



GREATER COMMUNICATION FOR COACHES

Powerful Retention And Adherence Tools For Fitness Professionals

WHY UNDERTAKE THIS PROGRAM

The art of coaching requires a method and system of communication based on proven principles. You will gain a great understanding in applying key concepts such as:

- Methods and stages of listening
- Formulating intelligent and relevant questions
- how to build rapport and trust
- leadership skills

Only after establishing the backbone of the art of coaching can we truly appreciate the science of it. That is where the magic of this program lies. We will cover key theories in a meaningful and practical way so that you can integrate what you learn right away to great effect.

After this program, you will walk away with skills not just for your coaching practice but also for life.

Take the leap now to greater levels of communication and leadership

WHO IS THIS COURSE FOR?

- This course is designed to give you an edge over all other fitness professionals by focusing on true coaching mastery and how to coach with purpose. You will learn skills that will equip you to become a more influential and effective coach.
- If you are just starting in the industry this course will provide a great platform for you to flourish by equipping you with techniques that will build the confidence you need to flourish as a coach.
- If you are an experienced coach this course will enhance your knowledge by adding new strategies to enhance your coaching ability as well as influencing and gaining new clients.
- Coaching is culture. Create an environment where clients can flourish, be empowered and remain active for longer

We focus so much time in gaining technical knowledge but so little time in learning how to share this knowledge to others. It is time to take your coaching to an influential and effective new level.

INSIGHTS

This course was designed to give you an edge over all other fitness professionals by focusing on a set of invisible skills that will equip you in become a more effective coach.



Learn from international educator Filipe Pereira.

Due to the current circumstances, we have decided to take the course online, including 4 x live 3 hours sessions, via Zoom, with Filipe himself!

Week 1: Saturday and Sunday 6-7 March, 1pm – 4pm

Week 2: Saturday and Sunday 13-14 March, 1pm – 4pm

You will receive a course manual and twelve (12) templates to be used during the course and into your practice on various topics such as personality profiling, coaching strategies, performance language design and more

- Exclusive access to Filipe in between live sessions should you have any questions
- Exclusive bonus
- Ongoing continuous reading material relevant to the course sent by email every month
- Access to two (2), one and a half (1.5) hour webinar on adaptability skills and growth mindset including worksheets to be used during and post webinar as well as your own practices.

NOW ONLY RM 1,280!!!

SPOTS ARE VERY LIMITED!

1.1 ACE CEC'S

WHATS COVERED

Module 1 – Facilitating change ‘Your coaching WHY! - Theory and science behind coaching’

- Strategies in goal setting, behavioural analyses and adaptable delivery, we can create a platform in which to coach our clients with more efficiency.
- Understand motivation through self-determination theory is an essential method to maximise the success of clients.

Module 2 - ‘Personalising coaching – Styles and preferences’

- We all have preferred learning styles and by tapping into the power of personality typing we can customise and personalise the way we coach for all our clients.
- After all each client is unique and a unique approach is required, Advanced Coaching is designed to make you a better communicator to your clients.

Module 3 - ‘Language of coaching - Powerful ways to communicate’

- This is where we explore technical elements of coaching based on the latest behavioural change science.

- Here we delve deep into how best to communicate to clients or our group during a session to maximise their progress and results.
- We take what we have learned in modules 1 and 2 and how to incorporate personality typing into sessions to create the ultimate client centered experience

Module 4 - 'Facilitating Feedback'

- Ways to facilitate feedback before, during and after a session. As the powerful saying goes 'Feedback is the breakfast of champions.'
- We cover the methodology and science behind crafting feedback to enhance the motivation from coach to client or group.

FITNESS EDUCATOR

Filipe Pereira, PTA Global CPT, NASM CPT, ACE CPT, ASCA CSCS, has worked in the fitness industry for over 15 years in Canada, Ireland, UK and Asia. He started his career in 2003 in London managing group class studios and rebranding from Holmes place to Virgin Active, worked in senior management roles in Fitness First Asia, as well as boutique club Gravity. He is currently a Senior Master Trainer and program developer with Functional Training Institute and the founder of Fortitude FPI in Portugal.