

Empowering Women's Health in Finance

Your Guest Speaker: Elizabeth Voss
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A seasoned, certified professional in fitness, wellness, and business leadership, specializing in spine health, rehabilitation, functional training, and special populations. Dedicated to healing, support, and empowerment through personalized, accessible, and affordable care. Trained across multiple disciplines with a strong foundation in medical, rehabilitative, and performance-based practices, with a focus on proper technique, adaptive training, and client-centered results.



What is Fitness S.O.S.

Fitness S.O.S. is a premiere, boutique-style, “mini-athletic club” fitness and wellness studio located in Historic Folsom, California. Its mission is to provide affordable, holistic fitness solutions without compromising quality or environment — ensuring people are not priced out of high-quality care.

Holistic Wellness Approach: Goes beyond just workouts by blending fitness, rehabilitation, and wellness practices.

Inclusive Care: Works with all populations — from general fitness enthusiasts to those referred by the medical community (surgeons, physical therapists, pain management specialists).
High Referral Rates: 60–80% of personal training referrals come from medical professionals, reflecting strong trust and results.

Exceptional Results & Retention: Known for client success stories, strong community culture, and a high retention rate.



Presentation Focus

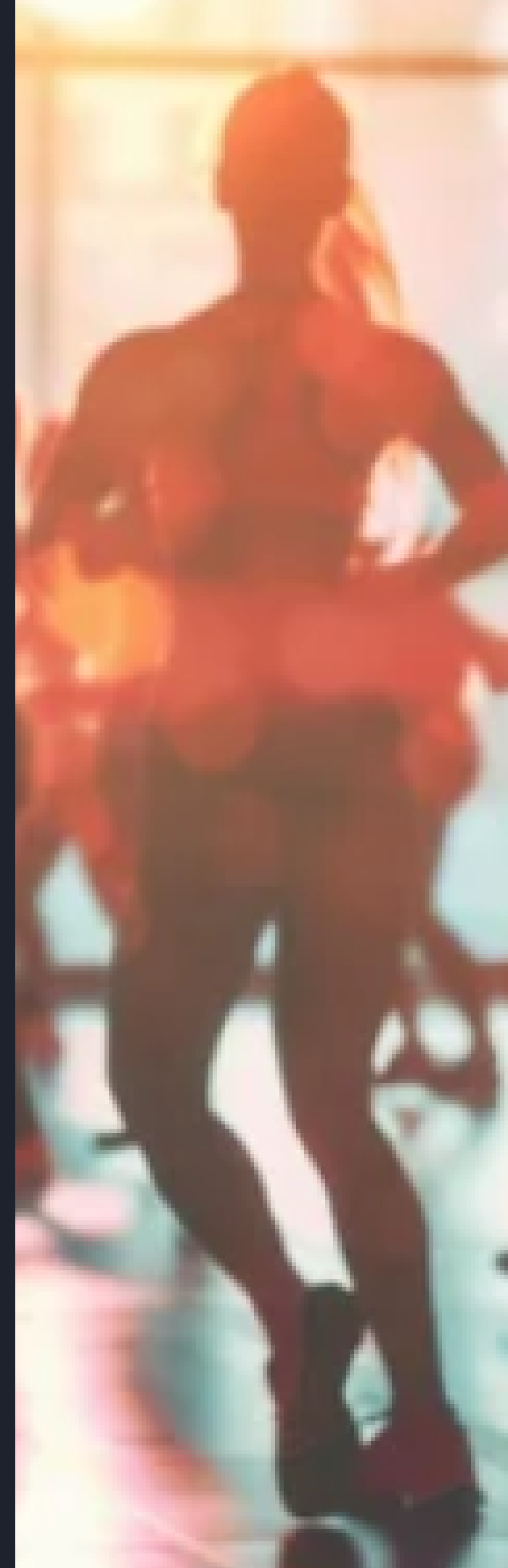


Friendly note: Please remember to silence your microphones during the presentation.

- 01 Key Challenges & Associated Risks: Unique Stressors, and women related risks

- 02 Industry Perspective & Finding the Perfect Advice: Lifestyle & hormonal Impacts and how to customize your health, Tailored dietary strategies to support energy, focus, and well-being, Time-efficient, effective fitness approaches for busy schedules.

- 03 Objective: Provide women in finance with practical, actionable tools to excel both professionally and personally.





Health Risks & Impact Facing Women in Finance

Mental Health

- Financial stress fuels anxiety, depression, and sleep disturbances (APA, 2022).
- High-pressure finance roles intensify these challenges, hindering focus and resilience.

Physical Health Risks

- Chronic stress heightens risks of prediabetes, obesity, and metabolic syndrome (Chandola et al., BMJ, 2008).
- Women face unique risks: poorer financial well-being linked to cardiovascular disease and obesity.

Caregiving Pressures

- Women often juggle caregiving, amplifying stress and physical fatigue (Pew Research, 2021).
- These burdens compound workplace demands, affecting overall health.

Long-Term Consequences

- Worsened menopause symptoms and maternal health risks.
- Increased likelihood of smoking and obesity, further impacting well-being.

Lifestyle & Hormonal Health for Women in Finance

Stress and Hormonal Disruption

Chronic stress spikes cortisol, impacting fertility, menstrual cycles, and mood (Nillni et al., 2011).

Disrupts hormonal balance, amplifying challenges in high-pressure finance roles.

Shift Work Challenges

Irregular hours disrupt sleep patterns, increasing risks of chronic health issues (WHO, 2019).

Poor sleep compounds stress, affecting focus and well-being.

Sedentary Lifestyle Risks

Prolonged sitting drives inflammation and insulin resistance, threatening long-term health.

Common in desk-bound finance roles, exacerbating stress-related effects.



Unhealthy Coping Mechanisms

Stress often triggers alcohol use or smoking, worsening hormonal imbalances and health outcomes.

Protective Strategies

Yoga, meditation, and physical activity reduce cortisol and enhance resilience.

Small, consistent habits promote hormonal balance and mental clarity.

Online classes, groups, guided meditation: find your reset.

If you do nothing else, find time to BREATHE.



Why One-Size-Fits-All Diets Fail Women in Finance



Science of Individuality: All Bodies Are Different

- Even identical twins respond differently to the same foods (Berry et al., Nature Medicine, 2020).
- Metabolic and hormonal differences require tailored nutrition plans.
- Stop Trying to think about what to take away, but rather what you should be adding on based on your chemistry, your body.

Pitfalls of Rigid Diets

- Diverse stress triggers, health conditions, lifestyles, and time constraints vary widely.
- High-pressure roles demand personalized nutrition to sustain energy and focus.
- Generic diets overlook individual needs, often leading to guilt and unsustainable habits.
- One-size-fits-all approaches fail to address personal health goals and realities.

Valuable Insight

- If you immediately looked over to the right and wanted to look like that, you are like 99% of women. That is not a real person. That is AI.

Universal Framework for Busy Women



Principles Over Rigid Diets

- Build meals around Protein + Plants + Healthy Fats for balanced nutrition.
- Flexible approach fits demanding schedules and supports sustained energy.

Go Easy On Yourself

- Discipline, High self-expectation and rigidity in Finance= Totally appropriate.
- High self-expectation and rigidity in: Can add to stress. When it doesn't totally work out one moment, don't be hard on yourself.

Add, Don't Subtract

- Prioritize nutrient-dense foods (e.g., leafy greens, nuts, lean proteins) instead of eliminating food groups.
- Promotes health without restrictive guilt, tailored to individual needs.

Consistency for Stability

- Regular meals stabilize energy, mood, and sleep, countering stress in high-pressure roles.
- Small, intentional habits drive long-term well-being.

Fitness Beyond the Gym: Women in Finance

Every Movement Matters



- Incorporate walking, stair climbing, yoga, or desk stretches into daily routines.
- Small actions fit busy schedules and boost energy in high-pressure roles.
- Just 150 minutes/week of movement reduces heart disease risk by ~30% (CDC, 2020).
- Consistent activity supports long-term health and stress resilience.
- Short 5–10 minute bursts of activity improve insulin sensitivity and mood.
- Quick workouts deliver results without demanding hours at the gym.
- Explore virtual training or quick online classes tailored to tight schedules.
- Flexible options make fitness achievable, even on the busiest days.

Most Important: Listen to Yourself, Listen to Your Body. Stress can be healthy but only in the right dosage- overdoing it for quick results isn't the right dosage of stress.

Strengthen Small Muscle Groups for Lasting Health

Remember: Small Muscles Need Love Too 🤔

Why Small Muscles Matter

Rotator cuff, hips, and core enhance posture, boost metabolism, and prevent injuries. Critical for women in finance facing long hours at desks.

Combat Aging Effects

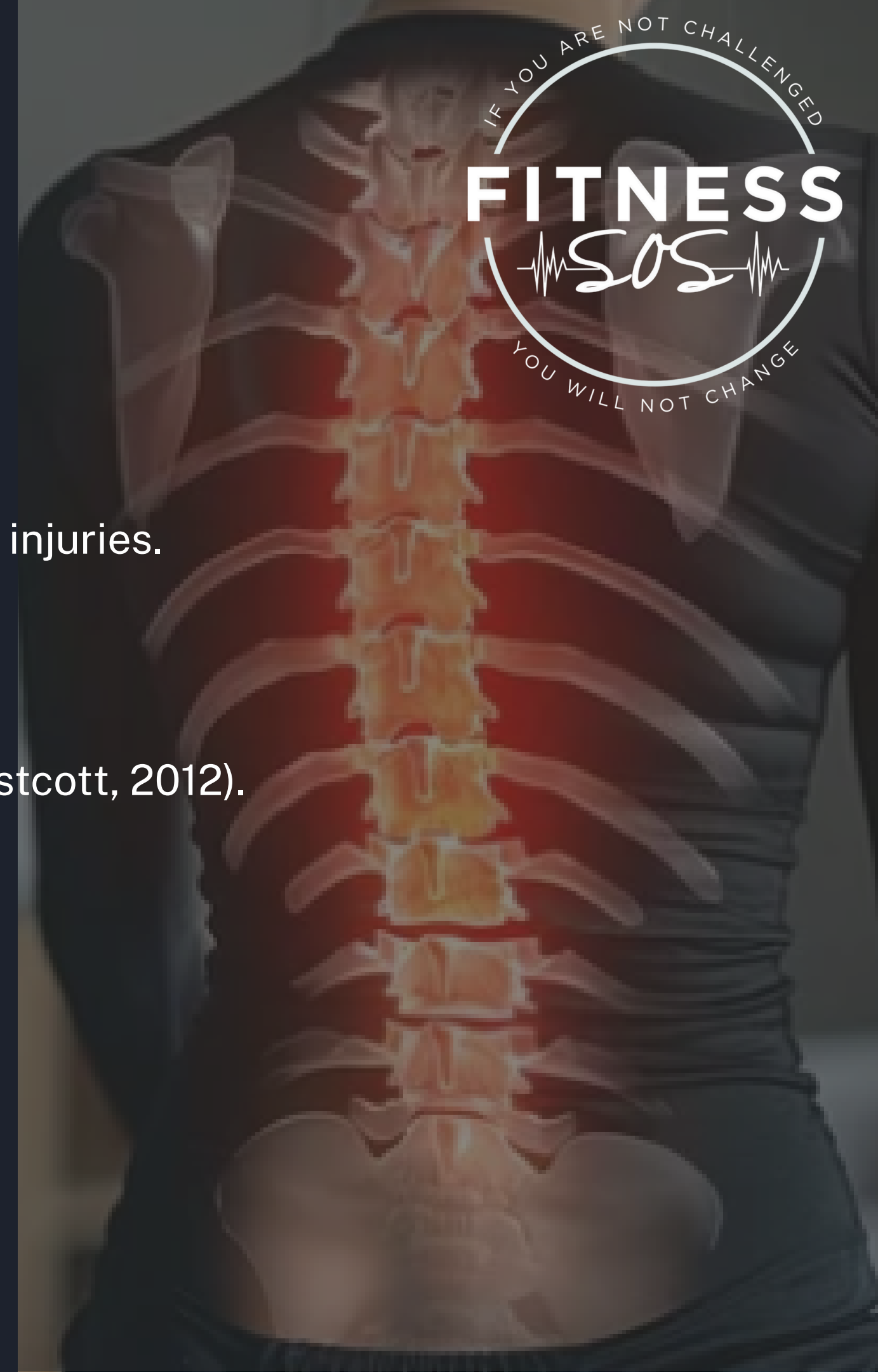
Resistance training prevents sarcopenia (muscle loss) and osteoporosis (Westcott, 2012). Builds strength to support long-term health and vitality.

Simple, Time-Efficient Exercises

Glute bridges, band pulls, and planks — just 10–15 minutes, 2–3x/week. Easy to integrate into busy schedules, no gym required.

Holistic Benefits

Supports hormonal balance, joint health, and boosts confidence. Empowers women to feel strong and resilient in demanding careers.



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Power of Stabilizer Muscles

Core, hip, and shoulder stabilizers enhance balance and reduce back pain. Vital for women in finance to counter sedentary work and stress.

Post-Menopause Benefits

Strong stabilizers lower risks of falls and fractures (NIH, 2021). Supports mobility and independence as women age.

Mind-Body Connection

Balance training reduces anxiety by fostering body awareness. Enhances mental clarity and resilience in high-pressure roles.

Home-Friendly Exercises

Bird-dogs, single-leg balance, and planks — simple and equipment-free. Quick routines (10–15 mins) fit busy schedules.





Anxiety & Depression

- Aerobic activities (e.g., brisk walking, cycling, swimming) boost serotonin and endorphins.
- Enhances mood and reduces stress in high-pressure finance roles.

Better Sleep Quality

- Evening yoga or tai chi improves sleep onset and duration (Harvard, 2018).
- Calms the mind, countering the demands of long work hours.
- BREATHE.

Combat Metabolic Risks

- Resistance training + HIIT (high-intensity interval training) improve insulin sensitivity and heart health.
- Mitigates risks of prediabetes and metabolic syndrome common in stressful careers.

Hormonal Balance

- Pilates, Barre, and strength training stabilize estrogen and progesterone levels.
- Supports overall well-being, especially during hormonal shifts.

Virtual Fitness



Choose Quality Over Social Media

- Seek educational, expert-led online fitness platforms for reliable guidance.
- Avoid social media noise to focus on safe, effective workouts tailored for women.

Flexible & Time-Efficient

- 10–30 minute online classes fit demanding finance schedules (Cottrell et al., 2017).
- Short sessions boost adherence, making fitness sustainable for busy professionals.

Community Drives Consistency

- Virtual fitness communities foster accountability and motivation.
- Support networks help women stay committed to health goals amidst work stress.

Safety with Certified Trainers

- Opt for trainers certified by NASM, ACE, or ACSM to minimize injury risk.
- Personalized guidance ensures moves suit individual bodies and needs.

Social Media Influencers Turned Trainers: The Most Expensive Mistake You'll Make

Safe Starts & Sustainable Fitness Progress



Begin Gradually for Safety

Start slowly to prevent injuries and avoid cortisol spikes from overexertion.
Gentle entry builds confidence for women in high-stress finance roles.

Progressive Overload for Growth

Gradually increase reps or weight to build strength safely and effectively.
Steady progression supports long-term fitness without burnout.

Listen to Your Body

Adapt routines when feeling bored or fatigued to maintain motivation.
Tuning into physical cues ensures sustainable, enjoyable progress.

Expert Guidance for Success

Certified trainers provide personalized plans for safe, effective progression.
Professional support minimizes risks and maximizes results.

Recover

*“The grace with which you climb
the mountain is just as important
as the grace you show when
climbing down”*



Recovery

“The grace shown you climb the mountain is just as important as the grace you show when traveling down the mountain”

Care for your recovery as lovingly as you care for your training. Your body supports you every day, often without thanks. Don't wait for its silence to remind you of its value—listen now, rest well, and nurture your whole self with compassion.

Questions?



Love IS servitude, how can I help you today?

Always Available to Help

No Cost Advice on Fitness, Special Circumstances, Nutrition,
Adaptive Fitness

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“If you want to see a change in the world around you, use your strengths to heal, strengthen others, empower, and support others.”



Thank you

