

# CrossFit®

FORGING ELITE FITNESS®

## COMMENT NO. 20

BY GREG GLASSMAN, CROSSFIT INC. FOUNDER AND CEO

Greg Glassman explains the purpose and effects of the CrossFit Level 1 Certificate Course.





“The L1 kernel is the most important thing a human being could learn in one weekend.” —Greg Glassman

*CrossFit Founder and CEO Greg Glassman posted the following comment to CrossFit.com on Aug. 6, 2015, in response to several posts about licensure in the fitness industry. You can read the entire thread [here](#).*

As the principal architect of the CrossFit L1 Training Certificate I'm sure I have a bias when asked to weigh in on its merits. That bias includes launching this course with the stated aims of producing the most effective and important physical training program on Earth and likely asserts itself again when I tell you that we've knocked it out of the park with those aims.

The curriculum is the essence of what is needed to safely and effectively maximize the potential adaptation of the certificate holder's prospective clients. The goal from the beginning was to translate the physiological model that is CrossFit theory into a weekend-long introduction to that material.

The L1 kernel is the most important thing a human being could learn in one weekend. It's also the only place you can go to learn the truth about salient lifestyle choices that optimize quality of life.

This sixteen-hour exposure to our world of constantly varied, high-intensity, functional movement fueled by meat and vegetables, nuts and seeds, some fruit, little starch, and no sugar has transformed the health of participants around the world. Application of the L1 kernel has fensed nearly a hundred million pounds of fat and added a similar amount of denser bone and muscle to CrossFit training clients globally. An unprecedented 115,000 people have taken a course that will allow them to avoid obesity, diabetes, coronary artery disease, autoimmune disorder, osteoporosis, end-stage kidney disease, hypertension, dyslipidemia, and early check-in at the convalescent hospital while teaching them how to motivate, demonstrate, and achieve the same in others.

The L1 kernel produced a cohort of teenage girls at the Games this year completing workouts that no man on Earth could have completed in the same time 12 years ago. The L1 kernel is the technology manifest in that advancement in human capacity. We are in sole possession of a technology of human performance. The L1 kernel is that technology. This certificate course has fueled the global explosion of 13,000 CrossFit gyms and motivated 273,000 CrossFitters to throw their hats into



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the ring in this year's Games. In the darkening storm that has 100,000,000 Americans slated for Type 2 diabetes, CrossFit and its adherents, because of the L1 kernel and certificate offering, constitute the only bright spot on the horizon.

Our competitors' offering provides no trainer training, just a test. It's not even a test of training knowledge and human movement/performance but a test of anatomy and physiology. The NSCA and ACSM tests are measure of one's willingness to accept their sponsor's view of healthy living. It's an unconscionable deficiency that motivated our seminar's creation. (The first L1 conducted was done so at the insistence of training agents from the U.S. DOJ. That relationship continues to this day. The U.S. Military is our biggest customer by far.) Our competitors are financially committed to their high-carb, low-fat, machine-based fare by a combination of woefully lacking science acumen coupled with complete dependence on Coca-Cola and Pepsi for money. Our competitors, the NSCA and the ACSM, and their Big Soda backers have created the exact mess that CrossFit Inc., 13,000 CrossFit affiliates, and 115,000 CrossFit trainers are successfully reversing. 100,000,000 Americans will get diabetes because of the ACSM's lording over exercise

science since 1954. Their commitment to hiding their sponsors' devastating impact on the nation's health is job number one at the ACSM. The ACSM/Gatorade essential role in the rash of exercise-associated hyponatremia deaths is appalling and needs congressional investigation. All that's wrong at the ACSM is probably worse at the NSCA. When you think NSCA—think Pepsi. When you think ACSM—think Coca-Cola. It'll help you understand their utter betrayal of charter and how it is that these collaborations have proven to be so deadly and will continue to remain deadly. There's no greater threat to Americans' health than the ACSM's backing of Coca-Cola's massive intrusion into the training space.

Licensure is a Hail Mary effort to achieve exactly what can no longer be achieved in the marketplace—keep the truth about diet and exercise hidden. The L1 kernel and certificate course are that truth.

See, Dave, brhino72, you both have it perfectly wrong. Our L1 is not only the best offering in trainer training ever; its impact makes it a standout offering in the entire history of education. I doubt whether you two have ever been more wrong about anything.