



MAKING IT HAPPEN - A KEY MESSAGE

Our Message

Are you ready to make the leap? Are you ready to really start motivating and supporting people to change?

1. A career in fitness can be absolutely fabulous offering great earning opportunities, amazing job satisfaction and excitement about each and every day.

2. The new wellness revolution will offer even more opportunities and is dependent on those who can offer the greatest opportunity for people to be and stay optimally 'well'.

3. But there is a problem! There exists incredibly poor public participation in fitness, exercise and certainly personal training services. Those who do typically do NOT reach the goals they set for themselves and there is no clear voice in the fitness industry as to how to make the greatest impact. With so few examples of good practice and in our efforts to 'standardise' and 'qualify' the industry we have let the lowest common denominator become its standard. And we are failing to make a difference!

4. Qualifications and training are two very different animals. Registration and re-registration versus support and guidance are also two very different things. Are we trying to over 'qualify' our status as fitness professionals and under-train ourselves in what we need to be able to do to make the greatest impact in the lives' of our clients?

5. We can make a huge difference but we must change our beliefs. We must believe we can change and we must believe we can help others change. If we can then the market is huge as 90% of the population are NOT members of fitness clubs or health centres and 90% that are do NOT remain so. Success is possible like never before but we must become coaches of change not instructors of exercise; we must be the motivation not the leg press and we must value our ongoing training and development needs if we are to raise the bar to the level required not to 'qualify' as fitness professionals but to excel as personal fitness and lifestyle coaches and facilitators of change.