

Teaching, Coaching, and Preparing the Fitness Professional for 2011

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CLUB INDUSTRY
2010 THE CONFERENCE AND EXPOSITION FOR
FITNESS BUSINESS PROFESSIONALS



Conference: October 6-8 • Exhibits: October 7-8 • McCormick Place • Chicago, IL

**MOVING
FORWARD**

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What do we know?
What is currently going on?
What is the future?

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**MOVING
FORWARD**

Current Status

- “Many fitness instructors become professionals without ever studying how to *TEACH*.” (Hoffman, F. 2010)
- ...understand how our students learn best.
- ...Create an environment that is welcoming, motivating and trusting.
- Many teaching skills are learned through continuing education, but most of the lessons were acquired over time, as life experience.

Our Social Media path so far...

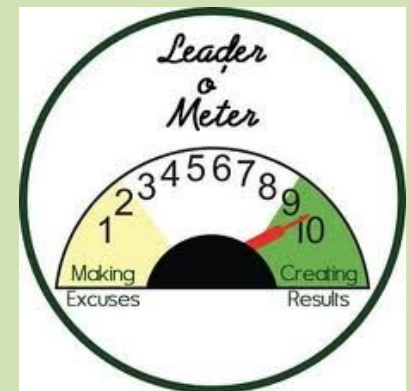
- **Social Media – Fitness Professionals**
 - Transformed relationships and interaction with colleagues and clients
 - Opened the doors to new business-marketing strategies in the digital age.
 -much more savvy about leveraging social media to build their networks and increase their brand awareness.
 - HOWEVER.....be careful

Alsac, B. (2010) Maximizing your social media investments, *IDEA Fitness Journal*, July-August, pg. 42-47.

Stop!!!

Consider the following?

1. What do you think might be your staffs' current needs?
- 2....Your staffs' current professional level?
3. How does your staff “synergize” with the current trends, future programming, education, etc.?



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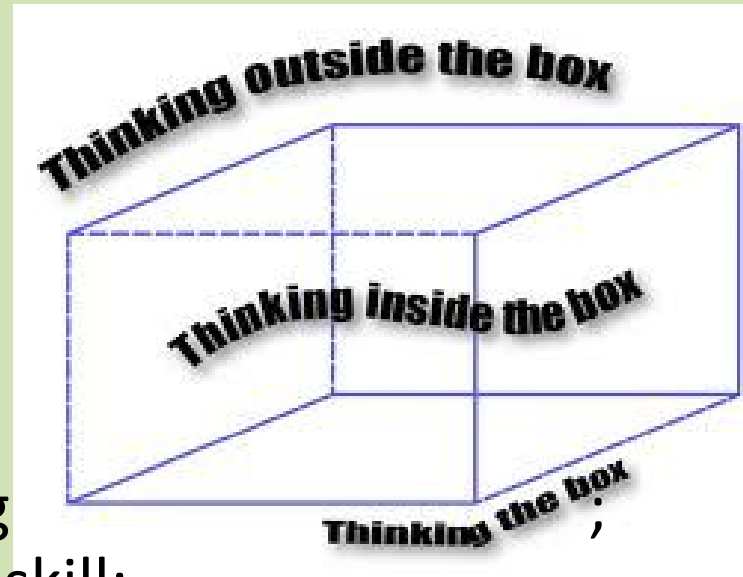
The Plan

- I. Introduction
- II. Defining: teaching, coaching and preparing
- III. Fitness Professional
- IV. Current trends
- V. Retention
- VI. ROI
- VII. Quality
- VIII. Programming Needs
- IX. Creating a Mock Program
- X. Preparing for 2011

The Plan

II. Defining

- **Teaching** - education: the activities of educating or instructing activities that impart knowledge or skill;
- **Coaching** - a method of directing, instructing and training a person or group of people, with the aim to achieve some goal or develop specific skills
- **Preparing** - organize: arrange by systematic planning and united effort; educate for a future role or function

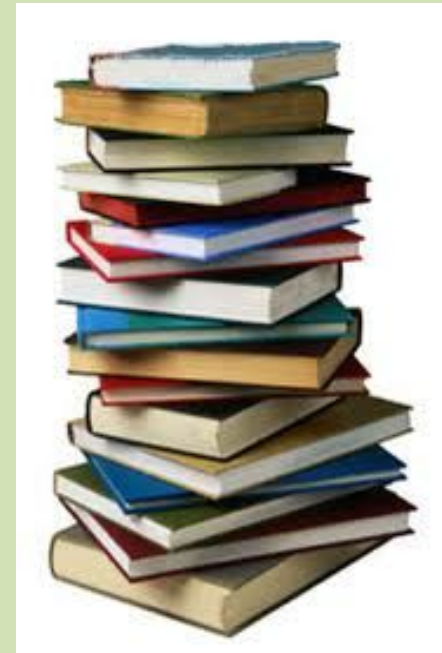


III. Fitness Professional

- Education
- Proficiency
- Progression



Let's evaluate



III. Fitness Professional - Education

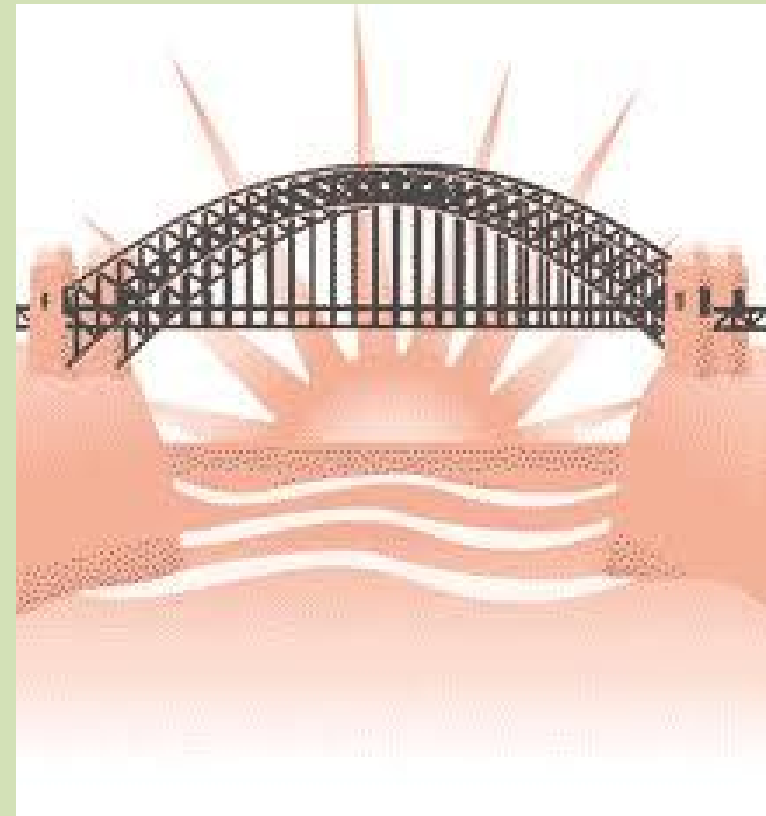
- College vs. non-college
- Certification
- Mentored/apprentice
- **EXPERIENCE**



III. Fitness Profession - Proficiency

- Proficiency - Ability, skill, competence; Knowledge

....the ability to bridge the gap between academic and application



III. Fitness Professional - Progression

- Progression - the act of moving forward



.....all in the art of retention via meeting goals, showing improvement

III. Fitness Professional - Progression



- Mapping the course
- Shadowing
- Assessments
- Problem Solving
- Program Design
- Advanced Program Design
- Case Studies

III. Fitness Professional - Progression



- **Mapping the course**
 - Understanding options,
 - Knowing limitations,
 - Considering safety

a.k.a. – Scope of practice

III. Fitness Professional - Progression



- **Shadowing**

- Learning from the experienced,
- the knowledgeable,
- and the veterans

III. Fitness Professional - Progression



- **Assessments**

- Determining the needs
- Considering the issues
- Establish quality and PERSONAL plan

III. Fitness Professional - Progression



- **Mapping the course**
- **Shadowing**
- **Assessments**
- Problem Solving
- Program Design
- Advanced Program Design
- Case Studies

III. Fitness Professional - Progression



- **Problem Solving**

- Can you progress and problem solve SAFELY????



III. Fitness Professional - Progression



- **Problem Solving**

- Re-evaluate and Assess



III. Fitness Professional - Progression



- **Program Design**
- Based upon the assessment, options, plan of study, etc.

III. Fitness Professional - Progression



- **Advanced Program Design**
- Key points
 - Don't progress too quick
 - Always know WHY you are doing what you are doing
 - Change up and be creative

III. Fitness Professional - Progression



- **Case Studies**
- Practice, practice, practice

III. Fitness Professional - Progression



- Mapping the course
- Shadowing
- Assessments
- Problem Solving
- Program Design
- Advanced Program Design
- Case Studies

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The Plan

IV. Current Trends



The goal...successful programs are created with one eye on the future and a critical eye on the past

IV. Current Trends

- Hybrid Professional
- What is hot, hip and breaking for the future?
- Are you prepared?
- Is there a plan?
- Are the current trends appropriate for current customer-base OR
- Are you trying to gain new members and programs???



25 Most Frequently Offered Programs

		2010	2009
1. Personal Training (Combined)	↑	97 %	91%
2. Personal Training one-on-one	↑	96%	89%
3. Pilates	↑	90%	70%
4. Personal Training – 2 clients	↑	90%	79%
5. Fitness Assessment	↑	90%	81%
6. Strength Training, individual	↑	88%	81%
7. Yoga	↑	82%	62%
8. Core Conditioning classes	↑	80%	66%
9. Stretching and/or Flexibility	↓	78%	81%
10. Strength Training in group	↓	78%	83%
11. Circuit Classes	↑	77%	66%
12. Personal Training 3-5 clients	↑	76%	60%

Top 10 Worldwide Fitness Trends for 2010, 2009, 2008, 2007

Trends	2010	2009	2008	2007
Educated and experienced fitness professionals	1	1	1	3
Strength training	2	4	4	6
Children and obesity	3	2	2	1
Personal training	4	3	3	7
Core training	5	5	5	5
Special fitness programs for older adults	6	6	6	2
Functional fitness	7		8	4
Sport-specific training	8	9		
Pilates	9	7	7	
Group personal training	10			
Outcome measurements	11			10
Exercise and weight loss	12			9
Wellness coaching	13			

25 Most Frequently Offered Types of Equipment

		2010	2009
1. Stability Balls	↑	95%	92%
2. Resistance tubing or bands	↑	95%	94%
3. Barbells and Dumbbells	↓	90%	91%
4. Balance Equipment	↑	87%	80%
5. Medicine balls	↑	87%	79%
6. Yoga mats and equipment	↑	85%	70%
7. Foam rollers and small balls	↑	83%	81%
8. Weighted Balls	↑	82%	65%
9. Step and Platforms	↑	81%	74%
10. Treadmills	↑	76%	71%
11. Elliptical	↑	72%	67%
12. Cycle, recumbent	↓	67%	68%

IV. Current Trends

10 Programs with Growth Potential

1. Boot camp classes, outdoor
2. Exercise for Chronic Medical Conditions
3. Body weight leverage (TRX, rope, climbing, etc)
4. Small-group boot camps
5. Dance (urban street, funk, hip-hop)
6. Branded choreography
7. Senior Classes
8. Back Pain prevention
9. Post-rehabilitation following injury

IV. Current Trends

- Currently, 500,000 knee replacements/year
- Currently, 175,000 hip replacements/year

- Predicted for 2030 –
 - Hip replacements to increase by 174%
 - Knee replacements to increase by 673%

Predicted study at the American Academy of Orthopedic Surgeons' 2006

“Perhaps joints are not designed to last as long as we’re living these days.”

IV. Current Trends

“The upcoming social media challenges will be less about developing a Web presence or building online community.” They will be more focused on

- **sustaining these relationships,**
- **quantifying social media efforts and** -
- **differentiating businesses within your community.”**

Alsac, B. (2010) Maximizing your social media investments, *IDEA Fitness Journal*, July-August, pg. 42-47.

Future Trends

Future Trends

- The challenges the industry faces in the future...
 - Will providing fitness solutions to health problems be enough to sustain the industry
 - How will the impact that affects science, medicine, and the digital world affect the consumers achieving fitness
 - Weight control and wellness promotion will be irrelevant if advertised by “cheaper”, quick fixes, etc.

Future Trends

- Social Media – in the future
 - Friendster, MySpace, Facebook will live out strong as they will unlikely fall from the prominence in the next five years.
 - YouTube – most important social media innovation over the last 10 years.
 - Smart phones, mobile apps have helped tremendous
 - TV and Radio in the next five years will see changes such as print media has over the last decade.

Future Trends

The top 10 fitness trends for 2010 was recently released by the American Council on Exercise based upon their annual survey of fitness experts, personal trainers, and other industry experts. People want the following:

- **Program that doesn't take too much time**
- **Want exercise to be cash conscious, and results**

Future Trends

The top 10 fitness trends for 2010 (ACE) are as follows:

1. Sm. Group training
2. Time-efficient workouts
3. Exergaming (Wii Fit, etc.)
4. Boomer-specific programs
5. Functional Training Workouts
6. Health and Fitness Awareness
7. Importance of Professional Credentials
8. Specialty exercise classes
9. Fitness training tools.
10. Cost-conscious workouts

V. Retention

- Program diversity
- Fitness Professionals
- Customer Service
- Creative marketing
 - Social media
- Equipment Upkeep



V. Retention

- Keeping adults coming to session or class...
 - Know your audience
 - Know why they attend your session
 - Establish a sense of belonging
 - Respect for themselves and others
 - Teach and speak to students as you would like to be taught and spoken to.
 - Motivate with humor, active participation and minimal storytelling.

V. Retention

“Service yields results every day. Maintaining member relationships is critical whether it is between the member and employee or even among members.

In fact, clubs with strong member-to-member connections have higher retention than clubs with weak member-to-member connections.”

McCarthy, J. (2004) Guide to Membership Retention: Industry Lessons on What—and What Not – To Do, IHRSA.

V. Retention



Where does this begin?

What role does the fitness professional play?

How can we improve upon this?



VI. ROI (Return on Investment)

“The fitness industry is in the business of making a credible return-on-investment. It is crucial to fully integrate new members in the facility, keep existing members and get member referrals.”

Bob Esquerre, Esquerre Fitness Group, Inc.

Where does this begin??



VII. QUALITY

- Strategic planning
 - Forecasting, understanding your market, etc.
- Attention to detail
- Willingness to go the extra mile
- Extra study
- Extra focus
- Etc.

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VIII. Programming needs

- Synergy of all programs
 - Yoga,
 - Pilates,
 - Personal Training,
 - Group Fitness
 - Massage
 - Sports Performance
 - Aqua Program

FITNESS PROFESSIONAL

VIII. Programming needs

- Synergy of all programs
 - Group Fitness –
 - “With the success of boot camps and small-group training, personal trainers are beginning to claim the group domain (and why not, it works)!!

Vogel, A. (2010) Tapping into group profitability, *IDEA Fitness Journal*, pg. 79-86, July-August.

FITNESS PROFESSIONAL

VIII. Programming needs

- Synergy of all programs
 - Pilates

“People aren’t going to stop doing Pilates.”

“We will see more Pilates in health clubs and fewer smaller studios...”

(Kevin Bowen, education director at Peak Pilates and co-founder of the Pilates Method Alliance)

“Mat classes have gotten bigger because it’s an economical way to experience Pilates”

(Tom McCook, founder of Center of Balance, a founder trainer and a national recognized fitness and movement specialist)

Monroe, M. (2010) The Pilates Phenomenon: Where do we go from here?, IDEA Fitness Journal, July-August, Pg. 32-41)

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VIII. Programming needs

- Synergy of all programs
 - Pilates
 - See Pilates as “Cross – Training” option
 - Quality instruction is key
 - Fusion exercise – which merges Pilates with other disciplines such as Yoga
 - Pilates is being combined with sport-specific programming and plyometric exercises as well.
 - New markets: men, older adults and teens

Monroe, M. (2010) The Pilates Phenomenon: Where do we go from here?, IDEA Fitness Journal, July-August, Pg. 33-41)

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VIII. Programming needs

- Synergy of all programs
 - Pilates
 - Moving towards rehabilitation, physical therapy and other medical areas
 - Growing area for referrals from the medical community

Monroe, M. (2010) The Pilates Phenomenon: Where do we go from here?, IDEA Fitness Journal, July-August, Pg. 33-41)

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IX. Creating a Mock Program

- You need a plan
- Perhaps you need to revise your plan

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NOW.....Stop...Re-evaluate

Consider the following?

1. What do you think might be your current staffs' needs?
- 2....Your staffs' current professional level?
3. How does your staff “synergize” with the current trends, future programming, education, etc.?



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X. Preparing for 2011

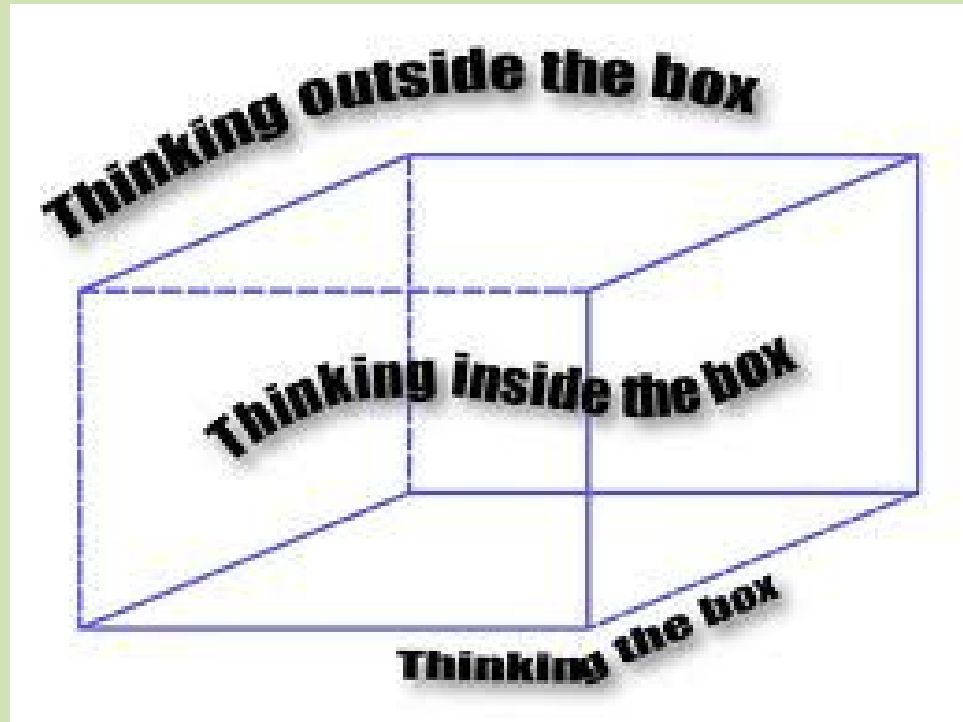
- What needs to be done??
- How will you accomplish this?
- What obstacles do you foresee?
- Can you NOW make a plan?
- How will you re-evaluate
- Where can you get help?



Developing Trust in the Process

- Fitness Professional teaches movement
- The students are coming back to learn from YOU, the professional (or your staff)
- so share all that you've learned and acquired over the years with them,
- and use it to create the best learning environment possible.

Hoffman, F. (2008) How to be a great instructor, *IDEA Fitness Journal*, April, pg. 68-70.



Teaching, coaching, and planning.....
Will your fitness professional be ready..?
Are you ready??

Thank you for coming!!

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