

Unit 2 : Know how to support clients who take part in exercise and physical activity

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Study Plan

- ▶ The KTA has devised a **Study Plan** to support this Unit.
- ▶ You can find this in the Student Resource area of the KTA web site

www.thekta.co.uk

Learning Outcomes

Understand how to:

- ▶ 1. Understand how to form effective working relationships with clients
- ▶ 2. Understand how to address barriers to exercise/physical activity that clients experience
- ▶ 3. Understand how to support clients to adhere to exercise/physical activity
- ▶ 4. Understand how to provide ongoing customer service to clients

1. Understand how to form effective working relationships with clients

This section will cover ...

- ▶ 1.1 Explain why it's important to form effective working relationships with clients
- ▶ 1.2 Explain why it's important to present oneself and the organisation positively to clients
- ▶ 1.3 Describe how different communication skills can be used to assist clients with motivation
- ▶ 1.4 Explain the importance of valuing equality and diversity when working with clients

Effective relationships

- ▶ **Effective** *“producing or capable of producing an intended result or having a striking effect”*
- ▶ **Relationships:** *“a relationship exists where the actions of one person will have an effect on another person or group of people”*



Professional relationships

- ▶ Mutual respect
 - ▶ Trust (confidentiality)
 - ▶ Trust (safety)
 - ▶ Communication
 - ▶ Rapport
 - ▶ Professional/ethical standards
-
- ▶ REPs Code of Ethical Conduct
<http://www.exerciseregister.org/resources/code-of-conduct>



Task

- Take a moment to write down as many things as you can think of that would help a fitness instructor create or maintain a professional relationship.
- Put your answers into your portfolio

Building Rapport

- Using appropriate body language
- Accept the client's perspective – be understanding
- Be non-judgmental
- Empathy
- Be supportive and helpful
- Paraphrasing
- Clarifying
- Use of silence (listening skills!)
- Avoid use of jargon
- Ensuring all facts are considered before contributing opinion
- Demonstrating empathy, sensitivity

The whole package

- ▶ Professional appearance
- ▶ Tailor your approach to your client
- ▶ Punctual and reliable
- ▶ Integrity
- ▶ “Practice what you preach”



Task

- ▶ Write down as many attributes as possible that you feel would contribute to being a professional instructor.

- ▶ Put your answers into your portfolio

Characteristics of a fitness professional

- Patient
- Punctual/reliable
- Motivating
- Sense of humour
- Approachable
- Confident
- Trustworthy
- Good communicator
- Well organised
- Role model
- Flexible approach
- Client focused



Equality and Diversity



Gender Race Disability Age Social class
Sexuality Religion Pregnancy Marital Status

Learning check

Can you...

- ▶ 1.1 Explain why it's important to form effective working relationships with clients
- ▶ 1.2 Explain why it's important to present oneself and the organisation positively to clients
- ▶ 1.3 Describe how different communication skills can be used to assist clients with motivation
- ▶ 1.4 Explain the importance of valuing equality and diversity when working with clients

**2. Understand how to
address barriers to
exercise/physical activity
that clients experience**

This section will cover

- ▶ 2.1 Identify the typical barriers to exercise/ physical activity that clients experience
- ▶ 2.2 Explain how incorporating clients' exercise/ physical activity preferences into their programme can strengthen motivation and adherence
- ▶ 2.3 Describe different incentives and rewards that can strengthen clients' motivation and adherence
- ▶ 2.4 Describe different strategies that can help clients overcome typical barriers to exercise/physical activity

Benefits of exercise (NHS)

"If exercise were a pill, it would be one of the most cost-effective drugs ever invented" Dr Nick Cavill

It's medically proven that people who do regular physical activity have up to:

- ▶ a 35% lower risk of coronary heart disease and stroke
- ▶ a 50% lower risk of type 2 diabetes and colon cancer
- ▶ a 20% lower risk of breast cancer
- ▶ a 30% lower risk of early death
- ▶ an 83% lower risk of osteoarthritis
- ▶ a 68% lower risk of hip fracture
- ▶ a 30% lower risk of falls (among older adults)
- ▶ a 30% lower risk of depression
- ▶ a 30% lower risk of dementia



Task

- ▶ If exercise has so many proven benefits, why don't more people take part?
- ▶ Draw a table
- ▶ List as many barriers as you can think of

BARRIERS TO EXERCISE	



Task

- ▶ Now list ways you could overcome those barriers – file the table in your portfolio

BARRIERS TO EXERCISE	HOW TO OVERCOME

Common barriers

1. I have no time (over 50%)
2. I'm too tired
3. I have family obligations
4. I don't have the willpower
5. I don't like exercise
6. I've tried exercising in the past and failed
7. I lack confidence
8. I find the gym intimidating
9. Exercise feels uncomfortable
10. I don't know where to start (lack of skills and knowledge)

Overcoming barriers

- ▶ Target your client's goals
- ▶ Make things achievable and monitor progress
- ▶ Make activity part of daily life (home exercise).
- ▶ Factor in variety
- ▶ Buddy systems and group training
- ▶ Record progress
- ▶ Review on a regular basis
- ▶ Involve family and friends for support

Rewards and Incentives

- ▶ A powerful motivator
- ▶ Healthy choices
- ▶ Reward key milestones
- ▶ Simple communication is powerful
- ▶ T shirts
- ▶ Competitions
- ▶ Social media
- ▶ Apps

Learning check

- ▶ Can you now...
- ▶ 2.1 Identify the typical barriers to exercise/ physical activity that clients experience
- ▶ 2.2 Explain how incorporating clients' exercise/ physical activity preferences into their programme can strengthen motivation and adherence
- ▶ 2.3 Describe different incentives and rewards that can strengthen clients' motivation and adherence
- ▶ 2.4 Describe different strategies that can help clients overcome typical barriers to exercise/physical activity

3. Understand how to support clients to adhere to exercise/physical activity

This section will cover

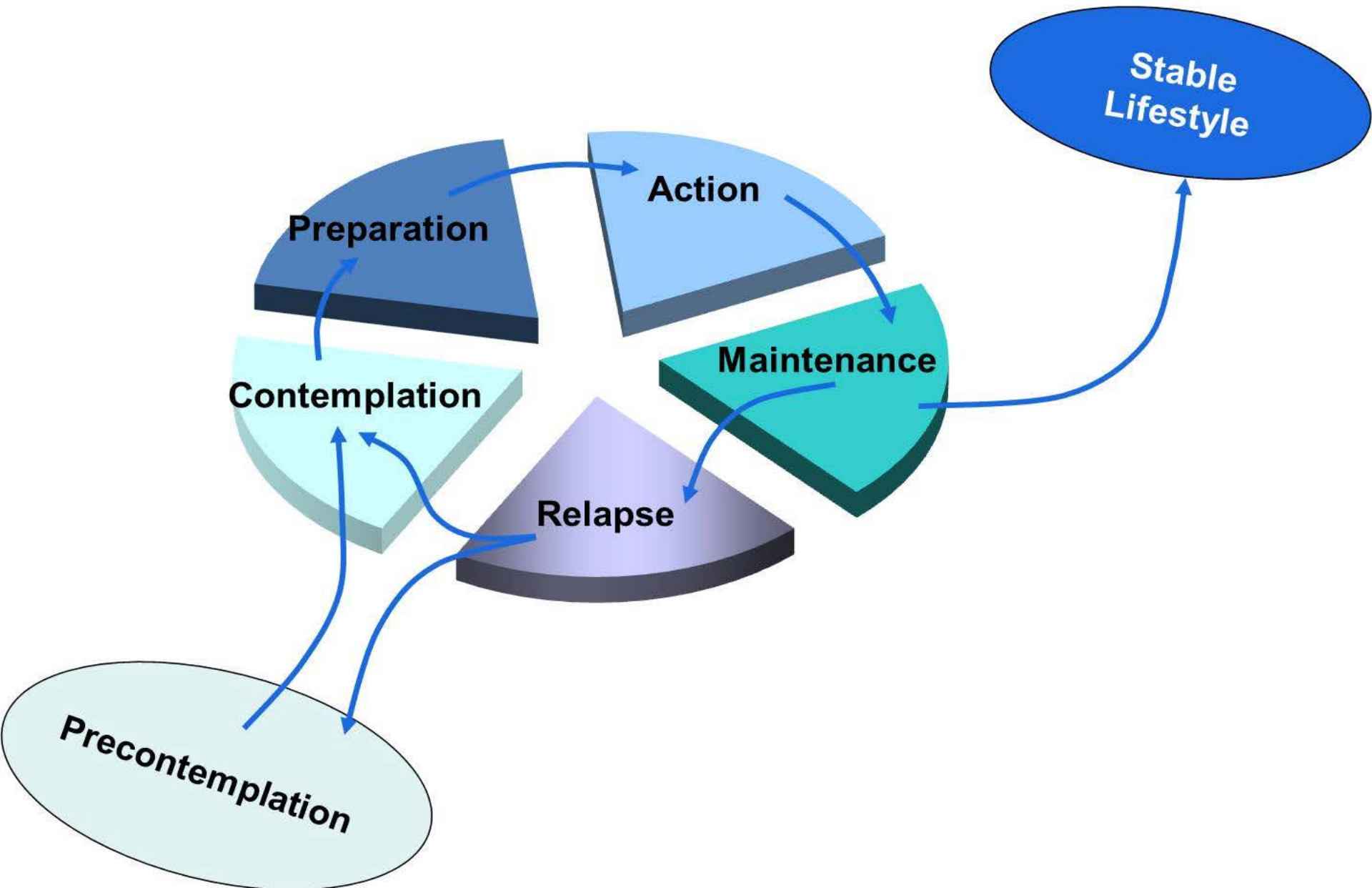
- ▶ 3.1 Explain why it is important for a client to take personal responsibility for their own fitness and motivation
- ▶ 3.2 Describe how to assist clients to develop their own strategy for motivation and adherence
- ▶ 3.3 Identify different behaviour change approaches/strategies to encourage adherence to exercise/physical activity
- ▶ 3.4 Describe how to set short, medium and long term SMART goals
- ▶ 3.5 Describe how to review and revise short, medium and long term SMART goals

Motivation to exercise

- ▶ People join gyms all the time
- We know it's good for us
- It's fun at first (novelty factor)

BUT

- ▶ Then we realise it can be hard work
- ▶ We need motivation, support and encouragement
- ▶ The exercise needs to be enjoyable



Reasons for becoming active

Your client needs a reason to enter this cycle

- Enjoyment
 - Health
 - Appearance
 - Social
 - Rehabilitation
 - General well-being
 - Sport Specific
- ▶ If the change is going to be effective it must be their reason



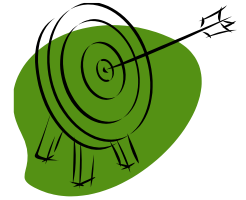
Task

- ▶ Why do people stop exercising?
- ▶ Write down as many reasons you can think of
- ▶ Record these in your portfolio

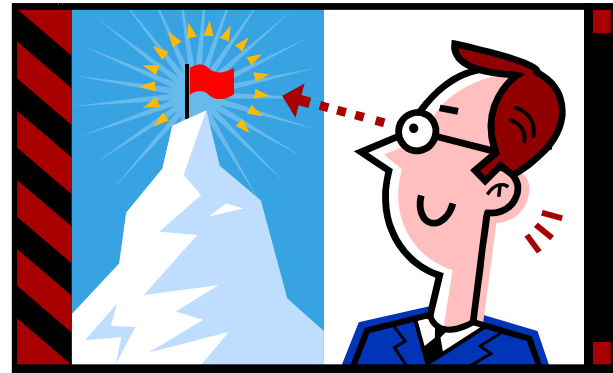
Goal setting

- **Competition** (outcome relative to others)
 - **Self** (personal best, losing weight)
 - **Technique** (skills to achieve goals)
-
- **Short term**
 - **Medium Term**
 - **Long term**

How to set goals



1. Positive : what you want not what you don't want
2. Challenging but realistic
3. Relevant
4. Measure progress
5. Check resources
6. Count the cost
7. Provide rewards



Be SMART

- ▶ **Specific** – avoid “to get fitter” instead be specific
- ▶ **Measurable** – the goal be able to be measured
i.e: hold plank for 30 seconds
- ▶ **Achievable** – goals must be within the realms of possibility.
- ▶ **Realistic** – take into account the external factors that may affect the success.
- ▶ **Time constrained** – there must be a deadline
e.g: achieve X by Week 8

Review goals

Have a follow up procedure which evaluates progress and leads to future goals.

- ▶ goals should be written down
- ▶ back up the goals with imagery
- ▶ have a support system: friends and family
- ▶ keep a diary
- ▶ use reminders



Learning check

Can you now

- ▶ 3.1 Explain why it is important for a client to take personal responsibility for their own fitness and motivation
- ▶ 3.2 Describe how to assist clients to develop their own strategy for motivation and adherence
- ▶ 3.3 Identify different behaviour change approaches/strategies to encourage adherence to exercise/physical activity
- ▶ 3.4 Describe how to set short, medium and long term SMART goals
- ▶ 3.5 Describe how to review and revise short, medium and long term SMART goals

4. Understand how to provide ongoing customer service to clients

This section will cover

- ▶ 4.1 Explain the importance of client care both for the client and the organisation
- ▶ 4.2 Explain why it is important to deal with clients' needs to their satisfaction
- ▶ 4.3 Identify where to source relevant and appropriate information to meet clients' needs
- ▶ 4.4 Explain the importance of dealing with any delay in meeting clients' needs timely and effectively
- ▶ 4.5 Give examples of how to exceed customer expectations, when appropriate
- ▶ 4.6 Explain the importance of handling client complaints positively following an organisation's procedure

Who is your customer?

- ▶ Anyone who can receive/use/consume your products (might include colleagues as well as clients)
- ▶ Someone who has the ability to choose between different products and suppliers (competition)
- ▶ The **customer** is the end goal, since it is the **customer** who pays for supply and creates demand

Customer/client care

Doing it well is vital

- ▶ **Client**

More enjoyable experience, encouraging a long term involvement with physical activity and health.

- ▶ **Organisation benefits (you or your employer)**
Helps secure repeat business and referrals.



Task

- ▶ How can I give great customer service
- ▶ How can I stand out from the crowd
- ▶ What will make people want to use me – and not someone else

- ▶ Write down your ideas and place them in your portfolio

Great customer service

Good is good – great is better!

- Go the extra mile
- Know your customers
- Remain customer-focused
- Create positive relationships



Go the extra mile

- ▶ **Meeting your client's expectations**
- ▶ Offer guidance, answer questions
- ▶ Anticipate questions – provide information
- ▶ Maintain/develop instructor skills and knowledge
- ▶ Be efficient – react quickly to customer needs
- ▶ Keep equipment safe and up-to-date
- ▶ Know your boundaries – have an effective referral process

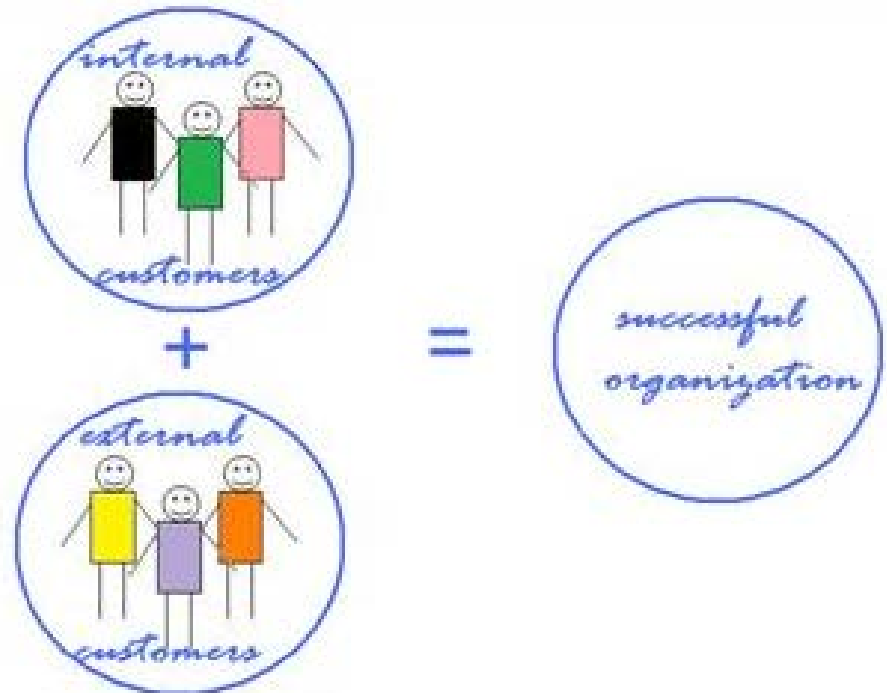
Know your customers

Internal

- ▶ From within the organisation: managers, cleaners, receptionists, maintenance staff and other health care providers.

External

- ▶ People who pay for products or services: e.g. clients, club members



Customer-focused approach

Customers are the reason a business exists!

“Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.”

Peter Drucker

- ▶ First impressions count: smile! Where possible use the client's name. Show them that *you* care and that *they* are important

Use C.A.R.E

- Consideration (take time)
- Active listening (pay attention)
- Responsiveness (do something about it)
- Empathy (put yourself in their shoes)

Create positive relationships

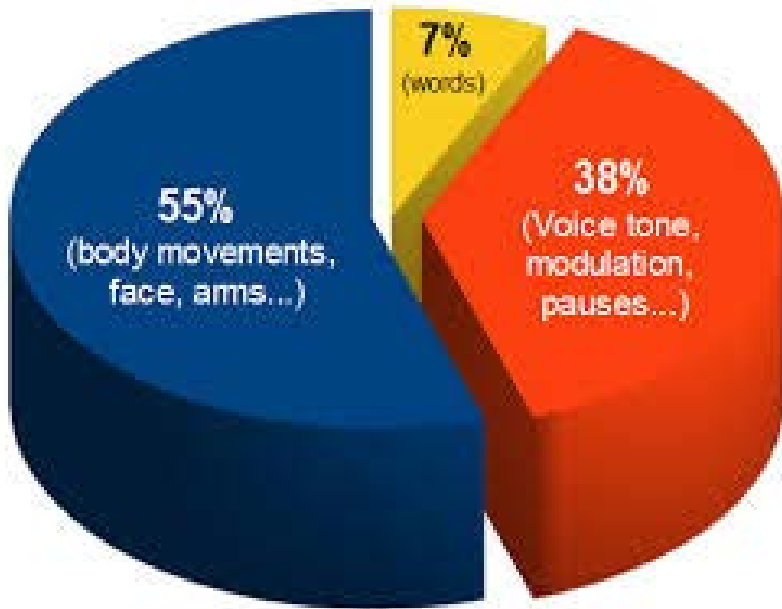
Happy customers tend to be loyal customers who will recommend your business.

Great relationships can be built using

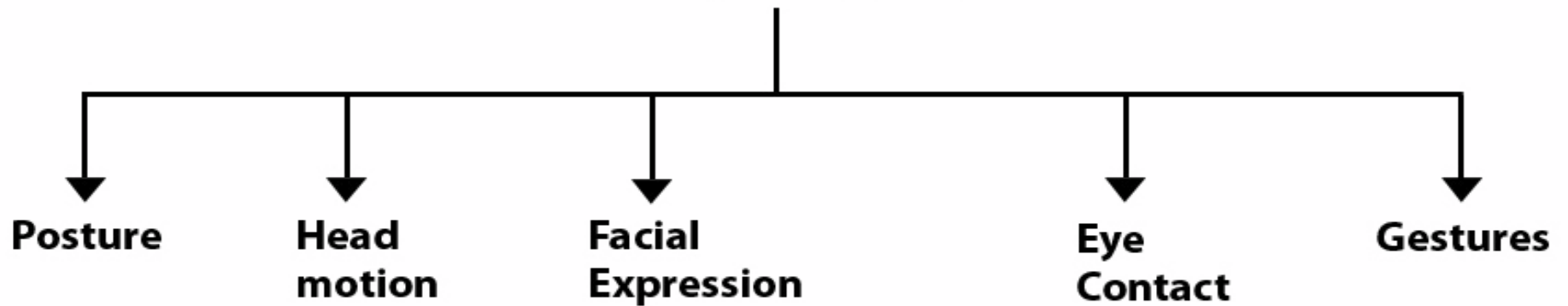
- ▶ Active listening
- ▶ Body language
- ▶ Tone of voice
- ▶ Use of language



<http://www.wikihow.com/Actively-Listen>



Body Language



Features of Body Language

Complaints

- ▶ Listen and take ownership
- ▶ Be polite and remain calm
- ▶ Do not enter into an argument
- ▶ Record the complaint and reassure the customer
- ▶ Tell the client about possible solutions if you can. Explain what will happen next
- ▶ Make sure the client is calm
- ▶ Refer the problem as required
- ▶ Get back to client re progress (or ensure others do)

“Customers don’t expect you to be perfect.
They do expect you to fix things when they go wrong.”
Donald Porter, V.P. British Airways

Take a moment to review these videos

- ▶ <https://www.youtube.com/watch?v=ybCxN86n61k>
- ▶ <https://www.youtube.com/watch?v=Lsp-yvjnj1k>

And here's how not to do it!

- ▶ <https://www.youtube.com/watch?v=9oywp2qRRyc>

Follow procedures

- ▶ Following the right procedures ensures everyone adopts the same approach.
- ▶ This ensures everyone is treated equally and fairly



“Your most unhappy customers are your greatest source of learning.” Bill Gates



“**One customer**,
well taken care of,
could be more valuable
than \$10,000 worth
of **advertising**.”

Jim Rohn

Learning check

- ▶ Can you now
- ▶ 4.1 Explain the importance of client care both for the client and the organisation
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Thank You!

- ▶ You have now completed the learning for Unit 2: Know how to support clients who take part in exercise and physical activity
- ▶ Please ensure you read the AIQ manual which accompanies this Unit (a copy is available from the KTA)
- ▶ Then complete the Worksheet for Unit 2 which can be found in your LAP and submit to your tutor when complete.