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 Fitness Pro Conventions




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SCW
CERTIFICATIONS
**35+ NATIONALLY RECOGNIZED.
ONLINE + LIVE.**

FREE LIVE COURSE included with every Online Certification within 1 year

scwfit.com/certifications

- ACTIVE AGING
- ACTIVE AGING NUTRITION
- AQUA BARRE
- AQUATIC EXERCISE
- BARRE
- BOXING
- CORE TRAINING
- FLOWING YOGA
- FOAM ROLLING
- FUNCTIONAL FLEXIBILITY
- FUNCTIONAL PILATES
- GROUP EXERCISE
- GROUP FITNESS DIRECTOR/STUDIO OWNER
- GROUP STEP
- GROUP STRENGTH
- HIT
- KETTLEBELL
- KIDS IN MOTION
- LIFESTYLE & BEHAVIORAL COACHING
- MEDITATION
- MIND BODY FUSION
- MOMS IN MOTION
- NUTRITION, HORMONES & METABOLISM
- PERFORMANCE STABILITY TRAINING
- PERSONAL TRAINING
- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
- SOCIAL MEDIA
- SPORTS NUTRITION
- TAI CHI
- WATERMOTIONS
- WEIGHT MANAGEMENT
- YOGA I & II

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Small Group Programming for the Active Ager

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Welcome



Why We Are Here

Enhancing opportunities for the aging

Enhancing opportunities for the coach

Enhancing opportunities for club

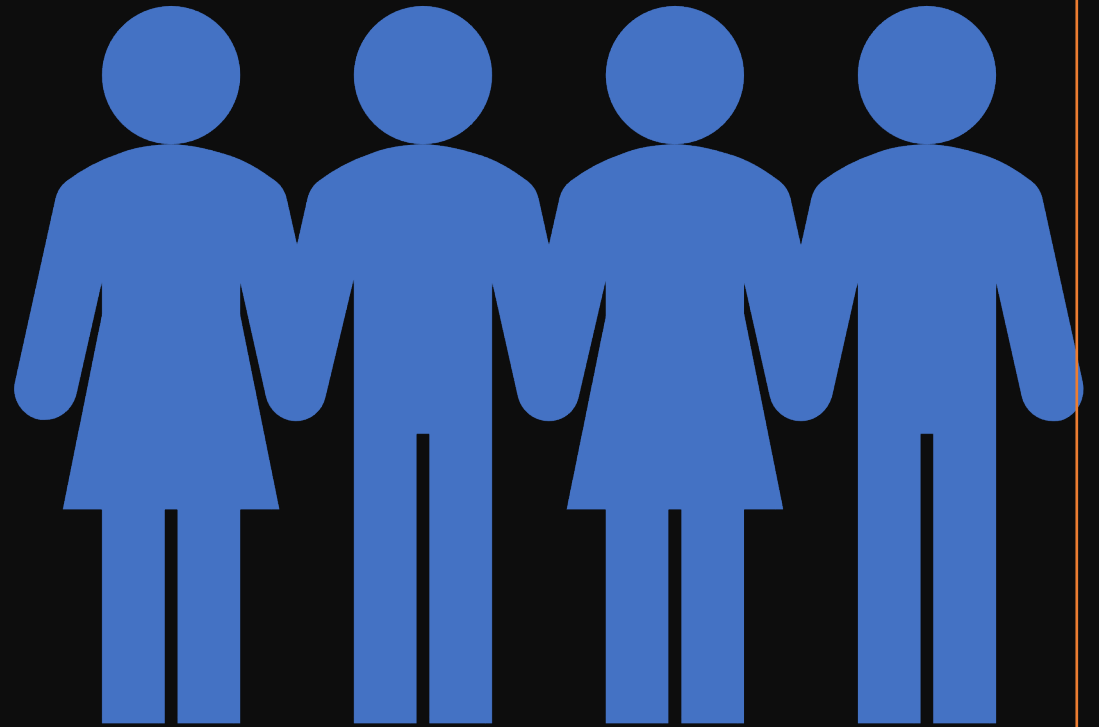
Enhancing opportunities for virtual at home workouts


Enhancing the career of the 2019 trainer or GF instructor



Why Small Group

- **Socialization**
- **Comradery**
- **Accountability**
- **Independence**
- **Behavior change**





2020 Small Group

Social Distancing

Virtual and in-club options

Selling programs not sessions

Safety first

Inclusive group

“Solution” for ager

The Launch

- Attracting your audience
 - Planning for success
 - Pricing with empathy
 - Education and the WHY
-



Understanding
“Inclusive”

Progressions Regressions

Functional Fitness

Equipment Usage

When and how to move to 1-2-1

Periodization for the Active Ager



Stances



Stable or unstable surfaces



Adding rotational movements

Sample Workouts

Warming up

Large to Small

Equipment of the day

Flexibility and deep stretch

Leave time for socialization

We are so glad you
attended

