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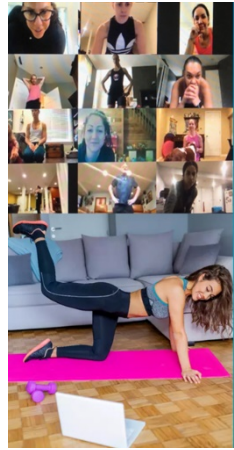
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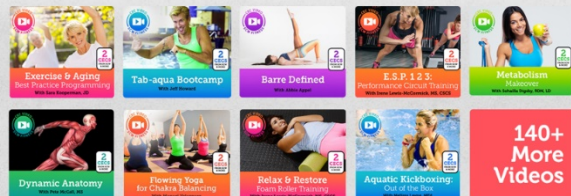
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Cueing, Coaching and Communicating

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Aqua, Prenatal, etc.

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JumpSport Fitness Master Trainer



Irene Lewis-McCormick, M.S., C.S.C.S.

Who's In The Room Today?

- ▶ One on One Trainers
- ▶ Group Ex
- ▶ Small Group Trainers

Defining the Groups

- ▶ One on One Personal Training
- ▶ *Small Group Training
- ▶ *Group Training
- ▶ Group Fitness

Why do you think we are shifting away from visual demonstration of exercise in group fitness to a movement coaching model?

“Group fitness should ensure quality and effectiveness of movement with a focus on performance, providing options and motivation to keep participants encouraged, engaged and inspired.”

How did we get here?

A little bit of history...

- ▶ 1980's - Fitness certification programs were generally informal and not many around
- ▶ 1990's - more fitness education appeared, but not necessarily rooted in science
 - ▶ College programs began to emerge
 - ▶ Kinesiology, exercise & sport science, exercise science, etc.
 - ▶ Primary certifications proliferated
- ▶ Late 1990's early 2000
 - ▶ Specialty certifications, sponsored education

Little Bit of History (cont.)

- ▶ 2000's - Product driven
 - ▶ Specialty certifications
 - ▶ Research became more inclusive
 - ▶ The college-students of the 1990's came of age in the fitness industry and started making a difference
- ▶ 2010 - now
 - ▶ Specialize, program design specific to equipment, branding, pre-formatted and pre-choreographed
 - ▶ “search for science”

Cueing, Coaching, Communicating

1. **Cueing**
 - ▶ Helping clients understand what the movements are
 2. **Coaching**
 - ▶ Helping clients understand the movement expectations
 3. **Communicating**
 - ▶ Sharing information inclusively so all types of people can be successful
- 3 More Coaching C's
- ▶ Correct
 - ▶ Challenge
 - ▶ Congratulate

IDEA Fitness Programs & Equipment Survey

- ▶ 54% of PT survey respondents indicated they offered small-group training sessions (3-5 clients)
- ▶ 1 personal trainer + 2-5 clients = additional income to the trainer, lower cost per session for the clients with a specialized focus, individual attention
- ▶ 1 group fitness instructor + 7-9 class participants = greater team building, a completely new format and a more exclusive and focused class with energy

How Clients Benefit

- Lower cost per class/session
- Individualized attention -the benefits of personal training minus the cost
- Train with a friend
- Stay motivated
- Creates a team training approach
 - Can enhance self efficacy

How Trainers Benefit

- ▶ Allow for more connection with more clients per hour
- ▶ More \$\$\$ for the trainer
- ▶ EXTRA REVENUE STREAM
- ▶ More word of mouth referrals
- ▶ More clients in desirable time slots
- ▶ Group training is enjoyable and engaging

Personal Trainer Skill Set

- ▶ "Master" trainer, enhanced knowledge, expertise, have the luxury of one on one training, offer hands on cues, focused approach, dedicated to the client



Group Fitness Instructor Skill Set

- ▶ Connect with more people per hour
- ▶ Have the know-how to cheerlead, inspire groups
- ▶ Understand group dynamics
- ▶ Great time management
- ▶ Ability to cue entire class at once
- ▶ Generally know several formats



The Ability to Create the multi-level

- ▶ **"Cue Approach"**
Must be able to unite both the personal trainer focus, expertise, hands on cues with a group exercise instructor team approach - motivating, fun, multi-client focused, inclusive



Disadvantages for Personal Trainers Wanting to Make the Transition

- ▶ While many training skills will cross over, many skills critical to being successful do not
 - ▶ Lack of group dynamics, know-how
 - ▶ Lack experience coordinating multiple clients with diverse needs in a motivating and effective manner
 - ▶ Not able to effectively use music
 - ▶ Not able to cue more than one person at a time and the cues are often too detailed

Disadvantage to Group Exercise Instructor's Wanting to Make the Transition

- ▶ Being able to offer individual, hands on, corrective cues
 - ▶ Being able to offer options (or modifications) rooted in biomechanics
 - ▶ Exercise specific, movement-science
 - ▶ Offer verbal cues without actually moving

PT's and Group X instructors can learn to make the transition successfully

1. PT's have to think of themselves as group leaders not exclusively exercise experts
2. Group X instructors need to re-think performance as the main communication tool

PT's and Group X instructors can learn to make the transition (cont.)

3. Both must understand learning styles in group exercise environments
4. Need to be able to incorporate on the spot options rather than simply offering different modifications
5. Must understand strategies for hands on corrective cues, when appropriate and how to do them effectively

INCLUSIVE CUEING

How do you primarily learn?

Do you demonstrate?
Do you lecture?

Process of Learning

- ▶ **Cognitive**
 - ▶ Least experienced or not able to move without thinking about it
- ▶ **Associative Learner**
 - ▶ Has skill but still needs to consider the movement/s
- ▶ **Autonomic Learner**
 - ▶ Totally skilled they just need micro-corrections and motivation

7% of learning is verbal
38% is vocal behavior
>55% is non-verbal

The VARK Model

- ▶ Most people rely primarily on one specific method in which to gather information, but most will attend to all types in some capacity
- ▶ V = visual
- ▶ A = auditory
- ▶ R = reading
- ▶ K = kinesthetic

Visual Learners

- ▶ Some clients don't hear the trainer speaking, they only pay attention to what they see the instructor doing
- ▶ Visual learners understand movements by watching and then mimicking what they see, responding well to visual demonstrations, watching the trainer perform movements and observing form and technique
- ▶ **Mirror Imaging**
 - ▶ This is important for visual demonstrations

Auditory Learners

- ▶ Verbal or auditory cues are the majority of cues that small group trainers use to deliver information
- ▶ **Auditory learners** require hearing specific cues in order to understand the movement expectations
 - ▶ These learners engage mainly through verbal cues and respond well to specific instructions and key words
 - ▶ Having proficiency using a microphone is important

Reading Learners

- ▶ Some learners are visual and do well by seeing and reading information
- ▶ For example a posted RPE Intensity scale, a HR monitor, or the exercises listed or other written information

Rate of Perceived Exertion	Activity Level
10	Very Hard Activity
9	Very Hard Activity
7-8	Vigorous Activity
4-6	Moderate Activity
2-3	Light Activity
1	Very Light Activity



Kinesthetic Learners

- ▶ Some participants are motivated by associating feelings with movements
- ▶ Those who learn primarily by doing the movements and gauging how they feel about them are referred to as **kinesthetic learners**
 - ▶ These individuals learn best when they can try each exercise rather than see or hear the movement being described

As coaches, we need to be able to figure out the learning style AND teach to their current fitness level

Trainers Managing Groups in Real Time

- ▶ Group Observation to meet individual needs
 - ▶ It's about incorporating all strategies to understand who needs what and when
- ▶ Learn to cue and give individual feedback without spending too much time with one individual



Quick Tip
No more than 3 options
Start at the beginning
Foundational moves first, then more challenging movement sandwiched in between and then the hardest option

Small Group Cueing

1. Pre-cue
 - ▶ Technically set up the move and must be efficient, clearly stated & timely
 - ▶ Simple, clear, precise taking about 6-10 seconds to deliver
2. Coaching Cue
 - ▶ Explain what it should look and feel like and to follow up movement expectations
 - ▶ Used to coach quality of movement with options for intensity

Inclusive Cueing and Hands On Demonstration

- ▶ "Move and then Cue" the group
 - ▶ Tell them exactly what the exercise should look like and why, then coach it
 - ▶ 6-10 seconds to detail and demo
 - ▶ 20-30 seconds to coach
- ▶ Cue the individual using your body to demo when preparing for using hands on cues
 1. Permission
 2. Body touch points
 3. Personal space

Small Group Cueing (cont.)

3. Motivational Cues
 - ▶ These cues help people get through tough challenges offering supportive comments
 - ▶ **Do you use any redundant cues when motivating?**
4. Non-verbal cues
 - ▶ Smiling, nodding, using motivating body language, being present, voice tone, etc.

Common Mistakes (Keli Roberts, Small Group Training)

- ▶ Over counting/excessive counting
- ▶ Repeating a single word
 - ▶ "Verbal ticks"
- ▶ Vocal tonality
- ▶ Mistiming cues
- ▶ Over-coaching or inappropriate cues for the learner

Handling the Needy

- ▶ Adapt to diverse fitness levels and needs
 - ▶ Be VERY GOOD at offering on the spot options with minimal instruction
 - ▶ Even your most advanced exercisers need to earn their progressions
 - ▶ Realize that not everyone is ready for corrections. I.e. being coached so observe body language in particular

Modifications versus Options

- ▶ Options
 - ▶ Inclusive, more natural and progressive
 - ▶ Be aware of using labels such as beginner, advanced, newbie, or de-conditioned
 - ▶ These comments are internally appropriate but people are sensitive to labels
 - ▶ Use words such as "new to you" or "if this exercise is unfamiliar" or "let's try this another way"
 - ▶ Anything that will fit the situation that allows clients to feel that you understand their needs

Skills that can be practiced and can be mentored by a manager or lead trainer

Unexpected Issues

- ▶ Not enough equipment
- ▶ Too many people
- ▶ Injury
- ▶ Disruption
- ▶ Emergency

Personality Types

- ▶ Social, friendly but... a distraction
- ▶ Slow and Confused
- ▶ Act helpless
- ▶ Motor morons
- ▶ The Overachiever
- ▶ The "Expert"



\$ Cost and Time

- ▶ Classes can range anywhere from \$12-\$45 a class/session depending on A LOT of factors
 - ▶ It depends on what & where you are teaching how experienced you are, (novice, intermediate, expert) & what your market will allow
- ▶ 30 minutes to 90-minutes
- ▶ Classes, sessions, packages, month-to-month

Small Group Formats

- ▶ Use unique formats that will attract clients and make sure they feel valued, included and special
 - ▶ Large equipment - treadmill/elliptical i.e. Octane Fitness CROSS CIRCUIT
 - ▶ Most boot camps
 - ▶ Tramp Camp, Aqua Circuit Bootcamp
 - ▶ HIIT anything!
 - ▶ What are you currently teaching?

Motivational Coaching

- ▶ Consider the group a team but realize not everyone identifies with the "major league sports" definition of team
 - ▶ Inclusiveness but honor individual comfort zones
- ▶ Create accountability
- ▶ Use positive reinforcement
- ▶ Approach using a variety of teaching techniques
 - ▶ Always be kind!

My Top 5 Favorite Coaching Cues

- ▶ You have not come this far to get this far.
- ▶ Better is always BETTER.
- ▶ Changes come from Challenges.
- ▶ Strategize your fatigue.
- ▶ Say YES to yourself.

In Summary...

- ▶ Learn the Ropes
- ▶ Lend A Hand
- ▶ Speak Up
- ▶ Join In

Thank you!

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