

OnePlayground

ACADEMY

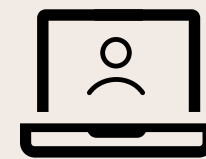
PRESENTS

**INDUSTRY
READY
PROGRAM**

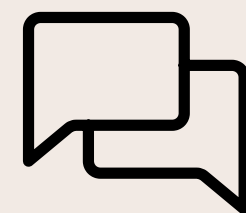


WHAT IS THE INDUSTRY READY PROGRAM?

The current landscape of Fitness Industry Education needs to change. It is doing aspiring coaches a disservice, poorly equipping them for the reality of becoming a Personal Trainer and, more often than not, leaving them with more questions than answers. As an industry, we're:



Encouraging the pursuit of online learning at the expense of practical education, for a practical role.



Overlooking the importance of vital skills, such as communication & leadership, for a role in which success is determined by your ability to coach the person, not the exercise.



Expecting Personal Trainers to run a successful business, having not given them the tools to do so.

WE CREATED THE INDUSTRY READY PROGRAM WITH THE GOAL OF DOING JUST THAT

to get aspiring & newly qualified Personal Trainers ready to step into the industry and make a profound impact, where they are confident in their own ability.

We aim to bridge the gap between the education & experience - giving coaches the knowledge & tools that we know, as coaches ourselves, that you need to truly become "Industry Ready".

It's no wonder that over

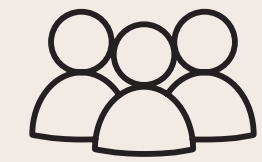
50%

of graduates leave the Industry within their first 2 years.

WHAT DOES IT MEAN TO BE INDUSTRY READY?

We believe that becoming “Industry Ready” comes down to mastering three things:

01.



**COACHING
PEOPLE**

Coach people before exercises. A successful business is built on service delivery. And exceptional service comes down to exceptional relationships. Creating meaningful relationships with those you work with will allow you to help positively influence them & create lasting change.

02.



**COACHING
EXERCISES**

The specific exercise that a Personal Trainer chooses isn't what makes a good PT great. Great coaching comes down to the ability to acquire all the relevant information from the person in front of them, to apply that information to introduce the right exercises, at the right time, in the right environment, and to coach it in a way that elicits the greatest return for their clients.

03.



**BUSINESS
MANAGEMENT**

Personal Training is more than just coaching. What many Personal Trainer's don't consider is that they are, in fact, business owners. And to run a successful business requires you to be able to manage your key assets - your time, finances, key metrics - as well as develop skills including sales, marketing & retention.

**“A good coach can change a game,
a great coach can change a life.”**

JOHN WOODEN

WHAT WILL I LEARN?

Our 8 week practical program is built around these 3 core modules, delivered over 8 x 90 minute workshops.

01. COACHING PEOPLE



WORKSHOP 1:

“TURNING PASSION INTO PURPOSE”

For a lot of people fitness is a passion. But how do you turn it into a career? Before you can hope to help other people achieve their goals, it's important to know yours. Understanding your purpose, goals & even limitations will give you a roadmap to a successful PT business.

IN THIS WORKSHOP YOU WILL:

- Find out how to make Personal Training a career
- Find out what is the right workplace for you
- Set goals for your Personal Training career
- Develop your own mission statement

WORKSHOP 2:

“CREATING MEANINGFUL CHANGE”

Fitness shouldn't be about diets, fads & quick fixes. The goal should always be to create long-lasting positive changes. But although that's the ambition, it's not always the reality. Motivation just isn't a powerful enough tool to make a change and often leaves both coach & client banging their head against a wall.

IN THIS WORKSHOP YOU WILL:

- Learn the key influencers of behavior change
- How to help clients replace bad habits with new positive ones
- How to communicate effectively to create real change

WHAT WILL I LEARN?

02. COACHING EXERCISES



WORKSHOP 3: “CHOOSING THE RIGHT EXERCISES”

Exercise ideas are not in short supply. But what is good for one client, isn't necessarily suitable for another. An expansive exercise library and a coach's ability to draw upon it is essential - to illicit the greatest return from that exercise and get the best results with those you work with.

IN THIS WORKSHOP YOU WILL:

- Learn how to progress a client safely & effectively
- Build an exercise library for each of the fundamental movement patterns

WORKSHOP 4: “THE ART OF EFFECTIVE COACHING”

More often than not, at some point along a client's fitness journey they will all do the same exercise - squats, deadlifts, push & pull. The difference between a good coach and a great coach, however, is their ability to create a different response from the same exercise. This comes down to the execution of the exercise, stemming from a PT's ability to instruct it.

IN THIS WORKSHOP YOU WILL:

- Learn how to design the optimal environment for coaching
- Learn the different types of coaching tools and when to use them

WHAT WILL I LEARN?

WORKSHOP 5: “PROGRAMMING FOR SUCCESS”

Programming doesn't need to be complicated. The best program isn't always the best written, it's the one that the client follows and, as a result, gets the result they were hoping for. That being said, there are some fundamental principles that will allow you to design smart, effective programs to give you clients the best chance of success.

IN THIS WORKSHOP YOU WILL:

- Learn how to design programs for your client's long-term success
- Learn how to build program templates centred around building strength, muscle & fat loss



WHAT WILL I LEARN?

03. BUSINESS MANAGEMENT



WORKSHOP 6: “SELLING WITH INTEGRITY”

Not many Personal Trainers believe themselves, or enter the Industry, to be “salespeople” but the reality of it is, is that it is essential to be able to grow a successful Personal Training business. Sales doesn’t have to be about manipulating or “tricking” people. It is about demonstrating enough value so that they believe you are the right person to be able to help them achieve their fitness goals.

WORKSHOP 7: “BUILDING AN ONLINE PRESENCE”

Social Media is a cornerstone of modern day society. It acts as an opportunity to reach more people, to be able to help & positively influence more people. Having an effective strategy in place can propel a business forward, making your business become “oversubscribed”, in which you have more people interested than you have the capacity to serve.

IN THIS WORKSHOP YOU WILL:

- Learn the principles of effective sales
- Learn the true secret to sales
- Learn how to design & position your pricing & product
- Learn how to overcome objections with integrity

IN THIS WORKSHOP YOU WILL:

- Build out your target market
- Learn how to develop content to reach your target audience
- Build an ecosystem that creates a steady flow of interest to your business

WHAT WILL I LEARN?

WORKSHOP 8: “RUNNING A SUCCESSFUL BUSINESS”

Running a successful business requires time, energy & resources. But to do it right from the start will allow you to spend more time doing what you love – coaching.

IN THIS WORKSHOP YOU WILL:

- The fundamental business systems that will keep your business afloat
- How to manage your key assets – your time & your money
- How to measure business performance & track your success



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INTERESTED?

ONLY 15 SPOTS

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