

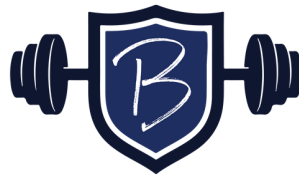


BRIANNA BATTLES

MEDIA KIT

PREGNANCY & POSTPARTUM ATHLETICISM

brianna@briannabattles.com



ABOUT BRIANNA



Brianna Battles is the Founder of Pregnancy & Postpartum Athleticism and CEO of Everyday Battles LLC.

She specializes in coaching pregnant and postpartum athletes, as well as educating coaching professionals on how to help athletes navigate the physical and mental considerations of training during these chapters in a woman's life. She is a relentless advocate and relatable resource for women who want training during pregnancy and make a

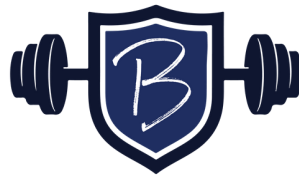
sustainable return to performance, lifestyle, function, career, and activity postpartum (and postpartum is forever)! This effort is what led to her creating a curriculum for her colleagues- coaches and practitioners- who also want to support athletes through this process.

Brianna has well established, successful online education, programs, and resources for both fitness professionals, practitioners, and athletes. She has built an international team of P&PA Coaches who are equipped to work with pregnant and postpartum athletes in their communities and online. Brianna has a local strength and conditioning program, but has shifted her focus to online education and regional seminars in an effort to reach a broader audience.

She has experience coaching a variety of athletes, ranging from professional and collegiate athletes to the recreational exerciser. This is how she cultivated a top-down approach to her coaching culture. She has helped many athletes manage core, pelvic health, orthopedic and other physical challenges while still encouraging their athletic goals and pursuits.

Brianna has her Master's Degree in Coaching and Athletic Administration and her Bachelor's degree in Kinesiology. She is an active member of the NSCA where she is a Certified Strength and Conditioning Specialist (CSCS), and a USAW Sports Performance Coach. She has completed multiple continuing education courses and mentorships in the women's health and strength and conditioning realm.

She lives in Southern California with her husband and 2 sons (Cade and Chance).



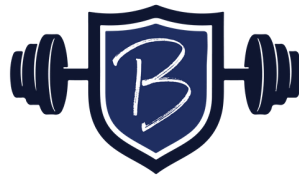
BRIANNA'S STORY

I grew up in a small town in Southern California, raised by my single mom and sister, until my mom remarried in my teenage years. I was involved in swimming and water polo for most of my childhood and continued with water polo through college at a Division 1 University. I graduated with my degree in Kinesiology and wanted to work in corporate wellness, and did for 5 years. During this time I also worked as an assistant coach at a division 1 university, coaching water polo. I loved being surrounded by a team and being in a leadership/influencing position, but I knew that water polo and coaching in that capacity was not my end goal.



I had my son Cade in 2013 and was adamant about maintaining my identity as an athlete and level of fitness throughout my pregnancy with him. I had competed in triathlons, CrossFit, powerlifting and Olympic lifting prior to getting pregnant. I believed that because I had so much athletic experience and coaching knowledge, that I could listen to my body, keep doing what I had always done and that I was in many ways, exempt from making significant modifications and adjustments to how I trained during pregnancy. I had planned on “natural childbirth” because the message that this was what was “right” or “best” had been ingrained into me. The sentiment “fit enough for birth” spoke to the person I identified as, and seemed like the healthy choice. It wasn’t until much later in my healing and professional development to that I realized how harmful, dogmatic and elitist that mindset was for me, and so many others.

I was completely humbled and traumatized by an emergency C-section, where I am lucky that both Cade and I are healthy. The trauma of his birth, the emotional consequences of being so adamant about the “right/best” way and continual struggles with breastfeeding spiraled into postpartum depression and anxiety. I was too stubborn to admit I needed help, blamed exhaustion and a “hard” baby for my struggles and was adamant about not supplementing with formula, because I was determined to get one thing “right.”



Along the same lines, I figured that because I was fit before, I would bounce back into shape and fitness abilities quickly. That was the message all over social media, given by coaches and other “fit moms.” I began training at 6 weeks postpartum and committed into getting into shape, again in a quest to have normalcy and some attempt at control over ANYTHING. This began an unhealthy quest of trying to reclaim myself.

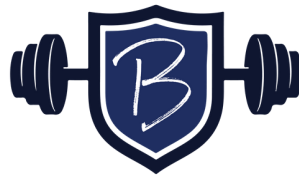
I did get back, size and fat percentage-wise, but my body had changed. Back then, there were ZERO conversations or knowledge about core or pelvic health. Diastasis recti wasn't a trendy topic or common fear, so when I felt like my abdomen looked different (not just loose skin or stretch marks), it took a LONG time to figure out what was happening. I had a significant diastasis and hernia, even though I was very lean and had a flat stomach. I spiraled into the “something is clearly wrong with me” mindset, and while this wasn't wrong, it was also motivated by wanting to be fixed, better, normal. A justified obsession. I was told I needed to immediately repair my hernia, because of how I liked to train. No one mentioned diastasis or the need to rehab DR before getting that surgery, but long story short, I got surgery hoping that I would be fixed and normal and could just move on.

You don't know what you don't know, and the same goes for medical professionals. This sentiment drove me CRAZY. I wanted to find someone who got it and got me and could provide a spectrum of info and considerations. So, I became that person in the ways I could.

You don't know what you don't know, and the same goes for medical professionals. This sentiment drove me CRAZY. I wanted to find someone who got it and got me and could provide a spectrum of info and considerations. So, I became that person in the ways I could.



I spent the next few years diving into women's health information, research and networking with like-hearted professionals, combining that with the fundamentals of exercise science. I rehabbed, learned from multiple professionals and invested in continuing education opportunities. I shared my experiences (dot-connecting) online because this process wasn't just about healing and improving myself, it was about paying it forward in the ways I could.



My personal experiences also influenced my coaching. I had resigned from collegiate athletics when Cade was a year old, was a stay at home mom for 2 weeks and decided I needed to still coach a few days a week as a way to stay involved and connected. I started a women's strength and conditioning program, renting space out of a local CrossFit gym a few days a week. This program quickly grew, and my involvement with understanding the intricacies and different experiences of women in my community fueled my effort to do more, and get this help and information into more communities and to women around the world who wanted better messaging, guidance and context for training through pregnancy and postpartum.

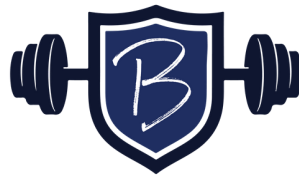
Because my local exposure had grown so much, and because I had shared a lot of my personal story and coaching, I was receiving a tremendous amount of emails from women everywhere saying "ME TOO!" WHAT CAN I DO? CAN YOU HELP ME." The sentiment of "why didn't anyone tell me," or "I wish I would have known" was so strong that I could not ignore this push to do something about it.

I created my first online course in 2016 (formerly known as "The Pregnant & Postpartum Athlete"), as a way to get the basics out there, to tell women what I felt they should know from a training and women's health perspective. This combination of athlete mindset, pregnancy training, postpartum return to training and how diastasis recti and pelvic health influence these, did not exist until I created it.



THE PREGNANT & POSTPARTUM
Athlete

Shortly after, the demand and need for more guidance grew. High-level athletes began reaching out to me, asking me to help guide their pregnancy training and postpartum process. They were taking this seriously, my voice had grown, and people began to see that "pregnant and postpartum athletes" weren't a special population, this was the majority of women in the gym. Their training, body, mindset, and vagina actually mattered for more reasons than having a healthy pregnancy and bouncing back.



My exposure as a coach for this grew, and I knew that if I wanted to have a large impact, I needed to grow my “accidental” business in a much more deliberate way.

However, Cade has just turned 3, and I finally felt like I was maybe brave enough to consider having another baby. Until then, I had just felt very unsure and too afraid to go through all of that again. I was terrified of what another pregnancy would do to my body, especially my “functional diastasis” and the hernia repair that had been done. I was intimidated by the idea of losing the routine we had finally found, the mental health struggles I could endure again and what this would do to the business I had created from the ground up. I knew that having another baby was a risk in a multitude of ways, but that it would also be worth taking the chance - of trusting myself to practice brave.

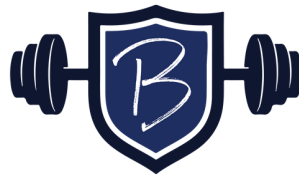
During my second pregnancy, I adjusted everything, most importantly, my mental approach, training, and expectations of what right or best was. I had learned that best and right are relative and that my approach needed to shift, or I would risk having the same/similar experience. I also had the responsibility of knowing better, doing better and passing it on to all who were now watching (online and in-person)!

I spent my entire pregnancy creating the first edition of Pregnancy & Postpartum Athleticism, an online self-paced course, and certification for coaches and practitioners. I released it in June 2017 and had my second son, Chance in August of 2017. The course launched and was more successful than I could have ever anticipated, with quality feedback from colleagues and students alike.

I had a scheduled cesarean section with Chance, in a well-loved and supported environment. I controlled what I could by soliciting a great team, and tried to



surrender to everything else. Chance is my miracle baby, not because of conception, but because I was almost not brave enough to have him. I did not believe that he could be a positive experience until he was placed on my chest. He has changed my perspective in many ways, improved my knowledge and grown my heart tremendously.



PREGNANCY & POSTPARTUM

Athleticism

Over the next couple of years, hundreds of coaches or soon to be coaches around the world enrolled in Pregnancy & Postpartum Athleticism. It has grown into a movement and well respected and recognized designation for coaching professionals. Communities both online and in-person have support and context from fitness

professionals who get it and get them. We have successfully combined women's health considerations as it relates to pregnancy, postpartum, mindset and long term athleticism/performance.

I have created a resource that supports every aspect of Pregnancy & Postpartum Athleticism. There is officially an answer for the "I wish I would have known/why didn't anyone tell me".

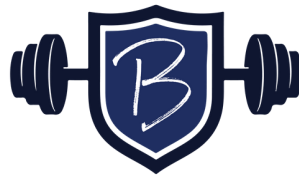
On the personal side of things, it's been overwhelming to grow a business, connected to my own story, while in the trenches of motherhood. I have imperfectly tried to take care of myself during these physically and mentally vulnerable years. My body had been through so much, with my second pregnancy taking a toll on my diastasis and damaging the mesh from the hernia repair I had done years prior. I was able to rehab very well from my second pregnancy, even though I still had a diastasis and mesh issues, it did not cause me symptoms or significant issues. I did not experience any pelvic health symptoms and my training and body found homeostasis again. However, in early 2019 I opted to get an abdominoplasty to address the damaged mesh and repair my diastasis (8cm) at the same time. This was a very personal decision with public feedback, opinions and repercussions and one that was not made lightly. It has been a challenging experience to decide upon and recover from, but I know that it's another opportunity to learn and pay forward the information I gather from it.



Women need more support across the spectrum of their motherhood, function and athletic endeavors and I am determined to keep showing up for them the same way I am determined to keep showing up and evolving my own growth and efforts.

I am with you,

Bri



TESTIMONIALS

“ Brianna Battles is an immense wealth of knowledge, professional integrity, and empathy. Her polished and always-evolving skill set is a gift to the fitness industry. Brianna's impact on women's strength and conditioning is particularly noteworthy; she has helped thousands of women make a strong return to their athleticism postpartum while prioritizing each individual woman's concerns, goals, and abilities. She is not only a trusted advocate for athletes but an accomplished mentor for coaches, as well. Her dedication to this field and her heart for this population is unparalleled.

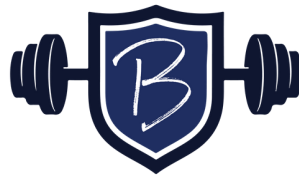
- Haley Shevener, Co-Founder POP Up

“ Being a professional athlete I knew my capabilities when it came to my athleticism pre-pregnancy, but wanted to make sure my athletic career lasted through pregnancy so I could return to it postpartum. With Bri's help, I was able to come back and make gains I felt would take forever, but most importantly I've healed my body and it has improved my performance. Without her help, I can confidently say I would not be near where am physically and mentally.

- Lindsey Valenzuela, Athlete

“ As a physical therapist, I was consistently finding that an element was missing in helping my female clients. I began searching for what that element was and that's when I found Bri. I became a member of her online coaches course [Pregnancy & Postpartum Athleticism] and I can confidently say I got way more than I bargained for. Not only did this course provide me with the resources and education I needed to put me on the right track, it opened so many more doors for me. I respect and admire Bri's work for using the most up to date research, which helps me in clinical decision-making, and for consistently staying true to herself and to her mission. Thank you Bri for being the change we need in the women's fitness industry – your work is SO appreciated!!

- April Wheeler, Pregnancy & Postpartum Athleticism Coach



PROFESSIONAL EXPERIENCE

2014 - Present

Owner of Everyday Battles LLC,
Founder of Pregnancy & Postpartum Athleticism;
online education and resources for coaches and athletes

2013 - 2014

Small Group Coaching

2011 - 2013

Corporate Wellness Coordinator @ ElectroRent

2010 - 2014

Assistant Water Polo Coach @ CSUN

2008 - 2011

Wellness Coordinator & Exercise Specialist @ AMGEN

2008

Personal Trainer @ Fitness Concepts

2007 - 2008

Strength and Conditioning Internship @ CSUN

EDUCATION

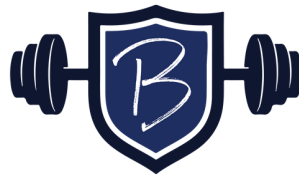
Master's Degree in Coaching and Athletic Administration
Bachelor's degree in Kinesiology

CERTIFICATIONS

Certified Strength and Conditioning Specialist (CSCS)
USAW Sports Performance Coach

ACCOMPLISHMENTS

Conejo Valley 40 under 40 Award
CSM Presenter
NSCA Presenter



AS SEEN IN



2021 Birth Healing Summit

2022 CrossFit Health Panel Discussion

2022 Recovery & Sleep Summit

Art of Coaching

Bodybuilding.com

Muscle & Fitness Magazine

Nike Training Club

Parents Magazine

POP SCI magazine

Shape Magazine

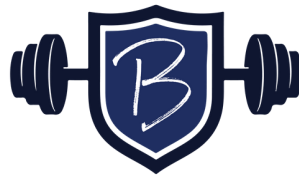
The Fourth Trimester

The Morning Chalkup

Voyage LA

W Magazine





THE PRACTICE BRAVE PODCAST



The Practice Brave Podcast brings you the relatable, trustworthy and transparent health & fitness information you're looking for when it comes to coaching, being coached and transitioning through the variables of motherhood and womanhood.

You will learn from athletes and experts in the women's health and coaching/performance realm as they share their knowledge and experience on all things Pregnancy & Postpartum Athleticism.

4.9 Rating on Apple Podcasts

Top 100 podcast in US: Fitness (Peak Position: 5)

Average 7,000 downloads per month (January - June 2022)]

130,000 Unique Downloads (As of June 2022)

E-BOOKS

Found at briannabattles.com:

How to Adjust Exercise During Pregnancy

6 Moves for the First 6 Weeks Postpartum

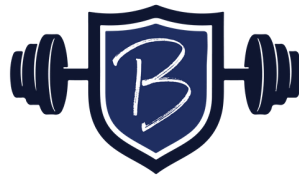
Timeline for the Pregnant and Postpartum Athlete

5 Common Mistakes Pregnant and Postpartum Athletes Make

Diastasis Recti & Athleticism

The No Pee Cheat Sheet

5 Things PTs and OTs Should Know When Working with
Pregnant & Postpartum Athletes



COURSES & PROGRAMS

ONLINE COURSES



PREGNANCY & POSTPARTUM
Athleticism

Pregnancy & Postpartum Athleticism: Pregnancy & Postpartum Athleticism™ is an online self-paced course for coaches, trainers, & fitness industry experts. Grow your business, expand your coaching credentials, and help pregnant and postpartum athletes train safely with the confidence they need during this unique chapter in athleticism.

PROGRAMS



THE PREGNANT ATHLETE
Training Program

The Pregnant Athlete Training Program: This program has been designed to support your training from the moment you discover you are pregnant, through until delivery. Workout adjustments are provided as your pregnancy progresses, so you can workout with the peace of mind that your movements are consistent with general pregnancy recommendations.



THE PREGNANT ATHLETE
At Home Training Program

The Pregnant Athlete At Home Training Program: An at-home version of our Pregnant Athlete Training program. This program is designed with the same adjustments to meet you where you are in pregnancy, but can be completed with minimal equipment at home. Also included are red flags to watch for, intentions for each trimester, a prehab series and warmup series.



8 WEEK POSTPARTUM ATHLETE
Training Program

8 Week Postpartum Athlete Training Program: Having a baby is a big deal and a postpartum body is healing, adapting and transitioning with each precious week! There is no one size fits all methodology or program especially for postpartum athletes.... but this 8-week program can be a helpful guide and resource during an overwhelming, unfamiliar chapter in athleticism.



BRIANNA BATTLES

PREGNANCY & POSTPARTUM
ATHLETICISM

For all media inquiries, please contact
brianna@briannabattles.com.

Learn more about Brianna at
www.briannabattles.com

Follow Brianna on Instagram
[@brianna.battles](https://www.instagram.com/brianna.battles)
[@pregnant.postpartum.athlete](https://www.instagram.com/pregnant.postpartum.athlete)