

“Entrepreneurial people love the creative side of business and not so much the administrative side. Back for Business was great for focusing your mind on the parts that don’t come as easy to you”

DECLAN TREANOR

Performance Treanor



A year working as a business consultant was enough for Declan Treanor to realise that the corporate world wasn’t for him.

Finding it incompatible with his desire for a balanced and healthy life, the MSc graduate in Strategic Management and Planning from Smurfit Business School returned to Belgium where he had spent the preceding years. He started his own business there as a personal trainer.

“I had studied Commerce and French for my undergraduate degree. I wanted to use my French, so I moved to Brussels with Glanbia for a few years. After the stint with PWC in Dublin, I knew I wanted to do my own thing. I had a qualification as a personal trainer so when I moved back to Brussels I said I’d give it a go,” says the former Dublin senior footballer.

“It went really well. I trained a lot of employees with the European Commission, all different nationalities. From that I developed a network that led me to do corporate talks on nutrition, mental health,

positive self-talk and mindfulness. That’s how Performance Treanor, my company, got started.”

On top of personal training and corporate seminars, Declan has expanded his offering to include workshops and programmes dedicated to mindfulness, health and wellbeing. His enthusiasm, he says, is informed by his own experience of managing anxiety and depression.

“Lots of people are doing similar things in this space. What makes Performance Treanor unique is my holistic approach. I look at the connections between the physical, mental and emotional health. I also focus on continuous improvement. The great lie of the self-help industry is that one book or top tip can change your life immediately. The reality is that there can be no quick overhaul. It’s all about small, incremental changes and a mindset shift.”

Declan is aiming to develop partnerships with other wellness brands in the next 12 months, and is currently in the process of delivering his three-week mind, body, soul programme with different companies.

“The idea is to get the ball rolling for people who want to work on holistic health but don’t know where to start. One day we’ll have a mindfulness session, another day it will be laughter yoga, then negating cognitive distortions and finally upping physical activity. It’s all about teaching people small and incremental good habits and then building from there,” he says.

Declan is grateful to Back for Business for supplying him with a ready-made network of professionals, who also understand the challenges of setting up a business, after returning home from abroad.

“Coming home is tough. In my case, my network was back where I’d just come from, so I was suffering a bit of a culture shock. It was a relief to be put into a group of people who understood that, and who also knew about finances and how to deal with different pieces of regulation. Entrepreneurial people love the creative side of business and not so much the administrative side. Back for Business was great for focusing your mind on the parts that don’t come as easy to you,” he adds.

POSITION

Founder and Director

WHAT WE DO

We help people achieve a happier, healthier and more meaningful life with weight loss, exercise and nutrition programmes, and wellness workshops.

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