



# ISA Communication for Fitness Professionals Course (powered by DANG)



This course equips fitness professionals with the appropriate skills required to be effective communicators in the fitness industry, whether as personal trainers, coaches, or online instructors. As leaders in fitness, possessing knowledge is the first step; delivering that knowledge to nurture future leaders requires competent communication skills. This course aims to accomplish that.

## - DETAILS YOU NEED TO KNOW -



### Course Duration

7 hours over 1 day  
10am – 6pm (w/ break)



### Course Date

27 Jun 2021 (Sat)



### Course Fees

\$385.00

**Grant Available**  
(T&Cs apply)

### SKILLSfuture SG

SkillsFuture: up to \$385.00 for Singaporeans 25 years old and above with minimum 75% attendance rate

**Continuing Education Credits**  
(if applicable)

### ACE →

0.7 ACE CECs awarded upon completion (only for ACE Fitness Professionals)

### CoachSG

5.0 CoachSG CCE Hours awarded upon completion (only for NROC Registered Coaches)



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### - WHO IS THIS COURSE FOR? -



- Fitness/Group Instructors
- Personal Trainers
- Coaches
- Online Instructors
- Front Counter Staff

### - HOW TO REGISTER IN 5 EASY STEPS -

- Step 1 Access the registration form at [www.isa.edu.sg/cfp](http://www.isa.edu.sg/cfp)
- Step 2 Fill up the form and complete it before the registration deadline
- Step 3 You will receive the invoice with payment details in 2-3 working days
- Step 4 Make full payment to confirm your slot
- Step 5 Wait for course materials (if any) to be sent to you on the first day of the course

**REGISTRATION ENDS ON 22 JUN 2021, 1800 HRS**

### - WHAT IS THIS COURSE ABOUT? -



#### Course Synopsis

Participants will begin by exploring various techniques to build self-confidence and to fine-tune their current speaking and coaching skills. They will learn to adapt to the forms of communication required for the different aspects of the fitness industry and learning how to connect with clients/customers/participants through their words and actions. Participants will be given opportunities for case studies and role play where guidance and feedback are given from the instructors. They will conclude by having an engaging hands-on assessment to demonstrate proficient communication that is both client-centric and goal-specific.



#### Course Objectives

Upon successful completion of the course:

- Participants would understand:
  - The importance of effective communication in the fitness industry
  - The need for self-confidence in building rapport with clients, customers and participants
  - The dynamics of communication in different fitness settings and environments
- Participants would be skilled in:
  - Professional communication that reflects self-confidence and individuality
  - Identifying and adapting to different fitness settings while demonstrating appropriate communication skills
  - Executing effective communication skills that establish long-lasting rapport with clients / customers / participants

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## Course Syllabus and Schedule

Refer to pages 3 – 4 for detailed course syllabus and course schedule.

## - COURSE SYLLABUS AND SCHEDULE -

<p><b>Part 1</b> <b>(10am – 1pm)</b></p>	<p><b>Chapter 1: The Philosophy and Dynamics of Communications</b></p> <ul style="list-style-type: none"> <li>• Philosophy of Communication and Confidence <ul style="list-style-type: none"> <li>○ The purpose of communication</li> <li>○ Understanding why the body reacts</li> <li>○ Confidence-building techniques (The DANG Philosophy)</li> </ul> </li> <li>• Dynamics of Communication <ul style="list-style-type: none"> <li>○ Message, messenger, stage and audience</li> <li>○ Stage-audience dynamics</li> <li>○ Rights and responsibilities of a communicator</li> </ul> </li> </ul> <p><b>Chapter 2: Technicalities of Communication</b></p> <ul style="list-style-type: none"> <li>• Verbal Communication <ul style="list-style-type: none"> <li>○ Using professional language and vocabulary</li> <li>○ Using personal anecdotes</li> <li>○ Speaking in an encouraging way</li> </ul> </li> <li>• Non-verbal Communication <ul style="list-style-type: none"> <li>○ Appearance</li> <li>○ Facial expressions / eye contact</li> <li>○ Body language / hand gestures</li> <li>○ Listening carefully</li> </ul> </li> </ul> <p><b>Chapter 3: Being a Communicator in Fitness – (Part A) Personal Trainer</b></p> <ul style="list-style-type: none"> <li>• Rapport-building and interaction</li> <li>• Delivering clear exercise instructions</li> <li>• Giving effective feedback/using personal anecdotes</li> <li>• Use of equipment and props</li> <li>• Managing client complaints/responding to difficult disclosures</li> <li>• Communication for sales and client retention</li> <li>• Case studies &amp; hands-on demos</li> </ul> <p><b>Chapter 3: Being a Communicator in Fitness – (Part B) Fitness Instructors (for small group classes)</b></p> <ul style="list-style-type: none"> <li>• Rapport-building and interaction</li> <li>• Delivering clear exercise instructions</li> <li>• Use of equipment and props</li> <li>• Managing group homogeneity</li> <li>• Stimulating camaraderie and group energy</li> </ul>
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	<ul style="list-style-type: none"> <li>• Case studies &amp; hands-on demos</li> </ul>
<b>Lunch Break (1 pm – 2pm)</b>	
<b>Part 2 (2pm – 6pm)</b>	<p><b>Chapter 3: Being a Communicator in Fitness – (Part C) Counter Service Staff</b></p> <ul style="list-style-type: none"> <li>• Formulating good first impressions and developing long-term rapport</li> <li>• Using appropriate language and tone of voice for dealing with customers</li> <li>• Using customer-centric body language</li> <li>• Communication for sales and customer retention</li> <li>• Responding to and resolving customer-related complaints/feedback</li> <li>• Case studies and hands-on demos</li> </ul> <p><b>Chapter 3: Being a Communicator in Fitness – (Part D) The Virtual Coach</b></p> <ul style="list-style-type: none"> <li>• Rapport-building and interaction during virtual-coaching sessions</li> <li>• Teaching new exercises and delivering clear exercise instructions in virtual settings</li> <li>• Making use of technology for effective instruction and delivery</li> <li>• Case studies and hands-on demos</li> </ul> <p><b>Chapter 4: Practical Demonstration and Assessment</b></p> <ul style="list-style-type: none"> <li>• Participants are given scenarios to role-play and put to practice the skills learnt. The assessment is not graded but participants are strongly encouraged to participate actively to receive constructive feedback.</li> </ul>





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### What is the ISA Continuing Education Series?

A series of short, focused courses that breaks down complicated sports and fitness concepts into easy-to-digest programmes, allowing you to get a good foundational knowledge and understanding in specific areas of sports and fitness.

### Who Should Attend?

Anyone! Whether you just want to learn more about fitness for your personal knowledge, or you are a trainer who is looking to increase your skillsets and marketability, our Continuing Education courses are suitable for just about anyone.

### The ISA Advantage

ISA has been a trusted name in sports and fitness training and education in Singapore since 2003. We seek to be the thought leader by bringing together local and international experts with diverse expertise from across the industry, to seek collaborative solutions to Singapore's and the region's problems relating to health, fitness and sports.

In pursuit of our mission, we offer a full range of professional certifications, and short continuing education courses, each tailored to suit your varied needs and objectives.

- Appointed Education Partner and Approved Provider in Singapore by the American Council on Exercise (ACE).
- Endorsed by industry leaders such as Virgin Active, True Fitness, the Pure Group, WAKO Singapore, Singapore Federation of Bodybuilding and Fitness, Superfit, Sports Lifestyle Initiatives, Club Managers' Association (Singapore) and Sports Lab among others
- Provides early industry exposure and job placement assistance through extensive industry network.
- Offers continuing education courses for increasing your skillsets.

