

#ideaworld



Why Behavior Change is the Future of Fitness

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Why Won't My Clients Just Follow My Recommendations?

Sugar, I forgot to mention, is a vital source of quick burning carbohydrates that your brain needs to survive, and you should avoid it at all costs. **But don't be sedentary. Also, eat only breakfast and dinner, and walk.** Don't eat potatoes though or corn.

Also, don't eat too much protein and make sure you're sleeping a lot. **Don't over hydrate.** Also, eat lots of protein and lift, and don't even do any cardio. It's bad for your joints.

It's easy, just eat vegetables. But don't be to active, it's bad for your blood pressure.

Make sure you replace all your lost salt, but never eat too much sodium.

Drink water. Fish is obviously super good for you, and it's full of mercury and killing you.

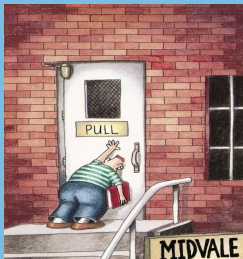
Make sure you eat a lot of protein. Protein is hurting your kidneys.

Get some sun every day for Vitamin D and skin cancer.

Fruit is obviously good for you, and also it's all sugar and is bad for you.

Never starve yourself unless you're calling it "intermittent fasting: and then it's okay to starve yourself a little bit. **Eat five small meals per day and run.**

Being vegan is obviously the healthiest lifestyle, and also no it's not.



The Current Model

The Current Fitness Model is ...



Reinventing
the wheel over
and over again



Not meeting
clients where
they are



Not addressing
their goals,
rather what **WE**
have to offer



Mindset Shift

Current Practices

Giving lifestyle suggestions to clients
on the gym floor

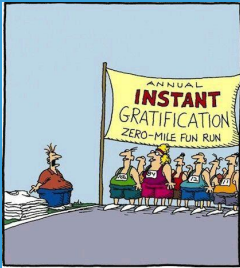
Motivational Interviewing with a
toolkit of suggestions

Willpower, motivation and compliance

Replacement behaviors

Take it off the floor





"Runners to your mark. Get set. Got ... OK, come get your T-shirts."

Motivation, willpower, and compliance

The Roulette Wheel of Healthy Strategies



Which One?



Dry (pick a month)



Pick a wine you don't like- that way you will naturally drink less



Drink sparkling water instead



Try Kombucha

Information to Implementation Gap



Industry Mindset Shift

Current Practices	Future Practices
Giving lifestyle suggestions to clients on the gym floor	Unique time, place and plan to address the other 23 hours
Motivational Interviewing with a toolkit of suggestions	Motivational interviewing to identify healthy to unhealthy continuum and root cause behaviors
Willpower, motivation and compliance	SMART and evolving goal setting
Replacement behaviors	Scaffolded approaches to change based on strategies that are socially valid and enjoyable and match root cause

Behavior Change Defined

- Goal clarification
- Identify what are the behaviors to change
- Identify how the person learns and listens
- Identify environmental and other lifestyle factors that impact healthy behaviors
- Develop a systematic plan that is fluid
- Include incremental steps, habit stacking and progressions
- Re- evaluate regularly

Designated Time

- Learning and retention require focus
- Clear system for goal setting, strategizing and individualized approach
- Separate service and or build in monthly memberships
- In person but can be virtual as well

Rank your top two motivator group. 1 is the most important and 2 is the second.

	1	2
A. Curious, theoretical visionary, lifelong learner, scholastic, and problem solver	<input type="checkbox"/>	<input type="checkbox"/>
B. Time saver, workaholic, better & faster, practical, frugal, and profit-oriented	<input type="checkbox"/>	<input type="checkbox"/>
C. Harmonious, imaginative, artistic, endeavors, balance in life, nature lover, and listens to music	<input type="checkbox"/>	<input type="checkbox"/>
D. Idealistic, charitable, generous, self-sacrificing, compassionate, and forgiving	<input type="checkbox"/>	<input type="checkbox"/>
E. Authoritative, desire for leadership, being first, master networker, the go-to person, and enterprising	<input type="checkbox"/>	<input type="checkbox"/>
F. Tradition-oriented, fundamental, rules to be lived by, disciplined, ideology, and spirituality	<input type="checkbox"/>	<input type="checkbox"/>

Matching Communication with Motivators

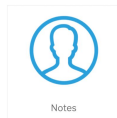
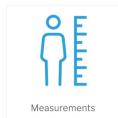
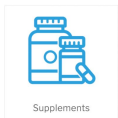
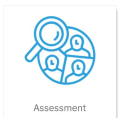
- A. Give me the why and how this solves a problem**
 - Back up what you say
 - Be specific and connect your thoughts to the goal or issues
- B. Efficient and effective**
 - Don't give me more information that I need to execute
 - Make the suggestions realistic to my world and environment
- C. Don't rush me and no extremes**
 - I value work/ life balance
 - Needs to feel good/ right

Matching Communication with Motivators (cont.)

- D. I am good, but how can I help...**
 - Help me understand how doing something for myself good is not just selfish
 - Help me with strategies that do not require me to not be there for others
- E. How does this support my goals and desires?**
 - Help me be my best.
 - Most things I do will want to excel in
- F. Fit it into my systems and beliefs**
 - I have strong beliefs about how the world should work and my role in it
 - Give me strategies that are consistent with what I believe and not what you believe

Healthy Behavior Assessment

Healthy Behavior Assessment

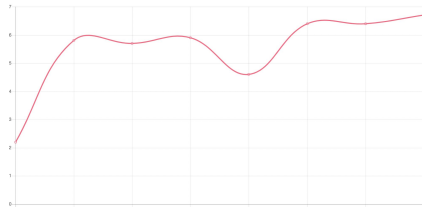


Healthy Behavior Assessment

Physical Goal: STAMINA

Lifestyle Goal: MINDSET

AVERAGE STRENGTH STAMINA FLEXIBILITY HEALTH STRESS MGMT MINDSET RELATIONSHIPS NUTRITION HAPPINESS GFB



Healthy Behavior Assessment

Average	Strength	Stamina	Flexibility	Health	Stress Mgmt	Mindset	Relationships	Nutrition	Happiness	GFB	Delete
6.7	7	5	8	7	5	4	10	7	8	6	Delete
6.4	8	6	7	5	5	5	9	7	6	6	Delete
6.4	8	6	7	5	6	5	9	5	6	7	Delete
4.6	6	5	6	4	4	4	4	5	4	4	Delete
5.9	6	7	6	5	5	3	9	5	7	6	Delete
5.7	7	5	5	6	4	3	9	4	7	7	Delete
5.8	8	6	6	6	5	4	7	3	8	5	Delete
2.2	0	1	1	1	2	2	6	3	3	3	Delete

GOALS



Goal Clarification

Clarify

- What is the goal?
- How are we measuring it?
- Why is it important to you?
- What is your timeline?

Goal Clarification

Educate
(what we know to be most effective)

- Explain minimal effective dose (M.E.D.)
- To avoid “all or nothing” and extreme approaches
- To find strategies they can successfully sustain



Goal Clarification

Strategize
(take away for the client)

- Deficiency (thing to add)
- Caloric Offender (thing to replace/remove)
- Activity (thing to increase)





Find Root Cause Behavior - EATS

Escape	Attention
Tangible	Sensory

Aligning What We Know with What We Know



Client 1
Goal to lose weight - 10 lbs

- HBA focus areas- nutrition and strength
- Unhealthy behavior- regular drinking each night
- Root cause
- M.E.D. Strategy

Aligning What We Know with What We Know



Client 2

Goal to lose weight - feel better

- HBA focus area- Mindset and stamina
- Unhealthy behavior - Nuts in the bathtub
- Root cause
- M.E.D. strategy

Closing the Information to Implementation Gap

I know what to do but...

I just need a meal plan

I just need to workout more

I just need someone to hold me accountable

Income - Show me the money

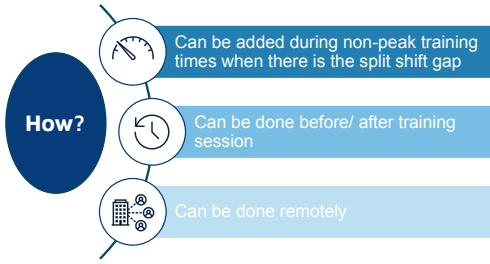
1. Build into your monthly training package.

- Unique offering to get them in your door (competitive advantage)
- Get them sold (clear value add and differentiation)
- Keep them there (impact and retention)
- Get their friends and family (increases referrals and word of mouth marketing)

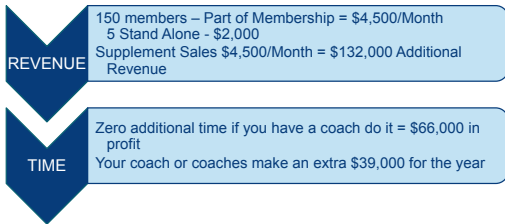
2. Sell as stand-alone service.

- Can provide to people that train somewhere else
- Can provide to someone not ready to start training
- Can provide to someone who does not live in your area

How does this work



Logistics and the Bottom Line Gym Owner



Logistics and the Bottom Line Personal Trainer – Full Schedule



Logistics and the Bottom Line Personal Trainer – Light Schedule

Full Time Behavior Change Coach: Year Program

- **Every Week** for 12 Weeks, then **Bi-Monthly** for 12 Weeks, then **Monthly** for 6 Months
- \$125/month 55 clients = \$7k/month
- Q1 = 14 hours/week
- Q2 = 7 hours/week
- Q3 & Q4 = 3 hours/week

Clear Takeaways / Summation

We need to bridge the gap between information and implementation

How might you incorporate this into your coaching practice/ facility. What would you charge, what might it look like.

Reduce your hours and make same money

Keep same hours and make more money

Where are you on the implementation

The ACE Mission Moment



The Goal

- To provide the industry and exercise professionals guidance on how to apply knowledge to a client at any point in their journey.
- Offer a model to understand the application of assessments and programming methods such as posture, movement, balance, function, cardiorespiratory fitness, muscular strength and endurance, speed—agility—quickness, power, and most importantly fitness-related behavior change.



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