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*jeff howard*  
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# ***CREATING INCLUSIVE CLASSES FOR ALL BODIES***



Does your marketing, messaging, and teaching methods attract and welcome all types of bodies to your fitness classes and studios? Learn how you might be unknowingly triggering body shame and how you can create a greater impact with your clients. Understand how your own bias and life experiences affect you as a fitness professional. Develop inclusive messaging to create change for a more compassionate industry, while fostering an environment of inclusion for everyone.

In today's session, we will be discovering new concepts and for that reason we have created the following community agreement:

- ❖ Be open with your mind and heart, be honest with yourself (you don't need to share anything with the group but we ask that you be honest with yourself), listen and reflect on what you learn and what might need to be unlearned and be inspired to make a positive change in the world.

Learning objectives:

- ★ Understand why this topic is important
- ★ Identify bias and how it affects your job in the fitness industry
- ★ Learn how diet culture has done more harm than good
- ★ Discover areas unlearning to make a positive impact

Discussion

- Why this topic is important - My story - your story - our lived experiences
- What is biases and how does it affect you as a fitness professional
- Diet culture
- What is HAES?
- Movement and how are people motivated
- Things to consider: Marketing messaging & social media, your physical space and your fitness programming/classes

Resources and additional work to be done

- Books to read
- Podcasts to listen to
- Influencers to follow
- HAES Fitpros Facebook group

# ***CREATING INCLUSIVE CLASSES FOR ALL BODIES***



With our limited time for this workshop, we will be addressing as much as we can during the session but we also want some discussion and we are open to questions so we may not be able to cover all topics. A full list of additional resources and content will be provided post session.

Thank you for joining us today and we look forward to keeping this conversation going and making a positive change in the industry.

Exclusive SCW Livestream offer and additional resources: [www.fitproed.com/scwmania](http://www.fitproed.com/scwmania)

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