

RAISING

INSPIRATION FOR EXTRAORDINARY FITNESS CAREERS

ISSUE 3

THE BAR

**DISCOVER
THE POWER
OF EMS TRAINING**

**TOP TIPS FOR
INDUSTRY
NEWBIES**

HERE'S A

**CODE OF
ETHICS**

**YOU CAN
GET BEHIND**

**HOW TO TEACH
GROUP EX
TO CLIENTS
WITH A CANCER
DIAGNOSIS**

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YOU BY

FITRECTM

WELCOME FROM DENNIS HOSKING



As we rock and roll into the new year, I'm excited to welcome to Issue 3 of Raising The Bar.

With so much tragedy going on around the world it's a good time to take stock of all that matters, and to remind ourselves that we're in a highly unique position that enables us to directly help people cope with the stress and anxiety that natural disasters and uncontrollable incidents can create.

We're so fortunate to have the skills, the empathy and the knowledge to really make a difference in the lives of our clients and members – not everyone can say their job affords them that privilege, and it's a humbling reminder of why we're in the industry that we are.

As usual, this issue is jammed with ideas and tips to help you continue to make a difference in your chosen community. And as always, I welcome your feedback and ideas, which you can submit via the form on page 20 or by emailing us directly using editor@fitrec.org

D Hosking

Dennis Hosking

Founder & Managing Director

FITREC & HealthyPeople

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CONTENTS

- 3 Newsflash & The Tribe Vibe
- 4 Best Practice
- 6 Breaking News
- 8 Better Business
- 10 Featured FitPros
- 11 Coming Right Up
- 12 Top Tips for Training
- 14 Top Tips for Teaching
- 16 Industry Insights
- 18 Marketing Magic
- 19 Research Bites
- 20 Feedback & Subscribe Form

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FRIENDS OF FITREC OFFICIALLY LAUNCHED

For suppliers, educators, service providers and employers, Friends of FITREC provides a way to connect with the wider fitness community. For our registered professionals, it's a way to identify service and product suppliers with an established reputation for doing good things in their space.



FIND OUT MORE ON PAGE 6



TRAKY CAN NOW INCLUDE PDF DOCUMENTS

PDF

Traky is a free session tracking tool for FITREC PRO-registered professionals. It's been updated to allow you to add documents. For example, keep a handy record of a client's Par-Q, a debit agreement, medical certificates and lots more. How's your record keeping looking?

EASY JOB APPLICATIONS VIA FITREC

All roles listed under the JOBS tab on FITREC used to require an application via HealthyPeople. No more! Not only can you apply via FITREC, all you need to do is add a cover letter, your FITREC profile is your CV – it provides a perfect look at your education, experience, references and more.



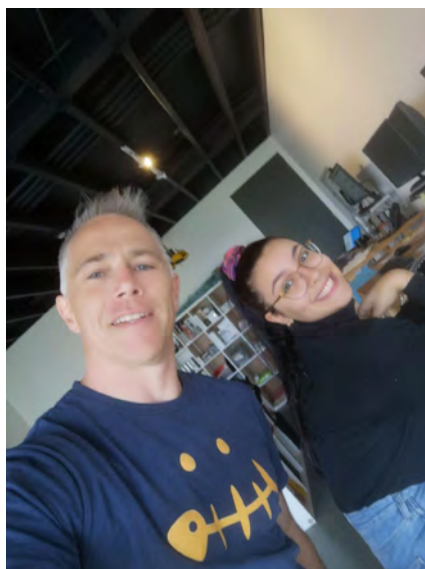
FIND OUT MORE

THE TRIBE VIBE

Got a photo from a FITREC event? Share it with us via editor@fitrec.org



At Doherty's Gym with our IT Director, Ken



With our amazing new Client Services Rep, Catherine



Our new notebooks in readiness for the IGNITE FITNESS Business Event

A CODE OF ETHICS YOU CAN GET BEHIND

Here's how to ensure we can all remain on the same page.

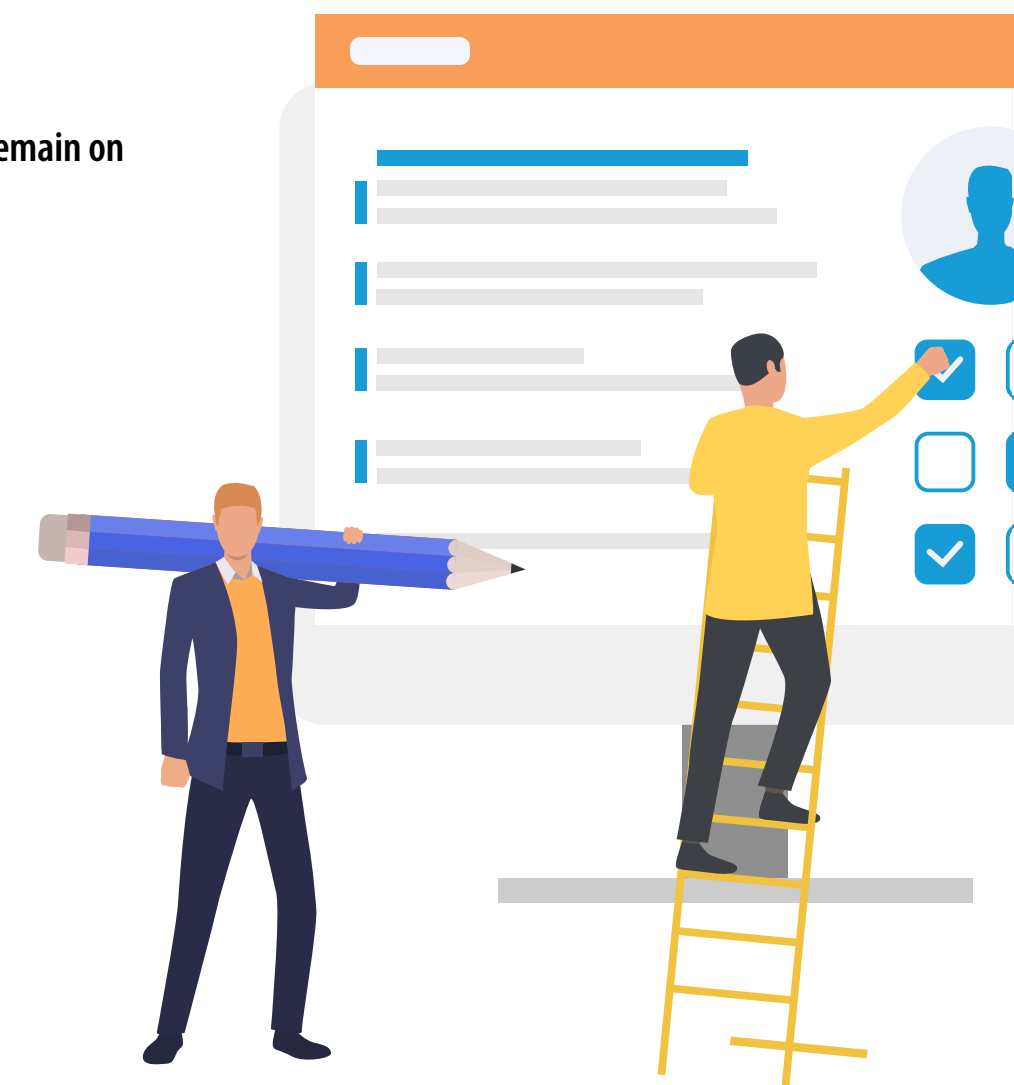
At FITREC, we're proud to have a reputation for making careers easier for fitness professionals. With this in mind, we believe a Code of Ethics should be plain-speaking, and easy to read, understand and share. We hope that this quick read will be used by employers to ensure that all staff and co-workers remain on the same page.

As fitness professionals, we're constantly dealing directly with the general public and our peers. It's on us to demonstrate best practice, which means acting in an ethical manner at all times. Why? Acting unethically can potentially damage your personal reputation, the reputation of your business and even the reputation of the wider industry. Ultimately, that comes down to doing the right thing.

THE HARD NOs

To be clear, 'discrimination by age, gender, ethnicity, socio-economic status, sexual preference, cultural diversity or religious beliefs, are an absolute no-go.' Everyone who works in our industry should equally treat and show respect to others, from all walks of life at all times.

You also have a responsibility to safeguard client confidentiality as per privacy laws - another non negotiable. And bullying, that's hugely uncool. This includes employers to employees.



FITREC GUIDELINES FOR ETHICAL PRACTICE

While the take home message here is 'be guided by a strong moral compass' and 'treat others with the same respect and consideration that you would like to receive', here are a few basic principles to help us all build an industry we can all be proud of.

1 Be honest about your skillset and what you can deliver

Having the correct qualifications for the services you offer, and being honest in whether you can help clients/members achieve their specific health and fitness goals, should be the starting point with all client/member dealings.

Showing integrity and transparency in your approach to clients is more likely to help gain and retain clients/members. Especially if they feel that they are being treated with empathy and respect.

Keep to allotted training and timing schedules. This might sound like you are chasing the bottom line, but it's nothing more than good business practice.

2 Reinstate business hours

In this digital age we're always switched on and ever-connected which means we often expect – as do our clients – instant responses, at all hours. As a professional and/or business owner, it's wise to establish (and train your clients to adhere to) strict "business hours". Messaging clients only during business hours, including answering messages (emergencies excluded, of course), will ensure that you not only retain a work/life balance, you'll also find that clients' respect that you are running a professional business.

3 Put client dating in the no-go zone

Maintaining appropriate boundaries can be challenging when you're working in a personal industry like ours. Fitness professionals are a friendly and approachable bunch – we kind of need people to like us in order for our job to be done well and to get referrals, right? But we need to draw a line. We're looking for clients, not friends.

So what happens when a casual coffee after a training session becomes a regular occurrence, and then turns into Friday night drinks? It goes without saying that taking advantage of your role as a trainer or fitness leader, does not mean that it's okay to use the gym floor or aerobics studio like it's a Tinder site. If the stars align and you meet your soul mate, brilliant! However, it's not professional to be asking your client out on a date in between sprint sets! Your client is there for health and fitness guidance, not to fill up their social calendar. If they are, then you should consider referring them elsewhere.

4 Maintain boundaries – are you a counsellor or a fitness professional?

Some days it may feel as though your client or member is doing more talking than training. Although friendly chitchat is part of the job, sharing an excess of personal baggage is not. Sure, you might shrug off a few things, but if there is a specific issue your client is struggling with, it's wise to suggest they speak with someone, such as a counsellor or psychologist, that's trained in that area. Remember, they are paying you to help them achieve their fitness goals, not to listen to or help solve their personal problems.

To be clear, a fitness professional should NEVER unload in the presence of a client or member – about family, co-workers, boss, whatever. Just, NEVER.

5 Assess commercial versus social benefits

Bad press that surrounds the fitness industry often involves the use of 'lock-in' contracts. Notwithstanding the legislative requirements in your state, your decision to hold a client to a lock-in contract should be case-specific and take into account the goodwill in helping someone (and the karma it generates) versus the bad press surrounding a flat out refusal. There are commercial and social benefits to maintaining greater faith in our fitness industry – both for your business and the industry as a whole.

As the fitness industry continues to evolve, we should take pride in the way we are maturing. We expect more of ourselves and are delivering a better service for our clients. At FITREC, we expect that our registered members will, by nature, behave with common sense, respect, courtesy and professionalism at all times. All the same, it doesn't hurt to remind ourselves of the behaviour we expect from others and what they should expect of us. ♦

Acting unethically can potentially damage your personal reputation, the reputation of your business and even the reputation of the industry.

FRIENDS OF FITREC

We're inspired by these businesses who are doing incredible things in fitness.

Australian College of Weight Management (RTO 45052)

The Australian College of Weight Management (RTO 45052) has helped fitness professionals from all over Australia provide more for clients and expand their business via a qualification in Weight Management.

Both the 10576NAT Certificate IV in Weight Management and 10698NAT Diploma of Weight Management provide a holistic approach that enables fitness professionals to personalise weight management plans - including the ability to write behaviour change plans and individual meal plans that ensure long-term change. Better results for your clients means better results for you and your business. Both qualifications are FITREC LEVEL A accredited.

To find out more about how to add Advanced Health Coach, Weight Management Specialist or Nutritional Coach to your fitness qualifications.

[MORE INFO](#)



Onfit Training College (RTO 32107)

In 2020 Onfit Training College (RTO 32107) will launch the first official Virtual Reality option in fitness education.

"We are very excited to bring the Virtual Classroom to our students" says Shannon Bacchi, Marketing and Operations Manager for Onfit. "We're able to give students a whole new way to learn about health and fitness. For example, using 360 degree videos, students can be transported into the body to experience the nervous system in action."

Using the virtual reality headsets, students are also able to speak to, and interact with, their tutors and classmates, all within the virtual live class environment. Shannon adds, "This is remote learning as it's never been before. Students don't have to travel anywhere - as soon as they just put on their headset, they're in the classroom!"

Onfit's Virtual Classroom Tutorials are an optional extra for fitness students undertaking their online SIS30315 Certificate III in Fitness & SIS40215 Certificate IV in Fitness. To learn more about Onfit's VR addition to fitness education.

[MORE INFO](#)



Active Rehab Solutions

Active Rehab Solutions provide face-to-face and online workshops that give fitness professionals the skills and knowledge to develop customised exercise rehabilitation programs.

These courses are written and presented by Merrin Martin (BAppSc BSpSc MAPA Senior Physiotherapist, Exercise Physiologist & Clinical Pilates), and all workshops have been designed to be highly practical. They've also been developed using Merrin's 20+ years of physiotherapy experience.

In every workshop you'll learn the skills to assess and identify areas of weakness or dysfunction, and the appropriate exercise progressions that are most successful in prevention and rehabilitation of injury.

Presented throughout Australia, or available any time online, these workshops have become an essential extension to the training and education of all fitness professionals.

[VIEW ALL UPCOMING COURSES](#)



The Functional Training Institute (FTI)

The Functional Training Institute (FTI) are a movement-based education company focusing on functional training and movement restoration based training methodologies. Since beginning in Sydney in 2009, Tarek Michael Chouja and Daniel Henderson have built FTI into a global brand servicing over 15 countries worldwide.

Known for innovating the fitness industry with the first accredited kettlebell and battling ropes courses, FTI have evolved their movement based concepts to formulate a system around functional training called the Adaptive Functional Training systems (Adaptive FTS). This is a methodology that's taught in the **Master Functional Trainer program** the world's most comprehensive functional training system. FTI have worked with some of the best movement specialists globally, acquiring a cutting edge in movement education that fuses practically derived knowledge with an evidence based approach. Another of FTI's groundbreaking programs is the **Movement Restoration Coach**, which fuses the best functional and rehab trainer protocols.

FTI is a values-based company with a vision to maximise the impact of coaches globally. To claim a FREE copy of FTI's best-selling book called *Purpose Driven Movement*, you can email Tarek [here](#).

[MORE INFO](#)



Evolt

The Evolt 360 Body Composition Analyzer, is a 60-second scan that provides data about a body via more than 40 separate measurements. The Evolt 360 Body Composition Analyzer works in tandem with the Evolt Active App, a health and fitness app for tracking body composition, macro-nutrient profiling, healthy lifestyle scoring and individualized supplement recommendation. It also includes 'Evolt Insights', an analytic and challenge portal for Evolt 360 owners.

An Australian made company (Brisbane based), Evolt has become a global provider of biometric scanning, securing contracts in multiple sectors, including health insurers, health and fitness retail, government bodies and some of the world's largest gym chains.

Evolt has the tools to help your members achieve their health and fitness goals.

[MORE INFO](#)



TOP TIPS FOR TEAM DEVELOPMENT

Here at FITREC, we specialise in helping you achieve optimum success in your fitness business. Here's just one of the many ways...

If you're managing teams, FITREC is the perfect tool to help you supervise the ongoing development of each team member.

FITREC gives you access to all the details you need, quickly and easily

FITREC provides you with a clear picture of each professional's learning background, including what, when and where education has taken place. If you're actively coaching your team, this is an opportunity to identify gaps in education and provide suggestions for future learning.

All listed education includes Certificates

Not only is this a benefit for employers, it also gives professionals a way to manage copies of all key documents. NOTE: a manager must be logged in to view certificates - this is to prevent confidential details appearing in Google search results.

Give your team the ability to pursue their interests.

Professionals registered with FITREC are able to pursue any learning opportunities that will help them become more effective fitness professionals. All learning can be



included on a FITREC profile and, where relevant, may contribute to a FITREC rating. Course providers do not need to be registered with FITREC for this to be possible.

Set a clear benchmark of 100/100 for LEARNING on FITREC

All FITREC PRO professionals have a FITREC rating - a score out of 300. It's based on LEARNING, EXPERIENCE and REFERENCES, with each of these areas rated out of 100 and clearly displayed on every profile. By requiring a 100/100 score for learning, employers are setting clear and (relatively) easily maintained benchmark.

Keeping costs down for professionals (especially newbies) is a priority

The depreciation of the FITREC LEARNING score is gradual and more easily topped up with a single learning event. We do not recognise magazine subscriptions, First Aid/CPR, online quizzes and the like, so any included learning is often more structured and valued.

We've hardwired this benchmark into our profile notifications.

We don't expect managers to always be checking in on their team profiles. A manager can subscribe to a professional's profile and be alerted via email that a professional's score has fallen below 100.

When it comes to ongoing education, special mention goes to...

The inclusion of mentors and coaches on FITREC profiles.

We all use them, so why not include them. It shows a commitment to furthering yourself and being accountable to others.

The ability to view and contribute to peer reviews of courses.

When a professional adds a course to their FITREC profile, we encourage them to provide a rating and review for the benefit of their peers. These ratings and reviews can be viewed on courses listed in the LEARNING section of the **FITREC website**.

FITREC has provided the fitness industry with an entirely new and considered approach to registration. To learn more about the services that FITREC provides, head to **FITREC.org**

If you'd like to talk to someone about fitness registration for yourself or your team, please contact the friendly FITREC team by phoning 03 9021 0836. ♦





"What I like most about being a FITREC member is being associated with longstanding professionals in the industry"

MORE ABOUT JOYCE

MEET JOYCE FORD

Qualifications: Physiotherapist and Group Fitness Instructor

Specialisation: Pre/post-natal & older adults

Experience: 19 years

Located: Melbourne, Victoria

Hi, I'm Joyce and I'm a Melbourne-based physiotherapist and group fitness instructor.

I completed my Exercise to Music Leader's Course at Box Hill TAFE in December 2000. I also have a Bachelors Degree in Physiotherapy from LaTrobe University (2003). Currently, I teach freestyle aerobics, Step, Barre Attack, and Les Mills programs including BODYPUMP and BODYATTACK.

I'm also qualified to teach BODYSTEP, Gymstick, Zumba, HotCycle, and myofascial release, TaiBox, and pre and post-natal exercise classes.

What I love most about working in our industry is helping people find the joy in moving to music; and seeing positive changes both emotionally and physically from the sense of achievement after completing a class. Getting fit and making lifelong friends is just an extra bonus!

What I like most about being a FITREC member is being associated with longstanding professionals in the industry, who are genuinely happy to assist new and seasoned instructors to find employment; who provide access to continuing education opportunities; and who are committed to ensuring a positive future for our industry. ♦

MEET JOE SMITH

Qualifications: Personal Trainer and Strength & Conditioning Coach (currently completing)

Specialisation: Sports Coach

Experience: 21 years

Located: Melbourne, Victoria

Hi I'm Joe and I'm a fun, outgoing and driven fitness professional with experience in Sports Coaching, Personal Training, Corporate Wellbeing, Gym Management and Health Service Management.

I first qualified as a personal trainer in the UK, then completed many sports coaching qualifications before working as a PT and professional sports coach.

In 2009 I moved to Sydney and started working as membership consultant, then

later became a manager of several gyms. It was only when I looked into returning to personal training again that I found myself in a grey area where despite insurance companies offering to cover me, many job applications required me to have an Australian Certificate IV in Fitness qualification. So I reached out to FITREC and their advice was awesome. They assured me all my certifications was credible through FITREC's points system, and through their connections I spoke with a number of reputable training organisations who could fast-track my Certificate IV qualification, through the recognition of prior learning process.

Today I am no longer stuck behind a desk, but am again directly helping clients to improve their health and fitness, thanks to FITREC, and especially Chenille. ♦



"Today I am no longer stuck behind a desk, but am again directly helping clients to improve their health and fitness, thanks to FITREC"

MORE ABOUT JOE



COMING RIGHT UP!

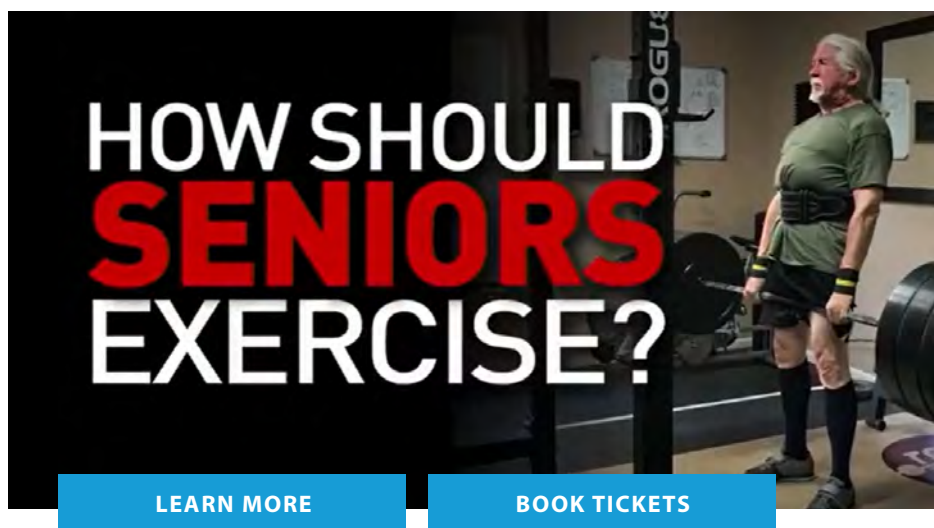
BECOME AN AUTHORITY IN THE ACTIVE AGEING SPACE

Check out these industry events, designed to skyrocket your industry success!

The 45+ demographic represents more than a third of Australia's population, holds 80% of Australia's wealth, and is renowned for being the most loyal of clients. They're also a group that's constantly reminded of the need to exercise!

You can become an authority on healthy ageing by learning from the experts at The Healthy Ageing Summit in Brisbane from 27-29 March.

Industry icon Ken Baldwin and his team have brought together some of the best speakers in Australia and abroad, to help you understand and meet the needs of this growing market. You'll explore topics such as training, programming, nutrition, marketing, chronic disease and behavioural change coaching. ♦



HOW SHOULD SENIORS EXERCISE?

[LEARN MORE](#)[BOOK TICKETS](#)

THE SECRET TO SUCCESS

Any successful individual, whether speaking of their own career or business, will acknowledge the influence of ongoing learning and the people who provided it.

The IGNITE FITNESS event is happening in Melbourne on Friday 21 February, and will provide you with a unique opportunity to connect with and learn from more than a dozen highly successful and respected industry professionals. This is an event not to be missed and by using FITREC at the checkout, you'll save a cool \$50!

Register and we'll see you there – with Dennis making his foray into emceeing! Woo! ♦

[LEARN MORE](#)[BOOK TICKETS](#)

IGNITE FITNESS BUSINESS EVENT

FOR GYM OWNERS, START UPS, PT'S AND SUPPLIERS

PRESENTED BY KEEPME AND MEL TEMPEST

MUSCLING IN ON OPTIMUM HEALTH

Discover a highly innovative training system using electrical muscle stimulation as a way to keep people active, fit and healthy without risk of injury. Chantal Semaan explains.

Electrical muscle stimulation (EMS) has been around for a long time and has been used by physios and pro athletes for decades, but it's only recently emerged as a training method for the general public.

During my time working with EMS in Europe, I witnessed a revolution in the fitness industry. EMS gyms began popping up everywhere. Their success driven largely by the ability for EMS to deliver considerable results in a fraction of the time it would take with conventional training methods.

// So how does it work?

In a nutshell, EMS imitates the action of your central nervous system, using electrical currents to stimulate your muscle fibres. While training using conventional methods like weights does stimulate your muscle fibres to a degree, EMS kicks things up a notch, stimulating up to 90% of your muscles. And unlike more traditional types



of exercise, EMS doesn't require long hours of training – a single session might take only 20 minutes.

// A great thing about EMS is that anyone can do it.

The magic of EMS is that it's suitable for almost everybody. It's a low impact, functional training method.

- ▶ **For the super-fit**, EMS is a great way to enhance performance and strength.
- ▶ **For those just starting out** on their fitness journey, EMS is a great way to build a strength base.
- ▶ **EMS is well known in injury rehabilitation**, as it can strengthen weakened muscles without exacerbating injury.
- ▶ Because it's easy on joints and tendons, **EMS is ideal for older adults** who want to improve mobility, strength and balance.
- ▶ **EMS is also perfect for new mums**, and can even help to reduce post-natal urinary incontinence by strengthening the pelvic floor.
- ▶ Because EMS helps to build lean muscle and boost the metabolism, **it's also effective for weight loss**.

20PerFit is a well-established business in Europe. Having witnessed the way the system worked for both trainers and clients I knew this was a service we could use in Australia.



// Is there anyone who can't do it?

EMS is not recommended for pregnant women, or anyone with a pacemaker or other electrical implant.

// What does EMS training feel like?

The electrical pulses feel like a gentle vibration, with users feeling muscles contract with each pulse. Trainers are able to control the strength of each pulse, and even adjust the level of pulses in each specific area. As the electrodes pulse, clients perform functional exercises, guided by the Trainer. This makes every move more effective at building strength, endurance and flexibility. While it appears easy from an outsider's perspective, you'd be surprised at how much of a workout you get – it's definitely no ordinary way to train!

// Why 20PerFit?

20PerFit is a well-established business in Europe. Having witnessed the way the 20PerFit system worked for both trainers and clients in Europe, I knew this was a service we could use here in Australia.

Unlike other EMS training methods, 20PerFit's system is 100% wireless. This opens up a whole new world of opportunity for Personal Trainers and their clients, because our system allows for complete freedom of movement – and *you can train wherever you want!* It's all done via a special suit which contains electrodes that send electrical pulses straight to your muscles. The suit is controlled remotely by the Trainer via a dedicated app.



About Chantal Semaan

Chantal Semaan is an EMS executive/specialist with 20PerFit – Australia's most advanced electrical muscle stimulation training system. She holds a Bachelor of Science in Physiotherapy, and has been working with EMS for over five years. Chantal saw the potential in EMS training as a safe way to keep people active, fit and healthy without risk of injury.

Also unlike other EMS systems, 20PerFit's hi-tech system doesn't require you to wet the electrodes to make them work. This makes things more comfortable for your clients.

// Love the concept?

20PerFit **franchises are also now available**, offering personal trainers the chance to be among the very first functional EMS training specialists in the country. ♦

WANT TO KNOW MORE?

Head to **20perfit.com.au** or phone **1300 202 073**.



20PERFIT



HOW TO TEACH GROUP EXERCISE FOR CANCER PATIENTS/SURVIVORS

You can make a difference by working with clients/members with a cancer diagnosis. Here's how.

We all know that cancer is a leading cause of death in Australia. Last year, Cancer Council Australia predicted an estimated 150,000 new cases of cancer will be diagnosed in Australia in 2020, with 1 in 2 Australian men and women being diagnosed by the age of 85.

With emerging research continually confirming the positive benefits of exercise for those with a diagnosis, undergoing treatment and/or post-diagnosis, it makes sense that health/fitness businesses embrace the chance to provide their communities with the opportunity to tap into these benefits.

Teaching a group exercise class for cancer patients and survivors can, however, be an overwhelming task for the average fitness professional. Because even if you have a group of participants who are all relatively the same age and have undergone the exact same treatment and surgical procedures, no two cancer patients will have the same response to the protocol.

How then can you even begin to wrap your head around creating a safe and effective group exercise class with so many variables at play? It's best to start with a few parameters:

1. The class should be scheduled for a set period of time (e.g. 6 to 8 or 8 to 12 weeks).
2. The same participants should begin and end together. Allowing new participants to join once the program has begun can be distracting for the existing members of the class, and make it more difficult for the instructor,

especially since you'd need to potentially neglect existing members while you pay extra attention to the new participants.

3. Keep the group small (e.g. 4-6 people) until you feel more comfortable in this setting.
4. Try and find similarities among the participants, such as age range, gender, type of cancer/surgery/treatment, currently undergoing treatment or completed treatment, beginner/intermediate/advanced, etc.

Getting Started

Prior to the start date, gather your pre-assessment data from each participant and try and find similarities in the group. Ask yourself what are the most important issues to begin with?

Most people will need to work on body composition and do cardio to strengthen heart and lungs. Does anyone in the group have neuropathy? Will you need to focus on balance exercises? How will you progress/regress accordingly? Are they at risk for lymphoedema? How will you progress safely and what modifications will you need to make (avoid wrapping anything around affected area or holding a position for an extended period of time). Do they have limited range of motion? That takes precedence over strength-training even though they will eventually add strength training.

I would love to give you a perfectly formulated equation but unfortunately there is no such thing! So this is where your individual skills as a fitness professional will come into play.



About Andrea Leonard

Andrea is a thyroid cancer survivor and president/founder of the Cancer Exercise Training Institute, which is considered the gold-standard of education on cancer recovery and prevention through exercise. She is the Chairperson for the Medical Fitness Network Advisory Board and is the PFP/Club Industry 2019 Personal Trainer of the Year. She has also written 15 books on cancer and exercise and trained over 9,000 people worldwide to become cancer exercise specialists, making her a go-to-expert for cancer and exercise. To learn more visit thecancerspecialist.com

Organising Your Participants

Managing participants according to needs and abilities, is often best done using a system of coloured wrist bands ([click here](#) for example). So you can then create a cheat-sheet similar to this:

- ▶ Pink – limited shoulder flexion
- ▶ Red – limited shoulder extension
- ▶ Orange – limited shoulder abduction
- ▶ Yellow – limited shoulder internal rotation
- ▶ Green – limited shoulder external rotation
- ▶ Blue – upper-crossed syndrome
- ▶ Purple – lower-crossed syndrome
- ▶ Black – upper extremity lymphedema
- ▶ White – lower extremity lymphedema

You then hand them out according to the “issues” that individuals have. So if you're instructing the class to perform “push ups,” you might instruct the people in the class with blue wristbands to perform a chest fly or a row instead (they are typically shortened through the pectoral muscles and a push up will exacerbate that).

Similarly, if you have members who are wearing white bands, make sure that when



you have the class perform lower body exercises that they start and progress slowly with both weight and repetitions and monitor for swelling in their lower body over the next 24 to 28 hours.

If you have someone with a green wrist band, you can instruct them to work on range of motion in anything requiring external rotation (refrain from using resistance until they achieve 90% of the lowest norm).

The system can be a great way to help you monitor participants, especially given that you cannot possibly remember everyone's individual assessment results!

Equipment

I like to use a step as a workout bench/home-base. I then have participants select some light hand-weights, bands, weighted balls, or whatever is available, and carefully place them near their bench.

Each class starts with 10 to 15 minutes of cardio. If this is a beginner class and/or the participants are undergoing treatment and functioning at a lower level, consider cutting the class back to half an hour instead of the standard one-hour class duration, and be sure to modify the timing accordingly. For a deconditioned or lower-functioning class, consider progressing from marching in place with/without raising arms above head to a standing cardiovascular component.

Keep in mind that people will progress at different rates than others. It is critical, therefore, to set realistic goals for each individual in the class to ensure their success. Always encourage everyone to work at their own level and praise them for even the smallest of improvements and accomplishments.

If you are teaching yoga or Pilates, you can modify the various exercises and poses accordingly. For example, if participants have limited shoulder range of motion, a yoga pose should be fluid in motion rather than held for a period of time. This will encourage increased range of motion rather than isometric strength from holding a position. Remember that range of motion should be 90% or better, of the lowest range of motion norms in a particular plane of motion, prior to adding resistance of any kind (this includes holding a pose).

Typically, I alternate upper and lower body exercises and have participants do stretches or balance exercises in between. It's also a great idea to include some neuro-training as well. This could be counting backwards, opening/closing eyes or switching planes/directions.

At the end of class you can cool down by incorporating the lymph drainage exercises for upper, or lower body or both (if it applies), and finish in supine position with some visualisation, meditation, and gratitude.

Remember that the camaraderie of fellow class members can create an amazing support system within the group. Many people thrive in this environment while others will prefer one-to-one training. There is something for everyone and it is only through practise and safe experimentation that you'll be able to determine the best path for each individual.

Promoting Your Program

To attract potential participants, you can start off with a promotional piece, something like this example:

BEGINNER'S EXERCISE CLASS FOR PROSTATE CANCER PATIENTS & SURVIVORS

If you are currently undergoing treatment for prostate cancer and are aged between 45 and 60 years, we encourage your participation in this new program, that is designed to help you:

- increase stamina/decrease fatigue
- prevent/manage lower extremity lymphedema
- reduce body fat and increase lean muscle mass
- increase self-esteem and self-confidence
- prevent/minimise the risk for osteoporosis, diabetes, future cancers, damage to heart and lungs
- increased ability to perform day-to-day activities
- regain control of your body and return to your previous level of activity or better!

The program will run every Monday and Wednesday from 4 to 5pm, starting on 3rd February and concluding on 1st April 2020.

Prior to starting, you'll undertake an individual assessment, complete a health history, and provide a doctor's medical clearance.

The program fee is [insert cost] and payment plans are available. If you need financial assistance please email Jane Doe at [insert email address] to apply.

Fitness professionals and fitness businesses have the power to make a significant difference in the lives of those living with a cancer diagnosis. Andrea will be presenting at the upcoming **Healthy Ageing Summit** in Brisbane (27-29 March). There, she'll teach trainers and club owners how to integrate specialised programming and gain the skills to support those impacted by cancer, so they remain positive and strong. ♦



TOP TIPS FOR INDUSTRY NEWBIES



About Hayley Whatman

Hayley is a FITREC-registered professional and multi-gym manager who is passionate about helping others live a happier and healthier life. Learn more at www.fitrec.org/p/Hayleywhatman

Kickstart your industry career with these top tips.

Are you just starting out in the fitness industry? Well, welcome to the best place you could ever choose to work!

Having managed gyms across various states of the nation, I've been exposed to many aspiring fitness professionals, all of whom want to follow their passion to help people and make a difference, but many of whom are unaware of what to expect once they're in the industry in terms – for example, the reality of having to make sales, the importance of effective communication, different types of industry professionals, varying employment structures for personal trainers, the fundamentals of operating a business, building a client base, and so on and so on.

So here are a few tips to help ease you into your new fitness industry role, and to assist you in finding the right place where you can thrive for the long-term.

Tip 1. Experience is key!

Expose yourself to as much practical knowledge application as possible. Outside of work placement hours this could mean getting to know the industry. This could include attending conventions, summits, expos and other events; communicating with others in the industry; or picking up casual gym floor/ reception shifts. By taking every opportunity to experience all that you can, you'll ensure you gain a well rounded and extensive insight into the industry as a whole.

Tip 2. Knowledge is power

You can never know or learn enough! With the ever-growing popularity of people transitioning seeking fitness information from in-person to online sources of information, the likelihood of misinformation being



consumed and spread is high. It's beneficial for you, therefore, to ensure you are continually researching evidence-based studies, and learning from other reliable sources and courses so that you can remain a leading fitness authority (i.e., the go-to source of information).

Tip 3. Practise within your scope

Don't try and do too many things at once. Giving too much advice can sometimes do more harm than good to our general population clientele. Understanding your qualifications and acting within them is extremely important for legal, business and moral purposes. For example, avoid prescribing specific nutritional plans unless you have become qualified to do so. Rather, give general advice or recommendations around elements such as portion size or understanding the role of a balanced diet. Retaining clients and receiving referrals over the long term, will come naturally when you deliver consistent information, generate mutual trust and produce results. The bottom line is, if you nail the basics, the rest will follow.

Tip 4. Be realistic about sales

Whether you are starting a PT business, instructing group fitness, opening a new facility, or working to assist in membership sales, the fitness industry is built on value. The more value and knowledge you can provide to an individual, the better your results will be. Hard selling no longer works like it used to so be willing to consider new strategies such as:

- ▶ Investing into online marketing and click funnels that target your specific demographic.
- ▶ Understand that the time and cost of generating a lead and following a proven sales process to convert, is much more costly than retaining a client. Retaining a client comes from guiding them on a journey and delivering them value and exceptional customer service. If you decide to treat them like a number, that's how they will act.

TAKEAWAY POINTS

- Expect to start from the bottom and build your client base after providing value.
- When pursuing personal training expect to work all kinds of weird and wonderful hours.
- Expect to work with people who don't enjoy training, but who need to change their health.
- Expect to invest time into administration, marketing and business elements when running a PT business.
- You can never be prepared enough – so just be prepared to be resilient.
- Never stop educating yourself.

Tip 5. Remember the benefits of communication

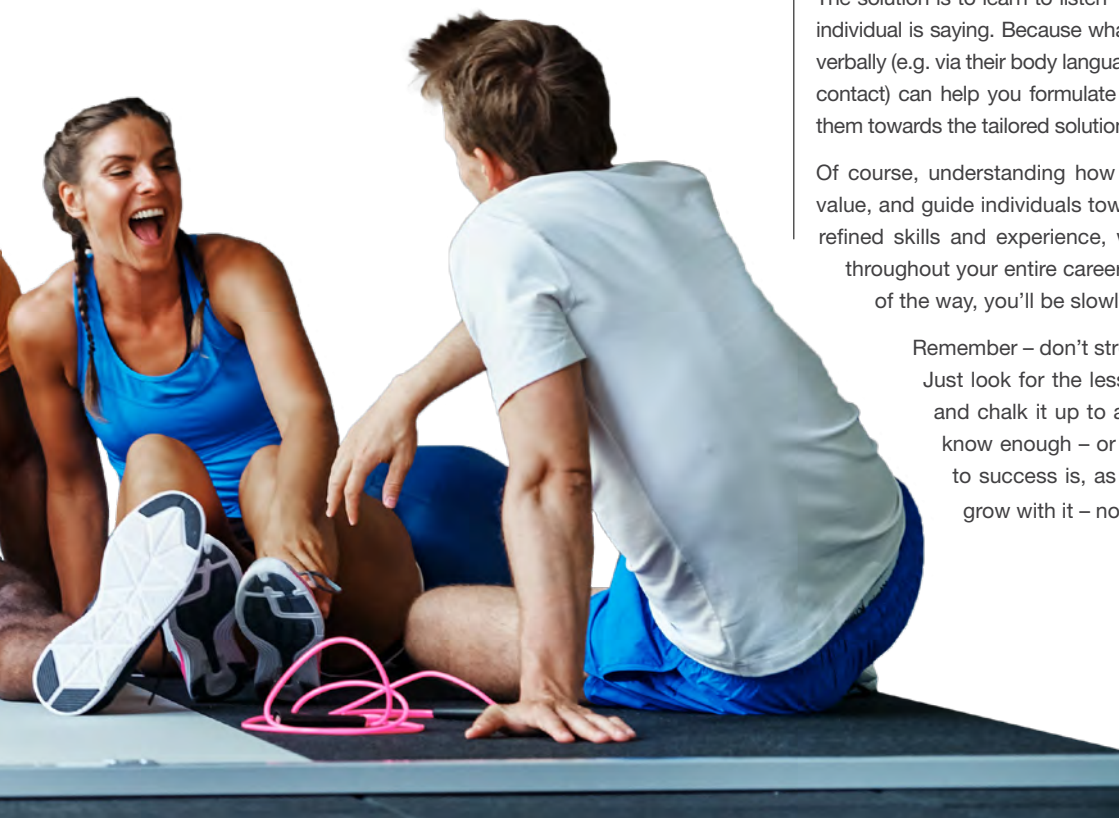
In our industry we meet people who are at all different stages of their life and, therefore, require varying levels of assistance. Removing your ego and taking the time to understand and effectively communicate with clients and prospects, is highly beneficial. Treat them as the individuals they are by avoiding "cookie cutter" conversations where you deliver the same solution to every lead. Let's use PT as an example.

Without communication, there is no ability to build trust. And without trust you can't expect anyone to adhere to what you're prescribing. See where I'm going?

The solution is to learn to listen – and I mean really listen to what each individual is saying. Because what they tell you, both verbally and non-verbally (e.g. via their body language, tone of voice, mannerisms and eye contact) can help you formulate the most effective approach to guide them towards the tailored solution that you have available for them.

Of course, understanding how to communicate effectively, provide value, and guide individuals towards the solution they need, requires refined skills and experience, which is ideally, an ongoing journey throughout your entire career. The great news is that at every step of the way, you'll be slowly building a loyal client base.

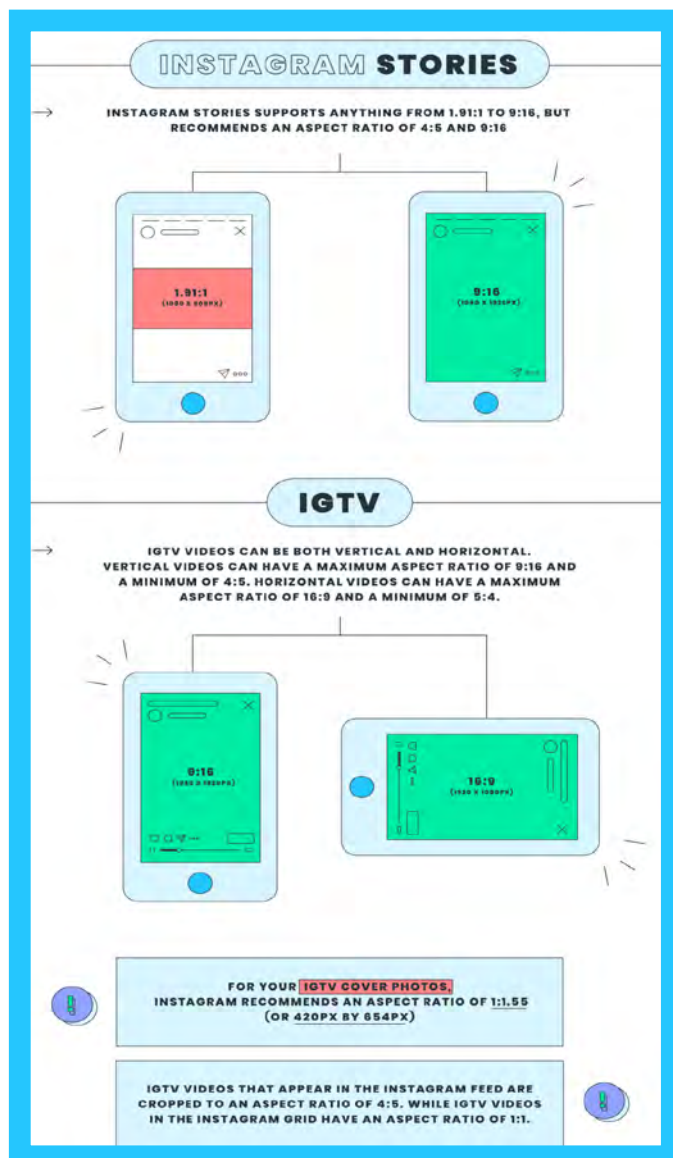
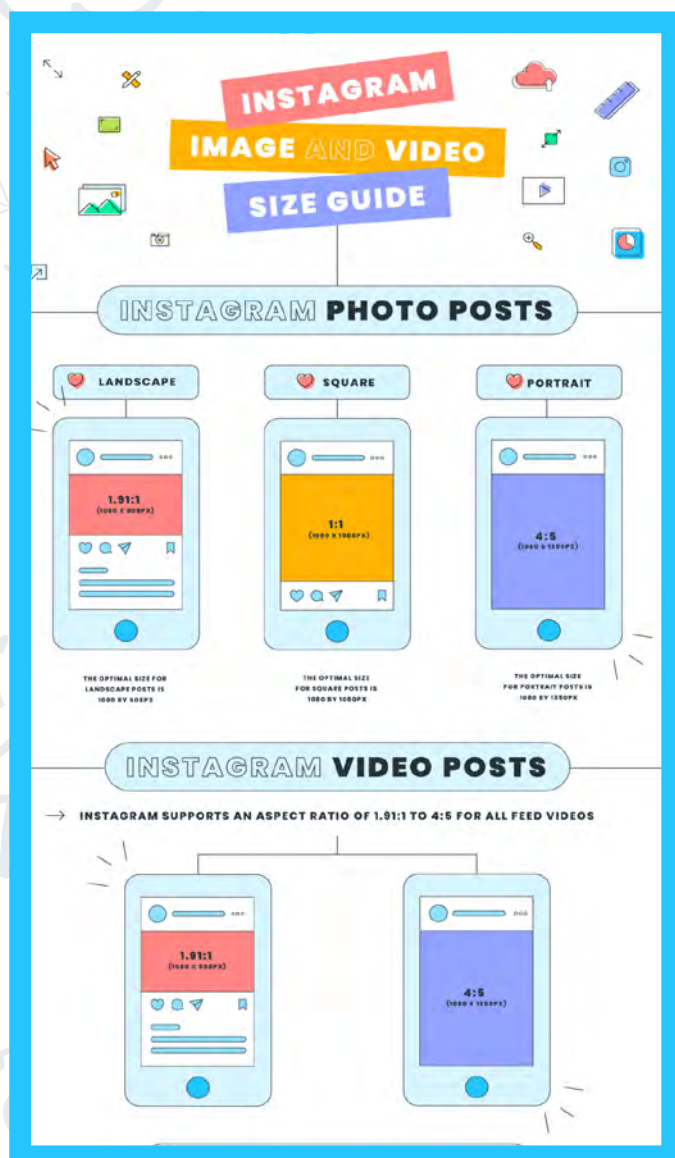
Remember – don't stress when things stray from your plan. Just look for the lessons, implement changes as needed and chalk it up to a learning experience. You can never know enough – or have enough experience. The secret to success is, as the industry grows, you too need to grow with it – not against it. ♦





INSTAGRAM IMAGE SIZE & DIMENSIONS FOR 2020

Optimising your Instagram image size and dimensions used to be very simple. But with the addition of Instagram Stories, IGTV, and Instagram Live, knowing how to optimise your photos and videos for each format is now a little trickier. To help make things easier, check out this Instagram image size and dimensions guide, outlining everything you need to optimise the size and aspect ratio of your photos and videos, giving you the best chance to seize social media success. High fives to @benjaminchacs on Insta, for the info and infographic which is sourced from later.com ♦





1

RUN YOURSELF YOUNG

The research

The Marathon Study, conducted by a team of British researchers, supported by the British Heart Foundation, the University College London Hospitals and the Barts Cardiovascular Biomedical Research Centre, found that first time marathon runners could achieve health gains that put them on par with younger adults.

The findings

After the completion of the training and the 42km event, the study found that in healthy 'first-time' marathon runners there were decreases in blood pressure and aortic

stiffening, which equated to a four-year reduction in vascular age. The greatest benefits were noted in the older, slower male runners who had a higher baseline blood pressure.

What this means

If you or your clients plan to run a marathon for the first time ever this year, then you are in for a treat. Apart from the sense of accomplishment for completing such a gruelling event, you could also be rejuvenating your blood vessels and arteries! Remember, older males that are ready to hit the pavement at a slow and steady pace are the ones most likely to gain the greatest overall benefit! ♦

THE STUDY

THE SOURCE

2

EATING LESS COULD OFFER MORE THAN REDUCED CALORIES

The research

A study at Kurume University School of Medicine in Japan, investigated the relationship between exercise and the appetite-promoting hormone, ghrelin. By comparing food intake and wheel-running activity between mice given free access to food and those fed twice a day for a limited time, researchers assessed whether a surge in ghrelin after a period of fasting, prompted mice to start exercising.

The findings

Evidence suggests that hunger and limited

feeding, may lead to an increased motivation to exercise, suggesting that a surge in ghrelin could play an important part in the motivation for both eating and exercise.

What this means

The recommendation to maintain a healthy eating routine, eating less at mealtimes or fast intermittently is not new, but what is new is our understanding of how this behaviour could influence our intention to exercise as well as our physical health. More work is needed to confirm the ghrelin response in humans. ♦

THE STUDY

THE SOURCE



THANKS FOR READING!

TELL US WHAT YOU THINK

SHARE YOUR THOUGHTS HERE

We'd love to hear your feedback, suggestions or contributions.
To share them, simply use the form below or email editor@fitrec.org

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