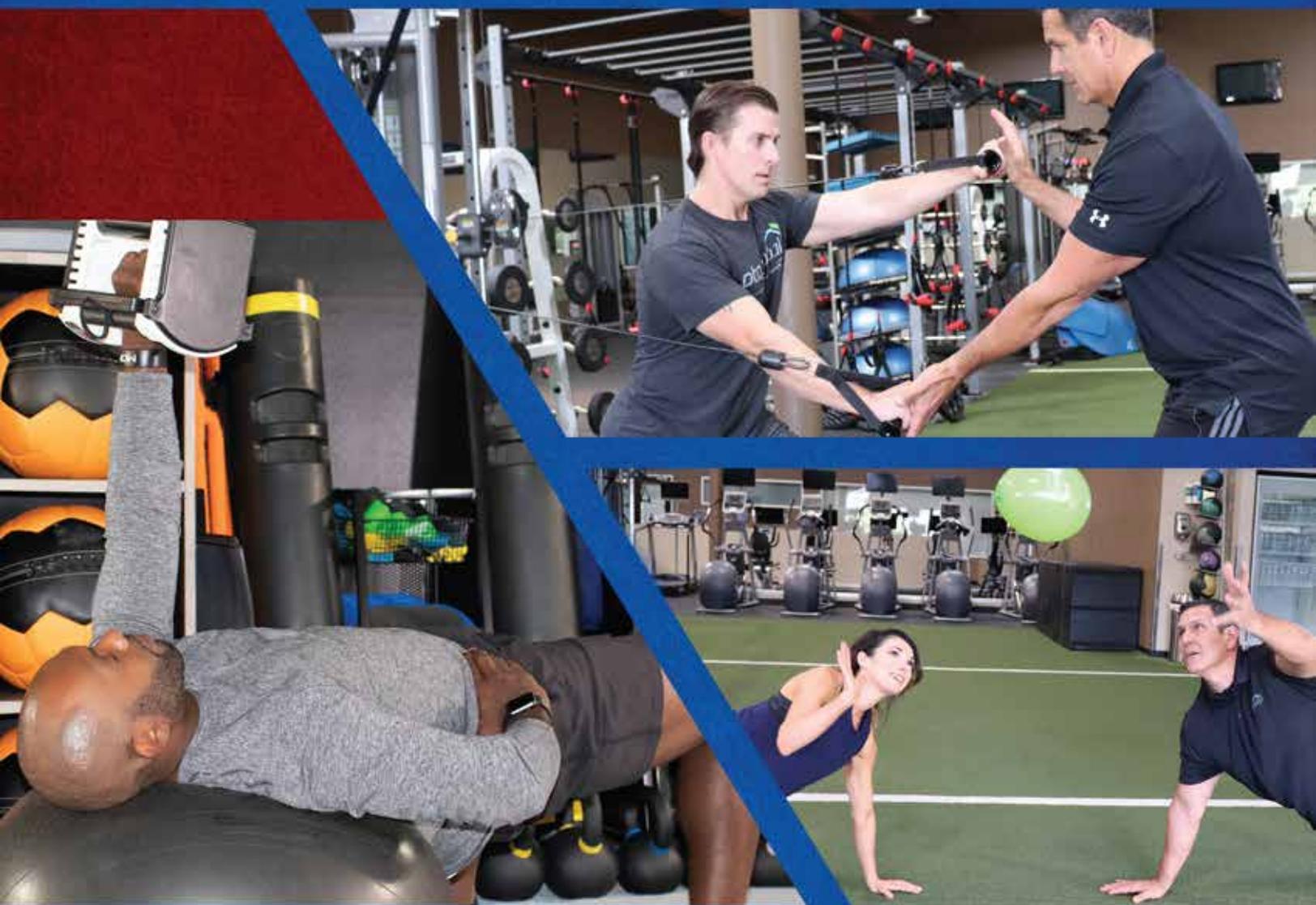




THE PERSONAL TRAINING ACADEMY GLOBAL'S GUIDE TO

PERSONAL TRAINING

Create an experience, not just a session



Editors: Kevin D. Steele, Ph.D
Scott C. Lucett, M.S.
Dan Duran

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32107 Lindero Canyon Blvd., Suite 233
Westlake Village, CA 91361

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Editors

Kevin D. Steele, Ph.D.
Scott Lucett, M.S.
Dan Duran

Copyeditor

Jamie Pagett

Photographer

Rick Wenner

Models

Israel Allen
Dan Duran
Robert Miller
Kelly Wenner

Cover Design

Susanne Abraham

Illustrations

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pixabay.com
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shutterstock.com

Our Vision

PTA Global's vision is VISION!

Vision is defined as “the manner in which one sees or conceives of something” and “unusual competence in discernment or perception.”

Or, simply put, intelligent foresight. Intelligent foresight is defined as follows: to evoke within others the ability to vary their state or action in response to varying situations, varying requirements, and past experience, and apply that toward what will be needed in the future.

Our Mission

To passionately enhance the health and fitness industry, creating success through enjoyment, education, and leadership for the facility, trainer, and client.

Our Core Values

Belief

Belief is seen through action and enables us to pursue possibilities.
Without belief, there is no vision, no mission.

Passion

Belief fuels passion. Passion compels servitude. Servitude spawns significance.

Commitment

Commitment empowers us with the ability to stand up and move toward our vision, even in the face of inevitable obstacles.

Acknowledgments

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PTA Global would also like to thank the many industry experts who have contributed to its numerous programs over the years, generously sharing their knowledge, insights, passion, and capabilities. These experts include John Berardi, Douglas Brooks, Mary Bratcher, Anthony Carey, Paul Chek, Gray Cook, Sally Edwards, Doug Gray, Gary Gray, Brian Grasso, Mindilyn Jorgensen, Raphael Konforti, Annette Lang, Justin Price, Tom Purvis, Mark Rabinoff, Greg Roskopf, Paul Taylor, Christian Thompson, Peter Twist, Mark Verstegen, Rick Wenner, and Chuck Wolf.

Table of Contents

INTRODUCTION	ix
SECTION 1: THE MOTIVATION SYSTEM	1
Chapter 1: Understanding Communication	2
Chapter 2: Changing Behavior.....	18
Chapter 3: The Interview.....	39
Chapter 4: The Motivation System.....	52
SECTION 2: THE SCIENCES	57
Chapter 5: Systems of the Body	58
Chapter 6: Cardiorespiratory System	65
Chapter 7: Nervous System.....	82
Chapter 8: Digestive System	90
Chapter 9: Energy Systems.....	96
Chapter 10: Endocrine System	104
Chapter 11: The Skeletal System.....	120
Chapter 12: The Muscular System	131
SECTION 3: THE MOVEMENT SYSTEM	153
Chapter 13: Functional Anatomy	154
Chapter 14: Posture	191
Chapter 15: Exercise Equipment	200
SECTION 4: THE CLIENT SCREENING SYSTEM	205
Chapter 16: Fitness Testing	206

SECTION 5: THE PROGRAMMING SYSTEM	225
Chapter 17: Programming Concepts	226
Chapter 18: Program Design Model	243
Chapter 19: Flexibility and Mobility Training	258
Chapter 20: Core Training	283
Chapter 21: Reactive, Agility, Quickness, and Speed Training and Games	290
Chapter 22: Cardiovascular and Energy System Development Programming	302
Chapter 23: Additional Programming Considerations	318
Chapter 24: Creating a Program.....	323
SECTION 6: SPECIAL POPULATIONS.....	339
Chapter 25: Older Adults.....	340
Chapter 26: Pregnant Women	354
Chapter 27: Children	359
Chapter 28: Overweight and Obese Adults.....	364
SECTION 7: BODY COMPOSITION AND NUTRITION	369
Chapter 29: Body Composition	370
Chapter 30: Nutrition	382
SECTION 8: THE BUSINESS OF PERSONAL TRAINING.....	405
Chapter 31: Building Your Business.....	406
Chapter 32: Maintaining Your Business	441
Chapter 33: Marketing and Advertising	454
Chapter 34: Liability and Risk	467
Chapter 35: The Practical Side of Being a Personal Trainer	476
SECTION 9: EXAM PREPARATION AND RECERTIFICATION	481
Chapter 36: Exam Preparation and Recertification.....	482

GLOSSARY	484
APPENDIX.....	510

Introduction

Welcome to PTA Global

Personal Training Academy Global (otherwise known as PTA Global) was founded to fulfill a glaring need in the fitness industry – to address the real-world challenges the industry faces on a daily basis. From operational challenges, such as sustainable revenue and trainer attrition, to membership challenges, including member experience and retention, PTA Global provides practical, proven and scientifically validated solutions.

Traditionally, industry education has focused on the human body, physical needs, exercise science, sales strategies, and telling clients what we thought they should do. What was lacking from this approach was a rich understanding of behavioral science and a laser-sharp focus on the human being. PTA Global education and programs explore the mental and emotional drivers that can make or break a client's success and lifelong commitment to a healthy lifestyle.

To develop our revolutionary program, the PTA Global founding team consulted hundreds of club owners, operators, managers, directors, and trainers. Using the insights we uncovered, we developed our patented Systems, Sciences, and Tools™ program to meet the needs of clients, fitness professionals, management, and the industry as a whole.

PTA Global's Certified Personal Training (CPT) course was developed in collaboration with 24 of the world's most influential and progressive health and fitness educators. This certification is specifically designed to quickly put fitness professionals on a successful career trajectory by empowering them with the essential knowledge, skills and tools necessary to help clients transform their health and their lives. Helping more clients means growing your business, and everyone wants a successful business.

Creating World-Class Leaders

In addition to creating outstanding and successful fitness professionals, PTA Global exists to develop world-class industry leaders. According to some of the world's top individuals and organizations, leaders share a number of common characteristics. These include:

- Communication
- Adaptability
- Confidence
- Consistency
- Sense of humor.

Communication

The ability to communicate effectively is one of the most essential skills a fitness professional can have. Yet many club owners and operators say strong communication skills are lacking in many of today's fitness professionals. Our courses are founded on the principle that effective communication leads to greater success for trainers and clients alike. PTA Global pioneered the industry by creating education and programming centered around human behavior science and communication theory, rather than simply exercise science and one-size-fits-all programs.

Adaptability

The ability to adjust to ever-changing workplace and client demands is paramount for the success and growth of a fitness professional, health club or business. PTA Global's member-centric education and tools offer a flexibility not found elsewhere in the industry. Through the exploration and implementation of critical social, behavioral and motivational theories, fitness professionals can tailor training styles and programs to individual clients with ease and agility. By encouraging healthy and honest communication with clients, trainers are able to adapt programs quickly and easily for maximum client success and enjoyment. This dramatically empowers both the fitness professional and client, leading to strengthened rapport, enhanced trust, and long-term success.

Confidence

When fitness professionals know what to do and how to do it in a simple and systematic manner, they possess the confidence necessary to deliver seamless and effective training programs. However, industry leaders agree that most fitness professionals lack a strong understanding of functional anatomy, and are unable to develop and deliver progressive training programs for clients of varying needs, abilities, and preferences. By incorporating PTA Global's revolutionary and intuitive program design tools, fitness professionals are empowered with easily customizable, comprehensive and progressive programs for clients of all levels and goals. When fitness professionals are empowered with knowledge, skills, and the tools they need, they project a level of confidence that establishes credibility, creates value, builds rapport, and, most importantly, generates sustainable revenue.

Consistency

When fitness professionals are consistent, they inspire trust and establish a dependability that is all too uncommon in the industry. The PTA Global Systems, Sciences, and Tools™ were designed to help trainers deliver unmatched member experiences consistently, authentically, and purposefully.

Sense of Humor

Great leaders know how to balance confidence with humor. In addition to putting people at ease, humor can boost engagement, strengthen rapport, and motivate clients. While we cannot teach someone how to be funny, we can show fitness professionals how to be fun. PTA Global revolutionized the training industry by introducing the concepts of games and play into training sessions. This helps increase client enjoyment and dedication.

Personal Training: A Philosophical Perspective

Exceptional personal training combines knowledge, skill, and enthusiasm to help clients adopt and embrace a healthy lifestyle. But at a deeper level, personal training is a journey that we develop and

move through with another human being. Along that journey, fitness professionals guide their clients in countless ways inside and outside the health club. In addition to helping them reach their fitness goals, trainers help their clients develop a positive self-image, enhance self-esteem, and change habits, all of which lead to a profound effect in all areas of their lives.

Personal training also involves the concept of personal leadership. When fitness professionals set a high standard for themselves and accomplish their own goals, they can lead others through that same successful formula. An important, and sometimes underrated, byproduct of a career in personal training is the personal and professional fulfillment that comes from helping others achieve their goals.

The most successful fitness professionals see themselves as agents of change, or people who possess the skills, knowledge, and characteristics necessary to shepherd someone through a personal transformation. While clients have varied goals, the one thing they have in common is a desire to change. By guiding clients, rather than simply instructing them, fitness professionals can facilitate behavior change that leads to achievement of their goals.

Industry Overview

This is perhaps the best time in history to pursue a career as a fitness professional. Medicine, science, academia, and governments are aligned, and together they promote the benefits of a healthy lifestyle. Ongoing research continues to demonstrate the positive effects exercise, healthy eating, and stress management can have on our physical and mental health. Over the last decade, healthcare and fitness have become increasingly integrated. Further, opportunities continue to increase for fitness professionals to specialize in sports performance and special populations, including youth and the elderly.

Fitness professionals also have unlimited professional opportunities. Inside a fitness center, they can work as a personal trainer or group-exercise instructor. They may also consider working in operations, sales, or management. The types of fitness centers have also expanded, creating additional options for fitness professionals. These types include corporate or independent health clubs, private or corporate fitness centers, wellness centers, health studios, hospitals, senior centers, sports-performance facilities, and so on. Whether you choose to work in a small studio, large fitness center, or as an independent fitness professional, the industry, and the impact fitness professionals can have on people's lives, will continue to grow.

Scope of Practice

The personal training profession has evolved immensely over the last several decades. As healthcare and fitness converge, the demand for knowledge, experience, and specialty expertise has increased dramatically. Within our healthcare system, primary care providers include physicians, nurse practitioners, physician assistants, and other healthcare providers. The next tier of care involves ancillary providers, including psychologists, dentists, chiropractors, physical therapists, nurses, and registered dietitians. This group also includes health and fitness specialists, such as athletic trainers, massage therapists, acupuncturists, and fitness professionals. Individually, each provider comes from a

respective specialty area. Collectively, they form a multidisciplinary approach dedicated to improving their clients' health and well-being.

Historically, fitness professionals worked in commercial fitness centers or as independent practitioners, focusing on the apparently healthy population and/or people with moderate health challenges who were still able to exercise. While the need to service these two segments continues, the evolution of the health and fitness industry has increased the opportunity for fitness professionals to collaborate with other healthcare providers. While medical professionals understand the importance of a regular exercise program, very few have formal education or expertise in exercise science, exercise program design, program progression, or other components that form the foundation of physical fitness. Therefore, fitness professionals play a key role in the healthcare continuum and can be critical members.