

RAISING

INSPIRATION FOR EXTRAORDINARY FITNESS CAREERS

ISSUE 7

THE BAR

**HOW TO UP
YOUR LEADERSHIP GAME**

RULE OF ENGAGEMENT
FOR OPERATORS

**HOW YOUR WELLBEING
INFLUENCES YOUR PROFITS**

EXPLORING
**EXERCISE
SCIENCE
MYTHS**

**ONE MAN'S
MISSION
FOR INCLUSIVITY**

WELCOME FROM DENNIS HOSKING



Hi everyone

Well, here we are; fast-approaching the second quarter of 2021.

Understandably, many of us are still scratching our heads and wondering how it's been a year since COVID first arrived on the scene. Rest assured, it's not unusual to be experiencing a little shell-shock from the fact that we are still having our businesses directly impacted in so many varied ways. But, what we can all be proud of is the support we are providing to our members and our clients, and hopefully, to each other.

The only way to successfully weather this storm is to keep planning for change, expecting the unexpected and getting comfortable with the uncomfortable. This issue, we've gathered up some pretty cool info that will hopefully help you achieve this.

Stay well, be fit and keep looking out and after each other.

DENNIS HOSKING

Founder & Managing Director

FITREC & HealthyPeople

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CONTENTS

- 3 Team Hub for business members
- 4 Exercise myths
- 6 FITREC DNA Ambassadors
- 8 Turning industry into inclusivity
- 11 Featured FitPros: Rose Dangaard & Mark Cera
- 12 Drawing a line from your wellbeing to your bottom line
- 14 The fitness future: New rules of engagement for operators
- 16 How to stop the spread of misinformation
- 18 Three ways to become a better leader
- 21 Spotlight on StickXfit®
- 22 Insurance for PTs: What you need & why
- 25 Taking your club to the third dimension
- 27 Feedback & Subscribe Form

FITREC™

Phone: 03 9021 0836

Email: hello@fitrec.org

Web: fitrec.org



HealthyPeople

Phone: 03 9021 0836

Email: hello@healthypeople.com.au

Web: healthypeople.com.au



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Graphic Design: Novu Creative

INTRODUCING TEAM HUB FOR BUSINESS MEMBERS

If you've got a strong team, make the most of it.
If you need a strong team, show your commitment to building it.

We understand that the success of any fitness business depends on their team.

That's why we created Team Hub: It's designed to support development, encourage retention and become a lever for recruiting leading talent. Team Hub utilises the **FITREC fitness registration** of your team, to the benefit of your fitness business.

Team Hub provides 2 key benefits for fitness businesses:

01 THE TEAM HUB INTERNAL DASHBOARD

This delivers an overview of the professional and development details for team members.

Managers can see "at a glance" key information on each staff member, including registration expiry, professional rating, professional development, First Aid/CPR expiry and more.

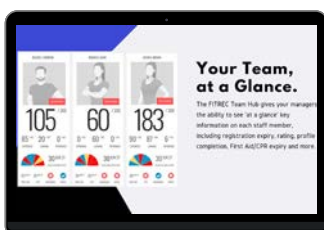
Along with the summary information, Team Hub links to profiles that include all certificates for easy verification of qualifications.

And we haven't stopped there. Employers can subscribe to profiles to be alerted to certificate expiry, a lowered professional development score, expiring registration and more.

02 THE TEAM HUB EXTERNAL PROFILE

This is a **summary view of your fitness team** and the opportunity to demonstrate why your business is a great place to work.

When advertising for new staff members, include a link to your Team Hub external profile - demonstrate pride in your team, that you support their development and that you're the place to work for higher performing candidates. It's also a chance to outline the type of people that work well in your club. ♦



Team Hub is INCLUDED
FREE with 12-month
Business Membership packages.



HOW CAN TEAM HUB HELP MY BUSINESS?

What gets measured, gets managed.

Managers that are more involved and up to date on team progress are more likely to ensure team members reach their potential. To keep learning standards high, subscribe to the FITREC profiles of staff and receive an alert whenever the LEARNING rating drops below 100/100.

People don't leave jobs, they leave managers.

It follows that managers who maintain an interest in the personal and professional development of their team will be seen as supportive, which helps with staff retention

Like attracts Like.

Your external profile links to the complete profile of any professional, giving potential team members insight into the background of those they'll be working with

Everyone wants to feel valued

Retention is easier where staff feels valued and part of a team. With a Team Hub, all staff feel supported, included, and respected.

Give clients something to show their friends

With the ability to bookmark profiles for each of your FITREC registered staff, clients can feel closer to their next Personal Trainer. It's also easier for them to share with friends.

Third-party verification is what everyone is looking for

With endorsement from a professional registration service like FITREC, Team pages provide new and existing clients with an additional layer of comfort.

Consider it the 'Employer of Choice' proof page

Your external profile is the place to highlight the benefits of working with you. Include images, videos, copy, testimonials and more to rise above the rhetoric and demonstrate that you are genuinely an 'Employer of Choice'.



EXERCISE MYTHS

Industry icons, Michol Dalcourt and Paul Taylor separate the exercise science facts from the fiction.

During a recent podcast episode, Paul Taylor and his guest Michol Dalcourt, clarified some of the most common fitness misconceptions.

When looking at health, fitness and movement, it's important to look at biology as a whole.

We are housed within the confines of a unified, intricate system that is in constant communication with itself. Once we understand this, we can ensure our approach to lifestyle, fitness and health stays consistent with that viewpoint.

01 MYTH: Isolation Training is for all

Bodybuilding is what led to the rise in training of specific muscle groups. Isolated training is known to be very effective at building muscles (afterall, hundreds of thousands of bodybuilders can't be wrong!).

Many people still train this way, with "Monday as chest day" and "Wednesday as legs day", and while that can serve a certain purpose, for functional goals it may not be the best way forward. Even if you're a bodybuilder that loves to train this way, can you really do it over a lifetime? The risk of ongoing isolation training is pattern overload and repetitive strain, which causes soft tissue injuries. Ultimately, isolation training is asking your body to perform in a way that it wasn't built to sustain over a long period of time. This has been a driving force in the growth of the functional training movement. If we have the same inputs all the time, then it's too much of the one thing.

02 MYTH: To be fit is to be healthy

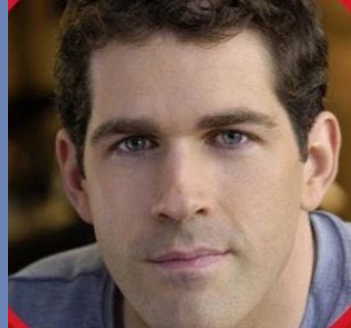
When it comes to fitness versus health, research shows the fitter you are, the healthier you are and the longer you're going to live. But dig deeper, and there are nuances at play.

Fitness and health are not synonymous. If someone is fit, that doesn't necessarily mean they're healthy. Think about psychological or emotional issues where exercisers are compelled to go way too far in their efforts. That compulsion then gets in the way of their life and physiology. For example, orthorexia is a real psychological condition that involves an unhealthy obsession with training and nutrition. This is certainly not a balanced situation; while an individual may be fit, if their emotional approach is not sustainable, they are unlikely to be healthy.

We need to deflect away from *just* fitness and performance as an outcome; we must also consider health as this will ensure that clients are getting the best care. We can still address the achievement of desired goals, which might be that they want to look a certain way or perform a certain way, while simultaneously creating a sustainable program that adds greater healthspan to lifespan!

03 MYTH: Recovery isn't as important as the exercise intensity

Training loads are meant to be overreaching (i.e., one or more bouts where you are stressing your physiology) but chronic overreaching is overtraining, which results in excessive stress to your physiology.



Michol Dalcourt

Michol is an internationally recognised leader in health and human performance. He is the founder of the **Institute of Motion** and the inventor of **ViPR PRO**.



Paul Taylor

Paul is a neuroscientist, exercise physiologist and nutritionist who is currently completing a PhD in Applied Psychology. He is also the Founder of the **Mind Body Brain Performance Institute**.

Consider this: it's hard to overtrain but very easy to under-recover.

Over-training is still a dangerous thing but under-recovery is a whole other thing that we need to acknowledge and understand. We're currently seeing an undercurrent beginning to bubble up around fitness and high performance living about how we can better engineer recovery. This is shaping up to be the next step in the evolution of fitness and health. Indeed, the physiology of corporate burnout can actually look almost identical to athlete overtraining syndrome. For example, high intensity exercise is a very popular part of many fitness regimes. Literature suggests a large cascade of benefits in terms of performance, body composition, muscular distribution, and impact on certain disease states. ♦

FITREC DNA

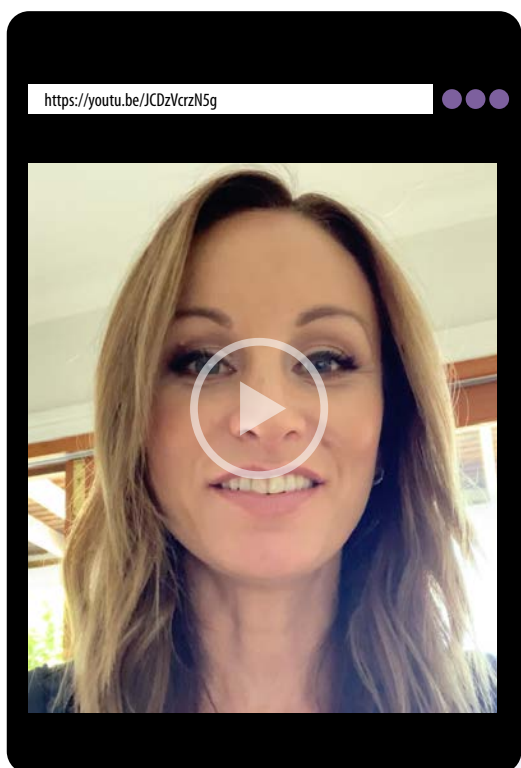
Ambassadors

Get to know
three more of our
fantastic FITREC
DNA Ambassadors.

In our **last edition of Raising the Bar**, we announced FITREC DNA as our way to demonstrate our unwavering commitment to doing better. FITREC DNA was created as a reminder for us all to be open to potential blind spots in our understanding and awareness, and it represents FITREC's intention to hold itself accountable for representing the best of the fitness industry with regards to diversity, inclusion, ethics and accountability.

Why did we call it FITREC DNA? Apart from representing Diversity, iNclusion and Awareness, DNA is typically known as the molecule containing the instructions for life. Similarly, FITREC DNA instructs our team and those who share our passion as to best practice for individuals and as businesses.

FITREC DNA is led by FITREC Co-Founders and Directors, Chenille and Dennis Hosking and our FITREC ambassador, Mel Tempest, and we welcome any applications to join the FITREC DNA leadership team (must be FITREC-registered) to help us raise awareness of diversity and inclusion. For more information and/or to join the leadership team email chenille@fitrec.org



FITREC DNA

Ambassador



**BEKK
MILLWOOD**

Bekk Millwood is an industry engagement specialist and health and wellness professional, who partners with businesses to provide talent acquisition and career development pathways.

With long-term, qualified, and hands-on experience in both the hospitality and fitness industries, Bekk supports an active network of senior and executive candidates. Bekk also specialises in sourcing professionals and creating opportunities to develop high-performing teams to match each business' unique identity.

Bekk also specialises in the area of women in the workplace, and in fact, she's so good at developing individuals and teams that FITREC has given Bekk the reins to take charge of the upcoming FITREC Mentor program, which we'll tell you all about really soon! ♦

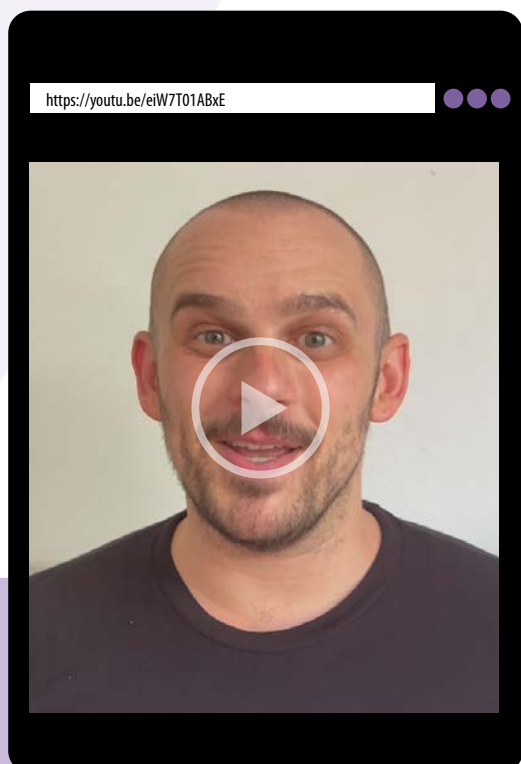
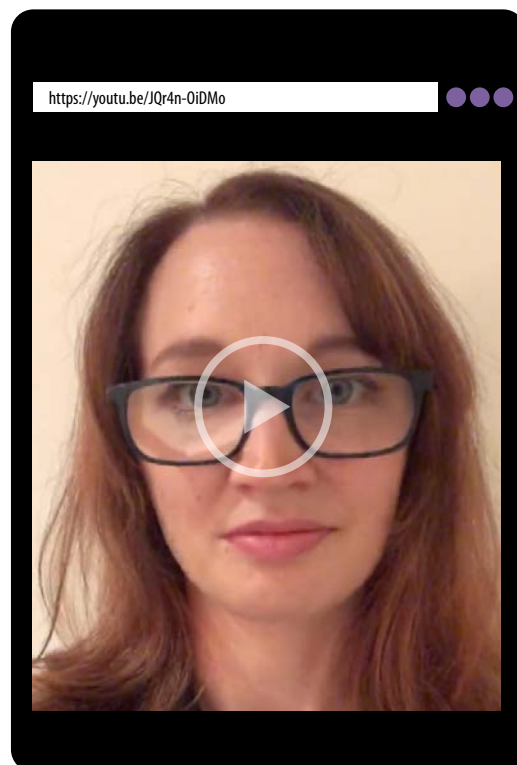
FITREC DNA

Ambassador



**FLIC
MANNING**

Flic Manning is the Creator of Corethentic, which is an holistic Wellness System that brings the body into alignment with the mind through our specially created Workouts, Wellness Coaching platform and mindfulness podcasts and videos. Flic is a Wellness Coach, Personal Trainer, Dance Educator, Neuroplastician and Meditation Guide, which explains why she's also a popular keynote speaker. Flic demystifies wellness, using her 30+ years' experience and research in fitness, dance, and personal management of several invisible chronic diseases. Flic is also a proud Ambassador for the Mental Health Foundation of Australia, Crohn's and Colitis Australia. ♦



FITREC DNA

Ambassador



**TOMMY
TROUT**

Asides from having one of the coolest names in the biz, Tommy Trout is on an impressive mission to improve the quality of life for people with a disability. Through his business WeFlex, Tommy is creating a platform that will connect people living with disability to fitness professionals – with an ultimate goal to build a more inclusive fitness industry. You can read more about Tommy's mission on [page 8](#). ♦



TURNING INDUSTRY INTO INCLUSIVITY

Tommy Trout is on a mission to help the fitness industry become more inclusive for people with disabilities.


“*...we do intend to provide extra work that will be rewarding, fulfilling and make a real difference in the lives of others. It's about giving back to people who really need it and who will enjoy the program.*”

After hearing about our FITREC DNA initiative (the promotion of diversity, inclusion and acceptance in our industry), Tommy got in touch to see if there was any scope to help him on his mission to get those with unique needs into the gym. For us, it was an emphatic 'Yes!' Here's what he had to say during this recent chat with FITREC.

We don't think that the fitness industry is exclusive, we simply feel there is more scope and space for inclusion within it. At WeFlex, we're focusing on the first step, which is education.

At the moment we're working with Erika Gleeson, international clinical specialist, and those with unique needs, to create education for personal trainers around:

- how to work most effectively with people who have unique needs
- how to facilitate better workouts that accommodate and maximise the potential of those unique needs
- how to make those with unique needs feel more included in the fitness industry.



The health outcomes for people with disabilities is appalling.

Life expectancy is 20+ years less than that of the able community, and they're three times more likely to have three or more long-term serious health issues.

They also often experience increased social isolation and exclusion.

This means that one in five Australians live shorter lives, more unhealthy lives, and more isolated lives. It is the goal of WeFlex to help reverse this trend.

It's not about creating separate gyms for people with disabilities.

A lot of our WeFlex clients would absolutely benefit from accessing community gyms. Our intention at WeFlex is to do what we can to make this possible.

To begin with, WeFlex is running a pilot across several sites in Sydney.

For trainers with the right attitude that wish to be involved, we provide full training on how to most effectively meet the needs of people with mild to moderate intellectual disabilities.

We source and match clients to the trainer, then assist with the development of an exercise program for the trainer to coach them through, once a week, for 10 weeks.

We will ensure that personal trainers are ready, competent and confident to work with the clients provided.

We don't see participants as being disabled, we see them as having unique needs.

The reality is, we all have unique needs and preferences as to how we want to be trained. It's no different for those with intellectual disabilities, those in wheelchairs or with amputations or those who are vision impaired. The important thing is to ensure that Trainers have the skills required to meet those unique needs, and provide a workout experience that we all wish for.

For example, we'll be educating personal trainers about the importance of focusing on unique sensory or communication needs, rather than simply 'autism' or 'Down Syndrome'; it's about catering to an individual's needs, rather than focusing on the diagnosed condition.



Tommy Trout

Tommy Trout is on an impressive mission to improve the quality of life for people with a disability. Through his business **WeFlex**, Tommy is creating a platform that will connect people living with disability to fitness professionals – with an ultimate goal to build a more inclusive fitness industry.





During our pilot program, we'll be limiting the scope of disability.

We're aiming to get to a point where there's not a single person we can't train with. However, we do need to start carefully – quality of care and safety is of paramount importance. Our initial clients will have lower support needs with a diagnosis of mild to moderate intellectual disability, Autism Spectrum Disorder (ASD) or Down Syndrome.

How do we match and prepare Trainers and clients?

This process takes some time. It involves consultations with specialists, stakeholders and those with disabilities.

As an example, we have a 23-year-old male with autism. Firstly we'd discuss with him what his unique needs and goals are. Keeping in mind, an intellectual disability doesn't mean he is physically disabled.

In this example, the unique needs are related to information-processing and/or sensory-overload. We then develop education for the trainer around accommodating these needs. In this case, we'll highlight what they need to be mindful of, such as environmental

adaptations (think music volume, and/or how crowded or noisy the gym is). We'd also provide direction on communication, ensuring it is simple and precise, as well as the importance of relying on visual information.

Ultimately, we'll ensure trainers have the tools to better connect, build rapport and manage the personal safe space in the best way to suit the person they're working with.

Most of these clients will be funded by the NDIS (National Disability Insurance Scheme).

As a registered NDIS provider, WeFlex will be able to handle the sourcing and billing of clients and reimburse the trainer for their set payment per session.

Benefits to personal trainers include:

- Fulfilling work with clients that rarely have the opportunity to train
- Education and professional development
- An increase in work during off-peak hours
- Guaranteed payments (including where the client is a no-show)
- No need to be registered with the NDIS (you avoid the bureaucracy that comes with it)
- Provision of additional skills and experience.

This is not a "get rich" scheme.

But we do intend to provide extra work that will be rewarding, fulfilling and make a real difference in the lives of others. It's about giving back to people who really need it, and who will enjoy the program.

We will be particular about the personal trainers we work with.

Trainers will need to have the right attitude; they'll need to have an inclusive mentality, be patient, and be open to new learning and experiences.

Trainers will undergo regular checks, and potentially ongoing learning.

The induction process includes a workout with one of our athletes, in front of one of our trained professionals. They'll be looking to see how you engage and how you deliver a session. At the moment, my younger brother serves as our client in this process.

Join us, as we build a network of WeFlex-accredited gyms and Trainers.

To learn more about WeFlex and how you can get involved, contact Tommy Trout on tommy@weflex.com.au ♦





This issue, we caught up with FitPros, Rose Dangaard and Mark Cera



ROSE DANGAARD

Rose Dangaard achieved her first Les Mills Instructor certification in her late 40s, after her children had all grown up. And since that first (of many to come!) qualification, Rose spent the next 20+ years mentoring and inspiring many instructors through her role as a Group Fitness Manager; a position that saw her achieve numerous awards.

"When I see people succeeding – Instructors or my class participants – and they acknowledge my support, it's nice to know that I have had a role in their success."

Rose's advice to others is to "Go with your passion and continue doing what you love to do. I hope you find your fitness dream!"

"COVID was quite difficult last year. I shut down operations quite early, slightly before formal restrictions were announced, because I was not comfortable with the risk to me or my class participants. I did a number of trial online Zoom classes but even though I had things working pretty well, online is not as much fun for me as doing normal classes. I certainly missed the face-to-face interaction with my participants in an actual class." ♦

"I'm inspired by knowing I've contributed to someone's fitness journey. What a great sense of fulfillment when my clients and participants achieve their fitness goals and I've been a part of that!"

MORE ABOUT ROSE

MARK CERA

Mark is the owner of Functional Fitness for Over 40s and he's the former Director of Strength and Conditioning at the Ersha Training Centre in Guangzhou in China.

Mark's held roles working with 20 AFL club "Hall of Famers" in the four clubs he worked with. He's trained elite athletes from 10+ different sports during his time in China, including Olympic Gold and Silver Medallists. He's also helped train thousands of people to get involved in the fitness industry, either as aerobics instructors (back in the day), in University Degree courses, or in Certificates 3, 4 and Diploma courses via the RTO sector. Mark believes his greatest achievement has been his longevity and his capacity to adapt and grow over the years. He attributes this to using the Tony Robbins concept of "CANI" – Constant And Never-ending Improvement, to keep what he does fresh and current, not just for his clients, but for himself too. Mark's inspiration for working in the fitness industry for so long comes from having clients discover capacities within themselves that they didn't know existed. He says seeing them confront their self-imposed limitations and then be able to move beyond them is truly a wonderful thing to witness. ♦



"Having clients discover capacities within that they didn't know existed inspires me. Seeing them confront their self-imposed limitations and then be able to move beyond them is truly a wonderful thing."

MORE ABOUT MARK



DRAWING A LINE FROM YOUR WELLBEING TO YOUR BOTTOM LINE

There's a lot to be said for the state of your own health and its impact on the health of your bottom line.

Flic Manning explains.

Being a fitness professional is a responsibility.

It is an honour and privilege to be a part of a client's journey. What you offer is not just the skill to pick up a weight correctly or help someone run a faster sprint. You're often someone's gateway into learning about the power they have inside as a human being.

They may come to you at 15 or 60 years of age, with very little knowledge about how the human body or mind works; and more importantly, how THEIR mind and body works. They look to you as an authority and mentor, which means that what you do and say counts. They will watch you during training sessions or classes, and also when you do your own workouts at the gym, on social media and more. So, it doesn't bode well when fitness professionals have one of the highest burnout and turnover rates in any industry!

This speaks volumes as to why so many people would get gym memberships and then stop using them in less than 12 months. It also alludes to why so many fitness businesses fail to thrive. None of these things are separate; they are all connected.

In my work, I spend a lot of time connecting dots, solving puzzles and helping people find a way to get sustainable success. Whether in health, finances, business or relationships. I have become attuned to spotting patterns of thinking and behaviours that are no longer working for the individual.



Flic Manning

Flic Manning is a Wellness Author, Speaker and Entrepreneur. In her presentations and book, she shares not only 30 years of training as a Wellness Advocate, Neuroplastician, Holistic Pain Management Facilitator, Performer, Fitness and Dance educator, but also her own personal experiences in managing Crohn's disease, chronic pain, mental health disorders, and her journey as an Entrepreneur. To learn more visit flicmanning.com

The trap I've seen many fitness professionals fall into is the focus on KPIs and goal-setting to the exclusion of "human needs". These needs are not "sometimes" needs, they are "every-single-day-of-your-life" needs.

It's counterproductive, for example, to focus so heavily on client numbers that you forget to eat a proper meal or enjoy adequate sleep. If you work aggressively to increase the number of client sessions from 15 to 25 in a week, but as a result you're propping yourself up with coffee and power bars to do it, your body and mind will begin to run out of resources.

As your inner resources run low, a number of things may occur:

- Firstly, you increase the likelihood of getting sick. Your immune system will buckle as you ignore its warning signs. Unwittingly, you may make your clients sick as a result (not the best way to encourage health).
- You will tend to make more mistakes, and this can result in injuries or, at the least, you may come off as unprofessional or uncaring (people's lives are in your hands and not all of them have the health to bounce back quickly – especially those with chronic or invisible health conditions).
- You may inadvertently teach your clients to set unrealistic expectations for themselves by watching you do it to yourself. Initially this may motivate them, but eventually it will burn them out just as it will you.

So, while your client numbers may rise, there may be a later fall – perhaps seemingly out of the blue – once they decide they cannot meet the example you set. The resulting conclusion may be that exercise and health is not for them!

With unstable client numbers, the stress in your life increases, which may cause a negative attitude to creep into your sessions (resulting in more clients dropping off).

You're then offering free sessions to get more clients, but the cycle continues until you get so frustrated, burned out, sick, injured or disappointed that you question if a career in fitness is the right one for you.

If any of this sounds familiar, you're not alone!

The great news is, we can break the cycle!

It's time to work smart, not hard!

Working smart means getting adequate sleep, addressing any underlying mental health issues that may arise, and eating nutritious food that fuels you adequately without the need of stimulants.

It may mean not having as many client sessions or diversifying your skillset to work with a subset of clients that suit your capabilities more specifically. It could mean building 15 minutes of meditation into your schedule after every three client sessions in a day.

It's all about finding what works for you, which is what we should be encouraging in our clients.

Working smart is about recognising your humanity and nurturing that which makes you human.

When you fuel the things that make you human, you position yourself for a higher quality of life. One that is reflected in your relationships, your finances, your business model and in the (sustainable) quality of life achieved by your clients. Everything is connected.

Consider this my call to arms

Understand and apply the knowledge that there is a connection between your quality of life and the quality of life for those in your care. And where clients see a higher quality of life, not only will they stay for the longer term, their success will attract others.

So, if you want to be your best, give your best, encourage the best and see that bottom line tick up, start embracing your humanity today.

Experiment and determine what works for you, and you will be blown away by the impact this has on you, your clients, your business and the world around you. ♦

Working smart means getting adequate sleep, addressing any underlying mental health issues that may arise, and eating nutritious food that fuels you adequately...



THE FITNESS FUTURE: NEW RULES OF ENGAGEMENT FOR OPERATORS

COVID-19 has changed the way we operate in the fitness industry. Ian Mullane's white paper on the topic has attracted much global attention. Take a look for yourself.

The conditions of pre-COVID will never return. Willingness to accept this fact, and move with it, will be key to the survival of your fitness business. Embracing change isn't a choice. It's life and death.

That's because COVID wasn't ever the cause of change: it accelerated things that were happening anyway. We might have arrived at this position less battered and bruised had COVID not unleashed itself on the world, but make no mistake: we would have found ourselves in the same position with or without it.

Digitisation, 5G, at-home offerings, evolved working patterns... the fitness industry has never faced so many new factors to evaluate. That much has been talked about extensively. But here's the bit people haven't really acknowledged yet.

As a result of this snowstorm of new factors, the industry has found itself blinded. Uncertain not only about how to stand up to the competition, but about who its competitors even are!

One thing is for sure: the relationship customers seek with a fitness business is changing. The sector must adapt, and fast. The concern is that, to do so effectively, genuine enthusiasm for technological innovation will be required. This from an industry that has thus far been lukewarm in its embrace of progress and reluctant to adapt to change. But there are very real opportunities for operators who are prepared to accept the new reality and reposition themselves for the inevitable.

The term 'hybrid' has permeated



Ian Mullane

Ian Mullane is the Chairmain and Chief Executive Officer of Keepme, an artificial intelligence-powered revenue acceleration platform. To learn more visit www.keepme.ai

conversations across the sector ever since COVID-19 forced gyms closed and consumers online. Granted, the first step had to be for operators to look beyond the bricks and mortar of their physical facilities. But turning to hybrid as the solution is limiting horizons and causing problems for the longer term. A 'hybrid model' is in fact a huge simplification of what's actually needed. It encourages operators to think about their digital offering as an island: part of a dual offering of on-site and digital.

The current rush to deliver such a model – centred on a digital extension of the physical experience – may be well-intentioned, but it isn't necessarily a good fit for the new marketplace.

First of all, given digital will only be a complement to, not a replacement for, the gym experience once all facilities are open again – there's the good news – I am more likely to choose a digital offering that supplements my on-site activities with a variation, or indeed something completely different, rather than a digital version of the on-site product. If I attend the gym for group cycling and strength training, what I want from a digital subscription is stretching, yoga, meditation.

More important still, is the fact that the future of fitness is categorically not binary. Not hybrid. Value will only be unlocked for the consumer when all content, all experiences, indeed the entirety of a club's offering are part of the customer's personal wellness ecosystem.

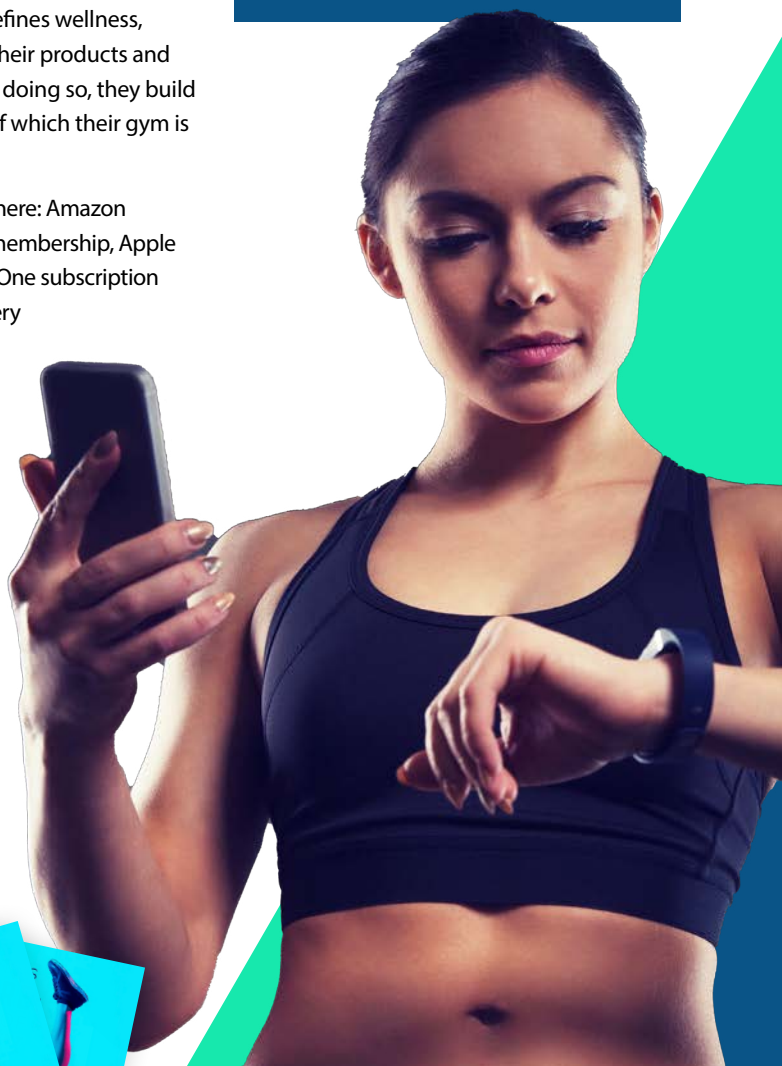
Consider, for example, how much more useful an app such as Strava is when

integrated with Apple Health or Google Fit, with all your personal metrics updated automatically. Customers now have a more holistic view of what defines wellness, picking and choosing their products and services accordingly. In doing so, they build their own ecosystem, of which their gym is but one part.

Ecosystems are everywhere: Amazon Video as part of Prime membership, Apple TV as part of the Apple One subscription service... done right, every touchpoint enhances the customer experience. Done right, any entry point can drive the audience to extend their relationship with you. Crucially, though, it's not about technology. It's about experiences – and about making the customer the centre of that experience. ♦



Ian Mullane's full white paper called *The Fitness Future: Rules of Engagement – Six Rules for Operators* explains how to go about this business-critical repositioning. Download your free copy from [here](http://www.keepme.ai).





THE CONVERSATION

HOW TO STOP THE SPREAD OF MISINFORMATION

The recent Facebook news debacle led us to open up a dialogue around misinformation and confirmation bias within the fitness industry and among the professionals within it.

The saying “the only constant is change” is as true today as ever. Recently, Facebook blocked Australian users and publishers from viewing or sharing news.

While aimed at the larger media outlets (think, ABC News, The Sydney Morning Herald, The Guardian, etc.) there were plenty of small businesses, including fitness businesses, caught in the crossfire. To quote SmartCompany, “After years spent building up their communities, and many paying to do so, they were left with nothing but their Facebook page bio.”

The lessons learned from COVID were many, but they came at considerable cost. By contrast, we’ve received some fantastic lessons as a result of this move by Facebook, without the death toll.

And all lessons are very relevant to our industry.



Where are you getting your news and ideas?

The ability for Facebook to dictate the content of newsfeeds has been pulled into sharp focus. At worst, we can be deliberately misled. At best, we suffer from a never-ending cycle of confirmation bias.

Sure, it takes a little more work to go beyond your news feed, but the truth is out there. We are advised to cultivate a variety of news sources.



Facebook can shut down anything at any time.

Including your Facebook Groups.

Even before this recent event, I've known people that had to deal with having their Facebook Group (and in one instance, their account) shut down. More than one was a result of their account being hacked and others were a victim of a random error. In every case, rectifying things was as easy as you would expect with a company trying to administer 2.8 billion users.

If Facebook is at the heart of your communication with clients, it might be worth considering more secure alternatives. In the very least, every business should be building and cultivating its own email list for communicating with clients.

Recognising both the value and limitations of social networks, for our FITREC members we've recently invested in FITREC Circle. It's a proprietary social network that offers greater privacy and avoids that whole 'if you're not paying, you're the product' issue. Freeing our members from the need to be signed to any social network, and the associated ads and trackers that come with them, might seem to be over the top and maybe not for every business, but we believe it is best practice.



There is value in keeping personal and professional separate.

This is less related to the recent blocking of news issue and more to do with professionalism. There are often instances on social media where professionals provide information about themselves or their opinions that they would not blurt out in the gym. Even in instances where comments seem benign, there is the chance that they may be taken out of context and threaten your credibility and reputation, if not your job/business.

Consider ways in which you can communicate with your clients away from where you (and, just as importantly, your friends) are sharing your more intimate details.

Apart from the old favourites of email and text, an alternative that our team uses to communicate is Telegram.

It's free, encrypted, allows for you to create groups, post scheduled messages and more. Another popular platform is Signal. Both of these alternatives have gained millions of users following the recent concern surrounding updates to WhatsApp's Terms of Use.



Are we suggesting you turn your back on Facebook?

Nope.

I understand that great swathes of the population are very heavily invested in Facebook for communicating with others. But in the same way that COVID taught us about diversifying and adapting our businesses, I would hope that this experience with Facebook encourages people to consider diversifying their communication with clients, family and friends.

As ever, the degree to which unexpected events will impact us is directly proportional to the power we give it. ♦

WATCH & LISTEN

Forget Facebook and their cray cray media ban! Where do you scroll to for inspiration, motivation and legit education? Drop us a line at editor@fitrec.org and tell us about your favourite blogs and podcasts, and we'll try and share your recommendations in a future issue. Here's who we've been reading and listening to lately:

[The Healthypeople Recruitment Blog](#)

[The MindBodyBrain Project – Paul Taylor](#)

[The Gym Owners Fitness Business Podcast And Womens Leaders Fitness Business Podcast – Mel Tempest](#)

[The Human Experience – Flic Manning](#)

[The Tim Ferris Show](#)

[The Garyvee Audio Experience – Gary Vaynerchuk](#)

[TED: How to be a better human – Chris Duffy](#)

[The Fitness Legitness Show* – Nardia Norman](#)

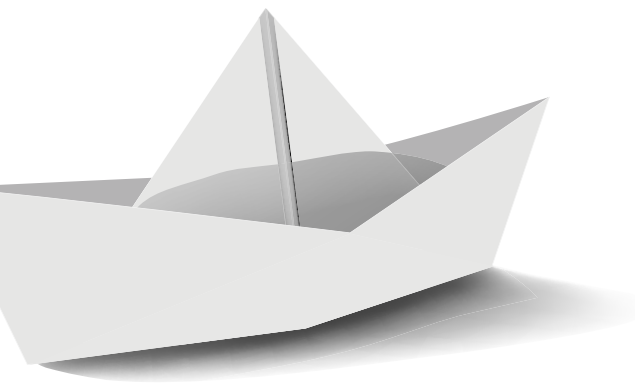
[Business development Blog* – Leonie Dawson](#)

**Warning: may contain offensive language*



THREE WAYS TO BECOME A BETTER LEADER

Gary Vaynerchuk shares his top tips to upping your leadership game.



First up, it's important to define what a leader is.

A leader, especially in a post-COVID world, is someone who has a clear vision and is able to rally her or his community to achieve that goal. The greatest job of a leader, whether that leader is a parent, a CEO or a counsellor – is to find a way to build self-esteem without crossing into delusion. That means, in a business setting, it's important to remember that you work for your employees, they don't work for you. Your job is to build your team, provide value, and give them space to grow while holding them accountable.

With that out of the way, there are so many leaders and managers who want to be better. Sure, they want to accomplish their own desires, but they want to accomplish them in a way that helps them sleep at night. No one is trying to run a dictatorship

(I actually fled one, so I'm especially mindful of the feelings and needs of my employees), but so many leaders are confused. They don't know how to build a business and meet their goals without being a real obstacle to their employees and team members. Some leaders may have great relationships with their employees, but they want to be better about meeting goals and finding the balance between empathy and ambition. If either of those sound like you, or you fall somewhere on the spectrum of those two leadership types, this article is for you. Below are three, tactical methods to become a better leader.



01

REMEMBER: YOU WORK FOR YOUR TEAM

The number one thing to remember is that if you're a leader, you work for your team – they don't work for you. The biggest mistake people make, and why they can't build scalable businesses, is that they have selfish expectations of their employees. As a CEO, it's ludicrous to expect your employees to work as much as you do. It's your business; of course, your employees don't "love it" as much. So much of life is a "them" game and entrepreneurship is no different. If you want to be an effective leader you have to give, give, and then ask.

You're going to have much more successful interactions if you set expectations and give your team the means to reach them.

What does that look like in practice? A lot of leaders have arbitrary expectations about how new hires should perform and act. This affects their growth in a big way. So here are two tips to keep in mind when hiring new employees:



Gary Vaynerchuk

Gary Vaynerchuk is the Chairman of VaynerX, CEO of VaynerMedia and a five-time New York Times Best-selling Author. You can follow and connect with Gary on LinkedIn @garyvaynerchuk

A. Give trust easily

I give trust a lot easier than most CEOs. To me, it's just faster. I blindly trust all my employees. If they prove themselves to be incapable, I'll put restrictions around them. I genuinely believe that the phrase: "Trust is not given, it's earned" is slow and egotistical.

B. Don't compare your hires to yourself

This is where a lot of leaders get caught. They measure candidates against themselves, and then inflate their egos by finding ways candidates don't match up. For this reason, I don't hold employees to the same standard that I hold myself. On the contrary, for me it's all about offense. I don't care if my hires don't perform as well as I would because they're freeing up my time. Even if they're not performing at "100", that's okay because they're allowing me to go on the offense in other ways.

Keeping these two things in mind will help you become a better leader because it'll train you to really internalise that you work for your employees (not the other way around), and then things start to change. Ultimately, they're reminders to be grateful.



02 STOP MICRO-MANAGING AND TEACH YOUR TEAM HOW TO SWIM

If you have trouble structuring your business or finding the “right” team members... if you go through rounds of hiring and firing, then listen to this: the problem may be you. This can be tough to accept but I know good leaders can handle the truth. I’m not trying to be impractical, but as I said before, good leaders don’t caste judgement on their employees.

Good leaders don’t yell and scream or try to watch their employees’ every move. Good leaders are supportive and ask how they can help. Instead of being upset at their employees when they’re drowning, they teach them how to swim.

03 YOU MUST BUILD A STRONG COMPANY CULTURE

The way to build great culture is not in words that are written on the wall, but in your actions. You have to make every one of your employees and team members understand that you care about them more than you want them to care about you. I know that sounds impossible, but you can’t be crippled by the task. It’s tough. But, if you do it, you will build a great culture. If you do not, every day that you work will take you further and further away from that culture. Now you have to practise

this every day. It means not being afraid to fire your top salesperson because they’re also not a nice person; it means knowing who your employees are, what drives them, and if their needs have changed. It also means promoting and compensating people based on how hard they work, not on how well you know them!

A great work culture is one that “works” for everyone. It should work when things are easy and it should work when, God forbid, tragedy occurs.

The second you slack on your culture is the second you lose. Meritocracy is important, empathy is more important, and knowing the culture that fits you and your employees is the most important thing of all.

Remember, my words mean nothing if you don’t listen to them and internalise them, so they’re a part of your everyday life.

So, what do you do now? Share it with a leader you admire or someone you know that is actively trying to become a better leader. While you’re at it, tweet Gary your biggest takeaways. Oh, and of course, practise, practise, practise doing these things yourself. ♦



FRIENDS OF FITREC

SPOTLIGHT ON StickXfit®

The latest and one of the few group fitness programs with global recognition.

StickXfit® is a unique new workout that uses double rattan sticks to provide a truly holistic exercise experience.

"StickXfit is inspired by Filipino Martial Arts", explains founder Andy Elliott, "but draws from a variety of areas from my diverse, international martial arts education which spans 40+ years."

In every session, participants enjoy a full-body workout that connects both the brain and body via challenging hand-eye skills and drills. More specifically, StickXfit® is an evidence-based, whole body training system. It's developed using layers of integrated activities and techniques, all in a mixed, multi-modality, cardio-based format. The neural-targeted workout design is a big part of what makes the StickXfit program unique.

As a testament to class content and structure, StickXfit is one of few exercise programs to be recognised by different registrars worldwide, including FITREC, REPs, ACE, NASM and AFAA.

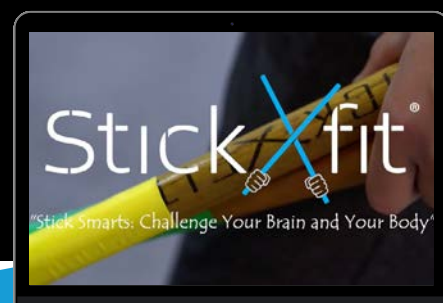
"StickXfit drills and skills implements cognitive values and has put the fun back in functional training," says Chief Executive Officer Eugene Downing. "The StickXfit methodology reflects the future exercise programming. One that emphasises both brain and body conditioning."

Instructors who'd like to become StickXfit-accredited and clubs interested in offering this highly engaging program to members, can find out more by contacting Eugene Downing at ceo@stickxfit.com or visit www.stickxfit.com ♦

WHAT MAKES StickXfit SO UNIQUE?

- 1 Uses a Filipino rattan stick, based on an indigenous, cultural Filipino martial art
- 2 The use of sticks for the entirety of the class ensures integrated, multi-modality training
- 3 Learn offensive and defensive moves with partner strike drills
- 4 The sound of the sticks helps with recollection of class patterns
- 5 The tempo of partner stick drills is easily moderated to suit the session or experience
- 6 Encourages the development of peripheral vision during partner drills

TO SEE STICKXFIT IN ACTION WATCH THE BELOW VIDEO:





INSURANCE FOR PTs

WHAT YOU NEED AND WHY

Insurance for your car, health and home are non-negotiables. So too should insurance for personal trainers. Mike Gottlieb explains.

An essential element to running your own personal training business is not only being adequately qualified to provide your training services and advice, but also having the right insurances to protect yourself, your clients and your business. Here are some of the insurances you need to consider as a Personal Trainer.



Healthy advice

You're a professional when it comes to giving guidance on all things fitness, something your clients hold you to with high expectations. Along with providing fitness plans and helping achieve results, you're also legally responsible for your client's safety and well-being whilst they are in your care.

Over the years, the fitness industry has become a popular career path, and unfortunately one which has been exposed to increased legal risks. Having Professional Indemnity insurance is vital to the endurance of your business, providing protection against risks of allegations, no matter how valid the claim. Professional Indemnity can help protect you from claims for:

- Unsuitable or ineffective training plans
- Giving wrong or misleading advice in relation to dietary plans and food preparation
- Inappropriate behaviour (including cover for defence costs – note that costs relating to damages are excluded).



Accidents can happen

Nobody likes an unexpected accident, especially one that could end up costing you an arm and a leg.

Keep your business fighting fit with Public Liability insurance. This provides protection against claims against you

for accidental injury to a third party or damage to their property.

Chances are, this is one of the first insurances you will need as it is often a requirement for you to provide your own insurance if you are contracted to a gym, a fitness studio or for obtaining permits from a council to work in public outdoor spaces.



Take a moment to consider this scenario...

A client trips over a dumbbell and fractures their ankle, or you accidentally damage an expensive piece of gym equipment in the gym you are training your clients in. These are real exposures you are faced with every day and situations where Public Liability insurance has got you covered.



Protecting your tools of trade

If you own a few pieces of expensive gym equipment, you might want to consider Portable Equipment cover. It provides protection for your valuable business assets against loss, damage or theft. You can also cover any stock that you may carry such as supplements and protein bars.



Insuring your biggest asset

If your body was out of action due to an accidental injury or illness, how would your personal training business survive? On a daily basis your body experiences a high level of physical demands



Michael Gottlieb

Michael Gottlieb is the CEO at BizCover, a leading Australian small business insurance site and the folks behind our amazing offering for ALL qualified professionals (great coverage, no fitness registration needed). Learn more at www.bizcover.com.au

from lifting weights to stretching and constantly being on your feet.

Personal Accident and Illness insurance gives you peace of mind that you can still pay the bills when you're off work recovering, providing 85% of your income, up to \$3000 per week, no sweat.

Working out what insurances your business needs doesn't need to be difficult. By understanding the risks you face as a personal trainer and the insurances that can safeguard you against them, you're already on the right track to a successful future.

Discover your **exclusive FITREC offer** and start shedding excess dollars from your insurance policies today with exclusive access to multiple free quotes from Australia's leading insurers. ♦

BizCover™ Pty Ltd (ABN 68 127 707 975; AR 338440) is a corporate authorised representative of Mega Capital Pty Ltd (ABN 37 098 080 418; AFSL 238549). This is general advice only.

This article appeared in The Healthypeople Recruitment Blog. Check it out for ongoing advice, inspiration and motivation to help you have a healthy fitness career.



If your body was out of action due to an accidental injury or illness, how would your PT business survive?





WHY CHOOSE FITREC FOR FITNESS REGISTRATION?



FOCUS ON LEARNING, NOT POINTS ACCUMULATION

Ongoing development is essential, but let's not focus on points. At FITREC we've scrapped the points system and instead we focus on transparency by displaying your complete learning history. No more scrambling into an educational opportunity merely to gain points.



RAISING THE BAR ON PROFESSIONALISM

When you join FITREC, you get a lot more than just registration. You get a highly visible, industry-leading FITREC profile, so potential employers and clients can gain a thorough snapshot of your industry experience. Plus, you get FITREC's unwavering commitment to help you develop and sustain a winning fitness career.



UNMATCHED ASSISTANCE WITH EMPLOYMENT

Whenever you're looking for work in the fitness industry, FITREC (via HealthyPeople) will put you in front of all local employers. This service normally attracts a fee, but for FITREC registered professionals, it's FREE – every time you need it!



REGISTRATION FOR AN INTERNATIONAL COMMUNITY

No more transferring between providers. No more being locked into accumulating a particular form of professional development points. And greatest of all, the ability to measure the world's professionals against a common benchmark.



REGISTRATION THAT REFLECTS YOU AS AN INDIVIDUAL

At FITREC you're not "just another trainer". We recognise that fitness professionals differ by qualification, specialisation, experience, further learning, client focus, and peer influence. FITREC is the only provider capable of adequately reflecting your unique background as a fitness professional.



"The structure of the FITREC system is great. It makes updating and maintaining insurance simple and easy, thanks to FITREC and their constant support."

Hannah Altman, QLD

To join the FITREC family or to find out more visit **fitrec.org**

VISIT OUR WEBSITE

SEND US A MESSAGE

TAKING YOUR CLUB TO THE THIRD DIMENSION

Once reserved for the fanciest properties in the real estate sector, 3D virtual tours are rapidly growing in popularity among savvy health club owners who want their facility to stand out from the crowd.

"Branded 3D Virtual Tours supports higher conversion rates in fitness businesses, boutique studios and sales and marketing acquisition activities," explains Eugene Downing, CEO of Gym Click Media who are leading the charge in Victoria with their Fitness Centre Virtual Tour Services, powered by Matterport technology.

"Fitness enthusiasts take many factors into consideration before choosing to purchase a gym membership. More often than not, these potential members want to experience your fitness centre to see if your gym meets all their criteria. This ground-breaking technology makes it increasingly easy and affordable for prospective members to access your gym from the comfort of their computer, ultimately aiding in their decision to choose your fitness centre over the one down the road."

In addition to better engaging members, a 3D Virtual Tour can also be a compelling sales tool for those who are putting their business on the market, as it enables interstate buyers to see exactly what they're buying before they arrive onsite.

Depending on the technology you opt to use, additional features can be embedded into your 3D Virtual Tour. These include:

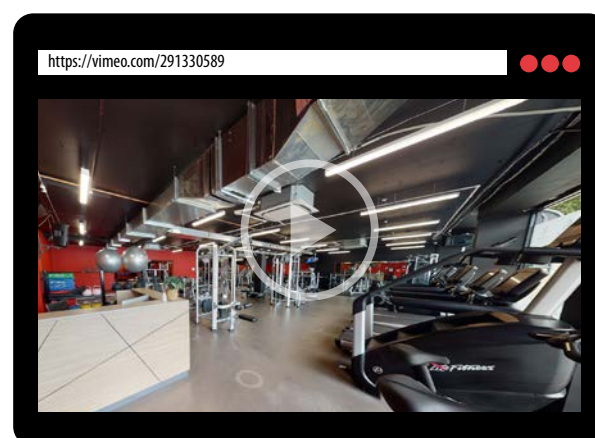
- Interactive custom buttons that allow you to integrate visual media such as videos, enabling you to introduce your personal trainers, for example.
- Info boxes which can display your juice bar menu and prices.
- Custom slides which can be linked to pages that contain information regarding supplements, schedule of available workout classes, promotional events or specialty groups/programs, for example.

The technology makes it simple for you to justify competitive pricing by highlighting any specialty amenities your gym may offer like a lap pool, sports facilities, special workout classes, a supplement store, spa treatments, juice bar, and more.

Whether you have the most state-of-the-art gym equipment and amenities or a garage-style gym, after viewing a 3D Virtual Tour of your facility and learning and interacting with it through the features that this type of technology offers, potential members will immediately establish a connection to your fitness business, which will ultimately result in more sales and more members.

We all know that traditional advertising strategies and discounted membership fees are only effective to a certain degree, and do not typically extend the reach of your gym on a continuous basis. This innovative technology can be the key to successfully attracting more people to your facility and to providing your business with a truly unique point of difference.

To learn more about how this technology works watch this video of Eugene Downing and Tian Jay, who are the Co-Founders of Gym Click Media, which is a certified Matterport 3D Virtual Tour and Schematic Floorplan Provider and was recently named as one of Australia's Top Virtual Reality Companies for 2021 by Welp Magazine. Through Gym Click Media, floorplans typically start from \$497 per facility and are available in two business days. **Raising the Bar readers, however, can receive an obligation-free quote and a 10% discount when you proceed. Visit gymclickmedia.com.au for**



HealthyPeople

AUSTRALIA'S LEADING RECRUITMENT SOLUTIONS FOR THE FITNESS INDUSTRY



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Australia's largest fitness industry-specific job advertising service.



We help all fitness employers, **from small bootcamps to big-box facilities.**

Our business memberships allow fitness employers to **connect directly with local fitness professionals.**



Use code **RTB07** for **10% off all Personal Trainer ads** until 31/3/2021 at healthypeople.com.au

THANKS FOR READING!

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simply email editor@fitrec.org

FITRECTM

Phone: 03 9021 0836

Email: hello@fitrec.org

Web: fitrec.org

