

## Professional Skills Training & Development

With increasing pressure across the health and fitness industry to meet consumer expectations and duty of care obligations, skills and expertise development has become critical to survival. Innovation and superior customer service delivery are well recognised as the keys to remaining competitive in business and as employees.

Performance Psychology has met the challenge of providing cutting-edge “people skills” training and development for managers, trainers, and sales staff within the health and fitness industry. We deliver individual coaching and customised training packages to help you boost your expertise, focus, enthusiasm, & outcomes.

We can prepare you to:

- Build health & fitness programmes around proven motivational theory
- Provide clients with world's best practice wellness & lifestyle advice
- Employ state-of-the-art tools & techniques for goal setting & relapse prevention
- Maximise client attendance & diet & exercise programme compliance
- Enhance customer relationships
- Acquire, manage, & retain high-risk & recently sedentary clients

### Some Of Our Training Topics

#### Customer Management

- Communicating effectively
- Interviewing and counselling techniques
- Managing conflict and difficult people
- Enhancing customer retention
- Measuring and staying ahead of customer satisfaction and expectations

#### Shaping Health Behaviours

- Exercise psychology and adherence
- Behavioural principles and strategies for weight management
- Working with obese and recently sedentary clients
- Goal setting practices that work
- Understanding, measuring and modifying clients' motivational styles
- Counteracting negative associations with exercise and nutrition
- Enabling clients to cope with setbacks and avoid relapse

#### Mental Health and Wellbeing Education

- Mind-body education (eg performance anxiety, stress, fatigue, moods)
- Identifying and managing clients with psychological limitations (eg depression, exercise addiction, poor self-esteem, eating disorders)