



Qualification  
Guidance  
Syllabus

# Level 3 Diploma in Personal Training and Business Skills for Fitness Professionals

Qualification  
Accreditation Number:  
**600/9744/9**  
Version AIQ005042

**Active iQ**

Active IQ wishes to emphasise that whilst every effort is made to ensure accuracy, the material contained within this document is subject to alteration or amendment in terms of overall policy, financial or other constraints. Reproduction of this publication is prohibited unless authorised by Active IQ Ltd. No part of this document should be published elsewhere or reproduced in any form without prior written permission.

# Active IQ Level 3 Diploma in Personal Training and Business Skills for Fitness Professionals

**Qualification Accreditation No: 600/9744/9**

## Introduction

The Active IQ Diploma in Personal Training and Business Skills for Fitness Professionals is at level 3 on the Regulated Qualifications Framework. It also provides access onto The Register of Exercise Professionals (REPs) at level 3.

**Guided** learning hours: 261    Total Qualification Time: 380    Credit: 38

Minimum credit to be achieved at or above the level of the qualification	30
Requirements other than the award of credit which needs to be met before the qualification is awarded:	None
Exemptions:	None

## Entry Requirements

- A suitable Level 2 qualification in Fitness Instructing (Gym)
- The course requires physical exertion and individual participation is essential, therefore a degree of physical fitness is necessary
- There is also an element of communication (discussing, presenting, reading and writing) involved and learners should have basic skills in communication pitched at level 2

## Qualification Outline

### Target Learners:

- Learners aged 16+
- Gym instructors wishing to pursue a career in the health and fitness sector as personal trainers
- Individuals, who already hold a gym instructor qualification, wishing to become self-employed running their own personal training business

### Aim:

- To develop learners with existing knowledge and skills in gym instruction who would like to pursue a career in personal training

### Objectives:

- To provide learners with the knowledge of anatomy and physiology, functional kinesiology and concepts and components of fitness
- To provide learners with the knowledge and skills to assess a clients current health and fitness status
- To provide learners with the knowledge and skills to be able to plan and conduct a physical activity session, within a variety of environments using multiple resources
- To provide learners with the knowledge and skills to perform a client consultation using the most accepted methods and providing strategies for successful behaviour change
- To provide learners with the knowledge and skills to be able communicate effectively to build successful relationships with their clients and other health care professionals
- To provide learners with the knowledge to be able to prepare for employment or to set up in business on a

self-employed basis

- To provide learners with the knowledge and skills to be able to manage, evaluate and improve own performance
- To provide learners with the knowledge to be able to offer nutritional advice for physical activity based on clients needs

### **Progression:**

This qualification provides progression to:

- Active IQ Level 3 Diploma in Exercise Referral
- Active IQ Level 3 NVQ Diploma in Personal Training
- Active IQ Level 3 Diploma in Instructing Pilates Matwork
- Active IQ Level 3 Diploma in Teaching Yoga

### **Links to National Occupational Standards**

This qualification has direct links to a number of National Occupational Standards suites in the Active Leisure Sector

- Instructing Physical Activity and Exercise

## Tutors, Assessors and Internal Verifiers

### Required Criteria

#### All Tutors, Assessors and Verifiers must:

- Possess a discipline specific qualification equivalent to the qualification being taught
- Have relevant industry experience
- Demonstrate active involvement in a process of industry relevant Continued Professional Development during the last two years

### Tutors

Tutors must hold, or be working towards a teaching qualification.

The following are acceptable:

- Level 3 Award in Preparing to Teach in the Lifelong Learning Sector (PTTLS)
- Level 3 Award in Education and Training
- Level 4 Award in Preparing to Teach in the Lifelong Learning Sector (PTTLS)
- Level 4 Certificate in Teaching in the Lifelong Learning Sector (CTTLS)
- Level 4 Certificate in Education and Training
- Level 5 Diploma in Teaching in the Lifelong Learning Sector (DTTLS)
- Level 5 Diploma in Education and Training
- Certificate in Education

### Assessor

Assessors must hold or be working towards any of the following:

- Level 3 Award in Understanding the Principles and Practices of Assessment or
- Level 3 Award in Assessing Vocationally Related Achievement or
- Level 3 Award in Assessing Competence in the Work Environment or
- Level 3 Certificate in Assessing Vocational Achievement , or
- A1 (previously D32, D33)

### Internal Verifier

Internal verifiers must hold or be working towards any of the following:

- Level 4 Award in Understanding the Internal Quality Assurance of Assessment Processes and Practice or
- Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice or
- Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice or
- V1 (previously D34)

All new assessors and quality assurance staff must be given a clear action plan for achieving the appropriate qualification(s) and should be countersigned by an appropriately qualified individual until the qualification(s) are achieved.

## Active IQ Level 3 Diploma in Personal Training and Business Skills for Fitness Professionals

### Qualification Structure

This qualification comprises of eight mandatory units.

### Mandatory Units

Learners who have achieved a Level 2 Fitness Instructing qualification or an NQF Active IQ Level 2 Fitness Instructing qualification (500/1803/6) or equivalent (Skills Active have agreed exemption for these specific NQF qualifications) will have already achieved the following three units at Level 2.

Unit	Unit accreditation number	Level	Credit
Know how to support clients who take part in exercise and physical activity	M/600/9015	2	2
Health, safety and welfare in a fitness environment	T/600/9016	2	2
Principles of exercise, fitness and health	A/600/9017	2	4

Learners who hold a Level 2 qualification in Gym instructing which is not an agreed equivalent/ exemption to the three units detailed above may require further guidance and support to ensure the correct learning pathway is selected to achieve the required units. For those who need to complete the above units an additional digital Learner Achievement Portfolio (L.A.P.) is available from Active IQ.

Unit	Unit accreditation number	Level	Credit
Anatomy and physiology for exercise and health	A/600/9051	3	6
Applying the principles of nutrition to a physical activity programme	L/600/9054	3	6
Programming personal training with clients	F/600/9052	3	7
Delivering personal training sessions	J/600/9053	3	9
Improving your business skills	F/503/1798	3	2

Successful achievement of all eight mandatory units must be achieved for the full qualification.

<b>Learning outcomes</b> <b>The learner will:</b>	<b>Assessment criteria</b> <b>The learner can:</b>
1. Understand the heart and circulatory system and its relation to exercise and health	1.1 Explain the function of the heart valves 1.2 Describe coronary circulation 1.3 Explain the effect of disease processes on the structure and function of blood vessels 1.4 Explain the short and long term effects of exercise on blood pressure, including the valsalva effect 1.5 Explain the cardiovascular benefits and risks of endurance aerobic training 1.6 Define blood pressure classifications and associated health risks
2. Understand the musculoskeletal system and its relation to exercise	2.1 Explain the cellular structure of muscle fibres 2.2 Describe the sliding filament theory 2.3 Explain the effects of different types of exercises on muscle fibre type 2.4 Identify and locate the muscle attachment sites for the major muscles of the body 2.5 Name, locate and explain the function of skeletal muscle involved in physical activity 2.6 Identify the anatomical axis and planes with regard to joint actions and different exercises 2.7 Explain the joint actions brought about by specific muscle group contractions 2.8 Describe joints/joint structure with regard to range of motion/movement and injury risk 2.9 Describe joint movement potential and joint actions 2.10 Describe the structure of the pelvic girdle and associated muscles and ligaments
3. Understand postural and core stability	3.1 Describe the structure and function of the stabilising ligaments and muscles of the spine 3.2 Describe local muscle changes that can take place due to insufficient stabilisation 3.3 Explain the potential effects of abdominal adiposity and poor posture on movement efficiency 3.4 Explain the potential problems that can occur as a result of postural deviations 3.5 Explain the impact of core stabilisation exercise and the potential for injury/aggravation of problems 3.6 Explain the benefits, risks and applications of the following types of stretching: <ul style="list-style-type: none"> <li>• static (passive and active)</li> <li>• dynamic</li> <li>• proprioceptive Neuromuscular Facilitation</li> </ul>
4. Understand the nervous system and its relation to exercise	4.1 Describe the specific roles of: <ul style="list-style-type: none"> <li>• the central nervous system (CNS)</li> <li>• the peripheral nervous system (PNS) including somatic and autonomic systems</li> </ul> 4.2 Describe nervous control and transmission of a nervous impulse 4.3 Describe the structure and function of a neuron 4.4 Explain the role of a motor unit 4.5 Explain the process of motor unit recruitment and the significance of a motor unit's size and number of muscle fibres 4.6 Explain the function of muscle proprioceptors and the stretch reflex 4.7 Explain reciprocal inhibition and its relevance to exercise 4.8 Explain the neuromuscular adaptations associated with exercise/training 4.9 Explain the benefits of improved neuromuscular coordination/efficiency to exercise performance

<p>5. Understand the endocrine system and its relation to exercise and health</p>	<p>5.1 Describe the functions of the endocrine system            5.2 Identify the major glands in the endocrine system            5.3 Explain the function of hormones including:</p> <ul style="list-style-type: none"> <li>• growth hormone</li> <li>• thyroid hormones</li> <li>• corticosteroids</li> <li>• catecholamines</li> <li>• insulin</li> <li>• glucagon</li> </ul>
<p>6. Understand energy systems and their relation to exercise</p>	<p>6.1 Identify the contribution of energy according to:</p> <ul style="list-style-type: none"> <li>• duration of exercise/activity being performed</li> <li>• type of exercise/activity being performed</li> <li>• intensity of exercise/activity being performed</li> </ul> <p>6.2 Identify the by-products of the three energy systems and their significance in muscle fatigue</p> <p>6.3 Describe the effect of endurance training/advanced training methods on the use of fuel for exercise</p>
<p>Assessment</p>	<p>Theory paper</p>



<b>Learning outcomes</b> <b>The learner will:</b>	<b>Assessment criteria</b> <b>The learner can:</b>
<p>1. Understand the principles of nutrition</p>	<p>1.1 Describe the structure and function of the digestive system</p> <p>1.2 Explain the meaning of key nutritional terms including:</p> <ul style="list-style-type: none"> <li>• diet</li> <li>• healthy eating</li> <li>• nutrition</li> <li>• balanced diet</li> </ul> <p>1.3 Describe the function and metabolism of:</p> <ul style="list-style-type: none"> <li>• macro nutrients</li> <li>• micro nutrients</li> </ul> <p>1.4 Explain the main food groups and the nutrients they contribute to the diet</p> <p>1.5 Identify the calorific value of nutrients</p> <p>1.6 Explain the common terminology used in nutrition including:</p> <ul style="list-style-type: none"> <li>• UK dietary reference values (DRV)</li> <li>• recommended daily allowance (RDA)</li> <li>• recommended daily intake (RDI)</li> <li>• glycaemic Index</li> </ul> <p>1.7 Interpret food labelling information</p> <p>1.8 Explain the significance of healthy food preparation</p> <p>1.9 Explain the relationship between nutrition, physical activity, body composition and health including:</p> <ul style="list-style-type: none"> <li>• links to disease / disease risk factors</li> <li>• cholesterol</li> <li>• types of fat in the diet</li> </ul>
<p>2. Understand key guidelines in relation to nutrition</p>	<p>2.1 Identify the range of professionals and professional bodies involved in the area of nutrition</p> <p>2.2 Explain key healthy eating advice that underpins a healthy diet</p> <p>2.3 Describe the nutritional principles and key features of the National food model/guide</p> <p>2.4 Define portion sizes in the context of the National food model/guide</p> <p>2.5 Explain how to access reliable sources of nutritional information</p> <p>2.6 Distinguish between evidence-based knowledge versus the unsubstantiated marketing claims of suppliers</p>
<p>3. Understand nationally recommended practice in relation to providing nutritional advice</p>	<p>3.1 Explain professional role boundaries with regard to offering nutritional advice to clients</p> <p>3.2 Explain the importance of communicating health risks associated with weight loss fads and popular diets to clients</p> <p>3.3 Evaluate the potential health and performance implications of severe energy restriction, weight loss and weight gain</p> <p>3.4 Identify clients at risk of nutritional deficiencies</p> <p>3.5 Explain how cultural and religious dietary practices can influence nutritional advice</p> <p>3.6 Describe safety, effectiveness and contraindications relating to protein and vitamin supplementation</p> <p>3.7 Explain why detailed or complex dietary analysis that incorporates major dietary change should always be referred to a Registered Dietician</p>
<p>4. Understand the relationship between nutrition and physical activity</p>	<p>4.1 Define the role of carbohydrate, fat and protein as fuels for aerobic and anaerobic energy production</p> <p>4.2 Explain the components of energy expenditure and the energy balance equation</p> <p>4.3 Explain how to calculate an estimate of Basal Metabolic Rate (BMR)</p> <p>4.4 Explain how to estimate energy requirements based on physical activity levels and other relevant factors</p> <p>4.5 Identify energy expenditure for different physical activities</p> <p>4.6 Evaluate the nutritional requirements and hydration needs of clients engaged in physical activity</p>

<p>5. Understand how to collect information relating to nutrition</p>	<p>5.1 Explain why it is important to obtain clients' informed consent before collecting nutritional information</p> <p>5.2 Describe the information that needs to be collected to offer nutritional advice to clients</p> <p>5.3 Explain the legal and ethical implications of collecting nutritional information</p> <p>5.4 Describe different formats for recording nutritional information</p> <p>5.5 Explain why confidentiality is important when collecting nutritional information</p> <p>5.6 Describe issues that may be sensitive when collecting nutritional information</p> <p>5.7 Explain different methods that can be used to measure body composition and health risk in relation to weight</p>
<p>6. Understand how to use nutritional information</p>	<p>6.1 Describe basic dietary assessment methods</p> <p>6.2 Explain how to analyse and interpret collected information so that clients' needs and nutritional goals can be identified with reference to the National food model/guide recommendations</p> <p>6.3 Describe how to interpret information gained from methods used to assess body composition and health risk in relation to weight</p> <p>6.4 Explain how to sensitively divulge collected information and 'results' to clients</p> <p>6.5 Explain how to recognise the signs and symptoms of disordered eating and healthy eating patterns</p> <p>6.6 Describe the key features of the industry guidance note on 'Managing users with suspected eating disorders'</p> <p>6.7 Explain the circumstances in which a client should be recommended to visit their GP about the possibility of referral to a Registered Dietician</p>
<p>7. Understand the principles of nutritional goal setting with clients</p>	<p>7.1 Explain how to apply the principles of goal setting when offering nutritional advice</p> <p>7.2 Explain how to translate nutritional goals into basic healthy eating advice that reflects current National guidelines</p> <p>7.3 Explain when people other than the client should be involved in nutritional goal setting</p> <p>7.4 Define which other people could be involved in nutritional goal setting</p> <p>7.5 Identify the barriers which may prevent clients achieving their nutritional goals</p> <p>7.6 Explain how to apply basic motivational strategies to encourage healthy eating and prevent non-compliance or relapse</p> <p>7.7 Explain the need for reappraisal of clients' body composition and other relevant health parameters at agreed stages of the programme</p>
<p>8. Be able to collect and analyse nutritional information</p>	<p>8.1 Collect information needed to provide clients with appropriate healthy eating advice</p> <p>8.2 Record information about clients and their nutritional goals in an approved format</p> <p>8.3 Analyse collected information including nutritional needs and preferences in relation to the clients current status and nutritional goals</p>
<p>9. Be able to apply the principles of nutrition to a physical activity programme</p>	<p>9.1 Access and make use of credible sources of educational information and advice in establishing nutritional goals with clients</p> <p>9.2 Design and agree nutritional goals that are compatible with the analysis, accepted good practice and national guidelines</p> <p>9.3 Ensure that the nutritional goals support and integrate with other programme components</p> <p>9.4 Agree review points with the clients</p> <p>9.5 Review the clients' understanding of how to follow the nutritional advice as part of their physical activity programme</p> <p>9.6 Monitor, evaluate and review the clients' progress towards their nutritional goals</p>
<p>Assessment</p>	<p>Theory paper</p> <p>Case study</p>

<b>Learning outcomes</b> <b>The learner will:</b>	<b>Assessment criteria</b> <b>The learner can:</b>
<p>1. Understand how to prepare personal training programmes</p>	<p>1.1 Describe the range of resources required to deliver a personal training programme, including:</p> <ul style="list-style-type: none"> <li>• environment for the session</li> <li>• portable equipment</li> <li>• fixed equipment</li> </ul> <p>1.2 Explain how to work in environments that are not specifically designed for exercise/physical activity</p>
<p>2. Understand the importance of long term behaviour change for personal training</p>	<p>2.1 Explain why it is important for clients to understand the advantages of personal training</p> <p>2.2 Explain why it is important for a personal trainer to work together with clients to agree goals, objectives, programmes and adaptations</p> <p>2.3 Explain the importance of long-term behaviour change in developing client fitness</p> <p>2.4 Explain how to ensure clients commit themselves to long-term change</p>
<p>3. Understand the principles of collecting information to plan a personal training programme</p>	<p>3.1 Explain the principles of informed consent</p> <p>3.2 Explain why informed consent should be obtained before collecting information for a personal training programme</p> <p>3.3 Summarise the client information that should be collected when designing a personal training programme to include:</p> <ul style="list-style-type: none"> <li>• personal goals</li> <li>• lifestyle</li> <li>• medical history</li> <li>• physical activity history</li> <li>• physical activity likes and dislikes</li> <li>• motivation and barriers to participation</li> <li>• current fitness level</li> <li>• stage of readiness</li> <li>• posture and alignment</li> <li>• functional ability</li> </ul> <p>3.4 Explain how to select the most appropriate methods of collecting client information according to client need</p> <p>3.5 Explain the legal and ethical implications of collecting client information, including confidentiality</p>
<p>4. Understand how to screen clients prior to a personal training programme</p>	<p>4.1 Explain how to interpret information collected from the client in order to identify client needs and goals</p> <p>4.2 Explain how to analyse client responses to the Physical Activity Readiness Questionnaire (PAR-Q)</p> <p>4.3 Describe the types of medical conditions that will prevent personal trainers from working with a client unless they have specialist training and qualifications</p> <p>4.4 Explain how and when personal trainers should refer clients to another professional</p>
<p>5. Understand how to identify personal training goals with clients</p>	<p>5.1 Explain how to identify clients' short, medium and long term goals to include:</p> <ul style="list-style-type: none"> <li>• general health and fitness</li> <li>• physiological</li> <li>• psychological</li> <li>• lifestyle</li> <li>• social</li> <li>• functional ability</li> </ul> <p>5.2 Identify when personal trainers should involve others, apart from their clients, in goal setting</p> <p>5.3 Explain how to use specific, measurable, achievable, realistic and time bound (SMART) objectives in a personal training programme</p>

<p>6. Understand how to plan a personal training programme with clients</p>	<p>6.1 Identify credible sources of guidelines on programme design and safe exercise</p> <p>6.2 Summarise the key principles of designing programmes to achieve short, medium and long term goals, including the order and structure of sessions</p> <p>6.3 Describe a range of safe and effective exercises/physical activities to develop:</p> <ul style="list-style-type: none"> <li>• cardiovascular fitness</li> <li>• muscular fitness</li> <li>• flexibility</li> <li>• motor skills</li> <li>• core stability</li> </ul> <p>6.4 Explain how to include physical activities as part of the client's lifestyle to complement exercise sessions</p> <p>6.5 Explain how to design programmes that can be run in environments not designed specifically for exercise</p> <p>6.6 Identify when it might be appropriate to share the programme with other professionals</p>
<p>7. Understand how to adapt a personal training programme with clients</p>	<p>7.1 Explain how the principles of training can be used to adapt the programme where:</p> <ul style="list-style-type: none"> <li>• goals are not being achieved</li> <li>• new goals have been identified</li> </ul> <p>7.2 Describe the different training systems and their use in providing variety and in ensuring programmes remain effective</p> <p>7.3 Explain why it is important to keep accurate records of changes and the reasons for change</p>
<p>8. Be able to collect information about clients</p>	<p>8.1 Establish a rapport with the client</p> <p>8.2 Explain own role and responsibilities to clients</p> <p>8.3 Collect the information needed to plan a programme using appropriate methods, to include physical/fitness assessments</p> <p>8.4 Show sensitivity and empathy to clients and the information they provide</p> <p>8.5 Record the information using appropriate formats in a way that will aid analysis</p> <p>8.6 Treat confidential information correctly</p>
<p>9. Be able to agree goals with clients</p>	<p>9.1 Work with clients to agree short, medium and long-term goals appropriate to their needs</p> <p>9.2 Ensure the goals are:</p> <ul style="list-style-type: none"> <li>• specific, measurable, achievable, realistic and time bound</li> <li>• consistent with industry good practice</li> </ul> <p>9.3 Agree with clients their needs and readiness to participate</p>
<p>10. Be able to plan a personal training programme with clients</p>	<p>10.1 Plan specific outcome measures, stages of achievement and exercises/physical activities that are:</p> <ul style="list-style-type: none"> <li>• appropriate to clients' goals and level of fitness</li> <li>• consistent with accepted good practice</li> </ul> <p>10.2 Ensure the components of fitness are built into the programme</p> <p>10.3 Apply the principles of training to help clients to achieve short, medium and long term goals</p> <p>10.4 Agree the demands of the programme with clients</p> <p>10.5 Agree a timetable of sessions with clients</p> <p>10.6 Agree appropriate evaluation methods and review dates</p> <p>10.7 Identify the resources needed for the programme, including the use of environments not designed for exercise</p> <p>10.8 Record plans in a format that will help clients and others involved to implement the programme</p> <p>10.9 Agree how to maintain contact with the client between sessions</p>

11. Be able to manage a personal training programme	<ul style="list-style-type: none"> <li>11.1 Monitor effective integration of all programme exercises/physical activities and sessions</li> <li>11.2 Provide alternatives to the programmed exercises/physical activities if clients cannot take part as planned</li> <li>11.3 Monitor clients' progress using appropriate methods</li> </ul>
12. Be able to review progress with clients	<ul style="list-style-type: none"> <li>12.1 Explain the purpose of review to clients</li> <li>12.2 Review short, medium and long term goals with clients at agreed points in the programme, taking into account any changes in circumstances</li> <li>12.3 Encourage clients to give their own views on progress</li> <li>12.4 Use suitable methods of evaluation that will help to review client progress against goals and initial baseline data</li> <li>12.5 Give feedback to clients during their review that is likely to strengthen their motivation and adherence</li> <li>12.6 Agree review outcomes with clients</li> <li>12.7 Keep an accurate record of reviews and their outcome</li> </ul>
13. Be able to adapt a personal training programme with clients	<ul style="list-style-type: none"> <li>13.1 Identify goals and exercises/physical activities that need to be redefined or adapted</li> <li>13.2 Agree adaptations, progressions or regressions to meet clients' needs to optimise achievement</li> <li>13.3 Identify and agree any changes to resources and environments with the client</li> <li>13.4 Introduce adaptations in a way that is appropriate to clients and their needs</li> <li>13.5 Record changes to programme plans to take account of adaptations</li> <li>13.6 Monitor the effectiveness of adaptations and update the programme as necessary</li> </ul>
Assessment	Case study Worksheet

<b>Learning outcomes</b> <b>The learner will:</b>	<b>Assessment criteria</b> <b>The learner can:</b>
1. Understand how to instruct exercise during personal training sessions	1.1 Explain the importance of non-verbal communication when instructing clients 1.2 Describe how to adapt communication to meet clients' needs 1.3 Evaluate different methods of maintaining clients' motivation, especially when clients are finding exercises difficult 1.4 Explain the importance of correcting client technique
2. Understand how to adapt exercise to meet client needs during personal training sessions	2.1 Explain why it is important to monitor individual progress especially if more than one client is involved in the session 2.2 Describe different methods of monitoring clients' progress during exercise 2.3 Explain when it may be necessary to adapt planned exercises to meet clients' needs 2.4 Explain how to adapt exercise/exercise positions as appropriate to individual clients and conditions 2.5 Explain how to modify the intensity of exercise according to the needs and response of the client
3. Understand how to review personal training sessions with clients	3.1 Explain why personal trainers should give clients feedback on their performance during a session 3.2 Explain why clients should be given the opportunity to ask questions, provide feedback and discuss their performance 3.3 Explain how to give clients feedback on their performance in a way that is accurate but maintains client motivation and commitment 3.4 Explain why clients need to see their progress against objectives in terms of their overall goals and programme 3.5 Explain why clients need information about future exercise and physical activity, both supervised and unsupervised
4. Be able to plan and prepare personal training sessions	4.1 Plan a range of exercises/physical activities to help clients achieve their objectives and goals, covering: <ul style="list-style-type: none"> <li>• cardiovascular fitness</li> <li>• muscular fitness</li> <li>• flexibility</li> <li>• motor skills</li> <li>• core stability</li> </ul> 4.2 Identify, obtain and prepare the resources needed for planned exercises/physical activities, improvising safely where necessary
5. Be able to prepare clients for personal training sessions	5.1 Help clients feel at ease in the exercise environment 5.2 Explain the planned objectives and exercises/physical activities to clients 5.3 Explain to clients how objectives and exercises/physical activities support their goals 5.4 Explain the physical and technical demands of the planned exercises/physical activities to clients 5.5 Explain to clients how planned exercise/physical activity can be progressed or regressed to meet their goals 5.6 Assess clients' state of readiness and motivation to take part in the planned exercises/physical activities 5.7 Negotiate and agree with clients any changes to the planned exercises/physical activities that: <ul style="list-style-type: none"> <li>• meet their goals and preferences</li> <li>• enable them to maintain progress</li> </ul> 5.8 Record changes to clients plans

<p>6. Be able to instruct and adapt planned exercises</p>	<p>6.1 Use motivational styles that:</p> <ul style="list-style-type: none"> <li>• are appropriate to the clients</li> <li>• are consistent with accepted good practice</li> </ul> <p>6.2 Explain the purpose and value of a warm-up to clients</p> <p>6.3 Provide warm-ups appropriate to the clients, planned exercise and the environment</p> <p>6.4 Make best use of the environment in which clients are exercising</p> <p>6.5 Provide instructions, explanations and demonstrations that are technically correct, safe and effective</p> <p>6.6 Adapt verbal and non-verbal communication methods to make sure clients understand what is required</p> <p>6.7 Ensure clients can carry out the exercises safely on their own</p> <p>6.8 Analyse clients' performance, providing positive reinforcement throughout</p> <p>6.9 Correct techniques at appropriate points</p> <p>6.10 Progress or regress exercises according to clients' performance</p>
<p>7. Be able to bring exercise sessions to an end</p>	<p>7.1 Allow sufficient time for the closing phase of the session</p> <p>7.2 Explain the purpose and value of cool-down activities to clients</p> <p>7.3 Select cool-down activities according to the type and intensity of physical exercise and client needs and condition</p> <p>7.4 Provide clients with feedback and positive reinforcement</p> <p>7.5 Explain to clients how their progress links to their goals</p> <p>7.6 Leave the environment in a condition suitable for future use</p>
<p>8. Be able to reflect on providing personal training sessions</p>	<p>8.1 Review the outcomes of working with clients including their feedback</p> <p>8.2 Identify:</p> <ul style="list-style-type: none"> <li>• how well the sessions met clients' goals</li> <li>• how effective and motivational the relationship with the client was</li> <li>• how well the instructing styles matched the clients' needs</li> </ul> <p>8.3 Identify how to improve personal practice</p> <p>8.4 Explain the value of reflective practice</p>
<p>Assessment</p>	<p>Summative observed session Session self-evaluation</p>

<b>Learning outcomes The learner will:</b>	<b>Assessment criteria The learner can:</b>
1. Understand how to develop a proposal to start a new business	1.1 Explain a new business idea 1.2 State the reasons why it is a viable business proposal 1.3 Describe business objectives using the Specific Measurable Achievable, Realistic and Time-bound (SMART) model 1.4 Describe the typical start up costs for a new business 1.5 Explain how to forecast cash flow
2. Be able to develop a proposal to start a new business	2.1 Devise a three year plan of business objectives using the Specific Measurable Achievable, Realistic and Time-bound (SMART) model 2.2 Estimate start up costs for a business idea (including equipment and marketing) 2.3 Produce a 12-month cash flow forecast that takes into consideration: <ul style="list-style-type: none"> <li>• business objectives</li> <li>• seasonal fluctuations</li> <li>• business running costs</li> <li>• sales of services and product</li> </ul>
3. Understand how to develop a marketing strategy in line with a business proposal	3.1 State the reasons why a Strengths, Weakness, Opportunities and Threats (SWOT) analysis is an important part of the marketing process 3.2 Describe the type of market research to be carried out for a new business 3.3 Describe how to use the results of market research to assess business viability and target markets 3.4 Explain the factors that affect a product/service offering, to include: <ul style="list-style-type: none"> <li>• the placement of the product</li> <li>• the pricing of the product</li> </ul> 3.5 Explain how to schedule a promotional plan for the business
4. Be able to develop a marketing strategy in line with a business proposal	4.1 Produce a Strengths, Weakness, Opportunities and Threats (SWOT) analysis in line with a business proposal 4.2 Outline how the strengths and opportunities can be capitalised on, and weaknesses and threats be overcome 4.3 Carry out market research activities appropriate to the business proposal 4.4 Analyse the results of the market research to: <ul style="list-style-type: none"> <li>• justify the viability of the business</li> <li>• identify potential target markets</li> <li>• justify the products/services to be offered, their place, and their pricing policy</li> </ul> 4.5 Develop a 12-month promotional plan that schedules: <ul style="list-style-type: none"> <li>• each promotional activity</li> <li>• cost</li> </ul> 4.6 Design promotional materials that accurately communicate the business offering to the target market(s)
Assessment	Assignment



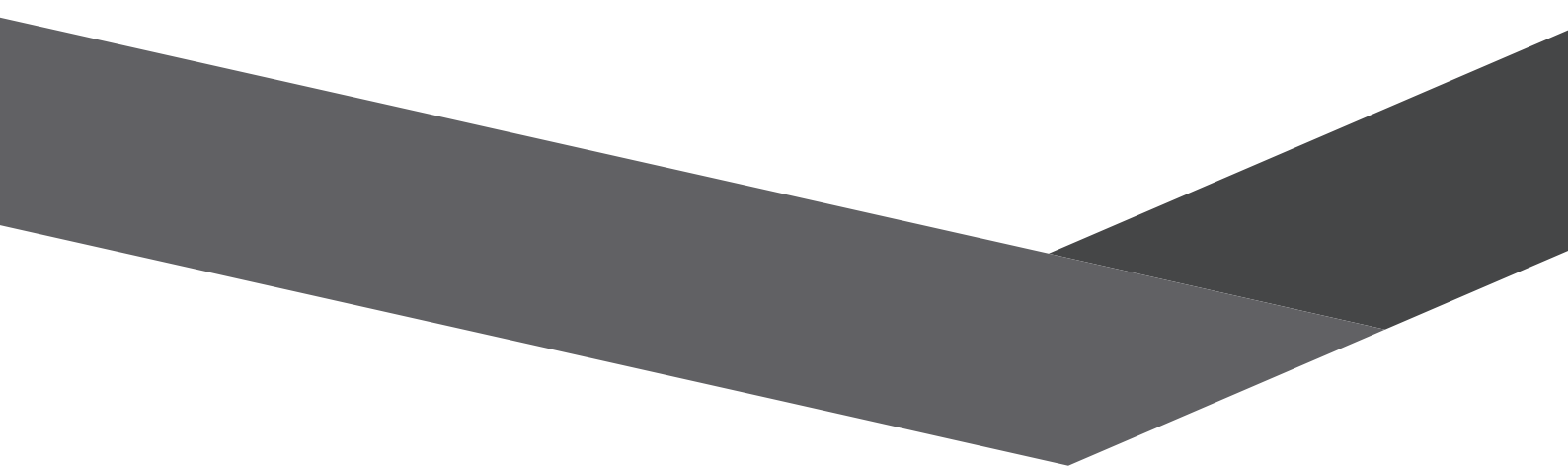


Active IQ

Westminster House  
The Anderson Centre  
Ermine Business Park  
Huntingdon PE29 6XY

T 01480 467 950  
F 01480 456 283  
info@activeiq.co.uk  
www.activeiq.co.uk

Active IQ wishes to emphasise that whilst every effort is made to ensure accuracy, the material contained within this document is subject to alteration or amendment in terms of overall policy, financial or other constraints. Reproduction of this publication is prohibited unless authorised by Active IQ Ltd. No part of this document should be published elsewhere or reproduced in any form without prior written permission.



Active iQ

