



# FIT CHICKS® ACADEMY

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FITNESS & NUTRITION EXPERT PROGRAM

GUIDELINES & CALENDER

SEPT 2016



## FITNESS & NUTRITION EXPERT GUIDELINES

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### ASSIGNMENT POLICY

Outside of the live online classes, the home study and practice outside of class is extensive.

There is a lot of information to cover, absorb and put into home practice and we want to support you every step of the way! As much as we want you to feel super confident in the fierce skills you are about to bring to the world, we also need to ensure that you have earned your certification and are ready to receive your diploma.

That said, please see the following guidelines for all assignments and practical placements:

1. **To submit your assignment, complete the assignment and submit via email to [assignments@fitchicks.ca](mailto:assignments@fitchicks.ca)** with the subject line "Fitness Assignment 1 - YOUR NAME". Please also save to your Dropbox
2. Any written assignments are to include:
  - a. Cover page with name, date and assignment titles
  - b. Font Times New Roman, size 12 -14, double spaced and page numbers
  - c. All headings must be bolded
  - d. Cite references: In some of the assignments, you may need to reference someone else work, stats, or statements. We also want you to learn this skill to ensure you don't plagiarize anyone else's work and it is not as hard as you think. For reference guide, please see and include references in the footnotes: <http://www.libraries.psu.edu/content/dam/psu/ul/lls/documents/MLAQuickCitationGuide.pdf>
3. Written assignments will be marked and returned with feedback within 14 business days of receipt. In the event an assignment is not completed to standard, we will return with feedback to rework and resubmit to ensure the concepts are understood.
  - a. Students are required to complete all tests and assignments with a min grade of 75% (except practical exam at 80%) to pass the course
  - b. Missed evaluations can be written within 1 week with the instructor's prior consent or in the case of medical emergency.
  - c. Late assignments will not be accepted late unless previously approved by instructor.
4. Any practical exams will be sent via video submission from the student's utilizing Youtube.
5. Practical teaching hours or placements can commence after the fitness section of the program is complete. This is to ensure you are practicing what you have learned.
6. All students have up to 3 months after the last live session to complete practical hours and coop placement. This will not be extended. Certificates will not be issued until all materials are provided.

Any questions regarding assignments can be sent to [fne@fitchicks.ca](mailto:fne@fitchicks.ca) and will be responded to within 2 business days. Please note that questions sent within 2 business day prior to deadline will not be responded to in time to reach the submission deadline. Please make sure to review assignments in advance and plan any questions accordingly.



## **QUIZ POLICY**

There will be quizzes issued during each module (For quiz dates, please see the “Calendar and Modules Overview”. You can access the quiz in the Members Only section under immediately following the live online classes. It is completed online.

## **FAQ’S TO LOG IN TO LIVE VIRTUAL CLASSES**

### **Online System**

All virtual classes are taught using [www. Zoom.us](http://www.zoom.us).

Please bookmark this link as all classes will be held according to the schedule at this link: <https://zoom.us/j/4427618664>

For testing and download links to apps for phone and tablets, please visit <https://support.zoom.us/hc/en-us/categories/201137166-Audio-Video-Sharing>

### **I can see the class on the screen but how do I hear what is being taught?**

The class requires to login to the video AND audio portion. For the audio portion, you can listen 2 ways:

1. Call through the internet via your computer
2. Call in via telephone.\* you will also need to log in to watch on your computer.

Please note that telephone numbers will be provided but not all are toll free. In the case the telephone number is not toll free in your area, please call in to listen via the internet. Please note all of this info will be included in the class email invite sent prior to class start.

### **The live workshop has started. Now what do I do?**

Please make sure to log in to the live classes 5 min prior. The class will start promptly at the scheduled time.

Once you have logged into the web login, please make sure to mute your computer audio by turning off your microphone or your telephone by pressing “mute”. This will avoid static and background noise to ensure everyone can hear the instructor.

In the event you log in late, please respect the other students and mute your audio as soon as logging in.

### **Can I ask questions during the live workshops on the video and audio conference?**

Yes – we love questions! As we will have our audio muted, questions can be typed into the live chat section. To ensure that all questions are answered and depending on how the lecture is structured, the instructor will address either as she goes or at the end of the session.



### **Do we get a break during the live classes?**

No- as we have A LOT of info to cover, we will not have a designated break. But the class will be taped for future reference in case you do need to take one.

### **I missed a class. How can access the class after the live date?**

Not to worry - All courses will be recorded and available for future reference. The course will be uploaded within 48 hours of live teaching in the Member's section.

While we understand that life happens, we STRONGLY recommended you keep pace with the program and watch any missed classes asap. This is a 12 week program of in class, at home study and practical hours and we will be covering a lot of info. We do not want you to feel overwhelmed so by keeping pace with the schedule and watching missed classes as soon as taped, you will not fall behind.

### **I can't log in during class. Who do I contact?**

We strongly recommend that you test prior to class time ss we do not have any live technical support. If you are experiencing technical issues during the live class, please reference the Zoom Help section at **for assistance**.

<https://support.zoom.us/hc/en-us/categories/201137166-Audio-Video-Sharing>

All classes will be taped for your future reference in the situation where you cannot access.



## **ADMINISTRATION**

### **Certificates**

Certificates will be issued to all students who have successfully completed the program by the due date of March 15, 2016 (3 months after program completion). If you have all materials in earlier, you will be eligible to receive your certificate prior. Please note e versions of the certificates will be issued asap to submit for proof of completion and mailed copies will be sent after the final due date.

### **Recertification**

Learning is an awesome lifelong process! To keep your Fitness and Nutrition Expert in good standing, you will be required to complete 8 hours (equivalent to 4 CEC's) each year of ongoing education.

Not to worry chicks – we provide FIT CHICKS University, an online tutorial system, to ensure you are growing and staying current in the field and submit each year to stay certified. The cost for recertification is \$89 + HST and is to be completed yearly along with your CPR (extra fee).



FIT CHICKS ACADEMY

FN 001 FITNESS: Module 1

## **COURSE OUTLINE**

**Total Sessions:** 10

**Dates:** Sept 28 – Nov 2, 2016

## **MODULE OVERVIEW:**

The fitness section of the Fitness & Nutrition Expert program is designed to give students an introduction to the principles of anatomy as they relate to the field of health & fitness instruction. The course provides a framework for the study of skeletal & muscular anatomy, conditioning & flexibility. It will also explore and study the body's energy and cardiovascular systems as they apply to fitness.

The fitness section will also teach students how to create and teach fierce, fun, effective and safe fitness classes for all levels and build effective at home personal training programs using little to no equipment.

## **Required Texts:**

- Course Notes by FIT CHICKS Fitness & Nutrition Expert Program
- Strength Training Anatomy - Frederic Delavier [http://www.amazon.ca/dp/0736092269/ref=pe\\_386430\\_126088100\\_TE\\_item](http://www.amazon.ca/dp/0736092269/ref=pe_386430_126088100_TE_item)
- Women's Strength Training Anatomy Workouts - Frederic Delavier [http://www.amazon.ca/dp/1450466036/ref=pe\\_386430\\_126088100\\_TE\\_item](http://www.amazon.ca/dp/1450466036/ref=pe_386430_126088100_TE_item)

## **Marking Breakdown:**

2 assignments – 30%

5 mini Quizzes – 25%

Written exam – 20%

Practical exam – 25%



## Session Outline

Date & Session	Content	Instructor	Learning Outcomes	Evaluations
Session 1:  Wed Sept 28 <sup>th</sup> 7-9pm	Assessment of current fitness trends  Basic Fitness Training Principles  Fitness Lingo 101  Create your fitness philosophy  Setting yourself up for fitness success	Laura	To introduce and give you a basic understanding of fitness terminology, the basic training principles as well as assess the current fitness market.  We will also create your personal fitness philosophy that we will build on throughout the program	Review Fun Sheet
Session 2:  Mon, Oct 3 7 -9pm	How to screen your clients  How to goal set with your clients  Legal, Insurance, Waivers	Laura	Provide you with the skills and tools to effectively and safely screen your clients prior to beginning training.	Quiz 1
Session 3:  Wed Oct 5th 7 -9pm  <i>(Please note this is a taped class. Please watch under Members Section)</i>	Introduction to FITT Principle, Skeletal Overview, Flexibility Training	Oonagh	Being able to identify major bones of human skeleton, learning anatomical position and joint movement terminology.  Be able to identify the importance of flexibility, the different types of flexibility, how to build an effective flexibility program.	Quiz 2
Session 4:  Sun, Oct 9th 12- 2pm  <i>(Please note this is a taped class. Please watch under Members Section)</i>	Muscular Anatomy and Conditioning	Oonagh	Learning major muscle groups, their functions and how to train them. Understanding the different types of muscle contractions and the benefits of strength training and recovery.	
Session 5:  Wed Oct 12 7-9pm  <i>(Please note this is a taped class. Please watch under</i>	Bioenergetics and Cardiorespiratory Concepts	Oonagh	Understanding ATP and how it is created aerobically and anaerobically. Being able to identify the fuel (macronutrients) used in each energy system and when an athlete might use them. Being	Quiz 3



Date & Session	Content	Instructor	Learning Outcomes	Evaluations
<i>Members Section)</i>			<p>able to create intervals training protocols to target specific energy systems.</p> <p>Understanding the anatomy and function of the cardiovascular and respiratory system. Understanding the benefits of cardiovascular training and how to create an individualized program.</p>	
Session 6: Mon Oct 17th 7-9pm	Components of a Fitness Class, Program Design and Development of fitness classes	Amanda	<p>How to breakdown a fierce fitness class from intro, warm up, body, cool down, stretch and wrap up</p> <p>How to create fierce, fun and effective fitness programs for your classes including indoor / outdoor workouts, partner work, games, drills, etc</p>	Quiz 4 Assignment 1 given
Session 7: Wed Oct 19th 7-9pm	Program Design cont'd Injuries and Modifications Teaching Levels	Amanda	How to teach levels, injuries and modifications	
Session 8 Mon Oct 24th 7-9pm	How to become a superstar instructor and how to teach	Amanda	How to teach a superstar class	Quiz 5 Co-op for Fitness can begin
Session 9 Mon Oct 31st 7 -9pm	Components of a Personal Training PT Program Design & Development	Laura	How to effectively train at home clients in a one on one setting, build awesome PT programs, use equipment and goal setting	Assignment 2 given
Session 10 Wed Nov 2 7-9pm	PT Program Design & Development cont'd Online Personal training	Laura	Continued-	Practical Exam reviewed Final Exam





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FN 002 NUTRITION: Module 2

## **COURSE OUTLINE**

**Total Sessions:** 5

**Dates:** Nov 9 - 21, 2016

## **MODULE OVERVIEW:**

The nutrition section of the Fitness & Nutrition Expert program is designed to give students an introduction to the principles of nutrition including macronutrients and micronutrients and how it is related in the fitness industry. It will also explore current mainstream issues such as blood sugar management, food intolerances and diabetes as well as the role diet plays as a prevention strategy.

The nutrition section will also teach students how to create healthy habit recommendations, create macronutrient based personalized programs for their clients, write and develop balanced recipes, and how to coach clients to make healthier nutritional choices for long term success

## **Required Texts & Videos**

- Course Notes by FIT CHICKS Fitness & Nutrition Expert Program
- “Fierce in 8” Recipe Book by FIT CHICKS
- “Practical Paleo” by Dianne Sanfilippino - <http://goo.gl/QQCY5H>

## **Recommended Readings** *(these are not required but recommended for future reference)*

- “Fed up” – *(This documentary can be rented for \$3.99 online at <http://goo.gl/cmjPv9> )*
- “Hungry for Change” – *(This documentary available on Netflix or can be rented online at <http://goo.gl/SNuKMh> )*
- “It Starts with Food” – by Dallas & Melissa Hartwig at <http://goo.gl/TLPMkP>
- “Fundamentals of Sports & Exercise Nutrition” by Marie Dulford - <http://goo.gl/6HDSOX>
- “Plant Based Diet for Dummies” by Marni Wasserman - <http://goo.gl/3iOjfl>

## **Marking Breakdown:**

1 assignments – 50%

1 mini Quizzes – 20%

Written exam – 30%



## Session Outline

Date & Session	Content	Instructor	Learning Outcomes	Evaluations / due dates
Session 1: Wed Nov 9th 7 – 9pm	Introduction to nutrition  Assessment of current nutrition trends, diets & the Canada's food guides  Nutrition Lingo: Calories, Macro nutrients, micronutrients & more!  Nutrition Myth Busters  Create your food philosophy	Laura	To introduce and give you a basic understanding of nutrition as it applies to fitness and wellness, the basic nutrition principles as well as assess the current state of nutrition market.  We will also learn what are the macronutrients and micronutrients.	Readings: Practical Paleo p32-41
Session 2:  Mon Nov 14 <sup>th</sup> 7– 9pm	Blood Sugar Management, Glycemic Index and Load  Sugar Burners vs Fat Burners  Types of carbs, proteins & fats – what are the best choices  The Complete in 3 Rule  Hormones & their role: Insulin, cortisol, etc  Cholesterol: why we need it!  Food allergies and intolerances: How inflammation can be affecting your clients  Muscle vs Fat: The great debate	Laura	To introduce and give you a basic understanding of the types of carbs, proteins and fats for optimal health including vegans and vegetarians  We will also explore the role of blood sugar management, hormones and cholesterol in overall health and how food allergies may be affecting your clients.	Reading: Practical Paleo P p 44 – 45, 80 - 89, 92 -111, 117, 140 - 145  FIT CHICKS “Fierce in 8” Book p3 - 5  Quiz 1  Fitness Assignment 1 Due
Session 3  Wed Nov 16 <sup>th</sup> 7-9pm	PART 1 : How to coach in nutrition  What is nutrition coaching and how it will help your client  How to screen your clients and make recommendations to improve nutrition  How to build a nutrition coaching plan for your client with healthy habits for all levels including	Laura	To understand the nutrition, water and supplements play in reaching fitness and health goals.  To understand how to utilize nutrient timing to get the best results.  Understanding the basics to supplementation, selecting	FIT CHICKS Fierce in 8 Book p12-20  Nutrition Assignment is given



Date & Session	Content	Instructor	Learning Outcomes	Evaluations / due dates
	lifestyle recommendations Label reading Nutrient Timing (How to eat Pre & Post Workout) H2O: The role of hydration Supplementation, protein powders and more Glorious Green Smoothies How to be a fierce, supportive nutrition coach your clients for results		protein powders and more.	
Session 4:  Sun Nov 20 <sup>th</sup> 12 - 3pm	PART 2: Building Macro Nutrient Based plans  Introduction to Flexible “Dieting”  What are macro based nutrition plans and when to use  How to screen your clients and calculate your clients nutrition needs  How to build macro based plans for specific goals  Nutrition strategies and how it applies to fitness muscle building, leaning out, etc)  Apps and tools to measure progress and keep track of your clients	Laura	Provide you with the skills and tools to effectively and safely calculate your clients specific nutrition needs.	
Session 5:  Mon Nov 21 <sup>st</sup> 7 -9pm	How to create balanced recipes and let their stories sell them!  How to write recipes & calculate nutritional values  How to create awesome nutrition challenges for your clients	Laura	To have the confidence, skills and tools to create and write delicious, nutritious and balanced recipes. Understand how to determine the	Fitness Assignment 2 due



## COURSE OUTLINE

**Total Sessions:** 3

**Dates:** Nov 23 - 28, 2016

## MODULE OVERVIEW:

The wellness section of the Fitness & Nutrition Expert program is designed to give students an introduction to understanding and incorporating wellness programs including stress relief techniques, the importance of sleep, understanding meditation, types of yoga and the power of thoughts to compliment fitness and nutrition coaching. It will also explore techniques not only to help clients, but to help students learn self-care techniques when working as a health professional and avoid burn out.

The wellness section will also serve as a time of self-discovery for the students to explore their goals and how to create vision boards and tools to reach their goals.

## Required Texts & Videos

- Course Notes by FIT CHICKS Fitness & Nutrition Expert Program

## Recommended Readings *(these are not required but recommended for future reference)*

- "Light on the Yoga Sutras of Patanjali" by B. K. S. Iyengar - <http://goo.gl/ryQpnx>
- "The Power of Now" by Eckhart Tolle - <http://goo.gl/6LuBh9>
- "Mindfulness an 8 Week Plan for Finding Peace in a Frantic World" - Mark Williams and Danny Penman  
<http://goo.gl/ZepmPn>
- "Anatomy of Movement" by Blandine Calais-Germain - <http://goo.gl/PIWSq3>
- "The Hormone Diet" by Dr. Natasha Turner - <http://goo.gl/jnkFR1>

## Marking Breakdown:

1 assignment – 50%

Written exam – 50%

## Session Outline



Date & Session	Content	Instructor	Learning Outcomes	Evaluations
Session 1: Wed Nov 23 7 – 9pm	Introduction to Wellness  The current factors affecting our wellness  Hormonal responses: The importance to choosing Love over Fear  How stress affects the body, the “fight or flight” & “rest & digest” systems  How sleep effects the body & sleep cycles  Detoxification systems: what they are and wellness techniques	Laura	To introduce and give a basic understanding of the current factors affecting our wellness and how stress is affecting our weight and health. We will explore the hormones that are released during stress induced states, the sympathetic and para sympathetic nervous systems and how sleep effects the body.  We will also take a look at the body’s detoxification systems and the role they	
Session 2:  Mon Nov 28 <sup>th</sup> 7– 9pm	Yoga principles  Types of yoga: When & how to recommend and use  The history of meditation  Vipassana, seated postures and love & kindness  Pressure point techniques to calm  Mantras and Affirmations: How to build  Taking care of yourself as a trainer:	Amanda	To introduce and give you a basic understanding of the types of yoga available to clients, the principles of yoga and how recommending yoga can enhance their programs.  We will also explore meditation, pressure point techniques and positive mantras as a wellness technique to help deal with stress and as a self care tool for trainers.	
Session 3:  Wed Nov 30 <sup>th</sup> 7-9pm	Setting boundaries for your clients to avoid burnout  Power thoughts for positive results  Self discovery: Are you living your best life?  How to build effective vision boards	Laura	To learn how to set boundaries for your clients to avoid burn out.  To introduce and explore the power of the mind, positive thinking techniques and tools to help you and your clients maintain a focused and positive mindset to assist with goal setting and stress relief.	Wellness Assignment is given



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FN 004 Business: Module 4

## **COURSE OUTLINE**

**Total Sessions:** 4

**Dates:** Dec 5 - 14, 2016

## **MODULE OVERVIEW:**

The business section of the Fitness & Nutrition Expert program is designed to give students an introduction to the principles of business. It will also explore not only how to determine what is your vision for your career, what type of business to open and how to register but techniques to brand, market, and sell your services to your ideal clients and make you stand out from the rest.

The business section will also serve as a time of business planning for the students to set themselves up to take action upon completing the program and bring all the learning from the FNE program to life!

## **Required Texts & Videos**

- Course Notes by FIT CHICKS Fitness & Nutrition Expert Program

## **Recommended Readings & Videos**

- “The Icarus Deception: How High Will You Fly?” by Seth Godin - <http://goo.gl/ZiRgQp>
- “The Big Leap” by Dr Gay Hendricks - <http://goo.gl/NYNp2t>
- “The Wealthy Barber Returns” by Dave Chilton <http://goo.gl/KAX7MI>
- “Marie TV” by Marie Forleo - <https://www.youtube.com/user/marieforleo>
- “Entrepreneurs on Fire Free” Podcasts - <http://www.eofire.com/>

## **Marking Breakdown:**

1 assignment – 50%

Written exam – 50%



## Session Outline

Date & Session	Content	Instructor	Learning Outcomes	Evaluations
Session 1: Mon Dec 5th 7 – 9pm	<p>Introduction to Business</p> <p>Create your vision</p> <p>Types of businesses: what do you want to be</p> <p>Business registration: How to register your business, trademark and name selection, HST number and accounting needs</p> <p>The principles of branding: why is it the most important thing to do!</p> <p>Personal Branding: How to develop your personal branding and brand positioning</p> <p>Target Market: Who is your target market and how to find your ideal client</p>	Laura	<p>To introduce and give a basic understanding of the principles of business, types of business and how to register your business.</p> <p>We will also explore what is your vision for your career or business, the principles of branding and how to develop your personal brand to make you stand out in the industry.</p> <p>Based on this information, we will begin to uncover who is your target market and ideal client for effective communications.</p>	Nutrition Assignment is due
Session 2: Wed Dec 7th 7– 9pm	<p>Competitive analysis- how to do to see what other peeps are doing in industry,</p> <p>Sales positioning: How much to charge and how to figure it out (you don't want to underprice or over price for services!)</p> <p>How to build a sales sheet with what you offer</p> <p>How to convert trial classes or freebies into buying customers</p> <p>How to write effective sales copy</p> <p>Grow your revenue: How to upsell your programs, bundle and maximize clients</p> <p>How to treat loyal clients: How to offer a loyalty program or return rates no matter how small you are.</p>	Amanda	<p>To introduce and give you a basic understanding of the sales process.</p> <p>We will explore how to create and price your programs, how to build a sales sheet and effective sales techniques to build and grow your client base including loyalty programs.</p>	



Date & Session	Content	Instructor	Learning Outcomes	Evaluations
Session 3:  Mon Dec 12th 7-9pm	Website building: How to create an awesome website  Creating your logo  The principles of marketing: The 4 P's  How to develop your marketing messages  List building strategies  Communications Plan: How & when to communicate with  Grass Roots (and FREE!) Marketing Techniques  Social media marketing	Laura	To introduce and give you a basic understanding of marketing. Areas of focus will include creating your logo based on your personal brand, building an awesome website,  We will also explore how to build an effective communications plan, list building strategies, grass roots (and FREE) marketing techniques to grow your business and how to social media marketing.	Business Assignment is given
Wed Dec 14th 7-9pm	Public Relations 101: The Basics  Get noticed by media: How to write a pitch  Key messages: what they are and how to create  Awards and recognition  Business Planning: Let's put it all together with a business plan		To introduce and give you a basic understanding of public relations.  Understanding how to write a pitch to get noticed by media and key messages to promote your program  We will wrap up the business section by looking at a business plan and how to put it all together.	Wellness Assignment Due  *Business Assignment due by Dec 31