



PERSONAL TRAINING PERFORMANCE STANDARDS

2002



"The Standard for Instructor Excellence"

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SECTION A: Business Aspects

Performance Standard #1: Business Practices

The Personal Trainer will demonstrate an awareness of entrepreneurial aspects, resources, administration and financial matters relating to the business of Personal Training.

Competencies:

1. List and describe the various Personal Training business practices.
2. Demonstrate an awareness of various Personal Training business resources.
3. List and describe the components of the organizational structure and financial components of a Personal Training business.

Lesson Plan:

1. Business Practices (e.g. policies, organizational plan, databases, staffing, forms/packages, client records)
2. Business Resources (e.g. books, other professionals, websites, magazines, clubs, organizations, associations)
3. Organizational Structure (e.g. sole proprietor, contractor, employee, incorporation) and Financial Components (e.g. record keeping, bookkeeping, payroll, setting fees/wages, budget)

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SECTION A: Business Aspects

Performance Standard #2: Marketing Aspects

The Personal Trainer will demonstrate understanding of ethical marketing strategies, client recruitment and referral practices, promotions, public relations, and networking as they relate to developing and building a personal training business.

Competencies:

1. Understand marketing strategies and terms.
2. Knowledge of networking.
3. Familiarity with Community resources and Consumer protection law.

Lesson Plan:

1. Marketing plan vs. business plan.
2. Marketing budget.
3. Review marketing strategies, appropriate uses (e.g., radio, medical journals, and business magazines - compare personal training vs. pharmaceutical businesses), bang for your buck (cost of flyers, business cards, seminars, free sessions), deliver what you sell (sales vs. operations).
4. Discussion of ethical vs. unethical marketing practices (e.g., bait and switch).
5. Marketing terms (target market, population base, demographics, sales, marketing emphasis/focus, pricing strategy, market share, positioning/place, branding, competition, used in marketing, their meaning and practical use).
6. Resources available for researching your target group's demographics, developing marketing plans, consultants and your competition.
7. SWOT analysis (Strengths, Weaknesses, Opportunities and Threats).
8. Networking strategies.

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SECTION B: Health Screening & Fitness Assessment

Performance Standard #1: Health Screening

The Personal Trainer will identify the methods and procedures for assessing risk factors relating to physical activity.

Competencies:

1. Knowledge of medical conditions, health conditions, and medications that affect exercise.
2. The ability to administer the PAR-Q, risk factor screening and lifestyle questionnaires.
3. Demonstrate an understanding of the PAR Med X and methods to obtain physician approval for exercise.
4. The ability to assess resting heart rate and blood pressure.
5. Demonstrate an understanding of assessment methods and how they relate to physical activity.
6. The ability to goal set and design exercise programs based on questionnaire results.

Lesson Plan:

1. ACSM medical and health conditions affecting exercise.
2. ACSM or ACE medications affecting exercise.
3. PAR-Q use, rationale for questions.
4. ACSM cardiac risk factors.
5. Lifestyle questionnaires.
6. PAR Med X forms.
7. ACSM situations requiring physician clearance to exercise.
8. Communicating and networking with health professionals.
9. Resting heart rate palpation.
10. Resting blood pressure assessment methods.
11. Minimum screening by a personal trainer.

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SECTION B: Health Screening & Fitness Assessment

Performance Standard #2: Fitness Assessment

The Personal Trainer will demonstrate an understanding of various fitness assessments and the ability to explain test results.

Competencies:

1. Knowledge and understanding of test design.
2. The ability to assess the five fitness components.
3. Demonstrate an understanding of norms and percentiles.
4. The ability to explain test results to enhance motivation.
5. The ability to use test results to guide program design.
6. Knowledge of various assessment protocols & certifications.

Lesson Plan:

1. Purposes of testing, characteristics of effective tests, test order, test practice, rest periods.
2. Administer tests for:
 - i. Aerobic capacity
 - ii. Muscular strength
 - iii. Muscular endurance
 - iv. Flexibility
 - v. Body composition
3. Interpret and explain norms and percentiles.
4. Explain test results to clients and facilitate SMART goal setting.
5. Design programs based on test results.
6. Overview of various assessment protocols & certifications.

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SECTION B: Health Screening & Fitness Assessment

Performance Standard #3: Risk Management

The Personal Trainer will demonstrate knowledge of risk management, insurance, and liability issues as they relate to Personal Training.

Competencies:

1. Knowledge of the law's criteria regarding negligence, duty, performance standards, liability and competency.
2. Demonstrate knowledge of risks and screening tools for the client, the personal trainer and facility.
3. Knowledge of liabilities as they pertain to the business of personal training.
4. Knowledge of BCRPA Code of Conduct, Scope of Practice and professional practice standards for personal trainers.
5. Knowledge of current legal issues in the fitness industry.

Lesson Plan:

1. Types of liability (professional and business) and insurance (loss of business income, buy – sell, death of a partner/shareholder).
2. Application of ethics, code of conduct, Scope of Practice and referrals to personal training scenarios.
3. Assessment of risks to client, personal trainer and facility.
4. Application of screening tools.
5. Examples of current fitness liability issues.
6. Specific activities to reduce risk and/or liability.

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SECTION C: Training Principles and Program Design

Performance Standard #1: Training Principles

The Personal Trainer will demonstrate an ability to teach others the fundamental fitness training principles.

Competencies:

1. Comprehension of anatomy, physiology and biomechanical principles.
2. Knowledge of the basic fitness training principles – FITT, SAID, Progressive Overload, Resistance, Recovery.
3. Knowledge of the five fitness components identified as cardiovascular endurance, muscle strength, muscle endurance, flexibility, and body composition.
4. Knowledge of the six sport components identified as agility, power, speed, coordination, reaction time, and balance.

Lesson Plan:

1. Identifying any muscle, its functions and structure as well as understanding exercise physiology (e.g., energy systems), and biomechanics.
2. Teaching others the training principles in a personal training setting.
3. Teaching others the five fitness components and practical applications of each.
4. Teaching others the six sport components and practical applications of each.

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SECTION C: Training Principles and Program Design

Performance Standard #2: Program Design

The Personal Trainer will identify the components of fitness and sport and determine which components to address in a program for the generally healthy population.

Competencies:

1. The ability to apply and identify universal training methods to achieve improvement in the five fitness components.
2. The ability to identify universal training methods to achieve improvement in the six sport components.
3. Knowledge and application of appropriate components in response to varying goals (scenarios).
4. Demonstrate an understanding of different training methods in each fitness component.
5. Knowledge of the BCRPA Scope of Practice with respect to application of training to individuals; knowledge of networks and referral practices to other competent resources.

Lesson Plan:

1. Develop programs with progressions that meet the needs and goals of the client in a personal training scenario, using universal training methods appropriate to the component and incorporating the training principles and methods. (i.e. ACSM Guidelines for cardiovascular training, resistance training, periodization, etc).
2. Use or understand how to use a variety of:
 - settings (e.g., weight room, pool, aerobics class, gym, yoga class, park...),
 - equipment (e.g., balls, therabands, dumbbells, machine weights, outdoor equipment, body bars, etc.) and
 - environments (e.g., recreational class, competitive club, masters vs. youth team, sport vs. leisure environment) to develop competency and proficiency in the various components to achieve goals.
3. Demonstrate the sport components and practical applications for incorporating them into a program.
4. Review BCRPA Scope of Practice, compare codes of ethics of other professional organizations, review appropriate vs. inappropriate clientele, referral practices and networking with other professionals to expand clientele base.

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SECTION C: Training Principles and Program Design

Performance Standard #3: Complimentary Aspects of Training

The Personal Trainer will demonstrate an awareness in areas pertaining to healthy lifestyles (nutrition, wellness, issues of supplements and ergogenic aids, motivation, counselling and mental training concepts).

Competencies:

1. Knowledge of the Canada's Guide to Healthy Eating, corresponding healthy dietary changes and healthy body composition discussions.
2. Understand that there are different nutritional needs between children, adults, seniors, high performance athletes and various special populations.
3. Knowledge and understanding of wellness concepts.
4. Demonstrate understanding of the complexities of the use and abuse, facts and fallacies of supplements and ergogenic aids.
5. Knowledge of motivational theories (stages of change, exercise adherence tools and barriers, benefits).
6. Understand various counselling strategies and demonstrate basic counselling skills in a personal training setting.
7. Familiarity with mental training concepts (visualisation, relaxation, concentration and attention).
8. Knowledge of the BCRPA Scope of Practice with respect to the above areas and knowledge about networks and referral practices to other competent resources.

Lesson Plan:

1. Nutrition habits and goals.
2. Wellness concepts (client's needs, goals, lifestyle, family and work).
3. Motivational theories (stages of change and adherence issues applying to program design). References: CSEP Canadian Physical Activity, Fitness and Lifestyle Appraisal Program; Motivation research by Diclemente, Prochaska and Bondra.
4. Counselling (goal setting, lifestyle changes, progressing through the stages of change and understanding appropriate counselling skills).
5. Mental training concepts.
6. Review BCRPA Scope of Practice (appropriate conduct with respect to advise provided in areas of nutrition, supplements and ergogenic aids, motivation and counselling).

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SECTION D: Professional Aspects of Personal Training

Performance Standard #1

The Personal Trainer will define professionalism including: career options, ethics, marketing, continuing education, resource networking, and consumer viewpoint.

Competencies:

1. Knowledge of various career paths.
2. Knowledge of exercise and business equipment required for the business of personal training.
3. Understand the value of ethical and professional behaviour towards the client, fellow professionals, and the community. Demonstrate an awareness of the BCRPA code of ethics and Scope of Practice.
4. Demonstrate an understanding of the importance of registration and continuing education.
5. Knowledge of networking and resources.
6. Demonstrate an understanding of client confidentiality.

Lesson Plan:

1. List and describe the various career options available to the personal trainer (one-on-one training, group teaching, education, corporate programs, facility management, special populations).
2. List the tools related to the business of a personal training (facility access, answering machine, heart rate monitor, computer, personal calendar and appointment book, shoes and uniforms, etc).
3. Review existing codes of ethics and Scope of Practice (BCRPA and others). Have trainers create their own list of ethical behaviours.
4. Discuss the importance of familiarity with the latest research and exercise techniques (continuing education, specialized training for special populations). Review methods of educating the client. (e.g. handouts, new information on issues pertaining to client's goals and interests). Overview of how to obtain and maintain certifications (PT Course Certification, BCRPA, CPR and first aid, summary of other certification programs).
5. Provide overview of various organizations and the benefits of being an active member (BCRPA, IDEA, Chamber of Commerce, Small Business Associations, etc) for the purpose of networking and acquiring resources.
6. Discuss parameters of confidentiality.

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Time Allocations

**Section A
Business Practices**

1. Business Practices } 2. Marketing Aspects }	6%	2 hours
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**Section B
Health Screening & Fitness Assessment**

1. Health Screening } 2. Fitness Assessment } 3. Risk Management }	18%	6 hours
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**Section C
Training Principles & Program Design**

1. Training Principles } 2. Program Design } 3. Complimentary Aspects }	70%	22 hours
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**Section D
Professional Aspects**

6% 2 hours

Totals: 100% 32 hours