

HEALTH | BUSINESS | TECHNOLOGY | MINDFULNESS | WELLNESS

# ALLIED

ISSUE 15



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# WHY SO MANY CEOs BOX



Recent studies have named boxing as the world's most demanding sport, requiring pro athletes to be not only at their physical peak, but their absolute mental peak as well. Businessman, Mark Bouris says that he boxes almost daily, with increasingly more professionals utilising boxing as a form of fitness which not only offers the physical benefits of strength, power, endurance and coordination, but also challenges you to be strategic, durable and focused.

Boxing for fitness is becoming more and more accessible worldwide, with fitness providers such as 12RND Fitness offering group-training workouts with performance coach guidance to help you train like a boxer without ever stepping into a ring or getting into a fight. You get the benefits of training like Creed with a coach like Rocky and can condition your body just like an athlete through workouts that incorporate the same boxing drills and techniques as a fighter, are convenient and done within 45 minutes. Here are our top 4 ways boxing can help!





# 1 STRESS REDUCTION

When you box, you need to be “in the zone” which is a state your mind triggers when you’re focused; the optimal state of consciousness where your brain can comprehend more information in a shorter time frame. In boxing, each time you throw a punch your body becomes vulnerable, so you need to be prepared for a counter strike, this forces your mind to operate in offense and defence simultaneously and in turn become sharper. When you practise this state of mind, your brain creates five potent neurochemicals that can flush out stress-causing hormones.

# 2 INCREASED PRODUCTIVITY

Boxing challenges you to practise control and to be in the moment. Some of the greatest boxers have the ability to control a fight through observing their opponent and using strategic movements that manipulate them to move where and when they want, exposing an opportunity to strike. Similarly, when you train on a boxing bag, you need to learn how to control the bag and move with it. The ability to harness control can allow you to increase your ability to be task-oriented and attack one thing after the next strategically, therefore boosting your productivity.

# 3 GREATER RESILIENCE

In the corporate world, it’s important to remain resilient for whatever’s thrown at you, and in boxing you literally learn to “roll with the punches”. A fighter can train himself to continue taking blows to the body until he wears down his opponent, and that comes down to sheer mental strength. Training like a fighter is not only physically demanding, it calls for determination and commitment to be great.

# 4 HELPS YOU SLEEP

There are many prominent business figures that are notorious for getting by on minimal sleep however sleep deprivation can cause impaired judgement and poor concentration, which leaves you more susceptible to even minor distractions. Further conducive to a good night’s sleep is not only quantity, but quality. One major contributor to poor quality sleep, is restricted breathing and flow of oxygen. Boxing incorporates breathing techniques to tighten the core each time you strike to prepare the body for a potential blow - if your core is rock solid there’s reduced likeliness of damage to any primary organs, like your liver or spleen. This improved breathing can also lead to benefits during sleep not only due to increased airflow but also improved fitness.







## ABOUT 12RND FITNESS

12RND Fitness is the fastest growing boxing and strength training provider with over 80 franchise locations sold since 2016.

The Managing Director, Tim West has been involved in a number of successful fitness businesses, whether it be launching or investing into their growth and development.

Tim began 12RND Fitness after identifying a gap in the market for a form of fitness that was sports-oriented, which allowed members to work in a group-fitness setting and focus on skill-development for motivation, where the physical transformations were a secondary benefit. Once the concept was clearly defined by its boxing point of difference, Danny Green, four-time world boxing champion and professional acquaintance of Tim's, quickly got involved to promote the brand on a national platform.

Workouts replicate the physical demands of a 12 round championship fight, with 12 x 3-minute rounds and 30 seconds rest in between. Each workout includes both boxing and the strength training required to condition athletes to their peak 'fighting shape'.

Workouts last for just under 45 minutes with a new round starting every 3 minutes, meaning arrival times are flexible and work to your schedule.

