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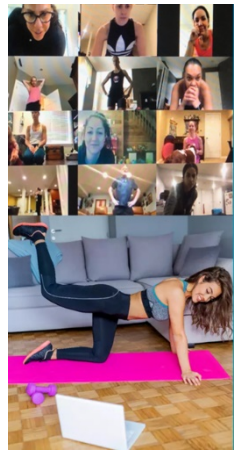
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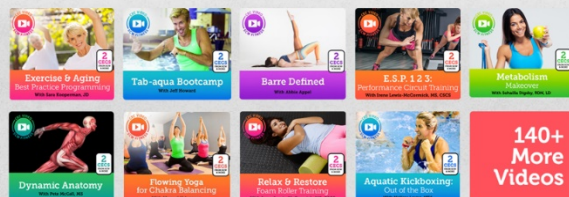
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- BARRE
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Fitness Solutions, Diverse and Inclusive

Presented By: Kia Williams, M.S.



Presenter Background

Kia Williams is an experienced master trainer, global presenter, business consultant, and programs director. She has managed fitness and wellness programs and facilities across the country and hosts a successful fitness and business podcast called Fit and Fierce on the Mic.

Education:

MBA; University of Illinois

MS; University of North Texas



Presentation Overview

Inclusion and Diversity are major factors in the success or detriment of a business, industry, and/or society. Stakeholders at any level of involvement “should” feel like they are welcomed, appreciated, supported, and recognized. However, too many times, people experience poor representation, poor equity, poor access, and poor protection due to lack of inclusion and diversity in services and organizations. We will discuss some issues with inclusion and diversity that plague the fitness industry and how these issues impact people. We will also develop solutions and variations of solutions to help inform ourselves and others and to deliver better fitness services to our consumers. Diversity and Inclusion are critical in the workplace. There is no better time than now to address the concerns and issues that may be affecting employees, consumers, and business potential.

Special education professional Gretchen Walsh M.S. Ed. at Notre Dame College says, “Inclusion is important because through our diversity we certainly add to our creativity. If you don’t have a diverse [classroom] or a diverse world, you don’t have the same creative levels and I think our strength lies in our diversity.”

Responsible Disclosure

It would be severely irresponsible and detrimental to your business practice to believe that there is one right way of approaching and solving business dilemmas; especially when dealing with diverse groups of people who carry various complexities. The answer to all business dilemmas is, “IT DEPENDS.”

In this session we will look at Facts, Issues, and Opportunities. You are encouraged to consider your unique business and audience when considering these topics and formulating your response plan.

Define Diversity

The condition of having or being composed of differing elements. *Especially* : the inclusion of different types of people (such as people of different races or cultures) in a group or organization

This also includes...

Diversity in perspectives, knowledge, experiences, backgrounds, styles, ways of doing, views, etc.

- The concept of diversity encompasses acceptance and respect.
- Understanding that each individual is unique, and recognizing our individual differences (dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies).
- The exploration of differences in a safe, positive, and nurturing environment.
- Understanding each other and moving beyond simple tolerance to embracing and celebrating the rich dimensions of diversity contained within each individual.

Define Inclusion

The act or practice of including and accommodating people who have historically been excluded (as because of their race, gender, sexuality, or ability).

- Describe the active, intentional, and ongoing engagement with diversity -- in people, in the curriculum, in the co-curriculum, and in communities (e.g. intellectual, social, cultural, geographic) with which individuals might connect.
- Making people feel valued, respected, recognized, essential, support, nurtured, commitment.
- Invited to join your group without scrutiny or for an ulterior motive. Enhanced social interactions.
- Supporters of Inclusion see it as a civil rights, equal access, equal opportunity issue.
- Civil rights movements have shown that separate does not mean equal.

Why Diversity and Inclusion Works?

Forbes reports, “Inclusive organizations will cultivate cultures that produce higher productivity, retention, engagement, morale and innovation.” (Schawbel, 2012).

Why diversity and inclusion should be a priority:

- ✓ It's morally and ethically right.
- ✓ Diversity and inclusion are crucial for breakthroughs, innovation, and progress.
- ✓ Customer makeup is rapidly changing (changes in preferences, ideals, and interests) so your organization should reflect and represent the changing landscape.
- ✓ Diversity in experience, knowledge, approach, perspectives, and outlook is important to a company's bottom-line and overall success.
- ✓ Allows a greater chance for impactful, sustainable, progressive, and broader brand reach, appeal, and equity.

Solutions and Variations of Solutions

- ✓ Conduct regular diversity, inclusion, and bias trainings. The work doesn't end after the training is over. Lead by example, hold everyone accountable, and keep checking in and taking good care of your employees and their overall wellness.
- ✓ Conduct employee engagement surveys to gain a better understanding on employees' perceptions around the topics as they relate to their work experience.
- ✓ Dig deeper and expand your search and recruitment for high quality and diverse talent.

HOW to Develop and Sustain Diversity and Inclusion

1. Challenge the existing rhetoric
2. Data collection and analysis to determine the need for change.
3. Strategy design to match business objectives.
4. Implementation of the initiative.
5. Evaluation and continuing audit of the plan.

Step 1: Challenging Diversity and Inclusion in Fitness

TALK TO ME. You've experienced, observed, overheard of cases of lack of diversity and inclusion, HOW would you challenge those situations or rhetoric?

Representation

- Marketing and Outreach

Class Formats

- Inclusive Language

Music Diversity

- ADA Compliance

Accessibility

- Certification Standards

Ethical Decision Making and Problem Solving:

- “What benefits and what harms will each course of action produce, and which alternative will lead to the best overall experience?”
- What moral rights do the affected parties have, and which course of action best respects those rights?
- Which course of action treats everyone the same, except where there is a morally justifiable reason not to, and does not show favoritism or discrimination?
- Which course of action advances the common good?
- Which course of action develops moral virtues?
- Investigate in to the un-reached by your services.
- Stop holding space for and accommodating bigotry and racism.
- Get informed and educated.
- Treat people with dignity, compassion, respect, and fairness. And take care of people without them having to ask or demand it. Help people be seen and heard.

Step 2: Let People Express Their Voices

Data collection and analysis to determine the need for change.

Survey!

Focus Groups!

Word of Mouth!

Discussion with your favorite!

Contact our Execs!

Be aware of biases

Online Surveys are usually free and easier to capture.

What will make them more comfortable with responding

2. Proposed Survey Questions

Who can, should, and are targeted for your services/solutions? Who is delivering your services/products?

What would make the customer most comfortable/confident within your space and services?

When is the ideal opportunity for specific engagement

Where are the Customers/Accessibility?

Why are you not engaged?

How can we meet your needs? How has the customers' preference for engagement changed?

Keep Survey Short

Accessible

Demographic
Questions at the
end

Be aware of biases

Step 2: Strategy Design to Match Business Objectives

Activity.

Let's talk about your company MISSION, VISION, VALUES, CULTURE

Tell me your HOW. And now convince yourself, your peers, your team.

Step 3: Initiate Sustainable Change



Key to Successful and Sustainable Change Initiatives

What's your tolerance to change?

Not just WHAT to change, but **HOW**

Create a Compelling Vision

Communication! To employees and customers.

Leadership. Top-Down Approach

Conceptual framework for avoiding Pitfalls

Ice Cube Theory of Change Model (Lewin, 1940s)

Address the ROOT issues

Develop a coalition of change for efficacy

Establish short-term wins that are usefuls

Get people moving and talking

Build momentum for deepening shared norms and values (CULTURE).

Step 4: Implementation of the Initiative

Competency Traps

Step 5: Evaluation and continuing audit of the Plan.

SURVEY! Feedback! Check in with your stakeholders and star players.

Activity

Right Now, develop a business plan for revamping your marketing, services, and programming to reach the unreached or underrepresented.

REMEMBER

DIVERSITY AND INCLUSION are not only the right thing to do, but necessary!



Good luck!

Go out into the world and make positive transformational change, improve experiences, create solutions, be inclusive, welcome diversity, and make a positive impact on society.

Thank you!

Let's Get Social
@KiaWilliams.Fitness



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