of training is divided into manageable monthly payments.

CHEK Academy students receive significant discounts off the standard course prices and also have access to exclusive Academy-only content and free bonus materials.

SELF-PACED LEARNING

Ideal for you if you prefer to study independently, are self-motivated or need an open time frame to complete courses at your own pace. This option is also available to students who wish to access higher level CHEK advanced training in one area of specialism e.g. complete HLC1-3 but not IMS1-3.

Self-paced learning does not include additional mentorship support and offers limited business training and guidance of practical implementation.

FEES: Students pay for each course individually.

Earlybird booking discounts are available.

CHEK Academy is the only route to owning a CHEK Clinic.



EXPANDING LOCATIONS IN 2025

We are excited to introduce new locations in the Middle East, India, and the EU in 2025.

Online or Live Class options and locations

Whether you choose self-paced learning or the CHEK Academy, you have the flexibility to attend certain programs either live in person, or online.

Programs with both Live and Online options: HLC1, HLC2, IMS1.
Programs requiring in-person attendance: HLC3, IMS2, 3, 4, and 5.
All pre-requisites for these programs are available as online courses.

Live classes and testing facilities*

We currently offer live classes and testing facilities in the following locations: UNITED STATES - San Diego (CA) , Austin (TX), Oldsmar (FL), Ann Arbor (MI); CANADA - Toronto; UNITED KINGDOM - Lancashire, Greater London; DENMARK - Aarhus; AUSTRALIA - Sydney (NSW), Warana (QLD), Coolangatta, QLD

*For IMS1 Online 1-day Live testing. Online testing is available where travel to a testing location is not possible. For online testing, you must purchase the equipment required and have a body to demonstrate on throughout the day.



After getting my Bachelors in Science well over a decade ago, I started to spend more time on my own personal growth, through spiritual science and Eastern healing philosophies. I came across the Living in 4D with Paul Chek podcast which inspired me to take some CHEK correspondence courses. After completing Scientific Back Training, Scientific Core Conditioning and Program Design, I joined the CHEK Academy in November 2020.

I now coach just over 30 people (virtually and in person) located across the US and in other countries. Three of my closest friends and clients have also been inspired to become CHEK trained. My life and my clients' lives have change for good thanks to the CHEK Institute and the electrifying energy that runs within it.



ASHLEY MANSO
CHEK ACADEMY STUDENT



Welcome to YEAR 1 of the CHEK Academy

CHEK PRACTITIONER LEVEL 1: FUNCTIONAL HEALTH COACH

The CHEK Academy spans three years, which we refer to as your apprenticeship phase. This period is crucial for honing your technical skills, developing hands-on assessment techniques, mastering functional exercise methodologies, and creating an integrated service for lifestyle coaching.

In Year 1 you will learn the CHEK integrated system of health and gain confidence in your understanding of the human body. Your training will also focus on practical implementation skills that will save you years of trial and error and accelerate your success as a CHEK Practitioner.



TRANSITIONING FROM FITNESS OR MEDICAL PROFESSIONAL TO A CHEK FUNCTIONAL HEALTH COACH

Around 40% of Year 1 students are already personal trainers, group exercise instructors, or medically qualified professionals such as physical therapists and chiropractors. Supplementing the skills you already have with CHEK advanced coaching expertise will facilitate your move away from over-crowded markets and into the Blue Ocean of opportunities.

CHANGING CAREER

The remaining 60% of new Academy students have little or no prior experience or qualifications in fitness or health. That is no barrier to becoming a CHEK Practitioner as you will learn everything you need to excel as a coach from the CHEK Academy program.

COMMITMENT

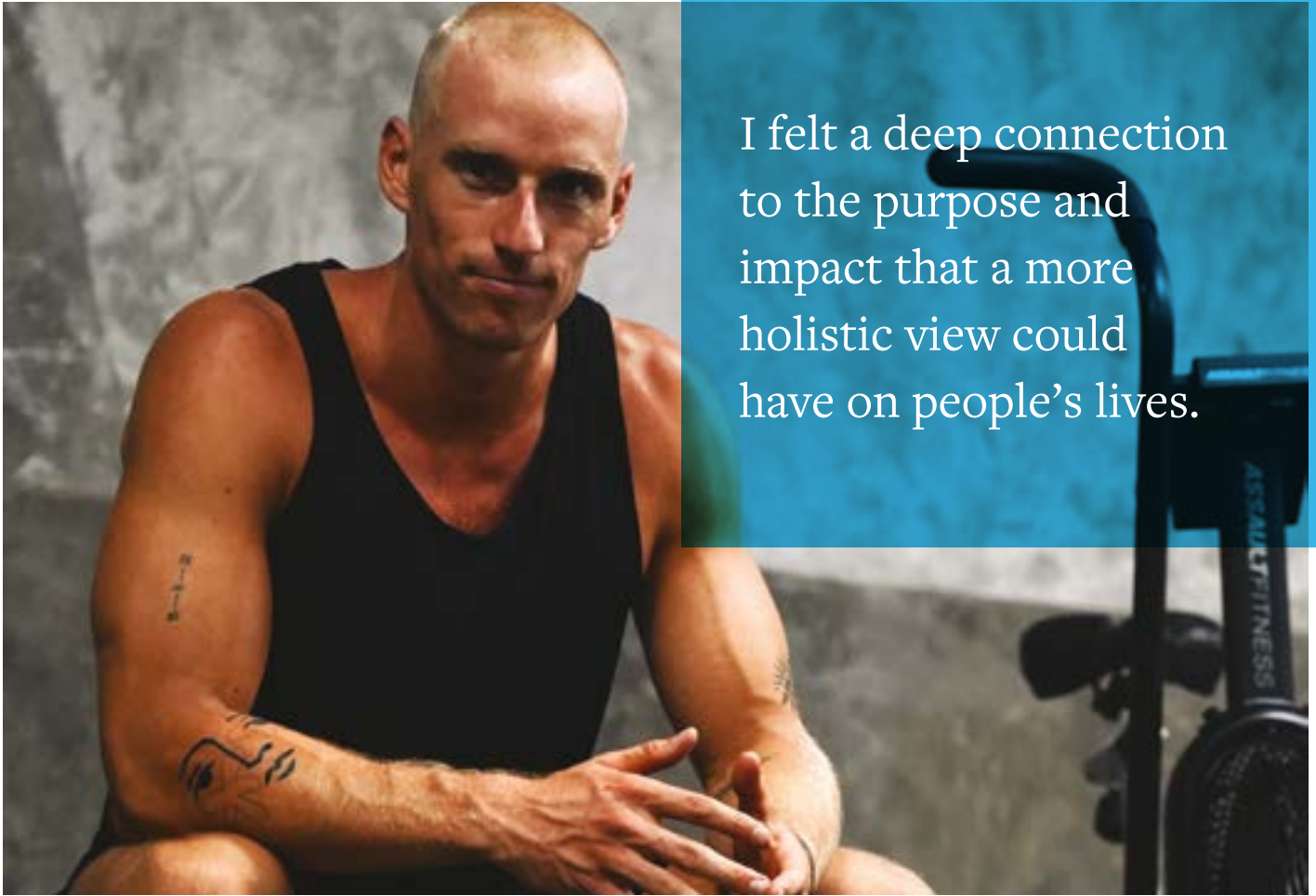
Study Time: 6-8 hours per week

Duration: Up to 3 years (to the end of year 3)

All-inclusive monthly fee*:
\$395 US (if you have not previously purchased any online courses or HLC classes)

*There are no extra costs for your education, but you will need to cover travel and accommodation expenses for in-person events, and eventually invest in practitioner equipment for your business.

If you have already completed or purchased any CHEK program or course included in the Academic years, the cost will be deducted from your Academy fees, reducing your monthly payments.



I felt a deep connection to the purpose and impact that a more holistic view could have on people's lives.

“

At the start of 2023 I was after a career change, and I knew health & fitness was where I was headed, but I didn't want to become just another PT counting reps at a gym. I had been following the CHEK way of doing things for a good year by then and I felt a deep connection to the purpose and impact that a more holistic view could have on people's lives. When I realized they had an online learning academy I pulled the trigger – knowing I could get my study done over the course of a year and then figure out my transition in the background it was a no-brainer.

After completing my first year in the CHEK Academy I am now a full-time coach (this is baffling to me, but it is completely possible to create the life of your dreams if you set your mind to it). The knowledge base that I have adopted not only for myself and my health, but for my clients is creating a real positive change in their lives, and that's what this business is really about.

If you align with the CHEK values and have a passion for helping others achieve their health dreams then the Academy is a no-brainer, a WORLD of knowledge, great support and ever better connections to be made.

”

KYLE DUERDEN
CHEK ACADEMY STUDENT



MENTORSHIP AND SOCIAL EVENTS

We encourage all students to participate in online group mentorship sessions which are scheduled throughout your Academy journey. On the first evening of all Academy live in-person classes, we organize a relaxed meal to get to know your fellow students and celebrate your journey together.

A COLLABORATIVE COMMUNITY

The CHEK Academy promotes a friendly, supportive environment with peer-to-peer accountability. Although our education system is rigorous and requires a new level of learning for many, it remains a welcoming place to grow and develop.



View the complete all-inclusive content and CHEK professional programs included in YEAR 1

Exclusive benefits for CHEK Academy Year 1 students

- ✓ **Huge Savings** - CHEK Academy is by far the most cost-effective way to complete CHEK advanced training.
- ✓ **Loads of exclusive free content**
- ✓ **Monthly fees, fixed for up to 3 years** - Making it easy to budget. Your monthly fees will remain the same throughout your time in the Academy, even if the price of our courses goes up.
- ✓ **Free content updates** - Any new Academy-only workshop will automatically be added to your learning path free of charge.
- ✓ **Live Social Events** - In-person classes include social get-togethers with Academy team members, fellow students, and faculty.
- ✓ **VIP access to innovations** - Receive new education, workshops, or Academy updates as soon as they are released.
- ✓ **Group Mentoring** - Group sessions with Paul Chek, Gavin Jennings, Matt Wallden, Angie Chek, and other faculty members.

Integrated Health Business Professional (IHBP) Level 1



This course is the first of its kind in the integrated health industry!

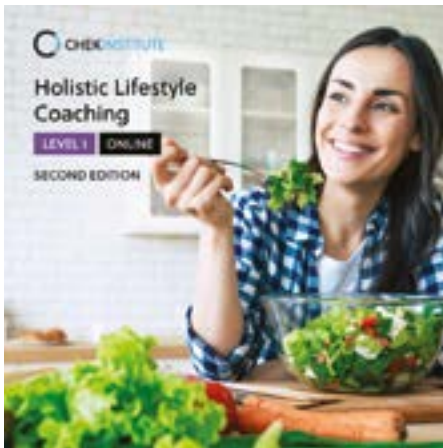
Understanding how to attract clients, package services and create long-term sustainable income is key to building a thriving, professional coaching business or career, or becoming the go-to integrated health expert in your team.

This program will particularly benefit you if:

You want to provide your coaching to clients directly as a self-employed CHEK Practitioner, or

You want to become a valued member of a highly-effective CHEK team within a health facility, studio or clinic.

Presented and created by Gavin Jennings, the IHBP program shares insights gathered over a successful 20+ year career as a CHEK Practitioner and CHEK Clinic founder.



NEW

HLC1 Online Second Edition

Holistic Lifestyle Coaching Level 1, our best-selling program for nearly 20 years, just got even better! Launching in August 2024, HLC1 Second Edition includes remastered content, updated research and techniques, and brand-new material.

NEW

Fast Track Workshops

Kickstart your CHEK coaching career with our Fast Track series of workshops, designed to help you implement your CHEK training straight away.



YEAR 2 Time to see clients and create recurring monthly revenue!

CHEK PRACTITIONER LEVEL 2: INTEGRATED HEALTH COACH

Students enter Year 2 after graduating from Year 1 OR following completion of HLC1 and IMS1 in a self-paced learning path.

The focus for all Year 2 students is on building practical experience by working with clients, and growing your client base to a level that is ideal for you at this stage. For many, this means seeing just a few clients a week around their current job or commitments. Others set their sights on becoming a full-time CHEK Practitioner as quickly as possible.

WHAT YOU CAN DO AS A CHEK INTEGRATED HEALTH COACH

As an accredited CHEK Functional Health Coach you will have the tools to dive into more detailed work with clients, especially those with chronic health conditions.

Your approach will be to:

Work with the person, not the disease – CHEK Practitioners don't seek quick fixes or short-term solutions.

Coach, not treat – guiding your clients to be the stars of their own health success, with professional analysis, structured coaching plans and ongoing support.

*There are no extra costs for your education, but you will need to cover travel and accommodation expenses for in-person events, and eventually invest in practitioner equipment for your business.

If you have already completed or purchased any CHEK program or course included in the Academic years, the cost will be deducted from your Academy fees, reducing your monthly payments.



COMMITMENT

Study Time: 6-8 hours per week

Duration: Up to 3 years (to the end of year 3)

All-inclusive monthly fee*



CHEK HOLISTIC LIFESTYLE COACHING LEVEL 2

HLC1 was your introduction to the CHEK foundational principles and how to integrate them into your life and client work. HLC2 will teach you how to assess clients at a deeper clinical level using the CHEK advanced Health Questionnaires. You will learn how to design structured, personalized coaching plans based on the results of your assessments and understanding of client goals. In HLC2, more emphasis is placed on understanding how to create wellness in yourself and your clients, regardless of the current level of health.

HLC2 study options: Online Course or Live 5-Day Class completed in the first part of Year 2

CHEK INTEGRATED MOVEMENT SCIENCE LEVEL 2

Building on the foundations laid in IMS1, IMS2 delves deeper into advanced assessments and movement science using CHEK patented equipment and tests, incorporating the CHEK Primal Pattern® movement system and infant development. The advanced Functional Exercise techniques you learn will open the door to coaching clients with chronic health conditions or performance athletes.

IMS2 study options: Live 5-Day Class completed in the second part of Year 2



View the complete
all-inclusive content
and CHEK professional
programs included in
YEAR 2



CONNECTING WITH THE WIDER CHEK COMMUNITY

Year 2 provides ample opportunities to establish stronger bonds and grow your network within the CHEK community. We encourage you to meet regularly with your year group, in-person (where location allows) and online, to discuss your progress and foster a supportive learning environment.

Engaging with the wider CHEK community, will also increase the potential for referral and employment opportunities.

When you attend the live, in-person classes for HLC2 and IMS2, you will meet your peers and get to know CHEK faculty and the CHEK Academy team, and enjoy specific time set aside for a social gathering.

Gavin Jennings, CEO of CHEK Institute and the Founder of CHEK Academy and CHEK Clinic, aims to visit as many live classes as possible worldwide, to ensure he meets most students in person at some point during their academic journey.

Exclusive benefits for CHEK Academy Year 2 students

Unique to the CHEK Academy - coaching-specific business training

Get the insights and techniques you need to turn your passion into a profitable business!

Your CHEK business training in Year 2 will focus on 3 core objectives:

- ✓ **How to attract the right sort of clients** who you want to work with, who want to work with you and can afford a professional service.
- ✓ **How to package your services** and sell those packages with 'ease not sleaze!' to bring in regular, recurring income and increase your clients' lifetime value.
- ✓ **How to deliver your services to add value, increase loyalty and boost referrals** – from your initial consultation through a 12-month period of coaching.

You'll also receive ready-to-use essential business assets including:

- Digital and paper IMS and HLC assessment forms
- CHEK Practitioner brochure templates
- Pricing and packaging templates
- Consultation guidelines
- New client onboarding system
- Step-by-step coaching templates

When it comes to supporting your future success, we leave nothing to chance.

Integrated Health Business Professional (IHBP) Levels 1 & 2



LEVEL 1

Available to all students joining Year 2 in 2024. This course is the first of its kind in the integrated health industry, offering a complete step-by-step approach to:

- Building an entrepreneurial health business as an independent Functional Health Coach or
- Becoming a valued member of a highly-effective CHEK Team within a health facility, studio, or clinic

LEVEL 2

Scheduled for release in 2025, IHBP2 will be available to students who have completed the first level.



NEW Fast Track

Workshops

Super-charge your CHEK coaching career with our Year 2 Fast Track workshops, designed to help you implement your CHEK training straight away.



Early access for new Academy students

Are you looking to join Year 2 of the Academy? Apply now to guarantee your place and get a head start on your training!

Acceptance on Year 2 gives you access to free workshops and bonus content to ensure you enter Year 2 at a similar level to classmates who have already completed Year 1. Don't miss out - places are strictly limited.



At the age of 40, I decided to completely change my career. Transitioning from a profession in filmmaking to one in health and fitness was extremely daunting. The only thing I knew for sure was that I needed a structured education to guide me through my first steps. My dream was to find a program that took a holistic approach to health, incorporating both modern science and ancient wisdom. I needed a program flexible enough to allow me to earn a living while studying ... that would teach me not only how to train clients, but also how to guide them through lifestyle choices, how to communicate with them, and how to find clients in the first place.

I found all that and more at the CHEK Academy. I was blown away by the quality of the first year, with the live course at the very end being the cherry on top!

I am grateful to be guided by the fantastic mentors at the Academy and am confident that I will evolve into an excellent coach one day.



BRANCO GRABOVAC
CHEK ACADEMY STUDENT

YEAR 3 Find your niche, scale your business or build a team

CHEK PRACTITIONER LEVEL 3: REHABILITATION SPECIALIST

The focus in Year 3 is on the advanced knowledge and skills that will enable you to work in two under-served areas of health and fitness coaching: chronic back pain and lower limb issues.

Practical implementation of HLC2 coaching - It's time to hone your Holistic Lifestyle Coaching skills through your professional practice. You will also learn how to work with clients with specific gut issues such as fungal and parasite infections.

Deep learning of anatomy - Completion of IMS3 in Year 3 requires a much more in-depth understanding of the human body, in particular the spinal and lower limb anatomy.

Medical terminology - Year 3 includes an exclusive workshop covering the medical terminology you will need if you go on to work with medical professionals.

WHAT YOU CAN DO AS A CHEK REHABILITATION SPECIALIST

The advanced assessment and coaching techniques taught in Year 3 open doors to two significant client groups:

Corporate Wellness - Act as a consultant to companies looking to improve employee wellness, and work directly with leaders and executives.

Sports Performance - The CHEK system was originally developed to address chronic health challenges experienced by performance athletes. You will be equipped to work as a rehabilitation and conditioning specialist with elite sports professionals and teams.

At this stage in their career, many CHEK Academy Year 3 graduates start to work with medical professionals such as Physical Therapists, Chiropractors and General Practitioners. This could be working together in a multi-disciplined facility or receiving referrals for cases where Integrated Health is considered the best approach.

COMMITMENT

Study Time: 6-8 hours per week

Duration: 1 year (to the end of Year 3)

All-inclusive monthly fee*

*There are no extra costs for your education, but you will need to cover travel and accommodation expenses for in-person events, and eventually invest in practitioner equipment for your business.

If you have already completed or purchased any CHEK program or course included in the Academic years, the cost will be deducted from your Academy fees, reducing your monthly payments.





INTEGRATED MOVEMENT SCIENCE LEVEL 3

Chronic back pain is defined as a back complaint persisting for 2-3 months or more. Without effective treatment, it can last for years, with symptoms frequently coming and going.

Clients seeking relief from lower back pain represent a \$50 billion market – and counting. People are more de-conditioned and unhealthier than ever but the accepted fitness and medical models are not fit for purpose and are failing to address the issue over the long term.

CHEK IMS3 is specifically designed for those who want to offer a unique coaching service for people to overcome chronic conditions like lower back pain.

This hands-on, comprehensive 5-day program dives deep into spinal and lower limb conditions, and advanced rehabilitation coaching techniques.

Your preparation for IMS3 will include advanced anatomy workshops plus two industry-leading online courses: Spinal Structures and Function and The CHEK Approach to the Lower Limb.



View the complete all-inclusive content and CHEK professional programs included in YEAR 3

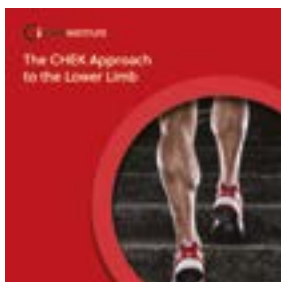
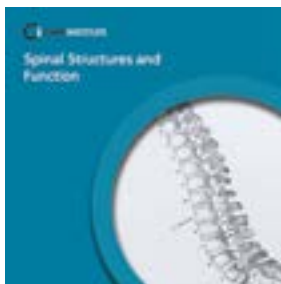
THE CHEK COMMUNITY - A FUNCTIONAL FAMILY

Year 3 students present with strong professionalism and a willingness to help each other through the year's journey. Over the course of the year, they will develop strong friendships, and usually remain in contact or even progress to Year 4 together.

EXPERIENCED PROFESSIONALS

By this point in your career, you will have been working successfully with clients for some time and your experience will be an inspiring influence for students just starting out on their CHEK journey. We encourage social media collaborations to showcase how you work with clients and how you integrate the CHEK principles into your own life and your business.

We provide guidance on how to make best use of social media to build your own brand and reach the people you want to attract into your business and life.



Exclusive benefits for CHEK Academy Year 3 students

- ✓ **The most up-to-date scientific, clinically-proven techniques** for rehabilitation and a comprehensive system to apply them with every client.
- ✓ In-depth, CHEK-specific business training to help you develop your niche (if required) and build a strong client base.
- ✓ Ready-to-use business assets:
 - Digital and paper IMS3 and HLC2 assessment forms
 - CHEK Practitioner brochure templates
 - Package pricing templates
 - Consultations guidelines
 - New client onboarding system
 - Step-by-step coaching templates

Next steps

Accreditation as a CHEK Practitioner Level 3 marks an important junction in your career with many routes now opening up to you.

Time to build or manage a team?

Whether you decide that running your own business or being employed is the right direction for you, at this point you will be ready to take your career to the next level by building or leading a team of practitioners.

An exciting opportunity to own a licensed CHEK Clinic – exclusively available to CHEK Academy graduates (completion of Year 3 upwards)

From 2026, Year 3 Graduates will have the option to apply for a regional license to own and operate CHEK Clinic.

This long-awaited project is an extension of Gavin Jennings' successful CHEK Clinic business, upon which much of the CHEK Academy business training program is based.



My studies with the CHEK Institute helped me tie together many of my previously developed skill sets, connecting dots and theories I had before encountering Paul's work. It has made me a more skilled and integrated practitioner and has been very supportive in founding and operating my own business.

The global community of Chekies is amazing. Learning from seasoned practitioners who generously step into their mentor roles, and connecting and growing alongside other aspiring practitioners who often follow the same values, feels great. The business workshops, especially Gavin Jennings' encouragement and support, have significantly helped me understand what it can look like to set up a more CHEK-centered business.

My biggest fear was starting a five-year training program after already completing many other programs, including a Sports Science degree. Ultimately, I followed my heart and talked to other CHEK practitioners, and after year one, I never looked back. My dream for the next three years is to complete my last two years with the Institute and to refine my business so that it can serve myself, my family, my community, and ultimately the world in the best possible and most aligned way.

I highly recommend the CHEK Institute to anyone who wants to learn a refined system to improve their own health and understanding of body, mind, and soul, and who has a passion for building a career out of it. You will receive an excellent practical education and embark on a personal hero's journey!



MARTIN GEBHARDT
CHEK ACADEMY STUDENT

Martin is based in New Zealand and runs his own clinic focused on rehabilitation, conditioning, and wellness. He is currently in Year 4 of the CHEK Academy

COMMUNITY

MEET, CONNECT AND GROW WITH YOUR TRIBE

Whether you call it a tribe or a community, the bonds formed through shared experiences within the CHEK Academy are unique and lasting, often extending well beyond the program's completion.

We provide various opportunities for students to meet, connect and grow, including live classes, social events and group mentoring sessions.

Beyond the CHEK Academy learning environment, many students arrange meet-ups to practice assessment skills, join online study groups, or visit each other's studios – sometimes traveling across the globe to connect.

“

I have met fun and like-minded friends on live courses. My advice to anyone who is considering joining, who has a real and committed interest in improving themselves and helping others, is to go for it!

”

SIMON COX

CHEK ACADEMY STUDENT - YEAR 3

The CHEK Academy community is the closest-knit group of professionals within the CHEK education system, with peer-to-peer accountability ensuring no one falls behind in their studies.

When you join the CHEK Academy, you don't just enroll in the most comprehensive integrated health professional training available worldwide; you become part of a caring, respectful and dedicated community!

If you want to go fast, go alone.
If you want to go far, go together.

AFRICAN PROVERB



To date, the CHEK Academy has seen two marriages and numerous business partnerships among students from around the world.

BY YOUR SIDE THROUGHOUT YOUR CHEK ACADEMY JOURNEY



While online learning offers unparalleled flexibility and accessibility, it also presents unique challenges such as isolation, lack of immediate support, and the need for self-discipline. Mentors bridge these gaps by providing guidance, encouragement, and a sense of connection.

CHEK Academy mentors act as navigators, helping students chart their academic and career paths while offering insights and advice based on their own experiences. They play an essential role in helping students understand complex concepts, overcome obstacles, and stay motivated.

Having the support of a mentor can be the difference between taking years to figure something out yourself or being shown a proven solution within a few weeks.

Mentorship in the CHEK Academy is delivered through workshops and live online group meetings by experienced CHEK Practitioners who are masters in their field.

CHEK Academy Mentors are dedicated professionals who have developed mastery over many years practice and study.

They include Paul Chek, Gavin Jennings, Matthew Wallden, Angie Chek and the entire CHEK Faculty.

THE CHEK ACADEMY SUPPORT NETWORK



Gavin Jennings CHEK Institute CEO Founder of CHEK Clinic and CHEK Academy

My CHEK training was the springboard for my career success.

I became self-employed at 18 and sold my first business at 29. At 30, I began working as a self-employed Personal Trainer and progressed to CHEK Practitioner within two years.

My unique and varied CHEK coaching experience spans professional sports – including an English Premiership football rehabilitation clinic – a rehabilitation department in a private hospital, British Elite and Special Forces soldiers, and consulting for major gym chains in the UK and Denmark. I founded the CHEK Clinic, employing full-time CHEK Practitioners and medical professionals, together delivering over 120,000 one-on-one CHEK coaching sessions.

My extensive experience of the CHEK System combined with my passion for business were the motivation for creating the CHEK Academy. This is a place where students can excel both by learning a new profession and achieving amazing career success.

I look forward to seeing you in the CHEK Academy.

Tom Sumner CHEK Institute COO

I began my journey with the CHEK Institute back in 2012, joining the CHEK Clinic in Lancashire, England as an office administration apprentice at the age of 18. This early role gave me an invaluable understanding of the inner workings of the CHEK Clinic model.

In 2016, I transitioned to the CHEK Institute, stepping into the role of Academy Manager. I was closely involved in the creation and ongoing development of the CHEK Academy, helping to build a robust system designed to cultivate the finest CHEK practitioners.

In 2021, having gained experience across the organization, I became Chief Operating Officer (COO) of the CHEK Institute, responsible for driving the Institute's 'student-focused' strategic operations.

Outside of work, I am making the most of having a young daughter with my partner who is also a dedicated CHEK Practitioner.



Paula Carse Senior CHEK Consultant

As a Senior CHEK Consultant, I review course content and systems within the education team, focusing on advancing knowledge throughout the courses. I also grade exams and assist with case history markings. It is so rewarding to see the progress of new CHEK Practitioners!

My professional background is in Sports Therapy, and I have experience in professional football, gymnastics, equestrianism, cardiac rehabilitation, and occupational health. Since starting my CHEK training in 2010, I worked my way up to managing the CHEK Clinic, overseeing over 100 cases at a time and working with clients on diverse goals, from sports performance to health recovery.

In my time away from work, I enjoy reading about health, caring for horses, and spending time with my daughter. I love animals, the outdoors, and good food.



Bianca Swanell CHEK Academy Finance Manager

I am an all-round fitness and wellness enthusiast and qualified yoga teacher and proud to be part of your Academy support team. My goal is to help students succeed professionally and personally by supporting your journey through the CHEK Academy. I look forward to working with you soon!

Natalie Dowbekin Senior Academy Coordinator

As the new Senior Academy Coordinator here at the CHEK Institute, I'm thrilled to be part of such an inspiring and incredible community.

I have 7 years' experience as a CrossFit Coach and Personal Trainer, and I'm as committed as ever to continuously investing in my health and fitness knowledge, both professionally and personally.

Natalie Everton Academy Coordinator

I've been with the Institute since 2020 and have been privileged to see so many incredible Academy students progress on their journey with us – and to have played a part in those journeys!

In my personal time, you'll find me outdoors (wherever in the world I am at the time), out on long walks with my husband and rescue pup, discovering new ways to move my body, or with my nose in a good book.

Ian Benson CHEK Career Advisor

I have a background in Kinesiology and experience working in a clinical rehab environment. Since discovering the CHEK Institute in 2017, I have lived by the CHEK principles, introducing them to my wife and three children. I am a current student of the CHEK Academy and will be able to answer any questions that you may have.



Got a question about the CHEK Academy?
Schedule a call with Ian today

CHEK FACULTY

WHAT DOES IT TAKE TO BECOME A CHEK INSTITUTE FACULTY MEMBER?

Training. Dedication.
Living by the CHEK System.

CHEK Faculty – your future instructors and mentors – don't just talk the talk; they have walked the walk over many years and with hundreds, if not thousands of clients to achieve mastery in their CHEK skills. They embody the CHEK lifestyle and are committed lifelong learners.

After completing the five years of the CHEK Academy, prospective faculty members will undergo a three-year faculty apprenticeship. CHEK Institute Founder, Paul Chek, Head of Education, Matthew Wallden, and CEO, Gavin Jennings will personally evaluate each potential faculty member.

Our faculty are the best in the world!

What do CHEK Faculty members do?

CHEK Faculty members guide students through their live classes and provide support in group mentorship meetings. They also deliver monthly webinars as part of the CHEK Institute License program on various subjects related to being a CHEK professional.



Paul Chek
CHEK Institute
Founder, USA
Teaches: IMS5



Matthew Wallden - Head of CHEK
Faculty, UK
Teaches: IMS Levels 2, 3 & 4



Gavin Jennings - CHEK Academy Founder, UK
Teaches Integrated Health Business Professional (IHBP) Levels 1-3



Suzi Nevell - CHEK Faculty New Zealand
Teaches IMS Levels 2, 3 and 4



Ashley Mazurek - CHEK Faculty, USA
Teaches: IMS Levels 1, 2 and 3



Leigh Brandon - CHEK Faculty, UK
Teaches IMS Levels 1 and 2



Donal Carr - CHEK Faculty Australia
Teaches: IMS Levels 1 and 2



Matthew Sorensen - CHEK Faculty Australia
Teaches: IMS1



Carl Weston - CHEK Faculty Canada
Teaches: IMS Levels 1 and 2



Nicole Devaney - CHEK Faculty USA
Teaches: IMS1



Warren Williams - CHEK Faculty UK
Teaches: HLC Levels 1 & 2



Jo Rushton - CHEK Faculty Australia
Teaches: HLC Levels 1, 2 and 3



Søren Fruerlund - CHEK Faculty Denmark
Teaches: IMS1



Angie Chek - Head of HLC Program, USA
Teaches: HLC Levels 1, 2 & 3



YEAR 4 The road to mastery

CHEK PRACTITIONER LEVEL 4: CLINICAL SPECIALIST

Welcome to your fourth year at CHEK Academy, where you continue to build your impressive reputation in your region. By now, you may have established a successful business, become a Clinical Manager at a CHEK Facility, or even own your own facility with a team of CHEK practitioners. Year 4 is designed for those who feel a strong pull to work with more complex clients and collaborate with other professionals to benefit their clients.



ADVANCED EXPERTISE FOR COMPLEX CASES

CHEK Practitioner Level 4 professionals are capable of working with clients with complex chronic health issues or elite athletes looking to gain a competitive edge.

CHEK HOLISTIC LIFESTYLE COACHING LEVEL 3

HLC3 is an intensive 6-day program focused on understanding why clients don't heal. This final and most-profound level of CHEK Holistic Lifestyle Coaching involves advanced testing, assessments, and hands-on skills, equipping students to work with clients who have complex chronic health conditions.

HLC3 Study Options: Live 6-Day Class

PRACTICAL APPLICATION CASE HISTORY AND REVIEW

At this advanced stage of CHEK learning, each student must submit a case history demonstrating their application of CHEK HLC and IMS skills up to Practitioner Level 3. This includes program designs, reassessment results, and coaching techniques. These submissions are reviewed by Matthew Wallden or Paula Carse from CHEK Clinic. Upon approval, students are ready to progress to Integrated Movement Science Level 4.

COMMITMENT

Study Time: 6-8 hours per week

Duration: 2 years (completing at the end of Year 5)

All-inclusive monthly fee*

*There are no extra costs for your education, but you will need to cover travel and accommodation expenses for in-person events, and eventually invest in practitioner equipment for your business.

If you have already completed or purchased any CHEK program or course included in the Academic years, the cost will be deducted from your Academy fees, reducing your monthly payments.



CHEK INTEGRATED MOVEMENT SCIENCE LEVEL 4

IMS4 marks the culmination of your training in musculoskeletal assessments and coaching, drawing on Paul Chek's Totem Pole assessment structure. You will focus on complex areas such as the neck, head, jaw, teeth, eyes, and upper limbs and acquire the skills essential for handling complex cases – even chronic medical failures who have failed to find long-term solutions through conventional means.

IMS4 Study Options: Live 9-Day Class (with 1 day off)

STEPPING UP TO LEADERSHIP AND MENTORSHIP

Level 4 CHEK Practitioners often serve as Clinic Managers or Consultants, setting the benchmark and guiding their colleagues through the most complex cases.



“

As a member of the CHEK Academy in Year 4, I continue to be amazed by the depth and thoroughness of each course. It truly is the most comprehensive holistic approach to movement and health I have ever encountered.

”

TAYLOR CECIL
CHEK ACADEMY STUDENT



YEAR 5 The pinnacle of your profession

CHEK PRACTITIONER LEVEL 5: MASTER CHEK PRACTITIONER

As you enter the final year of the CHEK Academy, you will have gained extensive knowledge in Integrated Health and amassed significant clinical expertise and hands-on skills. By this stage, you will likely manage only a few clients personally. Instead, you will work as a Clinical Manager in a health or medical facility, operate within your own CHEK facility, or be part of a CHEK team in a gym environment or private studio.

Within the CHEK community, Level 5 Practitioners are referred to as the 'Jedi Masters' of the health world, a lighthearted acknowledgement of their exceptional expertise.



PRACTICAL APPLICATION CASE HISTORY AND REVIEW

Similar to the case study required for entry to IMS4, you will need to submit a comprehensive case history showcasing all your CHEK skills up to Practitioner Level 4. This case history will be reviewed by Paul Chek or Matthew Wallden who will provide feedback. Once approved, you will be ready to enter Integrated Movement Science Level 5.



*There are no extra costs for your education, but you will need to cover travel and accommodation expenses for in-person events, and eventually invest in practitioner equipment for your business.

If you have already completed or purchased any CHEK program or course included in the Academic years, the cost will be deducted from your Academy fees, reducing your monthly payments.



12 days with the master himself

CHEK INTEGRATED MOVEMENT SCIENCE LEVEL 5: THE JOURNEY TO MASTERY WITH PAUL CHEK

IMS5 is the only live class taught by Paul Chek, bringing your CHEK Academy journey to the ultimate conclusion and marking the start of the next chapter in your life and career.

CHEK Practitioners are not healers, doctors, or shamans but are among the most highly-trained health professionals in integrated health, capable of providing exceptional service to clients with complex health conditions and to top athletes worldwide.

The first few days of IMS5 are fully hands-on, with a comprehensive review of students' CHEK training to ensure everyone has the foundations to become a Master CHEK Practitioner. Paul will then guide you through the final stage of the CHEK philosophy, sharing the precise methods he has used to succeed with clients where some of the world's best doctors and sports coaches have not.

IMS5 is held at Paul's home, Rainbow Estate, in the North San Diego area of California, USA. This 12-day live class, including two days off, will be an unforgettable experience.



COMMITMENT

Study Time: 6-8 hours per week

Duration: 2 years (covering Years 4 and 5)

All-inclusive monthly fee*

WHERE WILL YOUR CHEK TRAINING TAKE YOU?

Here are just some of the routes CHEK Practitioners follow to build their careers.

Home Facility or Mobile Practice

Many CHEK Professionals create garden studios or convert parts of their homes into clinic spaces and training studios. This is an excellent option for those who don't wish to scale their business beyond themselves. Home studios are typically low-cost but you may need to obtain licenses to operate a business from your home, depending on your region. Alternatively, CHEK Practitioners can visit clients in their homes, though travel time should be considered.

Gym or Health Club

Many CHEK Practitioners start as personal trainers, making gyms a familiar and practical work environment. Gyms offer essential facilities and equipment, especially when starting out. Leading gym chains are increasingly embracing holistic approaches to fitness, providing private assessment rooms and functional training equipment required by CHEK Practitioners. Note that, in some regions, a Level 3 Personal Trainer certification may be required to work in a gym and obtain insurance.

Private CHEK Studio

Owning a private facility is the dream for many CHEK Practitioners. This allows them to run their own business and potentially build a team of practitioners. Alternatively, those who prefer to focus solely on their practice may choose to be a valuable member of a CHEK team, leaving business operations to others.

Medical Facility

CHEK Academy attracts many students who are already medically trained, such as doctors, chiropractors, osteopaths, or physical therapists. These professionals integrate the CHEK system into their practices to achieve exceptional client results. CHEK Practitioners without medical training can also work in medical facilities, where they collaborate with medical professionals to provide an integrated approach to patient health.



Online / Hybrid Coaching

Online coaching allows practitioners to work with clients anywhere in the world and is a lucrative and convenient way to start your career as a CHEK professional. However, the most effective model is typically a hybrid approach, combining in-person assessments and regular coaching sessions with online support.

Each of these career paths offers distinct opportunities for growth and impact. Which route you ultimately choose will depend on your professional goals and lifestyle preferences.

WHAT STUDENTS SAY

“ Through my journey with the CHEK Academy, I have rediscovered my self-trust and confidence ... (The CHEK) approach empowers you with the knowledge and tools to take action right away, making real and immediate improvements in your life. I have so much gratitude for the journey I am on, continually growing and developing myself.

With everyone at the CHEK Academy in my corner, I am giving myself the best possible chance to heal and to teach others to do the same. The next 3 years will see me taking on clients full time as well as launching my mentorship program.

”

BEAU BEAUMONT
CHEK ACADEMY STUDENT



“ During my studies in general medicine at Charles University, I discovered the CHEK Institute, which changed my life. Facing burnout and disillusionment, I struggled with the reality that the Western medicine system seldom leads to true health. I decided to switch careers, and I haven't looked back since. Today, I am the healthiest, happiest, and most fulfilled I've ever been, and I am honored to offer my services to those around me.

If you feel called to be a holistic health practitioner, the CHEK Academy is the perfect place to start your journey.

”

LUCIE VANČUROVÁ
CHEK ACADEMY STUDENT



“ The CHEK system allows me to approach patients and clients through a holistic lens with a credibly robust toolkit. This even applies to the dying people I work with (as a hospice nurse). I recommend the CHEK Academy to fellow nurses, doctors, and PTs. I often state, “Even if you never use any of it for clients, you and your family can greatly benefit from what you will learn as I have.” My dream in the next 3 years of my career is to transition full time to CHEK Coaching, using my own facility on my land as well as facilitating more workshops, with one I am working on with a local osteopathic doctor with a holistic framework on ‘the Barefoot Lifestyle’.

”

BENJAMIN GERMANN
CHEK ACADEMY STUDENT



“ The structure of the Academy removes any overwhelm while on your learning journey, along with the supportive staff and amazing students you meet along the way.

Do not hesitate to join the Academy, it is one of the best investments you can make. Not only for your personal development but all the lives you can impact and make a change in.

I myself was diagnosed with Crohn's disease at a young age and it was only with the help of a CHEK practitioner who gave me practical life changing guidance that I have been able to “live” life to the fullest.

”

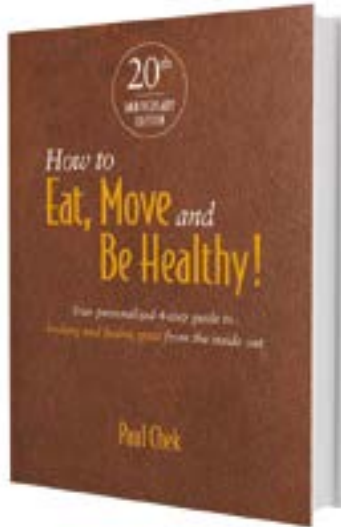
STEVIE LARKINS
CHEK ACADEMY STUDENT



How to Eat, Move and Be Healthy!



20 YEARS OF LIFE-CHANGING RESULTS OVER 200,000 COPIES SOLD



The book that influenced many of the biggest names in health and performance sports

For two decades, this book has continued to transform the lives of readers, setting new standards in the health and wellness industry and inspiring a new health profession, with CHEK Practitioners now delivering Paul Chek's ground-breaking approach across the globe.



Buy *How to Eat, Move and Be Healthy!* 20th Anniversary Edition now and claim **2 FREE GIFTS**



Ben Greenfield

NY Times Bestselling Author,
Podcaster, and Founder of KION
BenGreenfieldLife.com

It wasn't until I read Paul Chek's book *How to Eat, Move and Be Healthy!* that I suddenly entered a brand new world of primal, ancestral living; functional movement; food that is actually appropriate for the human physiology and much more!

This book was formative in my education and career, and I owe a lifetime of gratitude to Paul for it.



Tim Welch

MMA Coach to UFC Champion
Suga Sean O'Malley

Happy 20th anniversary of the book, *How to Eat, Move and Be Healthy!* I'm so thankful for all the knowledge I've learned from Paul, and taking the HLC1 course with Mariah. It has completely changed my life and I love giving it back to all my students. It's helped Suga a ton. So thankful to you, Penny and Angie, for spreading the good word, and I look forward to keep sharing it.



Laird Hamilton

Pro Surfer, Author and Founder
of Laird Superfood

(Paul Chek's) philosophy of blending body, mind and soul is as cutting edge now as it was 20 or more years ago and deeply resonated with our own approach to fitness and health.

His book is a high level but still accessible resource for anyone seeking guidance or tactics on healthy eating, functional exercise and a holistic approach to overall wellbeing.

OPENHOUSE

GET AN **EXCLUSIVE** BEHIND-THE-SCENES PREVIEW

Sign up for our **free 21-day trial** of CHEK Academy and claim these **2 FREE GIFTS**



HOW TO EAT, MOVE AND BE HEALTHY! LIVE
 A video of a live, packed presentation by Paul Chek which caused quite a stir in the health industry.
FREE (Usually \$14.95)

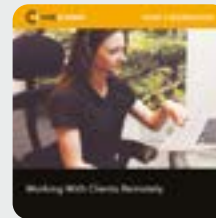


YOU ARE WHAT YOU EAT - AUDIO PROGRAM
 8 hours of nutritional gold! This audio program has been a best seller for over 10 years.
FREE (Usually \$49.95)

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INTEGRATED MOVEMENT SCIENCE & HOLISTIC LIFESTYLE COACHING PROGRAMS

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Scan to find out more and get access to the CHEK Academy Open House today

START YOUR LIFE-CHANGING JOURNEY TODAY

You will have seen throughout this prospectus the immense potential for those with a passion for helping others to find a better way of living. You really can create a fulfilling life and career by doing what you love.

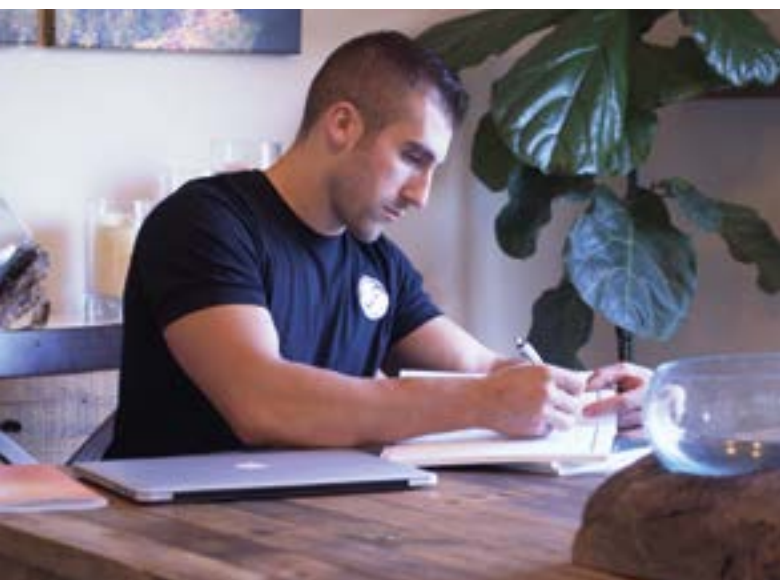
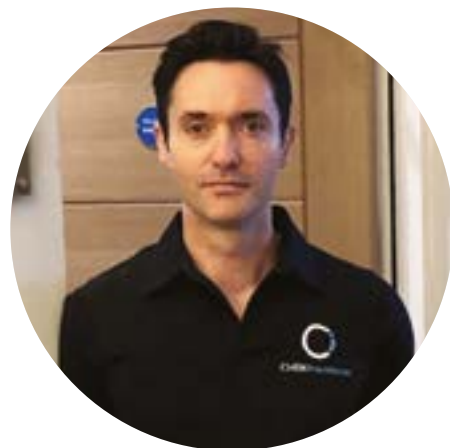
Our goal at the CHEK Academy is to develop highly successful CHEK Practitioners. Why? Because, only through your success, will we be able to have a significant positive impact on global health.

I am dedicated to this mission. I have worked on building and improving the CHEK Academy for over a decade – and it's still evolving. Continuous improvement is key.

Because of this drive for continuous improvement, the CHEK Academy pathway consistently produces more successful students than other routes.

Apply to join the CHEK Academy today and secure your place in the future of the health and fitness industry.

Gavin Jennings



The application process

Applicants must complete an application form and be prepared for an interview. This will be a relaxed conversation with the Academy team to ensure a good fit and answer any questions you may have.

Unsuccessful applicants: The interviewer will provide feedback and recommendations to consider before reapplying. The reasons for rejection are typically the inability to commit to 6 hours of study per week for up to 3 years and financial constraints.

Successful applicants: Once accepted, students must pay a deposit via credit card and will gain early access to the CHEK Academy learning platform and benefits.

Fees - An investment in your future self

The commitment required to study with the CHEK Academy is a monthly fee of up to \$395 for the first three years. Regardless of the Year you join (1, 2, or 3), your fee is payable until the end of Year 3.

There are no extra costs for your education but you will need to cover travel and accommodation expenses for in-person courses and eventually invest in practitioner equipment for your business.

If you have already completed or purchased any CHEK program or course included in the academic years, those costs will be deducted from your Academy fees, reducing your monthly payments.

Your fees if you need to take a study break

Students can take a 6-month study break after completing a full year of the Academy. If a student leaves before completing a year, they must pay for the CHEK training up to their departure date. All CHEK materials will be charged at the regular price instead of the discounted Academy rate.

If you decide not to continue with the Academy (which is rare), you stop and pay any outstanding fees and the difference between the self-paced learning price and the discounted Academy price.

Limited places available

Limiting the number of places available at each intake (spring and autumn), is essential to maintaining a supportive community of committed individuals focused on helping others.

The great news is you don't need any previous experience – 60% of year 1 students have no or limited experience in the health or fitness professions – just to be open to learning and being coached.

Ready to apply? Take the first step today

1

Complete the online application form before September 30th 2024 to join the Fall 2024 intake.

We recommend you submit your application as early as possible to ensure you can join the next intake. Applications for the Spring 2025 intake open January 1st.



2

We'll contact you to arrange an informal call with a member of the CHEK Academy Team.

They will explain everything you need to know, talk you through your payment plan and answer any questions you may have.

3

Once we confirm your acceptance and receive your deposit, you will be allocated the Pre-Academy content to start working on straight away.

This will help you prepare for when the CHEK Academy officially starts on October 1st.

Though its not compulsory, it's a great way to start your new learning and career journey.

MEET THE FOUNDERS



Paul Chek

Founder of CHEK Institute

Paul Chek is a globally recognized leader in Integrated Health and Functional Exercise, with over 30 years of experience as a coach, consultant, and educator.

He founded the CHEK Institute, an educational organization dedicated to training practitioners in advanced corrective exercise, high-performance conditioning, and holistic health techniques. The groundbreaking CHEK System, developed by Paul, draws on principles from biomechanics, nutrition, strength and conditioning, Functional Medicine, advanced rehabilitation, and lifestyle management. This integrative approach empowers practitioners to address the root causes of dysfunction, helping clients achieve sustainable results.

Additionally, Paul is the creator of the highly successful Spirit Gym Podcast and Membership community, where he provides weekly coaching to members.



Gavin Jennings

Founder of CHEK Academy and
CHEK Clinic

Gavin has spent over three decades as a business owner and is a licensed CHEK Practitioner who has worked in the fitness industry since 2000. Students of the CHEK Academy benefit from his broad business experience and creative insights.

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Whether you're just starting with the CHEK System or have been a CHEK professional for years, the CHEK Academy offers a guaranteed path to a lifelong, fulfilling career. It's an opportunity that will enrich your life while bringing happiness to thousands of future clients. I look forward to welcoming you to the CHEK Academy soon!

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Be a part of the future of Health & Fitness

Apply to join the CHEK Academy today



Complete the online
application form today
at chekacademy.com



If you have any questions about
the CHEK Academy, our courses or
your application, scan the QR code
to **schedule a call with a CHEK
Career Advisor.**

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