Chapter 14: Communication & Teaching Techniques

ACE Personal Trainer Manual
Third Edition
Introduction

- A personal trainer’s relationship to a client is clearing the helping relationship of educator to student.

- In the helping relationship, one person temporarily sets aside personal needs to help another person.

- The focus of the relationship is on the client’s needs and on goals that will lead to new behavior.

- Simply put, helping is enabling another person to change.
Introduction

The specific stages of the personal trainer/client relationship are:

1. Rapport - interpersonal communication skills
2. Investigation - information-gathering skills
3. Planning - problem-solving or decision-making skills
4. Action - behavioral change skills (e.g., feedback, contracting, modeling)
Stages of the Personal Trainer/Client Relationship

• The rapport stage is the foundation for the entire relationship between a trainer and his/her client.

• Rapport means a relationship of mutual trust, harmony, or emotional affinity.

• The rapport stage begins at first contact.
Stages of the Personal Trainer/Client Relationship

• Three (3) basic attributes or qualities for the helping relationship to be successful:
  1. Empathy
  2. Warmth
  3. Genuineness
Stages of the Personal Trainer/Client Relationship

• Listening is the primary nonverbal communication skill.

• Attending behaviors are exhibited by the listener to put the speaker at ease and entail being attentive or giving physical attention to them.
Stages of the Personal Trainer/Client Relationship

• The trainer interested in developing good attending behaviors or skills needs to be aware of the following:
  - Posture
  - Positioning
  - Mirroring
  - Eye contact
  - Gestures
  - Environment
Stages of the Personal Trainer/Client Relationship

- The saying “actions speak louder than words” is especially true in communications.
- 93% of communication is nonverbal.
- Improving interpretation of body language is a valuable communication skill.
# Stages of the Personal Trainer/Client Relationship

<table>
<thead>
<tr>
<th>Feature</th>
<th>Nonverbal Cue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head</td>
<td>Nodding, cocked to side, thrown back, motioning a direction</td>
</tr>
<tr>
<td>Facial Expression</td>
<td>Frowning, grimacing, animated, distracted</td>
</tr>
<tr>
<td>Eyes</td>
<td>Squinting, wide open, closed, winking, blinking, rolling, teary</td>
</tr>
<tr>
<td>Mouth</td>
<td>Smiling, pursed lips, lip licking, lip biting, open, closed</td>
</tr>
<tr>
<td>Skin</td>
<td>Blushing, paleness, perspiration, rashes</td>
</tr>
<tr>
<td>Body Posture</td>
<td>Relaxed, rigid, stooped shoulders, leaning forward, leaning backward, chest extended out</td>
</tr>
<tr>
<td>Hands/Arms</td>
<td>Fidgeting, tapping, laced fingers, fist, pointing, touching, crossed arms</td>
</tr>
<tr>
<td>Feet/Legs</td>
<td>Foot tapping, legs crossed, legs open, knee knocking</td>
</tr>
</tbody>
</table>
Stages of the Personal Trainer/Client Relationship

- Verbal behaviors can be broken into several main responses:
  - Minimal (brief words or phrases)
  - Paraphrasing
  - Probing
  - Reflecting
  - Clarifying
  - Informing
  - Confronting
  - Questioning
  - Summarizing
Stages of the Personal Trainer/Client Relationship

• Effective summarizing can tie loose strands of conversation together at its conclusion.

• The primary qualities (empathy, warmth, & genuineness) and the interpersonal communication skills are important and valuable throughout the entire personal trainer/client relationship.
Stages of the Personal Trainer/Client Relationship

• The goal of the investigation stage is to gather information about the client’s present fitness level, personal goals, and physical & psychological limitations.

• In the planning stage, the trainer and client begin setting goals according to the client’s needs and desires.
Stages of the Personal Trainer/Client Relationship

• The decision-making process a trainer can use to plan a program is:
  – Setting goals
  – Generating alternatives
  – Exploring the alternatives
  – Making the decision
  – Formulating a plan
  – Evaluating the implementation
Effective goals must be SMART, which means they are:
- **S** - Specific
- **M** - Measurable
- **A** - Attainable
- **R** - Relevant
- **T** - Time-Bound/Time-Based
Stages of the Personal Trainer/Client Relationship

- Once rapport has been established, information has been gathered, and goals have been set, the action stage, or actual training, begins.

- The trainer coaches the client toward his/her goals.
Stages of the Personal Trainer/Client Relationship

• Clients gather information through their senses (visual, auditory, kinesthetic, smell, taste), and this creates a pathway for information to be received and processed.

• Approximately 60% of the population prefers a primary visual pathway, while 20% accesses information auditorily, and another 20% prefers to kinesthetically receive data.
# Stages of the Personal Trainer/Client Relationship

## Learning Pathways

<table>
<thead>
<tr>
<th></th>
<th>Visual</th>
<th>Auditory</th>
<th>Kinesthetic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Client Actions</strong></td>
<td>Watches intently</td>
<td>Listens carefully</td>
<td>Touches or holds</td>
</tr>
<tr>
<td></td>
<td>Prefers reading</td>
<td>Prefers hearing</td>
<td>Prefers to be spotted</td>
</tr>
<tr>
<td><strong>Client Statement</strong></td>
<td>“Oh, I see.”</td>
<td>“Yeah, I hear you.”</td>
<td>“I feel that.”</td>
</tr>
<tr>
<td></td>
<td>“Let me see that</td>
<td>“Say that one more</td>
<td>“This does not feel</td>
</tr>
<tr>
<td></td>
<td>again.”</td>
<td>time.”</td>
<td>right.”</td>
</tr>
<tr>
<td><strong>Strategy</strong></td>
<td>Demonstrations</td>
<td>Question &amp; Answer</td>
<td>Hands-On Supervision</td>
</tr>
</tbody>
</table>

Stages of the Personal Trainer/Client Relationship

“Tell, Show, Do”

I hear and I forget.
I see and I remember.
I do and I understand.

- Confucius
Stages of the Personal Trainer/Client Relationship

Tell
• Provide a concise verbal explanation of the skill.

Show
• Demonstrate a visual presentation of the skill.

Do
• Have the client perform the skill under close supervision.
Stages of the Personal Trainer/Client Relationship

- The concept of emulating another’s behavior or attitudes is called modeling, and the individual demonstrating the behavior is known as the model.

- There are two (2) forms of modeling:
  1. Imitation - “monkey see, monkey do”; the observer adopts the behavior of the model
  2. Change - the observer infers attitudes, values, beliefs or personality characteristics as a result of watching the model.
Stages of the Personal Trainer/Client Relationship

• Most behavioral contracts are verbal or written agreements between two or more people and consist of two (2) primary parts:
  1. Specification of the behavior to be achieved
  2. Reinforcements that will reward the desired behavior

• All helping relationships have implied contracts or understandings. Verbal or informal contracts are used when there is little chance of misunderstanding the conditions. Written contracts are used to prevent misunderstandings.
Stages of the Personal Trainer/Client Relationship

- Feedback is a powerful contributor to effective learning and client performance.

- Feedback is any information about current or past behavior that can be used to improve performance and can be given verbally or nonverbally.

- Feedback has three (3) characteristics:
  1. It is specific;
  2. It is contingent on performance; and
  3. It provides corrective information for the learner.
Stages of the Personal Trainer/Client Relationship

- Understanding the various stages of learning will help the trainer teach more effectively:
  - Cognitive - first stage of learning a motor skill when performers make many gross errors and have extremely variable performances.
  - Associative - second stage of learning a motor skill when performers have mastered the fundamentals and can concentrate on skill refinement.
  - Autonomous - third stage of learning a motor skill when the skill has become habitual or autonomic for the performance.