**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 |
| **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 * Ensure the session as a whole flowed safely in terms of intensity and complexity and the order of selected exercises * 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 |
| **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 |
| **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 |
| **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 |
| **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 |
| **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 |

Note: Core Competencies are tested, identified and measured as recognition of the competition level and duration.