**Fitness Trainer: Personal Trainer**

Core Competencies

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| **Core competencies and standards for WorldSkills UK Skills Competitions activities** | **Qualifier** | **UK Final** | **Team UK** |
| **Competency** | **Client Consultation**Competitors shall have knowledge and understanding of:* The purpose of effective consultation and establishment of client aims
* The relevance of appropriate testing and information recording
* The purpose of the designed session and client progress plan
* The time available for each task and overall competition
* The health and safety standards which apply
 | **Y** | **Y** | **NA** |
| **Standards** | Competitors shall be able to:* Greet their client appropriately
* Discuss assessed client progress on the planned programme confirming or amended details as necessary
* Explain the purpose of the sessions in accordance with the client’s aims
* Select and describe to the client at least one appropriate health/fitness related test
* Carry out the selected test(s)
* Show empathy and sensitivity to the information provided by the client
* Record information and results accurately
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| **Competency** | **Regular Client Session**Competitors shall have knowledge and understanding of:* The purpose, care and maintenance of all equipment together with their implications on safety
* The risks associated with the required activities and how to prevent or minimise them
* The time available for each task and overall competition
* The health and safety standards which apply
* Environmental and safety principles applies to good housekeeping in the workplace
 | **Y** | **Y** | **NA** |
| **Standards** | Competitors shall be able to:* Assess the client’s state of readiness and motivation to take part in the planned session
* Ensure the session as a whole flowed safely in terms of intensity and complexity and the order of selected exercises
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* Demonstrate and explain the physical and technical demands of the planned exercises to the client, using language at an appropriate level (checking client understanding and response)
* Effectively monitor exercise intensity ensuring the client is consistently challenged – however, still able to maintain dignity and self-respect throughout
* Make best use of the available space and equipment to provide an enjoyable and safe session for the client.
* Analyse the client’s performance, enhancing their actions through correction techniques, progressing or regressing individual exercises as required
* Be positive and motivational, helping the client feel at ease in the exercise environment and build an effective rapport during the session
* Conclude the session in a timely way, providing a summary of the client’s achievements and a clear overview of the next steps
* Leave the environment in a suitable condition for future use
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| **Competency** | **Social Skills**Competitors shall have knowledge and understanding of:* The need for effective communication and social skills with clients
* The methods of engaging with varied client groups
* The time available for each task and overall competition
 | **N** | **Y** | **NA** |
| **Standards** | Competitors shall be able to:* Display a positive demeanour
* Avoid unnecessary use of mobile phone or other technology
* Show an ability to establish rapport with clients and prospective clients; engaging and friendly
* Listen actively – recording and using the information sourced
* Use appropriately technical language for the client
* Adopt appropriate body language – including eye contact, physical proximity and gestures
* Be confident and responsive throughout
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| **Competency** | **Motivating Others**Competitors shall have knowledge and understanding of:* Motivational strategies and the need to engage effectively with clients
* The impact of positive motivation on clients
* The longer term adherence benefits
* The time available for each task and overall competition
 | **N** | **Y** | **NA** |
| **Standards** | Competitors shall be able to:* Be appropriately enthusiastic and positive
* Refer to appropriate information for norm referencing
* Refer to tracking and reporting processes
* Use a range of questioning techniques to identify and collect client or prospective client’s needs and wants
* Employ a range of skills, tools and/or resources to motivate
* Apply technology to streamline and enhance the client experience and data capture
* Ensure all recommendations refer and relate to client needs and wants
* Consider and advised on longer term adherence benefits
* Deliver challenging activities that were enjoyable and achievable
* Provide motivating feedback
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| **Competency** | **Use of Technology**Competitors shall have knowledge and understanding of:* Current trends in industry technology usage
* Benefits of using a wide range of technology during sessions and for business purposes
* Multi-platform office and practical technology applications
* The time available for each task and overall competition
 | **N** | **Y** | **NA** |
| **Standards** | Competitors shall be able to:* Demonstrate confidence in using technology
* Show an awareness of current industry related technological developments
* Embed the use of available technology and/innovative equipment into the activity delivered
* Effectively utilise available IT resources to streamline and improve quality of session planning and resources
* Provide advice and/or information to clients or prospective clients on technological opportunities for tracking lifestyle factors including sleep, nutrition and general active living; including wearable technology
* Plan or use social media and/or tracking apps to launch, monitor, promote or evaluate activity effectiveness
* Utilise technology to provide clients with relevant individualised information
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| **Competency** | **Behaviour change strategies**Competitors shall have knowledge and understanding of:* Basic behaviour change strategies and the benefits of effective change
* Client state of change and how to positively impact it
* Client barriers and how to effectively respond to them
* The time available for each task and overall competition
 | **N** | **Y** | **NA** |
| **Standards** | Competitors shall be able to:* Set clear, firm targets for the session
* Be positive and non-judgmental throughout
* Demonstrate the capability to positively impact client behaviour
* Use appropriate questions to establish client’s stage of change
* Appropriately identify client stage of change and then prepare plans as appropriate
* Set appropriate SMART goals (session, short or longer term) to appropriately challenge clients
* Demonstrate the ability to plan and implement activities for individuals based on their current ability, experience and exercise history
* Establish and responds to client barriers
* Provide a range of considered, specific suggestions to overcome client barriers
* Demonstrate the ability to effectively incentivise clients to improve physical performance and/or lifestyle
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| **Competency** | **Commercial Awareness**Competitors shall have knowledge and understanding of:* Their individual and group business needs and development
* The importance of their USP and how to exploit it effectively
* How to collate a detailed written plan to be able to be used by others
* The time available for each task and overall competition
 | **N** | **Y** | **NA** |
| **Standards** | Competitors shall be able to:* Conduct themselves professionally
* Complete all activities efficiently considering time available
* Highlight USP(s); either self or products proposed within the Task
* Collate a detailed written plan including the appropriate steps required to fulfil the Task set (all steps and resources)
* Provide a brief financial statement/overview highlighting any opportunities for further revenue development
* Utilise available resources efficiently & effectively
* Demonstrate an awareness of the importance of member retention; considering future usage and realistic adherence to the proposed programme
* Provide a compelling, effective and enjoyable practical session to promote future attendance and adherence
* Demonstrate an awareness of the importance of profit and loss; offering/proposing amendments to activities where appropriate to improve member experience and therefore retention
* Propose or suggests exciting promotional activities that are appealing to the client and/or their contacts
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Note: Core Competencies are tested, identified and measured as recognition of the competition level and duration.