



**MFT**  
MasterFunctional Trainer™  
Virtual Program Prospectus

**Empower. Inspire. Transform.**

# Why Choose the Functional Training Institute (FTI)?

## Innovators in Functional Training Education

Pioneers of the first accredited Kettlebell & Battling Ropes courses.

## Global Recognition & Accreditation

Accredited By

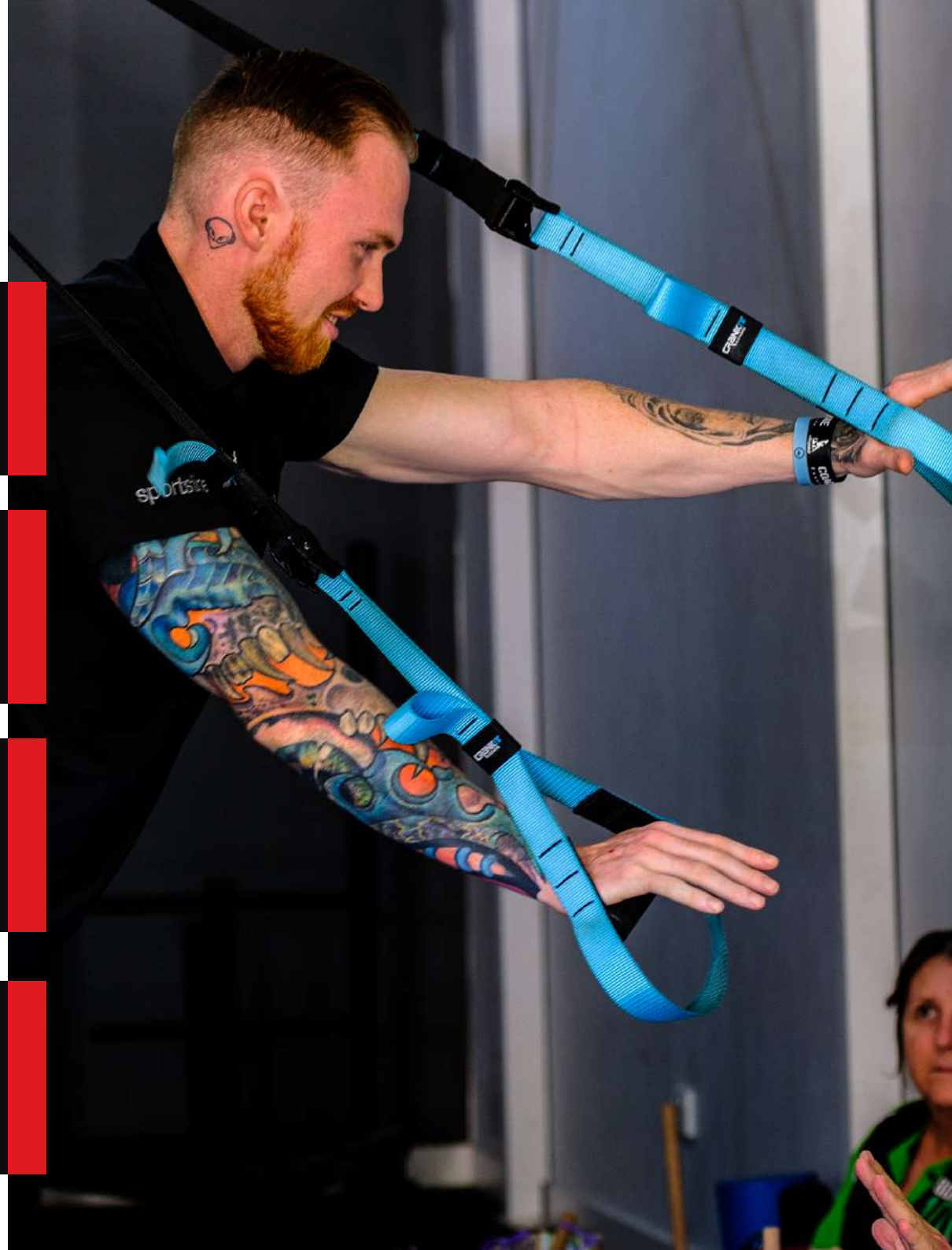


## Science-Backed Training Systems

Evidence-based training methodologies that apply biomechanical principles & movement science.

## Exclusive Community & Mentorship

Connect with the MFT Tribe, industry leaders, and ongoing business support workshops





# OUR VISION

Help People Fulfil their Potential by  
Educating Health & Fitness Professionals

## OUR CORE VALUES to achieve our mission



**JOYFUL**

Showing passion &  
having fun



**KAIZEN**

Continuous &  
never-ending  
improvement



**EMPOWERMENT**

Creating an  
Environment To Thrive,  
Enabling Greatness



**COMMITMENT**

Prioritizing health  
& well-being



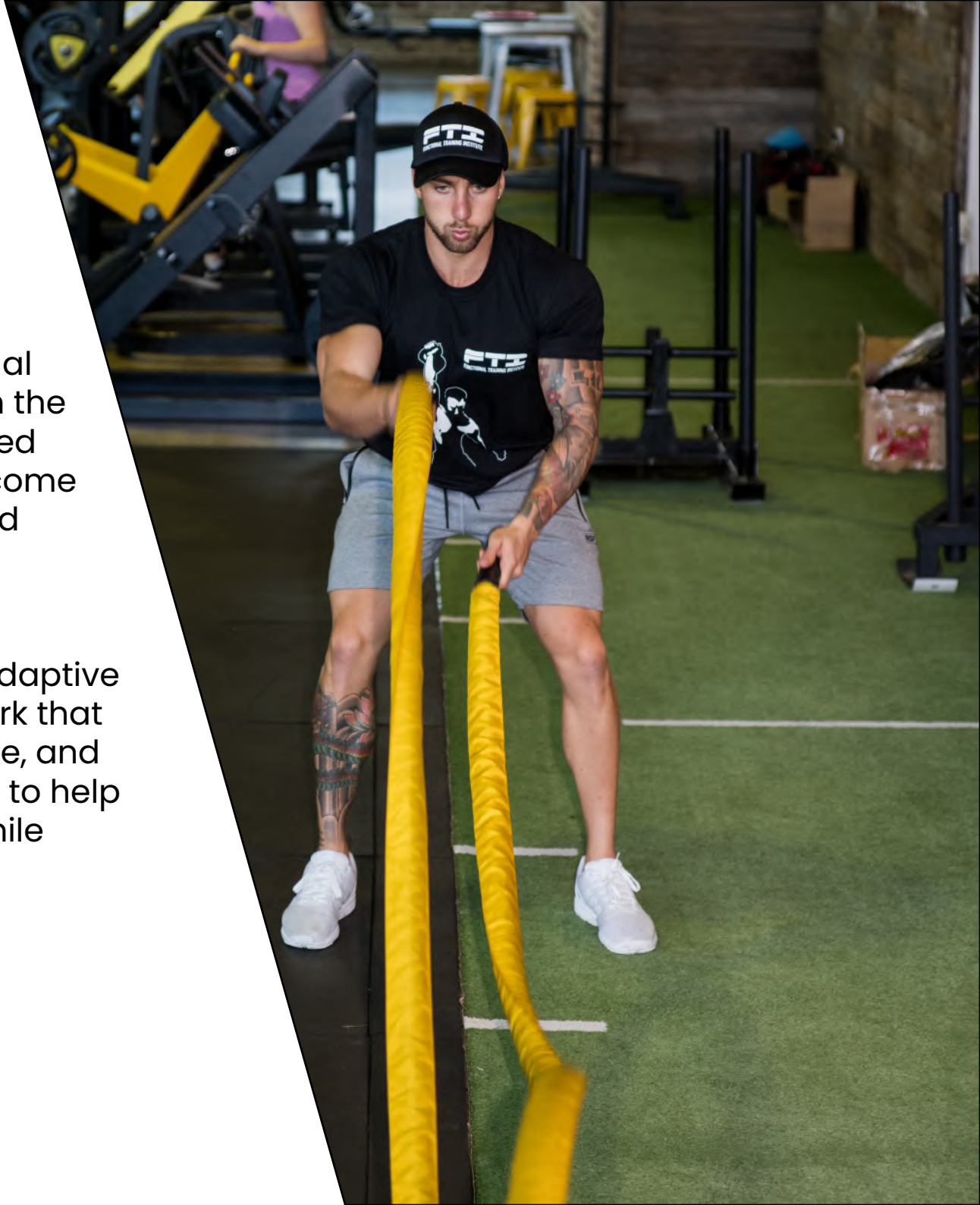
**SOLUTION-FOCUSED**

Obstacles are  
Just opportunities  
In disguise

# Master the Science & Art of Functional Training - Fully Online & Self-Paced

The Master Functional Trainer (MFT) Virtual Program is the flagship certification from the Functional Training Institute (FTI), designed for fitness professionals who want to become industry leaders in functional training and movement performance.

This comprehensive course teaches the Adaptive Functional Training Systems (Adaptive FTS) model, a proven coaching framework that blends biomechanics, movement science, and progressive strength training techniques to help you train clients safely and effectively while maximizing their performance.





# Why Take This Course?

## **Master Functional Training Principles**

Gain a deep understanding of movement-based training and develop a systematic coaching framework.

## **Expand Your Career Opportunities**

Set yourself apart as an expert in functional strength & movement performance with a globally recognized certification.

## **Learn the Adaptive FTS Model**

Implement a cutting-edge system that optimizes movement efficiency, builds resilience, and enhances strength & power.

## **Flexible, Self-Paced Learning**

Access high-quality pre-recorded modules, downloadable manuals, and interactive assessments to learn at your own pace.

## **Enhance Client Results & Prevent Injuries**

Learn to assess, correct, and progress movement patterns for sustainable performance.

# Who Is This Program For?



## **Personal Trainers & Strength Coaches**

Upgrade your coaching system with functional training methodologies that enhance client strength & movement quality.



## **Group Fitness & Small Group Coaches**

Learn how to structure, cue, and coach functional training for diverse client needs.



## **Physiotherapists & Allied Health Professionals**

Bridge the gap between rehabilitation and performance-based functional training.



## **Athletic Coaches & Sports Trainers**

Apply scientific movement-based training strategies used by top athletes and performance specialists.



## **Kettlebell, Suspension Training & Battle Rope Instructors**

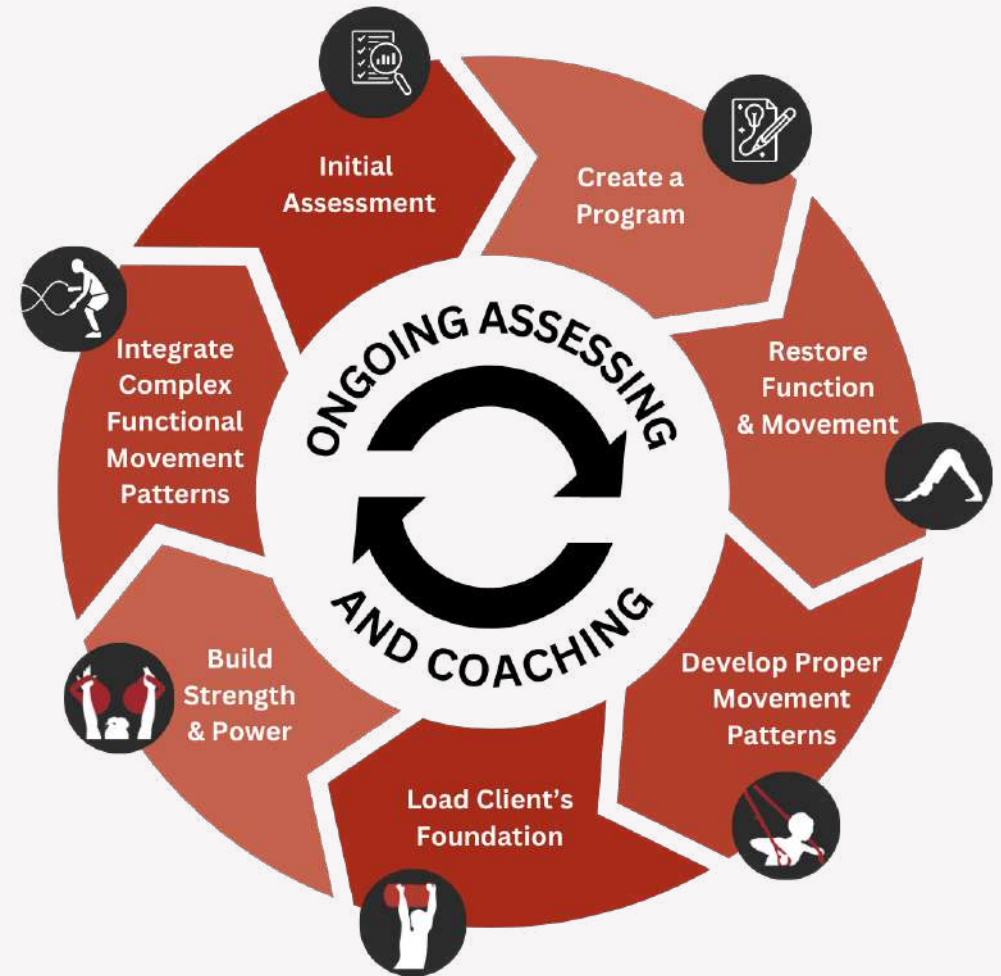
Deepen your knowledge of movement-based strength & power training tools.



# The Adaptive Functional Training Model

The Core of the MFT Program

## ADAPTIVE FUNCTIONAL TRAINING MODEL



The Adaptive Functional Training Systems (Adaptive FTS) Model is the foundation of the MFT Virtual Program. It is a science-driven framework designed to enhance movement, build resilience, and develop high-performing clients.

# The Adaptive FTS Model is structured around 5 Key Pillars



Pillar 1

## Restore Function & Movement

*The Foundation of Performance and Injury Prevention*

### Movement Screening & Assessment Techniques

Identify movement dysfunctions before they cause injuries.

### Mobility & Stability Progressions

Develop joint integrity, neuromuscular control, and movement capacity.

### Soft Tissue & Fascial Release Methods

Restore optimal movement patterns using evidence-based techniques.



Pillar 2

## Bodyweight & Primal Movement Patterns

*Master the fundamentals of natural movement*

Progressions from Crawling to Complex

Bodyweight Movements.

Developing Stability & Coordination with Ground-Based Patterns.

Suspension Training Applications for Strength & Mobility.



Pillar 3

## Loaded Movement Training Movement Patterns

*Enhance Strength & Resilience with Progressive Loading*

**Fundamental Strength Patterns:** Squat, Lunge, Hinge, Press, Rotation, Carry.

**Mastering Functional Bags, Kettlebells, and Battle Ropes for Power & Endurance.**

**Advanced Load Variability Training to Improve Neuromuscular Adaptations.**



Pillar 4

## Strength & Power Application

*Maximize Athletic Performance & Movement Efficiency*

**Advanced Strength Training Strategies for Power Development.**

**Kettlebell Swing, Clean, Snatch & Press Mastery.**

**Breathing Mechanics & Tension Techniques for Strength Optimization.**



Pillar 5

## Bodyweight & Primal Movement Patterns

*Combining Multi-Planar Movements for Real-World Strength*

**Incorporating Battle Ropes, Kettlebells, and Functional Bags for Explosive Power.**

**Velocity-Based Training & Unilateral Loading Techniques.**

**Movement Complexity Progressions for High-Level Performance.**





# Program Structure: 3 Stages to Mastery

The **MFT Virtual Program** is meticulously structured into **three progressive stages**, each building upon the last to ensure a deep and practical understanding of functional training principles and applications.

## STAGE 1

### Adaptive Functional Training System Modules

*Laying the Foundation for Functional Mastery*

In this initial stage, participants delve into the core components of the **Adaptive Functional Training System**, focusing on foundational skills and knowledge essential for any functional training professional.

#### Modules Include:



1.

Movement  
Screening &  
Assessment

#### Objective

Equip trainers with the skills to effectively assess clients' movement patterns to identify dysfunctions and asymmetries.

#### Key Learnings

- Differentiating between static and dynamic posture.
- Utilizing the New York Postural Profile for static assessments.
- Conducting dynamic assessments, including single-leg squats, hip hinges, and push-pull movements.
- Setting actionable benchmarks based on assessment outcomes.



2.

### Functional Mobility & Movement Restoration

#### Objective

Teach methods to restore and enhance clients' mobility and functional movement capabilities.

#### Key Learnings

- Implementing myofascial release techniques for muscle relaxation.
- Applying various stretching modalities: static, dynamic, and PNF.
- Utilizing joint rolling and muscle activation exercises to improve movement efficiency.



3.

### Suspension Training & Bodyweight Strength Progressions

#### Objective

Utilize suspension systems to develop strength, stability, and coordination.

#### Key Learnings

- A. Progressing from basic to advanced suspension exercises.
- B. Enhancing core stability and proprioception.
- C. Adapting exercises to suit various client abilities and goals.



4.

### Loaded Strength Training with Functional Bags

#### Objective

Introduce the use of functional bags to develop strength through dynamic movements.

#### Key Learnings

- Performing deadlift progressions suitable for all fitness levels.
- Executing press variations to enhance upper body strength.
- Incorporating power movements with functional bags, including progression and regression strategies.





5.

### Kettlebell Training (LEVEL 1 & 2)

#### Objective

Develop proficiency in kettlebell exercises to build strength and power.

#### Key Learnings

- Performing foundational movements: swings, cleans, snatches, and presses.
- Understanding kettlebell mechanics and safety protocols.
- Programming kettlebell routines for diverse training objectives.



6.

### Battle Ropes Training & Conditioning

#### Objective

Harness the versatility of battle ropes to improve cardiovascular fitness and muscular endurance.

#### Key Learnings

- Mastering fundamental battle rope waves and slams.
- Designing interval-based conditioning sessions.
- Integrating battle ropes into comprehensive training programs.

## STAGE 2

### Advanced Functional Training Applications

#### *Expanding Expertise and Application*

Building upon the foundational knowledge from Stage 1, this stage delves into advanced concepts, ensuring trainers can apply functional training principles to a wide array of client needs and goals.

#### Modules Include:



1.

#### Applied Functional Anatomy

##### Objective

Deepen understanding of human movement mechanics to enhance training effectiveness.

##### Key Learnings

- Analyzing joint actions and muscle functions during various movements.
- Applying anatomical knowledge to optimize exercise selection and technique.
- Identifying and correcting movement inefficiencies.



2.

#### Advanced Coaching & Communication Methodologies

##### Objective

Empower trainers with advanced strategies to refine their coaching techniques and communication skills, facilitating optimal client engagement and performance.

In the Master Functional Trainer (MFT) Virtual Program, a significant emphasis is placed on refining coaching techniques and enhancing communication skills to effectively address complex movement dysfunctions. This focus ensures that trainers are well-equipped to design structured and intelligent programming tailored to individual client needs.



## Key Learnings

- **Mastering Diverse Communication Techniques:** Enhance client engagement and understanding by utilizing a blend of verbal, visual, and tactile cues. This multifaceted approach ensures that clients grasp complex movements, leading to improved performance and reduced injury risk.
- **Developing Progressive Coaching Plans:** Learn to create structured, step-by-step coaching plans that progressively address and rectify movement impairments. This includes setting short-term and long-term goals, continuously monitoring progress, and adjusting strategies as needed to ensure sustained improvement.

By focusing on these advanced coaching methodologies and structured programming strategies, the MFT Virtual Program ensures that trainers are not only proficient in movement correction but also excel in delivering clear, effective, and personalized coaching to their clients.



### 3. Programming Application Strategies

In the Master Functional Trainer (MFT) Virtual Program, a significant emphasis is placed on the application of intelligent and structured programming to enhance client outcomes. This focus ensures that trainers are proficient in designing comprehensive training plans tailored to individual client needs.

#### Objective

Equip trainers with the expertise to develop and implement structured training programs that effectively address clients' fitness goals and movement requirements.

#### Key Learnings.

- **Designing Periodized Training Programs:** Gain proficiency in creating structured training plans that systematically vary intensity and volume. This periodization approach optimizes progress, prevents plateaus, and reduces the risk of overtraining.

- **Monitoring and Adjusting Training Variables:** Develop skills to continuously assess clients' responses to training stimuli. This includes tracking performance metrics, recognizing signs of overreaching or overtraining, and making informed adjustments to programs to maximize performance gains and ensure safety.

By focusing on these programming application strategies, the MFT Virtual Program ensures that trainers are adept at crafting effective, individualized training regimens that promote optimal client performance and progression

## STAGE 3

### MFT Assessment & Certification

*Demonstrating Mastery and Professional Competence*

The final stage is designed to assess and validate the trainer's comprehensive understanding and practical application of the program's content, ensuring readiness to excel in the field.

#### Components Include:



1.

Movement Mastery Video  
Submission

#### Objective

Demonstrate proficiency in executing and coaching key functional movements.

#### Requirements

- Submission of videos performing and instructing selected exercises.
- Showcasing proper technique, cueing, and coaching presence.



2.

### Programming & Coaching Assignments

#### Objective

Exhibit the ability to design effective, individualized training programs.

#### Requirements

- Development of detailed client case studies.
- Creation of tailored programs addressing specific goals and limitations.
- Reflection on coaching approaches and client interactions



3.

### Final Certification Assessment

#### Objective

Validate the comprehensive knowledge and skills acquired throughout the program

#### Requirements

- Completion of a comprehensive examination covering all program modules.
- Demonstration of practical skills through live or recorded sessions.
- Commitment to ongoing professional development and adherence to industry best practices.

***Join the MFT Virtual Program & Lead the Future of Functional Training!***



# What Our Graduates Say

---

## Josh Piterman, PITFIT Owner

*"The MFT course completely transformed my coaching. My sessions are now structured, my assessments are sharper, and my clients are seeing faster results!"*

---



---

## Linda Petrovski, Certified MFT Coach Owner

*"This is the best course I've taken in my career. It gave me a structured coaching system that made my training more effective and helped my business grow."*

---



---

## Simon Hyde, Strength Coach Owner

*"I now have a proven framework for programming and coaching. The MFT certification gave me the confidence to charge more and deliver elite-level coaching."*

---



# Accreditations & Certifications



**Upon completion, you will receive:**

5 International Certifications + PD Points  
MFT certificate and accreditation logo  
Access to the FTI VIP group

**Enroll Today & Become a Leader in Functional Training!**

For more information or to secure your spot:

**Email**

✉ [info@functionaltraininginstitute.com](mailto:info@functionaltraininginstitute.com)

**Click Here to**



**Visit our Landing Page**

🌐 [www.functionaltraininginstitute.com/mftvirtual](http://www.functionaltraininginstitute.com/mftvirtual)