

— FOR PERSONAL TRAINERS & GYM FLOOR STAFF

ONE-DAY WORKSHOPS

*Knowledge into application.
Learning into behaviour.*

■ 8 WORKSHOPS ■ ONE DAY EACH ■ DELIVERED AT YOUR FACILITY

YOUR TUTOR

30+ YEARS

of expertise in the fitness industry

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KNOWLEDGE INTO APPLICATION. LEARNING INTO BEHAVIOUR.

Two underlying principles support every workshop in this prospectus.

01

THE TEAM

How do gym floor staff need to behave to support member and client retention and adherence?

02

THE MEMBER

What does the member need to enhance their facility experience and drive consistent behaviour?

— FROM CLASSROOM TO GYM FLOOR

01

**CLASSROOM
KNOWLEDGE**

02

> **GYM FLOOR
APPLICATION**

03

> **CONSISTENT
BEHAVIOUR**

04

> **ADHERENCE &
RETENTION**

Transforming classroom learning into real-world results.

KEITH SMITH

30+

years of expertise in the fitness industry

SPECIALIST IN

- Bespoke one-day workshops
- UK personal training qualifications
- Staff learning & development

PARTNERS WITH

- Universities & colleges
- Awarding bodies
- Fitness operators

“

Transforming classroom learning into real-world results.

With more than three decades of experience in the fitness industry, Keith draws on an extensive background to deliver highly engaging learning experiences. His unique delivery approach ensures that what is learned is transferred into the workplace, creating memorable experiences for members and clients.

He develops the gym and PT staff behaviours that lead to service excellence, where every staff interaction with members and clients adds value and creates rich, memorable moments that bring members back to the facility.

A specialist in bespoke one-day workshops and UK personal training qualifications, Keith partners with universities, colleges, awarding bodies and operators to deliver high-quality staff learning and development.

He promotes a secure, engaging and enjoyable learning environment where teams develop their knowledge, skills and behaviour, transferring what they learn in the classroom to the gym floor and creating rich experiences that drive member adherence and retention.

Compassionate and empathy-driven, Keith enables coaches and trainers to see actionable insights from the customer's point of view, which is essential when working with challenging and varied demographics.

THE WORKSHOPS

08

one-day workshops

NO.	WORKSHOP	DURATION	RATIO	PG
01	LAYERING INTERACTION <i>Every contact matters</i>	09:30–16:30	16 : 1	05
02	THE EXERCISER EXPERIENCE <i>Feelings by design</i>	09:30–16:30	16 : 1	06
03	THE AGEING MEMBER <i>Designing & delivering effective sessions</i>	09:30–16:30	16 : 1	07
04	STRUCTURING EFFECTIVE INTERVAL TRAINING <i>Designing intervals that are safe, effective & enjoyable</i>	09:30–16:30	16 : 1	08
05	ESTABLISHING GYM CONFIDENCE IN CLIENTS & MEMBERS <i>Building belief & capability in the new to exercise</i>	09:30–16:30	16 : 1	09
06	GROUP TRAINING <i>Creating the experience</i>	09:30–16:30	14 : 1	10
07	FROM LEAD GENERATION TO SUCCESS <i>Attracting to retaining personal training clients</i>	09:30–16:30	20 : 1	11
08	GETTING CLIENTS EVENT-READY <i>Considerations for preparation & performance</i>	09:30–16:30	12 : 1	12

Every workshop can be tailored and delivered on-site at your facility.

BOOK A WORKSHOP · P.13

LAYERING INTERACTION

Every contact matters

01

OVERVIEW

The evidence is clear: members who are interacted with in a meaningful way are more likely to return.

Consistent, meaningful interaction leads to improved member and client adherence and retention.

This workshop explores the different levels of interaction, how and when to apply each one, and the key factors to consider for different types of member.

Designed to be highly interactive, the session provides plenty of hands-on practice, helping staff deepen their understanding and build their confidence.

AIM

To equip learners with the knowledge, skills and confidence to ensure that every interaction with members is a meaningful one.

LEARNING OUTCOMES

By the end of the workshop, learners will be able to:

- | | |
|---|---|
| <p>01 Define the levels of interaction.</p> | <p>02 State the importance of interaction.</p> |
| <p>03 Demonstrate meaningful interactions.</p> | |

AT A GLANCE



TARGET AUDIENCE

Facility personal trainers, gym instructors and fitness teams (gym floor staff)



DURATION

09:30–16:30
including breaks



RESOURCES

Classroom or studio, projector/TV



LEARNER : TUTOR RATIO

16:1
learners per tutor

THE EXERCISER EXPERIENCE

Feelings by design

02

OVERVIEW

Logic and reason are essential in helping members and clients achieve their goals through effective session and programme design. However, as an industry, we all recognise the significance of positive feelings.

Feelings play a crucial role in driving member and client behaviour, and experience experts view them as a key factor that separates a service from a truly memorable experience.

This workshop explores how personal trainers and instructors can create and influence the client experience that drives frequency of visits, which leads to success.

AIM

To explore the exerciser experience and how it affects success for all.

AT A GLANCE



TARGET AUDIENCE

Facility personal trainers, gym instructors and fitness teams (gym floor staff)



DURATION

09:30–16:30
including breaks



RESOURCES

Classroom or studio, projector/TV



LEARNER : TUTOR RATIO

16:1

learners per tutor

LEARNING OUTCOMES

By the end of the workshop, learners will be able to:

- | | |
|---|---|
| <p>01 Define the experience.</p> | <p>02 Recognise how the personal trainer or instructor can influence the exerciser experience.</p> |
| <p>03 State the factors to consider when aiming to influence the exerciser and their experience.</p> | <p>04 Demonstrate the skills and behaviours that influence the experience.</p> |

THE AGEING MEMBER

Designing & delivering effective sessions

03

OVERVIEW

This client group cannot be overlooked. They have both the time and, according to the Office for National Statistics (ONS), the financial means.

This workshop explores how personal trainers and instructors can design and deliver effective gym sessions for older members, while considering the age-related changes that may affect individual success.

Please note This session explores the fundamental changes that happen with age. It does not investigate specific medical conditions.

AIM

To equip learners with the confidence to plan and deliver effective sessions for ageing members.

LEARNING OUTCOMES

By the end of the workshop, learners will be able to:

- | | |
|---|--|
| <p>01 Define the ageing member in the context of the workshop.</p> | <p>02 Recognise some of the changes that happen as individuals age.</p> |
| <p>03 Demonstrate the skills and behaviours that contribute to designing and delivering valuable gym sessions for the ageing member.</p> | |

AT A GLANCE



TARGET AUDIENCE

Facility personal trainers, gym instructors and fitness teams (gym floor staff)



DURATION

09:30–16:30
including breaks



RESOURCES

Classroom or studio, projector/TV



LEARNER : TUTOR RATIO

16:1
learners per tutor

STRUCTURING EFFECTIVE INTERVAL TRAINING

Designing intervals that are safe, effective & enjoyable

04

OVERVIEW

There is strong evidence supporting the effectiveness of interval training in helping clients and members reach their goals.

Enjoyment of exercise also plays a key role in promoting adherence, retention and overall success.

This workshop explores how personal trainers and instructors can design interval training sessions that are not only safe, effective and tailored to individual needs, but also enjoyable for clients and members.

AIM

To equip learners with the knowledge, skills and confidence to design and deliver enjoyable interval training.

AT A GLANCE



TARGET AUDIENCE

Facility personal trainers, gym instructors and fitness teams (gym floor staff)



DURATION

09:30–16:30
including breaks



RESOURCES

Classroom or studio, access to CV equipment, projector/TV



LEARNER : TUTOR RATIO

16:1

learners per tutor

LEARNING OUTCOMES

By the end of the workshop, learners will be able to:

- | | |
|---|---|
| <p>01 Define enjoyment.</p> | <p>02 State the difference between enjoyment and fun, and why enjoyment matters for exercise adherence and member retention.</p> |
| <p>03 State the factors to consider when planning enjoyable interval sessions.</p> | <p>04 Demonstrate designing enjoyable interval sessions.</p> |
| <p>05 Recognise and demonstrate the delivery skills and behaviours that influence an enjoyable interval session.</p> | |

ESTABLISHING GYM CONFIDENCE IN CLIENTS & MEMBERS

Building belief & capability in the new to exercise

05

OVERVIEW

The link between confidence, competence, adherence, retention and success is evident.

Higher visit frequency improves both adherence and retention. That benefits the facility and, more importantly, improves the chances of new members reaching their goals and recognising the value of a long-term membership.

This workshop explores how instructors and personal trainers build confidence and capability in new members.

AIM

To equip learners with the knowledge, skills and confidence to support new exercisers and members in building their self-belief.

AT A GLANCE



TARGET AUDIENCE

Facility personal trainers, gym instructors and fitness teams (gym floor staff)



DURATION

09:30–16:30
including breaks



RESOURCES

Classroom or studio, access to the gym floor, projector/TV



LEARNER : TUTOR RATIO

16:1

learners per tutor

LEARNING OUTCOMES

By the end of the workshop, learners will be able to:

- | | |
|--|---|
| <p>01 Define the new member or exerciser.</p> | <p>02 Define confidence, competence, adherence, retention and self-belief.</p> |
| <p>03 Recognise the importance of confidence, competence, adherence and self-belief in success for all.</p> | <p>04 State some of the principles that contribute to building confidence, competence and self-belief in the new member.</p> |
| <p>05 Recognise the individual factors that affect building confidence, competence and self-belief in the new member.</p> | <p>06 Demonstrate the skills and behaviours that build confidence, competence and self-belief in the new member.</p> |

GROUP TRAINING

Creating the experience

06

OVERVIEW

The success of group sessions is crucial, not only for the facility but, more importantly, for the members.

A key factor in that success is the environment created by the skills and behaviours of the instructors and gym team.

This workshop develops the delivery skills needed to create safe, effective, enjoyable and trusting small group environments that add value to the facility's membership.

AIM

To equip learners with the knowledge, skills, behaviours and confidence to deliver a small group training session.

AT A GLANCE



TARGET AUDIENCE

Facility personal trainers, gym instructors and fitness teams (gym floor staff)



DURATION

09:30–16:30
including breaks



RESOURCES

Classroom or studio, small group exercise (SGE) space, projector/TV



LEARNER : TUTOR RATIO

14:1
learners per tutor

LEARNING OUTCOMES

By the end of the workshop, learners will be able to:

- | | |
|---|---|
| <p>01 Define the experience.</p> | <p>02 State the skills and behaviours that contribute to a group experience.</p> |
| <p>03 Demonstrate the skills and behaviours that contribute to a group experience.</p> | |

FROM LEAD GENERATION TO SUCCESS

Attracting to retaining personal training clients

07

OVERVIEW

Clients are vital to a personal trainer's success, and that is an understatement.

This workshop explores the fundamental principles of how to attract, convert and retain clients.

Please note This workshop is aimed at personal trainers who deliver, or wish to deliver, in-person personal training within a facility.

AIM

To explore how personal trainers can successfully attract, convert and retain clients.

AT A GLANCE



TARGET AUDIENCE

Facility personal trainers



DURATION

09:30–16:30
including breaks



RESOURCES

Classroom or studio,
projector/TV



LEARNER : TUTOR RATIO

20:1
learners per tutor

LEARNING OUTCOMES

By the end of the workshop, learners will be able to:

01 Define attract, convert and retain.

02 State the principles of attract, convert and retain.

03 Apply the principles of attract, convert and retain.

04 Action the principles of attract, convert and retain.

GETTING CLIENTS EVENT-READY

Considerations for preparation & performance

08

OVERVIEW

With a growing number of members seeking information, support and guidance for specific sporting events and activities, the gym floor team's ability to prescribe goal-oriented training pathways has become a core competency.

This workshop evaluates proven strategies for event and activity preparation, ensuring staff can guide members towards their specific event goals using evidence-based approaches.

AIM

To equip facility staff with the knowledge, skills and confidence to plan and deliver programming for members and clients training for specific events.

AT A GLANCE



TARGET AUDIENCE

Facility personal trainers, gym instructors and fitness teams (gym floor staff)



DURATION

09:30–16:30
including breaks



RESOURCES

Classroom or studio, lifting space and equipment, projector/TV



LEARNER : TUTOR RATIO

12:1

learners per tutor

LEARNING OUTCOMES

By the end of the workshop, learners will be able to:

- | | |
|--|--|
| <p>01 Define event training.</p> | <p>02 Review the F.I.T.T. concept.</p> |
| <p>03 State the principles of S.A.I.D.</p> | <p>04 State the information that needs to be collected to ensure effective programming.</p> |
| <p>05 Demonstrate how to plan for a specific event.</p> | |

BRING THE LEARNING TO YOUR TEAM.

Every workshop can be tailored to your facility, your members and your team, and delivered on-site, where the learning will be put into practice.

BESPOKE & IN-HOUSE DELIVERY

- ✓ Delivered on-site at your facility, using your own classroom or studio and gym floor
- ✓ Content tailored to your members, your team and your service standards
- ✓ Group sizes set to the learner-to-tutor ratio for each workshop
- ✓ Book a single workshop or build a development plan across several

INVESTMENT

Single workshop
Per group, one day **£375**

Two or more workshops
Per day, per group **£300**

Travel & expenses
Charged in addition **At cost**

Day rates are per group, per workshop day, plus travel and expenses. Get in touch for a tailored quote.

01

GET IN TOUCH

Tell Keith about your team, your members and your goals.

02

AGREE THE DETAIL

Choose the workshop(s), date and group size.

03

DELIVER ON-SITE

Keith delivers the workshop at your facility.

TALK TO KEITH

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