



**FITNESS & NUTRITION EXPERT PROGRAM**

**FITNESS SESSION 6:**  
Components of a Fitness Class, Program Design and Development




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**What we are going to cover**



**CLASS DEVELOPMENT VS PROGRAM DEVELOPMENT**

- The 3 C's
- The Follow Up
- Providing Feedback

**CLASS DESIGN**

- Warm up
- Body Of The Workout
- Cool Down
- Class Wrap Up

**DIFFERENT PROGRAMMING OPTIONS:**

- Progressive programs
- Interval training
- HIIT
- SMIT
- Bootcamp

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**What we are going to cover**



**DIFFERENT PROGRAMMING OPTIONS:**

- PHA
- AMRAP

**AWESOME ADD ONS TO ANY PROGRAM:**

- Partner work
- Team Building
- Obstacle courses
- Circuits
- Isometric ladders
- Pyramids

**FINAL NOTES ON PROGRAM DEVELOPMENT:**

- Create it, own it and love it!

**QUIZ #4**

**ASSIGNMENT #1:**

- Review assignment

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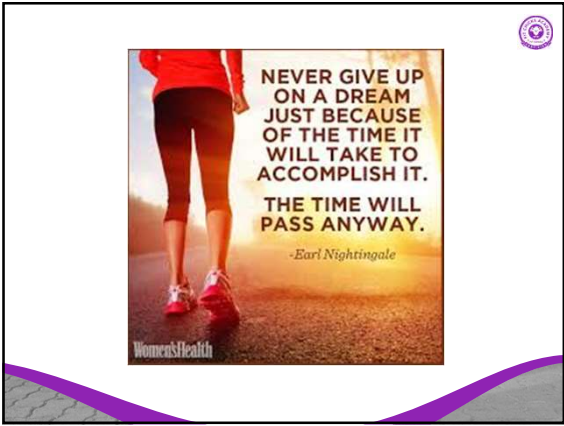
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**What you need before we start**

1. Water
2. Put your finger tips together
3. Take 3 deep breaths



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**CLASS DEVELOPMENT VS PROGRAM DESIGN**

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There is a big difference between class development and designing a program



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Classes are generally:

- One off programming
- No progression for clients
- No specific pattern or signature programming to you
- No commitment from clients



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Program design needs to be more specific and designed around the 3 C's of program design

1. Connection
2. Community
3. Commitment



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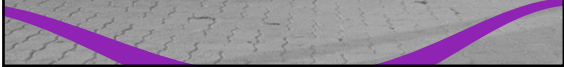
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**CONNECTION**



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**CONNECTION**

Connection is key as one of the leading driving forces for purchasing is emotion.

If you do not develop a connection with your clients in and outside of class you will miss out on a very important step in program development.





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**CONNECTION**

Yes members will show up because you have a great class but what happens when you understand them, know their why and are clear about their goals?

You have members who are connected to you, your brand and identify with this.





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## CONNECTION

Ways to build connection in your program development:

1. Always have some one on one time with your client at the start to find out their why. Best time to do this is during fitness assessment at the start of any program
2. Share knowledge and information to support their goals
3. Ask questions!
4. Remember their name and what they told you – treat them like your BFF



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## BUILD YOUR COMMUNITY

## BUILD YOUR COMMUNITY

It is not just a class, it is a program



## BUILD YOUR COMMUNITY



- Class unity
- Create a personal approach to the program
- Have a private members area or FB group
- Run challenges in class and outside of class to keep engagement
- Share recipes and treats
- Group effort of common goal to work towards (think mud run or 5k run etc to sign up as a team)
- Outside of sessions

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## BUILD YOUR COMMUNITY



Develop relationships with your clients and within your groups




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## BUILD YOUR COMMUNITY



Have personalized programs for your groups and clients to fit the goals

**SEPT & OCT**  
**SEPT WORKOUT MAP**  
Build your Best Body and Fitness with us!

PHYSICIAN: DR. TERRY / NATA PROPHYLAXIS OFFICE AND CLINIC [www.FITCHECKS.ca](http://www.FITCHECKS.ca)

| Month | Week | Day | Activity | Time        | Location | Notes             |
|-------|------|-----|----------|-------------|----------|-------------------|
| Sept  | 1    | Mon | Cardio   | 10:00-11:00 | Indoor   | Cardio workout    |
|       |      | Tue | Strength | 10:00-11:00 | Indoor   | Strength training |
|       |      | Wed | Cardio   | 10:00-11:00 | Indoor   | Cardio workout    |
|       |      | Thu | Strength | 10:00-11:00 | Indoor   | Strength training |
| Sept  | 2    | Mon | Cardio   | 10:00-11:00 | Indoor   | Cardio workout    |
|       |      | Tue | Strength | 10:00-11:00 | Indoor   | Strength training |
|       |      | Wed | Cardio   | 10:00-11:00 | Indoor   | Cardio workout    |
|       |      | Thu | Strength | 10:00-11:00 | Indoor   | Strength training |
| Sept  | 3    | Mon | Cardio   | 10:00-11:00 | Indoor   | Cardio workout    |
|       |      | Tue | Strength | 10:00-11:00 | Indoor   | Strength training |
|       |      | Wed | Cardio   | 10:00-11:00 | Indoor   | Cardio workout    |
|       |      | Thu | Strength | 10:00-11:00 | Indoor   | Strength training |
| Sept  | 4    | Mon | Cardio   | 10:00-11:00 | Indoor   | Cardio workout    |
|       |      | Tue | Strength | 10:00-11:00 | Indoor   | Strength training |
|       |      | Wed | Cardio   | 10:00-11:00 | Indoor   | Cardio workout    |
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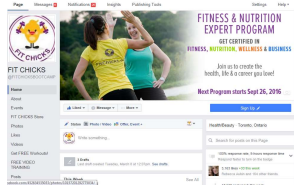
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## BUILD YOUR COMMUNITY



Set up private chat groups to get people talking outside of class



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## BUILD YOUR COMMUNITY



Develop engaging outside of class challenges and program extensions



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## BUILD YOUR COMMUNITY



Sign up for a team event that you all work towards in the programming

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**COMMITMENT**



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**COMMITMENT** 

Within a program people are proven to complete the program 76% of the time vs trying to complete it on their own according to study by NBC news.

People know what they need to do to get healthy, what they need is someone to be accountable to with themselves and their goals.



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**COMMITMENT** 

Structuring a program without drop in class options and instead having very clear structure in place (example 8 week commitment 2 x per week every Monday and Wednesday from 6-7PM) will give them no excuses to not show up.

With drop in classes you are giving them an out.

Nobody knows if they are coming  
Nobody tracks or follows up  
There is no accountability



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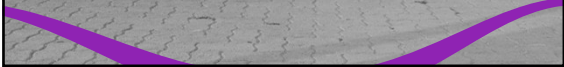
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**FOLLOW UP**



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**FOLLOW UP** 

Follow up is just as important after the class as it is during the programming.

Have a structure in place that is clear.

Example:  
If you miss a class within the 8 week program I will email or call you to find out why  
There is no carry over for this class so make sure to show up  
Every week we will have a challenge for the weekend that we will check in Monday in class to be sure all completed it!  
During the week you will be given your 8 week guide to follow outside of class for maximum results



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**FOLLOW UP** 


Creates accountability with your clients and you



BEFORE



AFTER - 100lbs Lost!



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## FOLLOW UP



Shows that you actually care about them and their goals and their why



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## FOLLOW UP



This is your opportunity to support clients outside of classes and sessions!

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## THE FOLLOW UP



Amazing opportunity for you to gain feedback to ensure your clients are connecting to you and the program

Also, since leaving England (2 xmas's ago) I actually Skype with Amanda while there a few times! So I'm going to say this is when I was at my HEAVIEST. I have lost 30 pounds!!! At my university weight and feeling so strong and healthy! Small changes made to my daily life and the weight loss was just a byproduct! Had to share because you ladies gave me the tool to change my mind set! Thanks!!!

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Providing Feedback

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Providing feedback

- Handle clients and their needs
- Different goals
- Discouraged from results
- Emotional side to fitness
- How to know when it is time to let go of a client

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CLASS DESIGN

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## CLASS DESIGN

When developing your class it is important to have a flow or signature style you are building this will make your clients feel this is unique to you as well as become familiar with your approach.



## CLASS DESIGN

This does not mean to repeat the same class over and over again!

If you are bored teaching it, they are bored taking it!



## CLASS DESIGN

Each class should have the basics:

1. Beginning (Warm Up)
2. Middle (Body of the Workout)
3. End (Cool Down)



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## The warm up

### What is a warm up?

Using a warm up is a way to prepare your body for physical activity.

### Different types of warm ups

- Passive warm up
- General or non-specific warm up
- Specific warm up
- Dynamic warm up



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## Why warm ups rule!

- Gets blood flowing and heart pumping
- Get your head in the game
- Prepares the body for the work ahead
- Increases blood flow to the muscles
- Promotes sweating
- Increase overall coordination
- Get like Gumby and get ready to rock your workout
- Decrease potential for injury and overall soreness



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## Body of the class

The training portion of the workout and should be more intense than the warm up or cool down portion.

The body of the class is just as important as the warm up and cool down but for different reasons:

- Portion where you are breaking down muscle tissue to be rebuilt leaner and stronger
- Building up cardiovascular systems and heart
- Burning the majority of calories throughout the actual session



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## Body of the class

- Cardiovascular or endurance training
- Strength Training
- Balance
- Flexibility

This area of the workout will vary greatly from person to person depending on fitness level and goals.




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## Tips for programming development in the body of the workout




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## PUSH /PULL VERTICAL AND HORIZONTAL Balance muscle groups

81 - 04-3-02097

|          | Primary Movers                        | Primary Movers                        |
|----------|---------------------------------------|---------------------------------------|
| Neck     | Stiloid                               | Triceps                               |
| Shoulder | Pectoralis Major                      | Posterior Deltoids                    |
| Shoulder | Deltoids, Supraspinatus               | Lateralis Dorsi                       |
| Shoulder | Subscapularis, Teres Major            | Infraspinatus, Teres Minor            |
| Scapulae | Upper Trapezius                       | Lower Trapezius, Pectoralis Minor     |
| Scapulae | Mid-Trapezius, Rhomboids              | Pectoralis Minor, Semitarsus Anterior |
| Spine    | Rectus Abdominis                      | Erector Spinae                        |
| Hip      | Iliopsoas, Rectus Femoris             | Gluteus Maximus, Hamstrings           |
| Hip      | Gluteus Medius                        | Hip Adductors                         |
| Knee     | Hamstrings                            | Quadriceps                            |
| Ankle    | Tibialis Anterior                     | Gastrocnemius, Soleus                 |
| Ankle    | Tibialis Anterior, Tibialis Posterior | Extensor Digitorum Longus, Peroneals  |

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PUSH /PULL VERTICAL AND HORIZONTAL



# PUSH/PULL/LEGS

| PUSH                                                                                                                                                                                                                                                                                                                                                                    | PULL                                                                                                                                                                                                                                                                                                                                                                       | LEGS                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <ul style="list-style-type: none"><li>- BENCH PRESS</li><li>- OVERHEAD PRESS</li><li>- INCLINE DUMBBELL PRESS</li><li>- TRICEPS DIPS</li><li>- TRICEPS EXTENSIONS</li><li>- DUMBBELL SHOULDER PRESS</li><li>- CHEST FLYS</li><li>- TRICEP PUSHDOWNS</li><li>- SIDE LATERALS</li></ul> |  <p>MADE BY: @PHOTOFITNESSCULTURE</p> <ul style="list-style-type: none"><li>- BENT OVER ROWS</li><li>- PULL UPS</li><li>- DUMBBELL ROWS</li><li>- CHIN UPS</li><li>- BARRBELL CURLS</li><li>- DUMBBELL CURLS</li><li>- PULLOVERS</li><li>- HAMMER CURLS</li><li>- LAT PULLDOWNS</li></ul> |  <ul style="list-style-type: none"><li>- SQUATS</li><li>- DEADLIFTS</li><li>- ROMANIAN DEADLIFTS</li><li>- LEG PRESS</li><li>- BURET SQUATS</li><li>- LUNGES</li><li>- LEG EXTENSIONS</li><li>- LEG CURLS</li><li>- CALVE RAISES</li></ul> |

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Start with something explosive



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Challenge but never overwhelm your group or client



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Always have a plan in place



A goal without a plan  
is just a wish.

Andrew D. Young

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Then have a back up plan

**PLAN:**  
**B**

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**Cool Down**

**WHAT IS A COOL DOWN?**  
Cooling down after your workout allows for a gradual recovery of heart rate and blood pressure.

**DIFFERENT TYPES OF COOL DOWNS:**  
Mimic movement  
Static Stretch



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## Purpose of the cool down

- Get the blood flowing freely back to the heart
- Bringing the heart rate back down to about 100-120 beats per minute
- Reduces the lactic acid build up
- Reduce possibility of injury
- Always have a consistent "closer"



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## Class wrap up

- Use this time to engage
- Talk about program details
- Take a personal approach
- Celebrate your chicks
- Share your vision and message
- Next session teaser



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## Different Programming Options



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## Modalities for Training

- Progressive Programs
- Interval Training
- HIIT
- SMIT
- Tabatas
- Bootcamp
- PHA
- AMRAP



## Progressive programs

- Traditionally used in strength workouts
- Increase weight resistance over time to have more "gains"
- Proper form is #1
- Cardio can also be progressive



## Progressive programs

Three main types of progressive resistance exercises

1. Isotonic
2. Isometric
3. Isokinetic



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## Interval programs

### What is this?

Simply put, short bursts of intensity followed by a recovery period or lighter activity

Create workouts by changing the time, intensity or duration of each interval based on goals, target heart rate and peak oxygen intake.



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## Interval programs

### Pros:

- Burns more calories
- Improves aerobic capacity
- Nothing fancy required
- Keeps things interesting

### Cons:

- Too intense for some people
- Not following the right flow can lead to injury
- Point of view on a workout



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## HIIT

### What is HIIT?

Training method where you give it 100% of your effort and intensity for short bursts and then have active recovery

### Pros:

- Increases metabolism
- Quick = no more gym rat
- No equipment necessary
- Improved glucose and fat burning

### Cons:

- Can be too intense for some peeps
- If not working at max effort will not get maximum results or true effect



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## SMIT

### What is SMIT?

Supramaximal Interval Training is performing at a maximum effort for a burst of movement followed by full rest periods.

### Pros:

- More beneficial for active people
- Great for women
- Improve speed, endurance and agility
- No equipment required

### Cons:

- Too intense for some peeps
- Timing is tough to determine
- Can become repetitive and boring



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## Tabatas

### What are Tabatas?

They are a form of HIIT training where you work at your maximum effort for shorter periods of time to raise your VO2 max levels with short rest periods in between.

### How to teach them:

Simply put it is 20 seconds as big as you can go and then a 10 second rest period for a total of 8 rounds.

### Create more challenge:

- Add weights
- Up tempo
- Use tools to create awareness of heart rate
- Count reps



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## Bootcamp

### What is bootcamp?

Type of interval training with short intense bursts of cardio followed by strength recovery. Usually based around calisthenics and includes a variety of drills and basic movements such as push ups, lunges, squats, pull ups and sprinting.

### Pros:

- Offer a more varied workout
- Create a community
- Little to no equipment required
- Improve strength and conditioning

### Cons:

- Too intense
- Ballistic movements can cause injury
- Program design can be challenging



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## PHA TRAINING

What is PHA Training:  
PHA is also known as Peripheral Heart Action Training.

Method is to focus on upper body than lower body movements with no rest in between each exercise forcing the heart to pump blood to upper than lower body.

PHA forces blood to circulate quickly through the body, increasing caloric expenditure and theorized to decrease body fat and increase lean muscle mass.



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## AMRAP

What is AMRAP?  
AMRAP stands for as many reps as possible or as many rounds as possible.

This approach has become much more popular due to Crossfit

Example:  
Complete the following 5 exercises for 10 reps each as many times as possible in 20 minutes.

OR

Complete as many reps of burpees you can in 5 minutes



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## Awesome Add Ons



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## Awesome Add Ons



- Partner work
- Team building exercises
- Obstacle courses
- Circuit training
- Isometric ladders
- Pyramids



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## Partner work

Have peeps partner up to challenge themselves with drills, exercises and role swaps.

### Pros:

- Awesome way to create sense of community
- Peeps work harder and push themselves more
- Partner acts like a mirror reflection for them
- Fun alternative to standard moves

### Cons:

- Peeps can focus more on conversation rather than exercise
- Create feeling of discouragement
- Difficult to facilitate
- Odd number of peeps



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## Partner work: 90 moves in 9 minutes



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## Team building

Team building exercises and drills are an amazing way to create a sense of community in your class and among your students or client.

**Pros:**

- Fun element to your program
- Sense of community is built
- Peeps push harder in team exercises
- Change of pace for programming
- Great for corporate or employee programming

**Cons:**

- Create feeling of failure and or anxiety among clients
- Hard to explain and or understand
- Lots of set up required
- Competitive energy in class and or with client



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## Team building 101

Excellent resource:

<http://bootcampideas.com/teambuilding/>



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## Circuit training

Using HIIT create circuits to challenge clients to a full body workout involving cardiovascular and strength movements

**Pros:**

- Exciting and explosive
- Constantly changing and challenging participants
- Time flies
- Little to no equipment required
- Can individualize programming

**Cons:**

- Difficult to maintain intensity
- Challenging to motivate
- Time required for explanation
- Not enough equipment or space



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## Isometric ladders

Isometric ladders involve holding an isometric movement for a period of time and gradually increasing or decreasing the time in which the movement is held.

For example: Isometric ladder using Squats  
Squat low hold for 1 count – come to stand  
Squat low hold for 2 count – come to stand  
Squat low hold for 3 count – come to stand  
Repeat sequence until you reach 10, 20 etc.



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## Pyramid training

Pyramid training uses an upward and or downward sequence in reps, weight or sets to help you maximize your fitness goals.

3 main types of pyramid training:

1. Ascending pyramids: Increase the weight and decrease the reps
2. Descending pyramids: decrease the weight and increase the reps
3. Triangle pyramids: You can do both ascending and descending pyramids



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## Obstacle courses

Create effective full body courses to challenge individuals to their maximum efforts

Difference between obstacle course and circuits is AMRAP

**Pros:**

- Can be as complicated or simple as you want
- Use your elements and environment
- Great team building
- Can be individual or team built
- Awesome way to use AMRAP
- Little to no equipment required

**CONS:**

- Complicated to explain
- Difficult to control and motivate
- Levels and modifications can be challenging
- Split concentration for you
- Large groups



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## FINAL NOTES ON PROGRAM DEVELOPMENT



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## PROGRAM DEVELOPMENT

Create it!

Own it!

Love it!



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## Create it!

- Plan in advance – if you fail to plan then you plan to fail!
- Give your self space to be creative
- Avoid the default
- Do your research
- Go BIG!
- Teach a class you would attend



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Own it!

- Be a leader in your community
- Be responsible for your clients and their needs and goals
- Know your limits
- Teach your class

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Love it!

- Teach with integrity and heart
- Show up each and every time
- Feed off of the energy of your peeps
- Remember why you are in this industry in the first place
- Remember the laws of attraction

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**Recap**

**CLASS DEVELOPMENT VS PROGRAM DEVELOPMENT**

- The 3 C's
- The Follow Up
- Providing Feedback

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**Recap**

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- Create it, own it and love it!

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**ASSIGNMENT #1:**

- Review assignment



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**Any questions or inquiries,  
please email:**

[fne@fitchicks.ca](mailto:fne@fitchicks.ca)



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