



CAREER DEVELOPMENT TAKES TIME

DR DANE BARTZ

INDUSTRY INSIDER | #013

EXPRO

DR DANE BARTZ

Dr. Dane Bartz is the CEO of Linked Fit in Michigan. He loves researching different restorative methods that can be utilized in training to recover and regenerate the mind and body. He holds various certifications from NSCA, NASM, ACSM, and USAW.

Dane's academic background includes a Ph.D. (Health Sciences: Human & Sport Performance), a master's (Exercise Physiology & Adult Fitness), and a bachelor's (Health Science: Exercise Science) degree.

Bartz is a faculty member at Oakland Community College and Macomb Community College in their exercise science and physical education departments. Dane is the Michigan State Director for the NSCA. Additionally, he serves on a few committees for the NSCA and is an Academic Advisory Board Member at Maryville University and Saginaw Valley State University.

His coaching and research involve collegiate athletes, tactical operators, and general population clients. Bartz has presented at leading fitness and wellness organizations conferences around the United States, such as the NSCA and more!

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WHAT MOTIVATES YOU TO HOLD A CAREER IN THE FITNESS INDUSTRY?

I've been in the fitness industry for over 16 years and have worked in various settings, from collegiate strength/conditioning to corporate wellness, private sector facilities, and academics/education.

There's always the one thing that continues to motivate me daily... passion! I am passionate about helping people achieve their goals by enhancing performance, losing weight, reducing musculoskeletal pain, or improving movement qualities.

It doesn't matter the setting, I do feel that I was born to help people via movement!

HOW DID YOU LEARN THE INSIDES OF OPERATING A BUSINESS?

First things first, I'm not a business person! I've always had the mindset to continue to learn. Learn as much as possible about things I do not know about.

In the early phases of starting my fitness center, I realized I needed to step out of my comfort and read about something that was outside of my "scope of practice." I read numerous articles and books, talked with other business owners, listened to podcasts, and watched reliable videos.

I've always thought about studying for an MBA (master of business administration), but that's another thing to add to my already busy schedule... so it's not in the books for me right now. Maybe later in life! I just encourage everyone to learn as much as they can about the business before going into it!

WHAT ADVICE WOULD YOU GIVE TO YOUNG PROFESSIONALS IN THE INDUSTRY?

I'll be honest; many young professionals don't want to hear this but pay your dues!

I went through years of unpaid or low-paying jobs and gained relative experience in the field in the early years of my career. It sucked and felt like I couldn't pay for anything or do anything, but I focused on saving and investing, so that made things possible.

I feel that many young professionals think that they'll get a job making elite cash right out of college or after earning a certification, but it's pretty rare.

Young professionals must focus on gaining experience that will provide growth opportunities. Hey, if you get a job that is pretty rewarding right up front, that's great, but continue to expand your horizon. Nothing worse than a young professional that is bullheaded, cocky, and not willing to learn. Pay your dues with a smart method, and it will pay off!





WHAT DO YOU LOVE MOST ABOUT THE FITNESS INDUSTRY?

Ah, throwing in the tough question!

Hands down, I'm a coach and love coaching! However, I do love educating people. Especially fellow coaches in strength/conditioning and personal training.

I do believe individuals that attend educational conferences, continuing education workshops, or for that matter, anyone that is attending an educational presentation, is the rare breed in the industry! They are there to learn! Expand their knowledge and practice to deliver it to their clients or patients.

These people I love educating and are likely sponges when it comes to absorbing information that is completely new to them or just another way of thinking.

DO YOU HAVE A NICHE IN THE INDUSTRY? IF SO, WHAT IS IT AND WHY?

Oh yeah!

Many coaches have something they love about coaching in strength/conditioning and personal training.

I enjoy everything about recovery and regeneration!

In my early years, I just started gravitating toward the principles of regeneration but wanted to expand upon the meaning of it. After thinking about it, my interest in recovery comes from my high school days of working out. I was constantly sore, and it was a high level of soreness. Some might classify it as nonfunctional overreaching or overtraining! After gaining more experience in the field, I knew this wasn't right.

Therefore, I just kept reading material on general adaptation syndrome, stress management, load management, tracking and monitoring, massage, programming concepts, nutrition, hydrotherapy, rest, and more.

To this day, I'm continuing to learn about these topics and expand my horizon!



WELL, LET ME TRY TO SUMMARISE IT ALL FOR YOU!

The fitness industry is an interesting field to participate in.

In general, the sports medicine field holds many doors of opportunity. I highly encourage everyone to be passionate about helping people elevate their movement standards.

The fitness industry is about moving well and moving often! There have been various like-minded professionals in the industry that I have admired and will continue to admire.

I recommend all professionals continue to learn! Research is continuing to change our understanding of exercise physiology.

Everyone needs to be accepting of the changes that are occurring because, in the end, it's about improving our foundations of movement and adding a spin of performance to the mix!

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