

# the wellness lifestyle coach

## First part

*Who is? What does he do? What are the competences of this professional figure that allow the clubs to do a jump of essential quality, to conquer new ample bands of clientele*

**T**he actual economic scenery, dense of difficulty, forces the fitness high club quality to raise the quality of the service disbursed for increasing, accordingly, the perception of his value and to preserve the leadership of price. Today the differentiation and the specialization are mandatory categorical to be competitive and to be effected it can't be put aside by a great qualification and formation of the personnel.

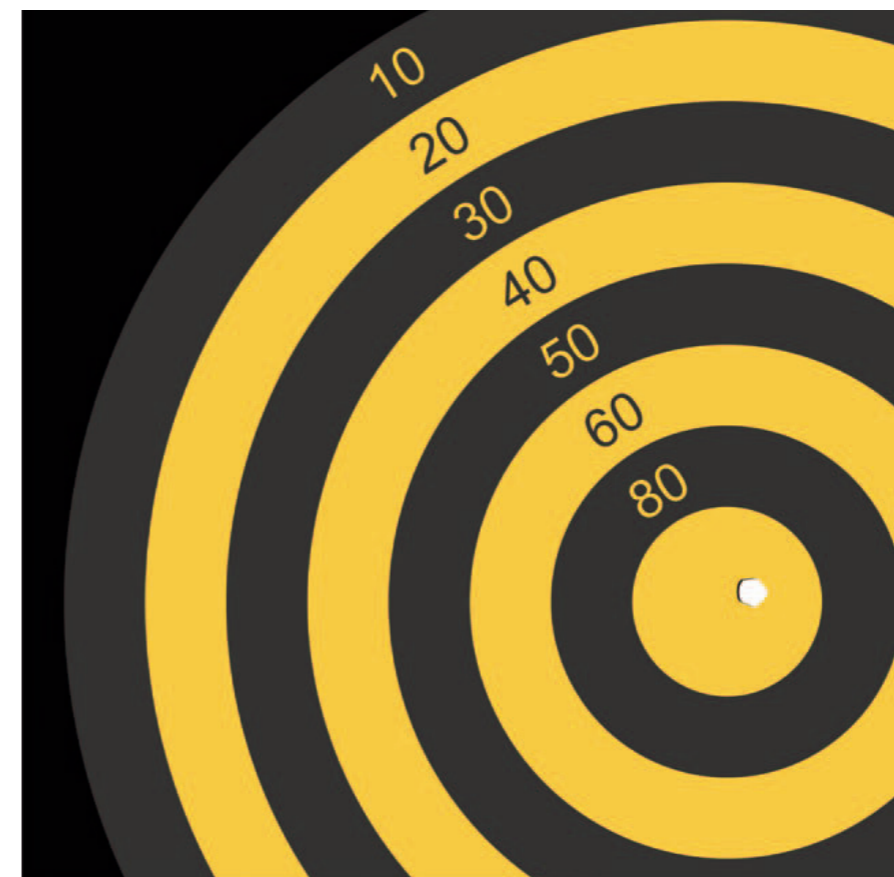
The users of fitness need great



di Savino Tupputi

quality, as it testifies the Fitness Trend 2012 of the American College of Sports Medicine (ACSM), in which the experience, the formation and the professional qualification of the trainers are in the first place.

Today all of us are in search of innovative solutions possibly successful and the creativeness, of course, doesn't miss. Analyzing the curve of the cycle of life of fitness product, it can be affirmed with certainty that we are in the point in which the managers of the clubs have called to push upward again the curve, to a superior level in comparison to that actual to avoid otherwise an inevitable decline. It comes spontaneous to wonder if it is possible to trigger such process. The answer is simple: to improve the "product" fitness it is necessary to improve its "production" of the services, therefore to raise the professional quality of those apply them. We don't need to forget that all the activities developed by the operators are directed to increase the profitability of the club and the consumers' fact of becoming faithful motivating these last to develop regularly physical activity to turn it into lifestyle. The instructors 'personal and professional growth is one of the key components of the prophetic breakthrough that can and must complete the sector. Analyzing the evolution of this professional figure, we notice that



during the years the assistant that wandered for the room as a "guide" has become an instructor with the assignment to compile the card of training and after all a personal trainer, in degree to apply a service really personalized and to teach the consumer how to train.

From the introduction of the service of personal training, or rather from the personalization of the "product" fitness, the clubs have gotten enormous benefits in terms of retention and profitability. But despite this, the clubs, that record a rate of becoming faithful superior to the 50 percent, are still minority. The greatest part of those that I know, directly or indirectly, they hardly overcome this threshold.

Therefore it rises another question, is it enough to teach a person how to train so that you find the correct motivation to develop activity for different time, even for the whole life?. Today the consumers both real and potential are very demanding, and the service of personal training to have success should be evolved in service of personal coaching.

## Mens Sana in corpore sano

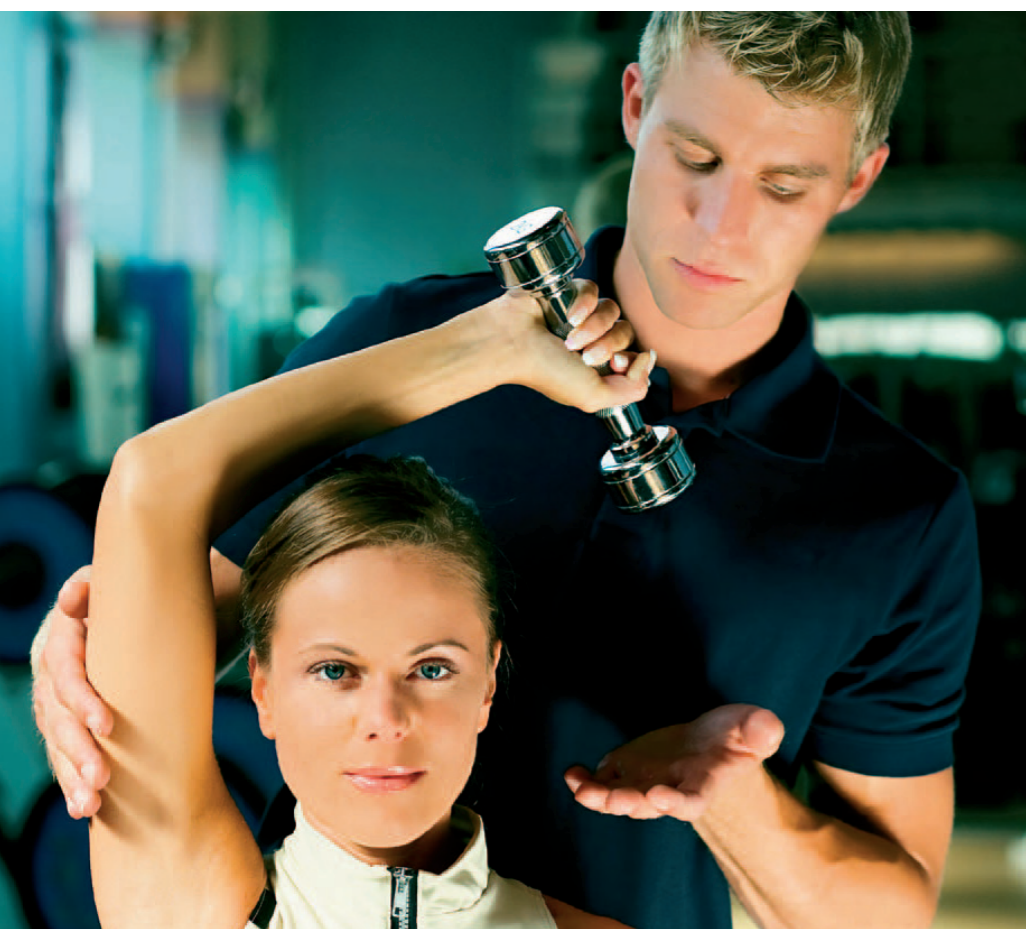
In the new era of fitness – understood as positive lifestyle and cofactors of the health- it is necessary to brush up the ancient adage mens sana in corpore sano and to propose complete comfort in which mind and body are inseparable. Starting from this presupposition persons should be educated to make programmed and structured physical exercise (underlining the differences and the relative peculiarities of it) and to follow a lifestyle altogether healthy that cannot confine to the only physical sphere but it also invests mental and motivational one. Only in this way we can really modify a lot of people's behavior and offer concrete results, satisfy a question always more demanding and potentially very ample.

It is necessary to train the client to motivate him to desire, to believe and to act, to inform and educate him about the benefits of correct lifestyle. The positive effects of the physical exercise are known to the great public since the mass media are contributing to the diffusion of this culture and our sector

should keep on spreading these precious information. But despite this already everybody knows how much it is important for health to develop physical activity, an enormous part of population continue to spend great part of their leisure time on sofa watching TV and feeding incorrectly (relative dates in 2010, emerged by the multipurpose investigation based on families, conducted by the ISTAT and entitled Aspects of daily life). The clubs can make use of wellness lifestyle coach to intercept and to attract new wide bands of population. It relatively deals with a new professional figure for Italy, but always more demanding as personal trainer's natural evolution. As the other specializations of the coaching, this also was born in the United States and subsequently landed in the United Kingdom for then to spread in the rest of Europe. Returning to the line guides of the ACSM, the wellness coaching is defined as "a tendency that incorporates the science of the behavioral change in programs of promotion of the health and prevention".

## Who is and what does the wellness lifestyle coach do?

First of all let's give a definition of coach- it is a professional that operates daily with passion and dedication showing a real interest for the others. He crosses a road of personal growth pushed by the desire to be able to help really all the people that need his coaching services. His target is to contribute to the success and satisfaction of the others, elements from which derives his success and satisfaction. The coach's success derives from the success of his assisted. To go back to the origin of the term coach helps us to understand its deep nature: it derives from "coche" that means railway carriage. The expression to travel coach literally means to travel. Therefore the term coach points means by which it is conducted to pre-arranged place, a guide that transports a person or a group of people from a point of departure to a point of arrival. So the coach is the one that assists a person, examines the actual





situation (place of departure), identifies the desired (desired place) objectives, elaborates and applies a plan of action that connects the point of departure to that of arrival. To understand better and more quickly what personal coach intends and how the route of coaching works I suggest to visit following website and watch this video [www.youtube.com/watch?v=UY75MQte4RU](http://www.youtube.com/watch?v=UY75MQte4RU). (How Coaching Works – Wellcoaches).

### Why is this professional useful?

The coach's task is to support people that desire to make a change in their own lifestyle and to acquire best habits.

The coaching process favors the increase of self-confidence and the motivation to produce an improvement of mental attitude and the states of mind to it correlated. It makes to help things

clear in difficult and important situations and choices as those related to the health and to the prevention, putting on fire the problem and concentrating the attention on the solution within a concrete plan of act. It is the best solution to undertake a run that allows to assume an to maintain during time correct lifestyles. The coach is a guide, a figure of support, that knows how to develop the necessary trust and how to activate the internal resources essential for stimulating changes. Each of us has some abilities and implicit individual potentiality and the coaching is able to make them emerge, working on the limiting convictions favoring the development of more useful convictions for the attainment of finishing lines.

The coach helps and supports the client to define clear and precise objectives directing him to the

solution. The coach's job has the objective to create self-confidence during a course that is able to increase person's awareness and responsibility.

### Benefits of the coaching

Due to personalized course and constantly focused on the results, on the relationship of the environment in which the person lives and acts and on the wish of change that he intends to live, the sessions of coaching get the following effects:

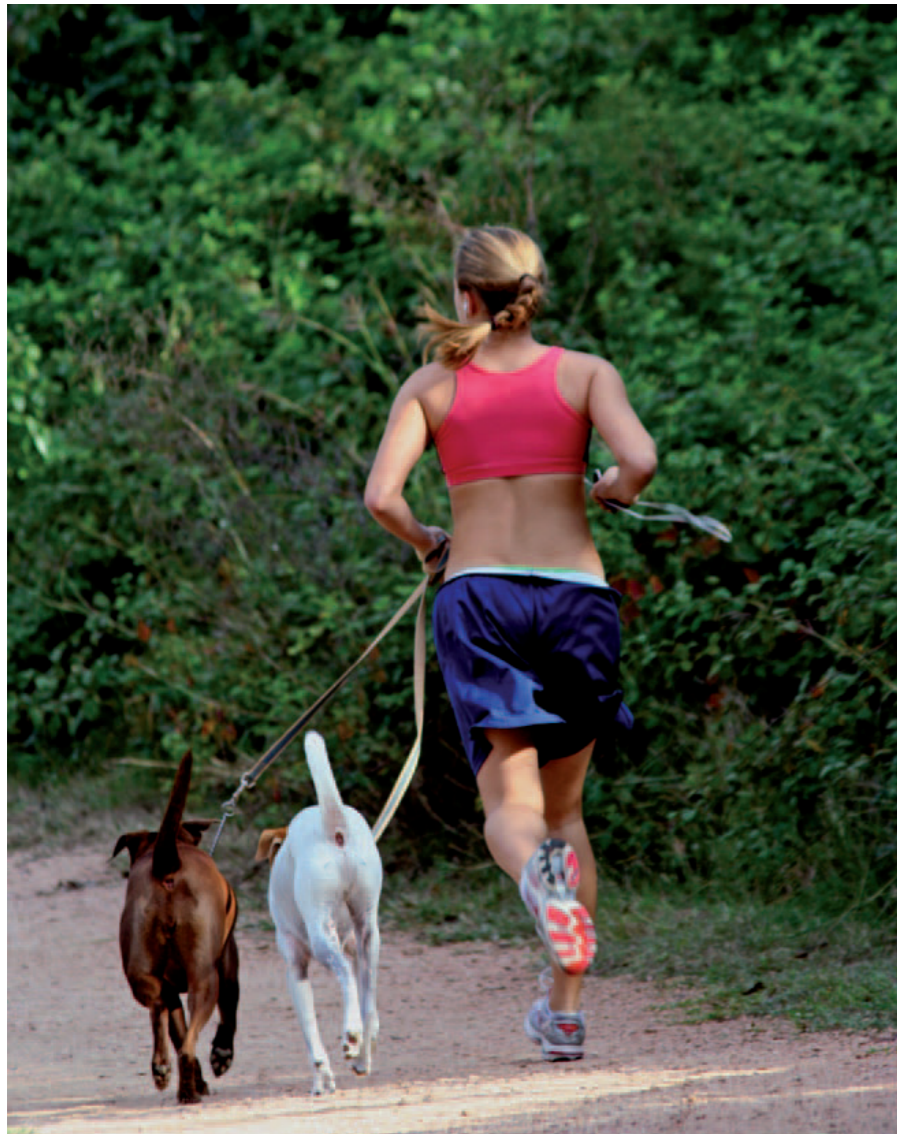
- Growth and personal development in order to "perceive one selves" more in the professional and personal field, communicating better with the others and ourselves;
- Increase of self-esteem and self-confidence in order to raise own performances (to work ) better and to produce more results;
- Precise definition of the aimed objectives and choices for acting in every moment from a position in which he feels "better";
- Extraction of functional and effective strategies for the attainment of wellness and for improving the life quality;
- The overcoming of some past limits and some convictions that becomes the base of personal success;
- The attainment of a correct balance between body and mind, clarity between "who we are" and "what we do";

### How does the coach perform?

First of all the wellness life style coach individualizes person's demands by a structured interview and a functional valuation, metabolic and/or postural, for then to define the objectives that the assisted one desires to reach. The coach asks questions and uses an effective communication and useful language with the person that is in front of him at that moment to make emerge individual motivations. Subsequently he shapes a program of physical activity, individualizes the alimentary habits, and in general the lifestyle defining therefore a personalized plan of action by the use of some tools,

among which Wellness lifestyle coach's wheel (we shall analyze in the second part of the article). So the process continues with moments of follow-up, measurement and verification of the reached results. The coach communicates, guides and supports the person both with meetings one to one and with e-mail. In this phase it is possible to create some focus group and propose wellness seminars through which the coach teaches a little group of people to adopt a positive lifestyle, facing different thematic. It should be underlined that the phase of physical exercise of training is followed by relational moment: first of all the coach tries to establish a relationship with an interlocutor that can't start training immediately after being entered the club.

The enrolled mole, in the majority of cases, needs one or two sessions of coaching before starting developing physical exercise.





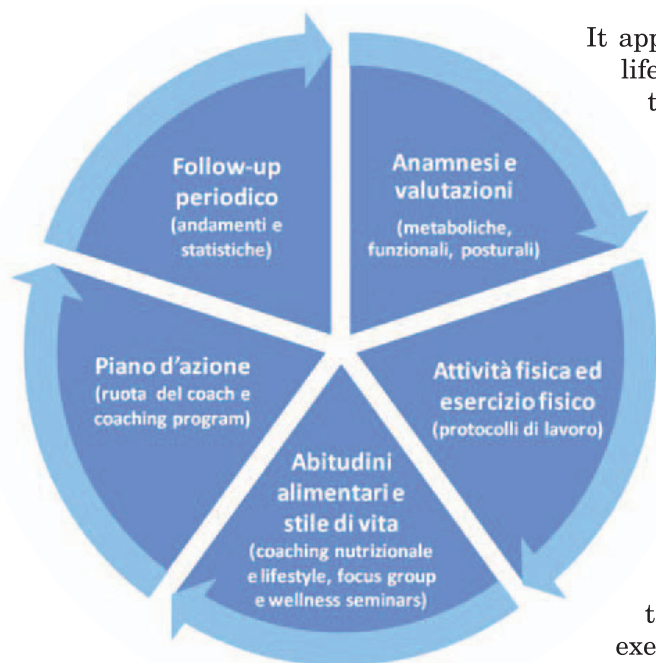


Figure1

During the first 8 meetings the relational report and that of training alternate or integrate among them. Due to the portable devices available today, the coach is able to monitor the physical activity developed by the client even outside, creating in this way a new relationship that goes beyond the club meetings. Through the communities connected to the relative devices, coach and client can constantly be in contact and share finished progress and the difficulties came across during the run. To follow the client daily even away from the gym is an important value joined and furnished by the service of personal coaching.

## The procedure of intervention

In short, the procedure of intervention of wellness lifestyle coach (look figure1) is the following:

- Anamnesis of metabolic, functional, postural demands and valuations;
- Program of physical activity and structures physical exercise;
- Individualization of alimentary habits and lifestyle ( food coaching and lifestyle, focus group and wellness seminars)
- A plan of action ( Wellness lifestyle Coach's Wheel, Coaching program);
- Periodic follow-up

It appears clear that wellness lifestyle coach in order to develop better has necessarily to have a series of specific competences: besides those technical proper of a personal trainer, must have report ability and leadership. Many personal trainers, at least the best ones, possesses these abilities, but are only few that take advantage of them , since they primarily tend to focus on physical exercise, while the fulcrum of coach's job rotates around the relationship and the dialogue .To the physical training you must combine the mental one, that doesn't develop in the hall, on the contrary in the instructors', personal trainers' or technique manager' office. It is possible to create personalized run training and coaching that foresees the alternation of two different forms of support, like a coaching run "pure" to which combine specific training.

In substance, it is possible to introduce into the club a figure that can occupy both services, or rather the wellness lifestyle coach. We shall return to this point in the second part of the article.

## coach's fundamental competences

Let's see what the fundamental competences of this profession are. In technical circle he values the demands and individualizes the client's lifestyle, shapes a personalized physical activity program, he delineates a plan of action and checks the results. In the sphere report he is able to communicate in effective way, he employs active listening, the empathy and the questions. As to the quality leadership he is able to foresee future sceneries, knows how to be flexible and open to the changes, he works for objectives (those of clients and his). Knows how to use effectively the communication intra and interpersonal, he favors the development of self-confidence and

the personal growth. I'm sure that the new figure of personal coach will have a great development in the next future, as it will contribute to the qualification of the " product" proposed by quality fitness centers. In a certain sense, it seems to me to relive a phase already lived at the end of Ninety, when appeared in the Italian fitness market the figure of personal trainer, of whose utility and the possibilities of many affirmation were sceptic. The division among the enthusiastic and detractors in front of the new product is classic. Many of my instructor colleagues of those years confided me that only few people were willing to pay twenty five thousand liras in that times for such service. And perhaps this is the worst limiting conviction that I have ever heard in my life and that I ignored wishing to do personal trainer, convinced that I can really help others. In the second part of the article in the next number, we shall analyze the tools under disposition of personal coach and we shall analyze the reasons which the quality clubs that tend really to distinguish from the low cost centers and to position with clarity in the market, should insert this professional figure that implicates an innovation of product. And of course we shall see how to introduce using different business models.

## Savino Tupputi

Graduated in Motor Sciences with the specialization of management and organizing sport structures, has operated as an instructor, personal trainer, club manager and he was the head of two wellness clubs for many years in this field. Now he is engaged in formation and consultation of fitness centers as an expert of organization, marketing and the development of political commerce and marketing. Business and team coach, he is the creator of Wellfit Solutions.