

MENOPAUSE, MUSCLE & MINDSET:

What Midlife Women Really Need from Fitness Pros

Presented by:

Daisha Enos, MS, ATC

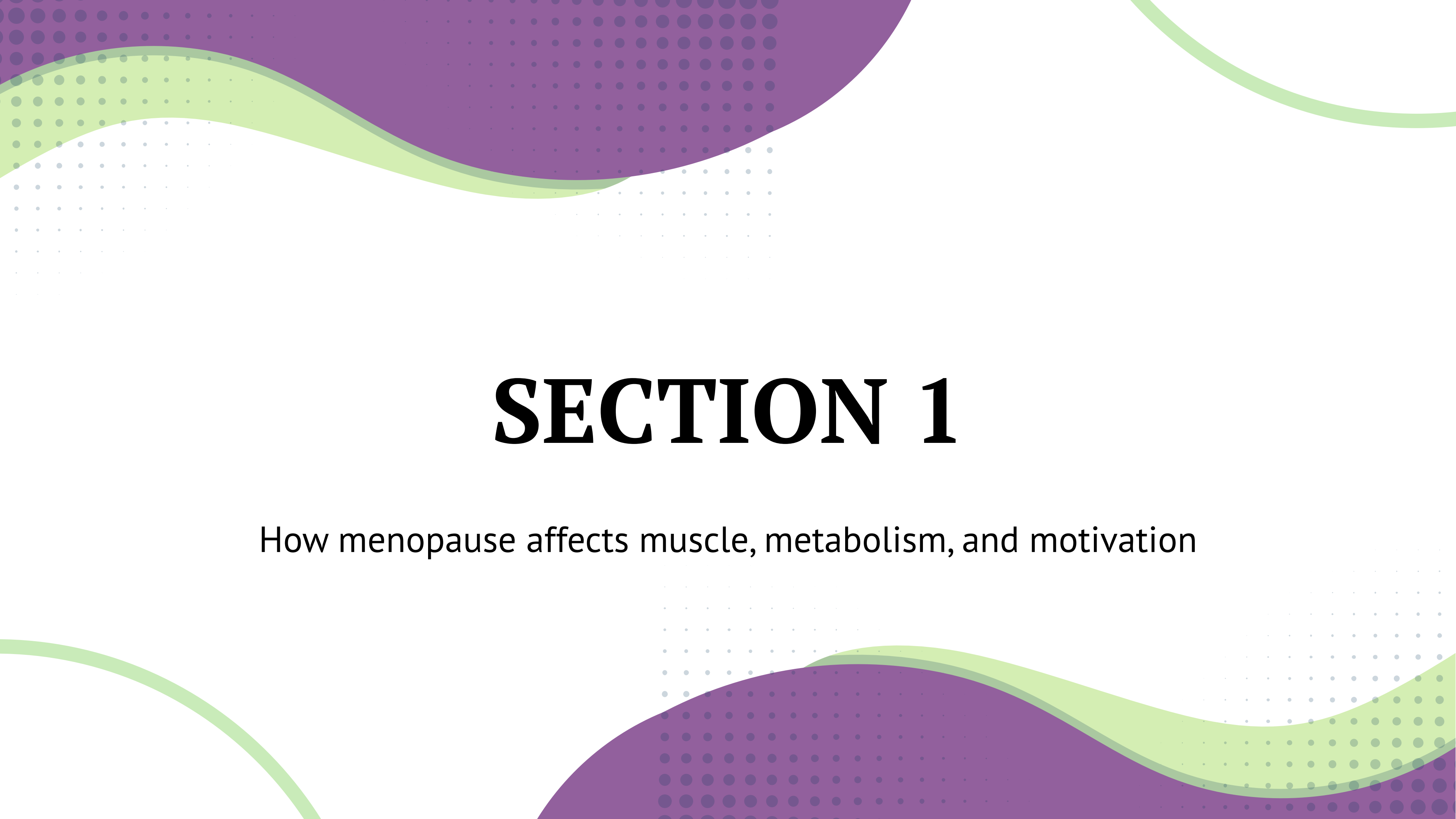
BY THE END OF THIS SESSION, YOU'LL BE ABLE TO:

- 01** Explain how menopause affects muscle, metabolism, and motivation
- 02** Integrate strength-based and recovery-supportive strategies for midlife women
- 03** Implement coaching techniques that support mindset, trust, and adherence

ABOUT ME

- Daisha Enos, MS, ATC
- 20+ years in health, wellness, & fitness industry
- Certified athletic trainer & holistic health coach
- Host of ***The Sana Vida Pod*** and national health presenter
- Passionate about empowering women 40+ to build muscle, strength, and confidence





SECTION 1

How menopause affects muscle, metabolism, and motivation



WHAT HAPPENS DURING MENOPAUSE?

- Estrogen and progesterone begin to decline (as early as late 30s)
 - Increased cortisol sensitivity → more belly fat, slower recovery
 - Insulin resistance rises → less energy, more fat storage
 - Muscle protein synthesis slows down
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IMPACT ON MUSCLE MASS

- Sarcopenia risk increases during perimenopause
- Muscle loss → slower metabolism and higher injury risk
- Strength training becomes essential, not optional
- Most women under-eat protein, worsening the issue



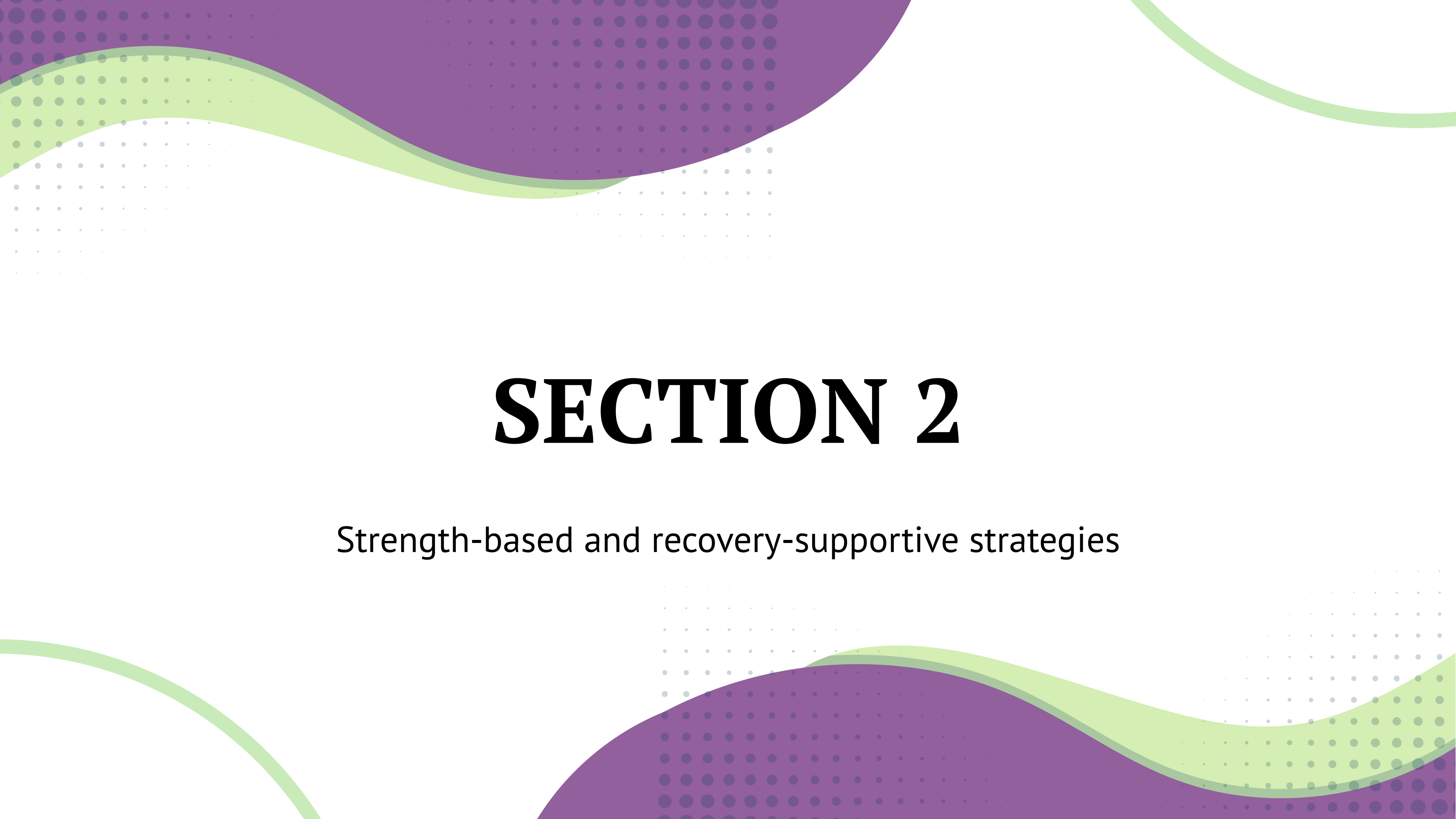
METABOLIC SHIFTS

- Fewer calories burned at rest due to muscle loss
- Estrogen loss affects energy production (mitochondria)
- Fat starts to centralize around the abdomen
- Dieting becomes less effective and more frustrating



WHAT ABOUT MOTIVATION?

- Hormonal changes can mess with mood and drive
- Poor sleep = low energy = "I'll work out tomorrow"
- Women feel like they're broken—when it's their biology
- Coaching + community = key to consistency



SECTION 2

Strength-based and recovery-supportive strategies

STRENGTH TRAINING IS QUEEN!



- Focus on progressive overload—midlife women need the challenge
- Prioritize multi-joint, functional movements (squats, rows, presses)
- Aim for 2–3x/week with full-body focus
- Train heavy enough—think effort, not just reps

SAMPLE FULL-BODY WORKOUT

3 sets | 8–12 reps (or RPE 7–8)

➤ Goblet Squat

➤ Bent-Over Row

➤ Dumbbell Chest Press

➤ Romanian Deadlift

➤ Half-Kneeling Pallof
Press

➤ Farmer's Carry

****Focus on form, tempo, and effort. Rest 60–90 seconds between sets.*



PROTEIN + RECOVERY = MUSCLE MAGIC

- Encourage 25–30g protein per meal (not just post-workout)
- Add creatine monohydrate to support muscle + cognition
- Sleep is a training tool—not a luxury
- Normalize rest days and active recovery



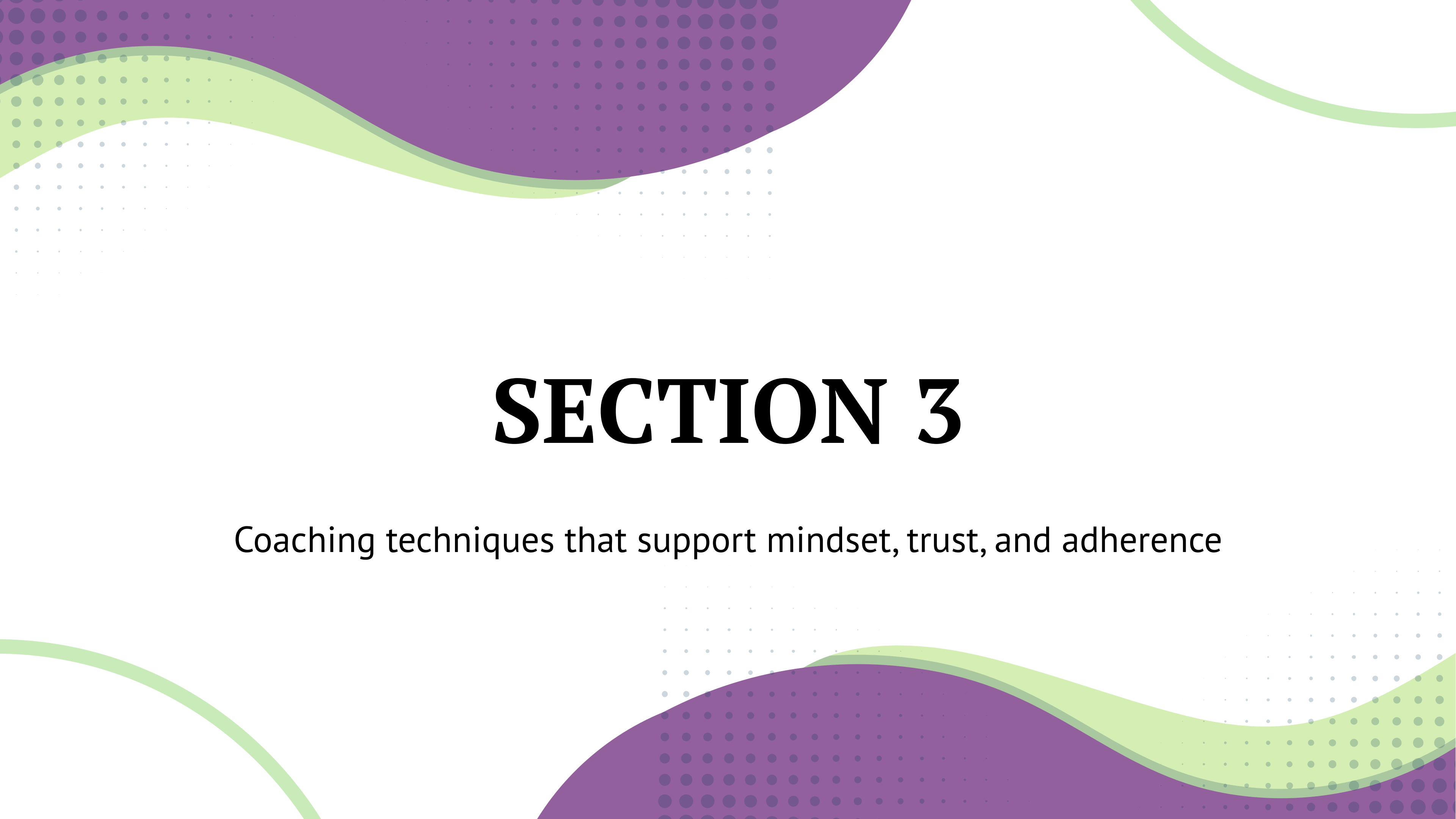
SUPPORT THE NERVOUS SYSTEM

- Perimenopause = more cortisol sensitivity
 - Include parasympathetic activities: walking, breathwork, stretching
 - Watch for signs of overtraining: fatigue, mood dips, plateaus
 - Recovery is KEY!
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MEET HER WHERE SHE IS...

- Assess stress levels, sleep, and cycle symptoms regularly
 - Customize intensity (not just volume) based on season of life
 - Don't ignore pelvic floor, joint health, or bone density
 - Strength should support her life, not take it over
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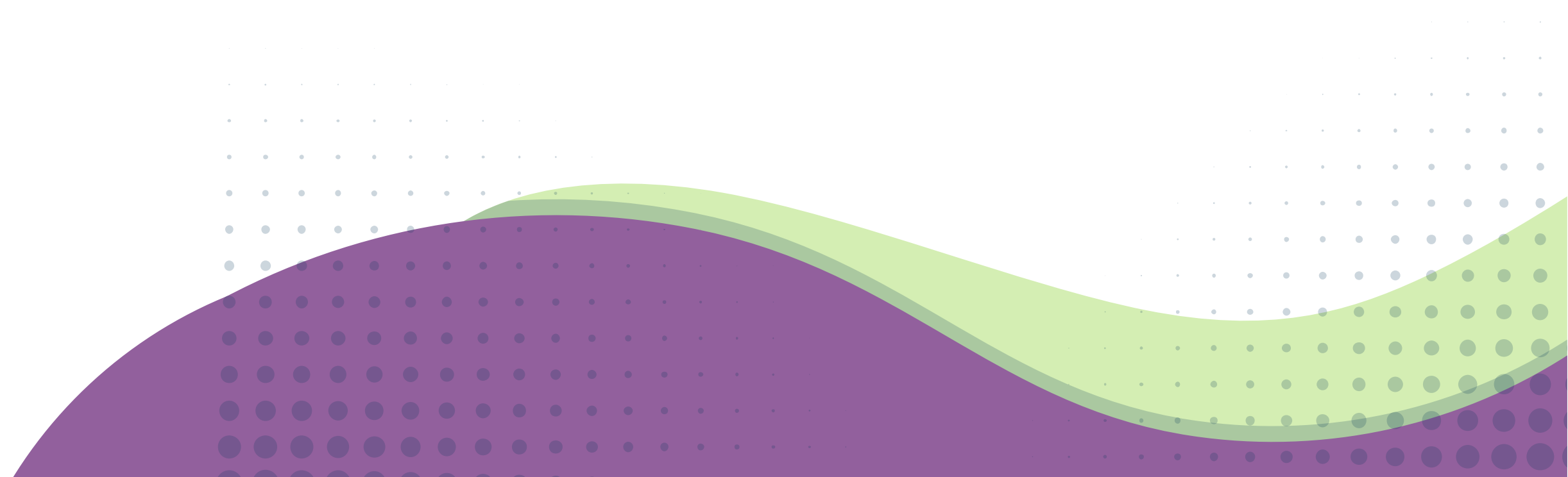


SECTION 3

Coaching techniques that support mindset, trust, and adherence

MINDSET MATTERS MORE THAN EVER!

- Midlife is full of shifts—body, identity, and roles
- Many women feel “betrayed” by their body
- Fitness can help them rewrite that narrative
- Your language and tone can either empower or discourage



DITCH THE “FIX HER” MENTALITY

- She’s not broken—she’s evolving
- Don’t pathologize menopause—normalize it
- Ask more, assume less: “How are you feeling today?”
- Build autonomy: offer choices, not commands



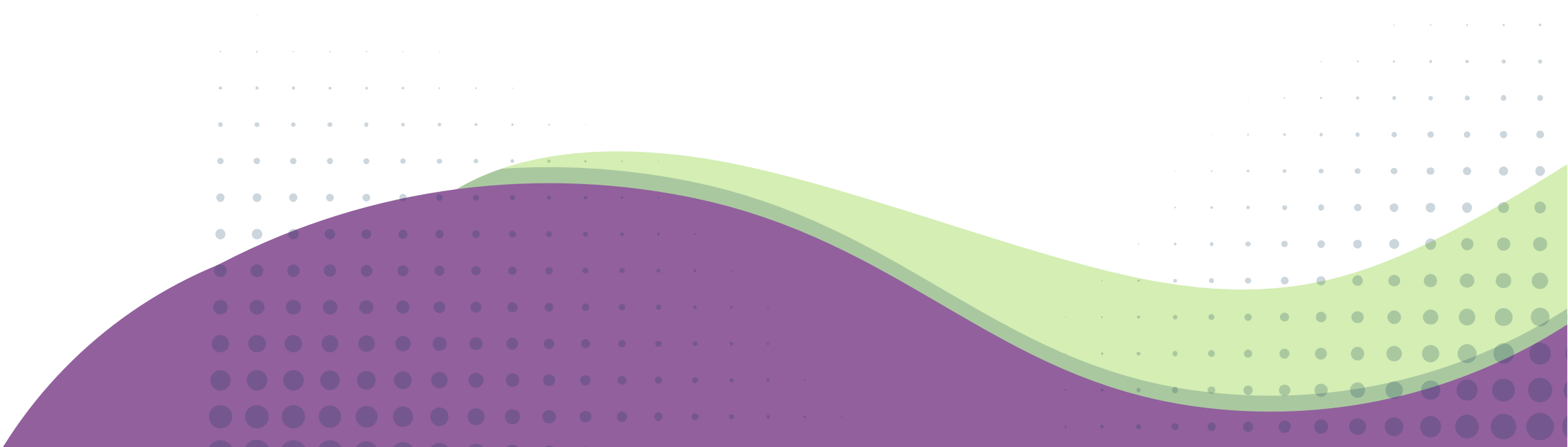


COACH THE WHOLE WOMAN

- Check in on sleep, stress, cycle—not just weights lifted
 - Celebrate consistency > intensity
 - Shift focus from aesthetics to function, energy, confidence
 - Be her coach and her ally!
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HELP HER STAY IN THE GAME

- Normalize plateaus, rest phases, and pivoting
 - Use habit tracking, wins journal, or “non-scale victories”
 - Connect her to community—belonging boosts adherence
 - Remind her: progress is still progress, even if it's slow
- 



LET'S RECAP!



WHAT WOMEN IN MENOPAUSE REALLY NEED FROM US

- Understand the real physiological shifts of menopause
- Program for strength, recovery, and longevity—not punishment
- Use coaching strategies that support mindset, not just muscle
- Empower her to feel strong, capable, and in control again!

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THANK YOU!

Let's keep helping women over 40
feel strong, seen, and supported!

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The Sana Vida Pod