

# the wellness lifestyle coach

## Second part

*After having described the duty and the plan of this new professional figure, let's see why and how to introduce it into the clubs that intend to aim at the quality of service, to be different and to make craved quality jump.*

**I**n the first part of this article published in the previous number of this journal, we have seen who *the wellness life style coach* is and what he does, professional figure that can give a fundamental contribution to the growth of the club, essential to make a real paradigm jump and to conquer new ample bands of clientele. In this second part we will be more precise facing more “administrative” aspects of this problem. We shall explain why and how to introduce this new figure into the *high quality* clubs. First of all let's see which the means are that the coach prepares for helping and supporting his clients.



In particular let's analyze one, so-called *The Wheel of Wellness Lifestyle Coach* (see figure 1)

## The wheel of wellness lifestyle coach

The *wheel of life* is one of the principals tools that the coach has at his disposal for appraising the lifestyle of his client and for understanding what the areas are to be improved and to be modified for reaching a certain equilibrium and for living better. It is an instrument of systemic thinking that allows, employing one paper, to visualize different aspects of life, to concentrate on each of it and make things clear.

The concept of *wellness* is strictly correlated to the all things we do, not only physical activity and nutrition. There is an interconnection among the different areas that compose it and a change of one of this reflects inevitably on the others. In 1976 doctor Bill Hettler co-founder and president of *National Wellness Institute* ([www.nationalwellness.org](http://www.nationalwellness.org)) defined and developed the things that he called six dimensions of wellness: physical, social, intellectual, spiritual, emotional and occupational.

From these micro areas takes sprout *The wheel of wellness lifestyle coach* composed by a circle separated in different segments



that analyze the principal ten areas representing almost all that we interact. Particular attention is set to the physical dimension, characterized by three peculiar sectors as health, physical activity and nutrition, to two dimensions relax and lifestyle that are a component of all the others. The other five sectors concern the remainders dimensions: emotion, job, social life, personal growth and spirit.

A **client's self-assessment** allows to define the actual situation and to establish what the deficit areas are to which we pay few attention. It's a perfect way of diagnosis due to which it is possible to configure a plan of action and to put to use behaviors that are transferred into the change of bad habits. For each area taken into examination **the client appraises his own level of satisfaction** expressing a mark from 1 to 10.

The wheel of wellness lifestyle coach: on the right the big one is filled.

In practice, the coach invites his assisted to fill by color the number of the sectors of each segment corresponding to the grade of satisfaction (from 1 to 10). Observing **the "filled" wheel** in the whole, we shall have a clear picture of how the things are,



as both on specific plan and in general.

A filled wheel, that appears unbalanced, or "that is not able" to go round (see picture on the bottom), will render necessary to identify the priorities to insert in the plan of action.

This method can be used to analyze both **the actual situation and the past one** in order to understand better the client's behavior, remembering not only the failures and relative difficulties but achieved success. The client besides, is invited to fill in **the wheel to project in future** indicating in this way the direction toward which he wants to go, defining the objectives that he wants to achieve and the level of satisfaction that desires in every area. Filling in different wheels

the client takes **awareness** of his own situation and allows the coach to write down a **real plan of action** in order to modify his own lifestyle and in fact, realizes what he really desires. For each segment of the wheel the coach makes precise questions that permits to establish the level

of satisfaction of previous, present and desired one for future. The coach must calibrate the areas and the questions of the person he has in front of him in the way that at the end the wheel seems a Faithfull picture from which he can draw conscious reflections. Here are the important questions defined as **five questions of coaching**:

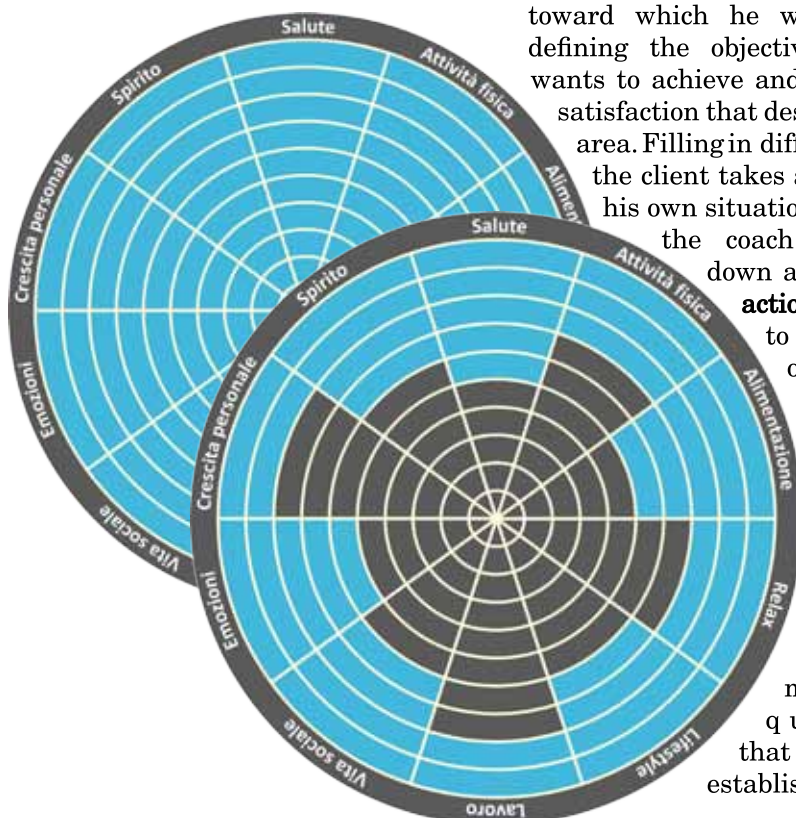
- What will you do **more?** (to increase the frequency);
- What will you do **less?**(to reduce the frequency);
- What will you do **again?** (to appraise the other options);
- What will you **give up doing?**(to eliminate the destructions);
- What will you do **immediately?** (to pass to the action).

The aim is to achieve a certain **balance between different aspects of life** since how to be livings, we are a system, an amount of elements interconnected between them and with external environment through the interactions that acts as an organism. How many of us do overlook the health for work? And how many people, that are meaningfully overweight as being sedentary and for bad alimentary habits, do overlook the life of relationship?

*The wheel of wellness lifestyle coach* must be used every two or three months and inserted in a run of coaching combined to the training.

## The program

To make more clear the understanding of this precious





method let's make an example of run - the **Wellness Lifestyle Coaching Program** - that can be proposed to any members, enclosed the new affiliate and the potential ones. This is an ideal coaching program who wants a specific support that foresees periodical updating, efficient supervision and wants to facilitate the achievement of his own objectives. At the beginning of the run the sessions with coach take place every 15 days and for then to pass to one meeting once a month or two months. The program is composed of 13 sessions *one to one* with coach and of 4 in small groups. The first run foresees 4 sessions distributed in this way: the first three in succession of the start of the program, the forth one at the end of the month. Subsequently the program assumes a three-monthly rhythm and for every period is foreseen a control, a *follow up* and the participation of a *focus group* and, or a *wellness seminar* that enriches the clients' knowledge and at the same time favor the socialization in the club. A program of this type is innovative in the **approach to the client** and in the **way to communicate** and it permits to live a new and significant experience through the sessions that last nearly 30 minutes.

## Why should the wellness lifestyle coach be in the club?

Let's return to the first question we have set at the beginning of the article: why should we introduce this new professional figure into the *high quality* clubs? First of all for three reasons: to raise the **service quality**, to improve the **rate of becoming loyal**, the last one but not last to increase the **profitability**. Let's proceed in order making us another question. Why in spite of the information, spread by mass media about the benefits of physical activity, that reaches indeed everybody, does the sedentary continuous to be the cause of real sanitary emergency in our country? Today everybody knows how much it is important to do regular physical activity but it is evident that the real problem is not the awareness but the motivational absence, the lack of stimulus to adopt a way of lifestyle more active.

The *wellness lifestyle coaching* turns in a special way to all the people who want to modify their own lifestyle, that even have already tried to change without success frequenting a fitness club or do physical activity outside. In order to change the lifestyle it

is necessary a **deep motivation**, in most cases, the **support of a guide**, of a coach.

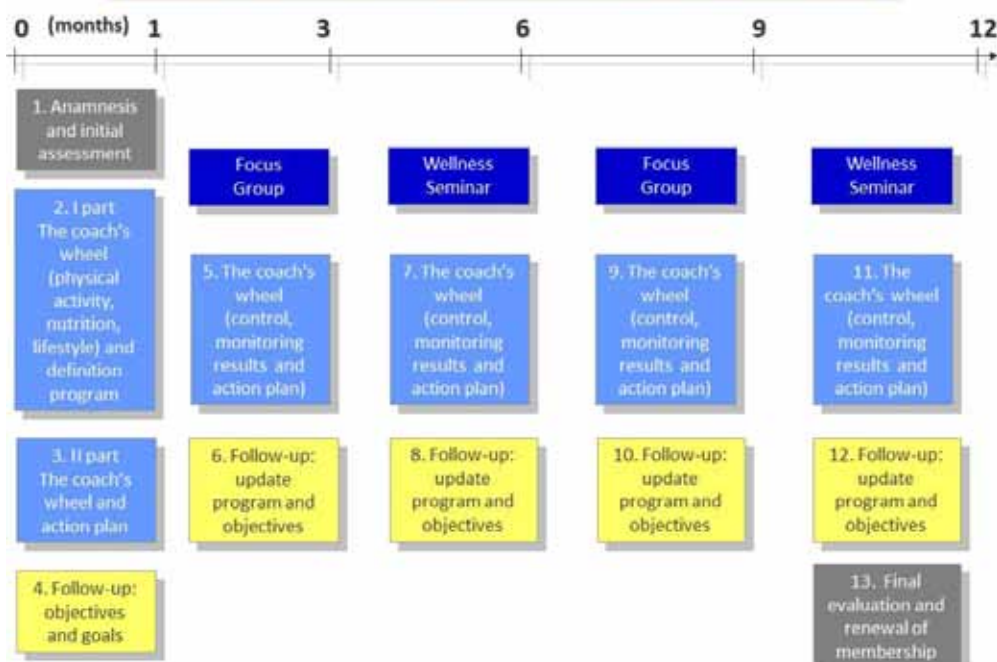
The clubs can help many people to improve the quality of their lifestyle offering **programs of tutelage of health**, that besides the training foresees this form of support.

It is necessary to put the person in his complexity, in the center of the system, furnishing a service highly personalized that is able to make a difference. Besides increasing the quality of the service and the perception of such quality in client's behalf - **the coaching favors the faithfulness**. Mostly motivated and monitored people by coach will attend the club with most constancy and for a long time. What makes really the difference is the capacity to wear on the lifestyle and on behaviors, the ability that guarantees reaching the fixed objectives nurturing the motivation in time. The most attention paid to the relational aspect - in respect to the personal trainer's standard service - **increases the perception of the value on client's behalf** and his awareness to have a guide whose aim is to accompany him in his oriented run to improve the quality of his life.

## Introductory run and medical fitness

The introduction of the service of *Wellness lifestyle coaching* also allows the clubs to increase their own profitability, not only through the increase of the faithfulness but also the raising of the middle expense sustained by each client. With this service it inserts a **New Multiple Profit Center (MPC)** that sustains the turnover in moments when it is difficult to make grow the numbers of the affiliate. This is a "cross" service that can be proposed all the people that want to make any change in their lifestyle. It is possible to increase the profitability of the club proposing this service in the form of **introductory run** for new enrolled and for potential clients, in special way the beginners of the physical exercise, the people that have already had negative experience in other fitness centers. These runs can be also turned to

### Wellness Lifestyle Coaching Program



those who need to improve their health, but don't have the necessary motivation to pass from the good intentions to the action. It is possible to organize some “**projects for health**” turning to one or more specific targets. It is a winning choice since it ties the club to the benefits of physical activity in terms both preventive and curative. These people, generally sedentary, will discover a world that will change their way of living. Different clubs sensitive to this thematic have stuck to the project *Fitness and Health*, this is a campaign of consciousness of physical activity and dedicated to the prevention and health that allows the clubs to intend as interlocutors of medical compartment in order to improve the quality of life. The project has a goal of popularization of benefits of physical activity so that it becomes a healthy and lasting habit in the most part of the people's lifestyle. Through the *wellness seminars* it is possible - always in range of this project - to involve voluntary and to create some **study groups** for testing specific training registers in answer to specific demands. To make it happen it is sufficient to make available to volunteers For weeks *for a more healthy body and a more happy life* that allows to experiment the changes in the level both mental and physical. During these four weeks the participants follow, in range of wellness lifestyle coaching program, an introductory run defined **start-**



**up** that foresees 8 sessions of training (two in a week) and 4 of coaching that includes starting and final appraisal. The graphic brought in **figure 5** shows the integration of technical procedures and those of commercials. These last ones foresee two moments of sale (an initial of presentation and a final of closing) and three moments of service contact to do with the client every week at the end of the training. Different clubs have effected with success this project registering a considerable increase of tours and registrations

receiving a strong appraisal from the participants. It is possible to listen to the feedback of one of the participants watching the video in this address

<http://www.youtube.com/watch?v=mz92nLVHu2Q>

## Business possibilities

The *Wellness lifestyle coaching* can be effected applying different **business models**, allowing to establish how to offer this innovative service and how to introduce this professional figure into business organization. The



introductory program *start-up*, less mentioned allows to insert into the clubs gradually and with quality people without any experience in fitness field and disappointed in previous experience. Obviously the objective is to convince these people to enroll at the end of the four weeks of “starting” also proposing incentives in the form of discount for the subscription of middle or long term. In order to induce to enroll those people who use the club during the month of *Start-up* it can have recourse to incentives reserving the conditions facilitated to whom undersign a subscription during the execution of the introductory program. It should be proposed a “coupon to use” which value decreases as soon as the eight entries are used. The price of *Start-up* month should be fixed taking into consideration the organization and strategies of club marketing- it can vary from free entrance to maximum 79 euro. A club of Faenza for example has gotten the adhesion of 55 for the project *Four weeks for a more healthy body and more happy life* and has bought 33 subscription registering comforting rate of

conversion equal to 60 percent that has produced an income of 16,484 euro.

### **An extra service for the members**

*The Wellness Lifestyle coaching* can be offered to any member of the club especially them who wants to be supported from motivational point of view and driven to the achievement of their objectives. Many members don't get tangible improvements from the simple training and are ready to purchase a personalized service that allows to maximize the benefits deriving from the use of the club. The club, for example, can insert on his list a *Premium* subscription or rather value including great number of services in comparison with the *Basic* version. In this case also the price should be coherent with the political commerce of the club that can vary from a minimum of 129 to maximum of 249 euro in a moth. In the clubs that propose the program *Start-up* on average 30 percent of the people that do it as the first approach of the club extends their experience in the club purchasing

the *Premium* subscription.

It is possible to sell the *program Wellness lifestyle coaching* to sessions, besides alternating that of the training to coaching, proposing packets from 10 - 12 sessions always combined to the initial evaluation and final one. This solution results ideal for people ask a service of superior level that maximizes the personalization facilitating the attainment of specific objectives (in different moments of the subscription). In this case the should have the duration of about 45 minutes of the classic price of personal training, proposing the packet at a price varying between 300 and 400 euro.

### **An opportunity for everybody**

As it was mentioned in the first part of the article published in the previous number of the magazine I believe that this professional figure should have a success in the next years and should contribute to the success of the high quality fitness club. As a form of support the coaching will evolve and spread in parallel to the diffusion of promotion programs and the facilitation of physical activity. The containment of sanitary expense asks for concrete projects and actions to reduce as much as possible the sedentary and clubs can and must be protagonist to advantage of everybody and of us.

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