



EDGE SCHOOL



At 18, Edge Alumna Arianne Jones (class of 2008) came to a crossroads when she was working towards the peak of her sporting career in luge. She had to make the difficult decision between attending university or pushing to be an Olympic athlete. Committed to her sport, Arianne chose the Olympic route and the decision turned out to be the right one as she represented Team Canada at the 2014 Winter Olympics in Sochi, Russia. Arianne would finish 13th in the women's singles luge event in Sochi, and went on to have success at the World Cup level – winning bronze in 2014 and gold in 2016.

A gold medal World Cup victory is never an easy accomplishment, but for Arianne taking home first place for this luge event was an unparalleled achievement – having broke her back eight months earlier. It was after going through the injury and recovery process that Arianne would discover her next great passion in life, and change her career path entirely.

**Q: How did you find your passion in holistic nutrition?**

When I broke my back, and in that moment I did a 180 on everything in my sport career. Everything from my mindset, to my perspective, to food and my diet in particular. I wanted to figure out if eating differently would help me to heal, and that really opened the door for me to understand holistic nutrition. It changed my entire world. It changed how I felt, how I performed, how I recovered and I really became fascinated in the world of nutrition.

I was also discovering my obsession with food information and I wanted more knowledge and hands-on food experience, so I moved to New York City and went to culinary school. What if I could blend the pillars of my Olympic experience, holistic nutrition and making delicious food? I wanted to get this into more peoples' hands. That's when I started to see incredible results from people – life changes related to their health, personal life, business and mindset, in how they ate – all of those pieces. I was working with clients one on one and seeing incredible results, and during that time in New York is when I started to get sick. It took me a few years to find out that I had this mysterious, chronic illness which ended up being Lyme Disease. Even though I had all these tools, no matter what I did, I couldn't live my best life. It wasn't until I scaled back, changed my mindset, my diet and created the right medical team around me that I got healthier and healthier. That was the moment I realized that a change in your outlook and paying more attention to nutrition can make a huge difference in your life.

In saying that, that's when this became a huge focus for me – how can I bring this to more people while I am also dealing with a chronic illness? The answer was online courses, so I launched the podium performance program in partnership with another Olympian, figure skater, Paige Lawrence. Post-sport, she had her own unique journey as she ended up pursuing high performance coaching and positive psychology. Both of us wanted to help people to feel their best, but you can't get the full picture unless you talk about food and habits. To do that though, it all relies on a bedrock of mindset and there's really no one addressing this. I know from my sport days, that mindset piece is everything, so we decided to come together and create this course. We had a group go through it in the spring and it's going to launch again in September.



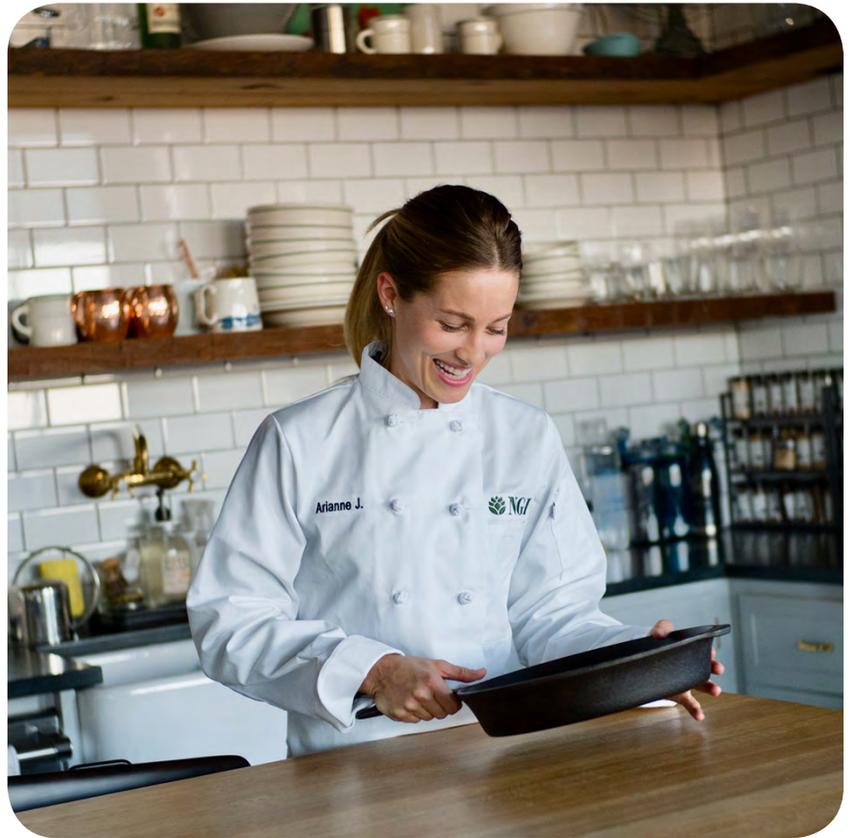


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### **Q: How would you describe holistic nutrition to someone?**

My approach to holistic nutrition in general is that it really views every person as bio-dynamically unique. What works for one person's body, isn't going to work for somebody else's body. We are all totally different and I think that's really important to keep in mind. As well, it really focuses on the mind and body. So often we separate the two, we separate completely, like thinking can't affect your health and what you're eating doesn't affect your mind and those things, not only are they connected, they are a complete bidirectional system. When it comes to the food side of things, it's really based around whole real foods. It's not trends and fads and counting calories – it's much more of a no rules, more intuitive approach.

What I find a lot, especially in the nutrition space, is the average mean of how people are eating is garbage. But you don't know what you don't know. So if you are used to eating the same foods, you tell yourself, 'I don't feel as good as I once did, pretty meh, low energy, tired, a little extra weight maybe,' but that's NORMAL when you get older right? Wrong. But once you have more knowledge, you can make better decisions. It's not our fault that we don't know anything different because the food industry specifically is full of contradictory claims, it's full of misinformation, it's full of ads and publicity. It's super confusing to know what to do, so everyone just stays where they're at. I want to be able to provide that clarity, because once you know how good you can feel, you'll never be willing to settle for what you were feeling before. Once you understand how to eat properly in a day, to balance your blood sugar, you'll look back and go, 'Oh my gosh, I can't believe I was doing that before.' Once you realize how much refined sugar is in the food you're eating that's making you inflamed and feel terrible, you're going to make different decisions day-to-day out of empowerment, not limitation, because you know how great you CAN feel. It's not our fault that we don't know it, but once you do know those skills, I promise you there is so much farther that you can go. I really just want to empower people with those tools.



### **Q: Tell me more about the monthly curriculum and course that you and Paige have created.**

Our first launch of the course was in March, but the pillars of the course, that's what we've been working on one-on-one with people for years. We know this stuff works, so now it was about bringing it into a course setting. We had 40 people go through a 12-week program. It's a slow, sustainable change and it's up each person to be an active participant in their life and learn and implement these tools to make a difference.

This course isn't, 'Here's your 12-week meal plan,' it's about teaching you how to start new habits, how to read labels. We give you tons of recipes, and grocery lists and support but it's so that at the end of it you can also take it and run – which I think is super empowering for people.





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### **Q: What kind of feedback have you received from your clients?**

It's really going better than we could have expected. We've seen people secure new jobs and new opportunities. We've seen entrepreneurs tell us how they finally feel like they are in control of their business, have a clear direction on their goals, and a vision on how they can change the world and take the tangible action to get there. We have people taking control of their health and feeling confident in the process. These people lose weight and tell us that they have more energy than ever and wish they could have done this 10 years ago. And then from the sports side, we have people that are telling us, 'I'm going to my competitions and achieving the best results that I ever have in my career.' So all of those pieces are exciting considering this is feedback from just one 12-week course. To see it exceed everyone's expectations, is such a huge pat on the back for us because it was a little bit of a beta test. Now we know that these pillars can work in a group setting and we can get it into more people's hands because this is life changing, and we want that for people. We want people to realize just truly how capable they are to level up their business, life, health and energy.

### **Q: When it comes to your personal battle with Lyme Disease, how has holistic nutrition played a role in turning your life around?**

Massive. That's the thing right? I'm not better, I am still working through this. I am still on the journey but I think what I want people to realize is that you can still live your best life no matter what. My best right now looks very different than my best as an Olympic athlete. As an Olympic athlete, I was at peak physical fitness competing all over the world. My best now looks very different; it's 'can I move my body every day in a gentle way, can I wake up with energy and a clear mind'. The mindset tools, the lifestyle tools, and the food, they are critical pillars in keeping me healthy.



### **Q: When people hear your story, do you think that is a motivating factor for people to try this course?**

I lived it, and I think that's what Paige and I both realized in this course is that there are so many of these pillars that we learned the hard way going to the Olympics and overcoming brick walls. Dealing with the politics, travelling, exhaustion, goal setting – all of those pieces that we had to learn the hard way. We both came out of sport and we said, 'Wait a second,' both in the health world but also in the business world and the entrepreneurship business – these same tools that we've learned apply. Why isn't anyone using them? There is a preset standard of tools to lead someone to success, no matter the field that they are in and that's what we realized and we were like no one is talking about that.



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### **Q: What would you want to say to Edge parents about the program?**

We actually have a few sets of people going through the program right now with their teenaged kids who are athletes. So it's cool because they are saying, 'We are going to learn this stuff together.' I wish with 100% of my being that I had this when I was competing. I wish could go back and take a course like this. This is a skill set that is equally, if not more important, than the one practice a week because you are building a foundation of strength everything else rests upon.

A lot of Edge parents are driven, incredible individuals that probably want to be better in some sphere. Especially right now in the pandemic, taking back control of your health, of your time, of your energy feels more relevant than ever – it can make a difference.

### **Q: What do you enjoy most about what you do?**

I get so much joy celebrating my client's wins. I also know what it feels like to kind of feel like crap or to have an illness or to have goals and have everyone around you tell you that's not really possible. Or want to change the world and have people tell you, 'Good luck with that.' I know how it feels to be in those situations and I also know what it feels like to stand at the top of the podium. What it feels like to overcome an illness and to feel like my best self. I have the tools to be able to get there. I get so excited when I see people achieving their win. And I say your win because your win might be sport related, your win might be I want to scale my business, or your win might be the health side of things. The string that ties all of those together is typically people joining our course that are ambitious, driven people. Seeing people get those wins and realize that they are more capable of jumping into their potential fuels me with so much motivation.

*(This interview has been edited for length and clarity)*

Arianne Jones is a Class of 2008 Edge graduate and was a [2020 CLIMB Award recipient](#) – given to Edge alumni who have set amazing examples for current student-athletes at our school.

Sign up for her online course waitlist [by clicking here](#). Doors open Sept. 8-18 ONLY. Join the waitlist now to access discounts and updates.

Visit her website [ariannejones.com](http://ariannejones.com)

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