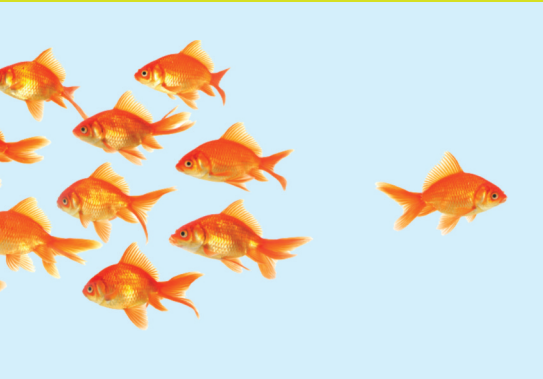




Training International
...where industry meets academia



HFI Motivator Workshops for Advanced Personal Trainers and Health Professionals

INTRODUCTION TO MOTIVATIONAL INTERVIEWING

HFI is unique in that they offer “Motivational Interviewing” skills courses. These are advanced skills workshops for personal trainers and other qualified health practitioners who are working day-to-day with clients. MI is an effective method to significantly enhance change relating to any health behaviour. MI will increase client outcome markers in the field of physiotherapy, sports therapy, sports coaching, elite sport physiology, dietetics and nutritional therapy.

In personal training, MI has a direct impact on client success by increasing initial motivation, but more importantly, on-going motivation levels towards exercise and eating behaviours. MI skills will also impact directly on sales because trainers will become naturally powerful in sales situations whether face-to-face or on the phone.

As personal trainers become “qualified” there has to be a strong emphasis on safety and effectiveness of client preparation and training. After this stage, the fitness industry currently focuses more on “technical” or “specialized” aspects of training. This focus is more about the trainer and less about the client’s needs. As trainers become more experienced there comes a time when no amount of additional knowledge is going to make a difference to a

trainer’s motivational skills and therefore their effectiveness. Often the opposite can be true and overly technical and trainers’ pre-occupation with the specific type of exercise can be detrimental to clients reaching exercise and eating behaviour goals. The personal training industry has become more about exercise systems, products and selling equipment and less about client results. The determining factor for client retention is results. Results are gained by clients maintaining behaviour change. It is very hard for many trainers to accept that their success depends much less on what clients do and more about whether they actually do it. This is especially difficult for newly qualified and less experienced trainers.

Employers find these skills are an imperative part of any client facing role. Without specific training in MI, health practitioners are ineffective motivators and even, very easily, develop a de-motivating approach with clients.



There are two HFI 2-day workshops available:

- HFI Exercise Behaviour Motivator – Motivational Interviewing for Exercise Behaviour Change
- HFI Eating Behaviour Motivator – Motivational Interviewing for Eating Behaviour Change

HFI EXERCISE MOTIVATOR

MOTIVATIONAL INTERVIEWING FOR EFFECTIVE EXERCISE BEHAVIOUR CHANGE

The HFI Exercise Motivator workshop will ensure trainers and other health professionals have a strong influence over clients' exercise behaviour adherence, sales and success.

WHO IS THIS FOR?

Advanced personal trainers who are REPs level 3 or higher.

Any client-facing health professional qualified in their field where behaviour change is the desired outcome.

“This course changed my mind about almost everything I have learned so far! I am a very knowledgeable trainer but I realize now didn't have any real and quantifiable power over my clients' motivation.”

HFI COURSE CATEGORY/LEVEL

Motivational Psychology

Advanced Personal Training Skills

Personal Training Business Selling Skills

COURSE FORMAT

2-day workshop (no additional assessment).

“This course changed my mind about almost everything I have learned so far! I am a very knowledgeable trainer but I realize now didn't have any real and quantifiable power over my clients' motivation. I use my new skills every time I interact with clients, whether during sales pitches, day-to-day at sessions or during on-going sit-down consultations. It works with initial contacts but also with my very long term clients as well. What was unexpected was, it turned me into a very natural and genuine sales person without having to resort to hard-sell persuasion!”

COURSE CONTENT

A combination of didactic lecture, live demonstration, dvd demonstrations and role play are included.

The workshop programme covers:

- Introduction to motivational interviewing
- The motivational toolbox spirit and style
- Effective listening skills – advanced reflective listening skills.
- Setting an agenda for the consultation
- How to develop a rapport
- Decisional balance and resolving client ambivalence
- Creating discrepancy
- Supporting self-efficacy (client confidence)
- Motivational information exchange
- Helping with decision making
- Using MI during exercise sessions
- Follow up techniques to increase and maintain motivation



BENEFITS

- A complete change of focus for your PT practice from process to outcome
- Become an effective motivational trainer
- Avoid client motivation-reducing behaviours
- Improve clients' motivation, attendance and outcomes
- Develop the more important and challenging PT skills
- Use the most powerful tool available to you – the right style of verbal interaction
- Avoid leaving your clients' motivation to chance
- Increase sales conversion rates
- Increase earnings

Are you ready to make a difference to the subtle skills which will increase your business profitability?

WHERE NEXT?

HFI Eating Behaviour Motivator

In-company Motivational Interviewing training

If you are depending on computer stats and the latest member-adherence software you might be ready to make the real difference in membership and PT sales and retention.

HFI EATING BEHAVIOUR MOTIVATOR

MOTIVATIONAL INTERVIEWING FOR EATING BEHAVIOUR CHANGE

The HFI Eating Behaviour Motivator workshop will ensure trainers have influence over clients' eating behaviour adherence and therefore weight management success.

WHO IS THIS FOR?

This is an advanced personal training skills workshop for trainers who are REPs level 3 or higher. Participants must also have completed the HFI Exercise Motivator workshop.



“Success is not about the trainer’s or the client’s knowledge. It’s about motivational psychology and whether the trainer has a powerful affect on clients’ eating behaviour.”

HFI COURSE CATEGORY / LEVEL

- Motivational Psychology
- Advanced Personal Training Skills
- Personal Training Sales Skills

COURSE FORMAT

2-day workshop (no additional assessment).

Personal trainers are exercise specialists and empowering clients to maintain exercise changes are difficult enough. Helping people to make changes to their eating behaviour is so complex that most trainers just use an advice giving approach. At best trainers adopt an “encouraging” or a “what feels right” approach to weight control motivation. Your clients’ eating can be the factor preventing them from gaining the benefits they want from their exercise regime. You might have a great exercise programme, they might attend session like clockwork but exercise can only have a limited effect. So the real answer to clients’ permanent weight loss success is eating behaviour. You can become empowered in this very difficult area which the fitness industry seems to be ignoring.

HFI Eating Behaviour Motivator will:

- provide that missing link to success for your weight management and aesthetic clients
- gives trainers an effective alternative to simply giving advice and encouraging
- give you understanding of the unique psychology of overweight clients
- take a drastically different approach to ensure clients’ permanent weight loss

COURSE CONTENT

- Pre-weight loss screening and referral process clients for eating disorders

- Pre-weight loss screening and referral process for clients with emotional problems
- Pre-weight loss screening and referral of clients with diseases requiring medical referral
- Pre-treatment assessment
- Cognitive and behavioural analysis
- Outline of the Anti-diet permanent weight loss system
- Counselling to develop appropriate weight loss motivation
- Counselling to develop motivation to alter the clients approach to weight loss
- Teaching clients self-analysis of eating behaviour
- Cognitive and behavioural aspects of eating behaviour
- Identifying physical hunger and emotional eating
- Overcoming cravings
- Over-coming slips and preventing relapse
- Combating self-defeating thoughts and behaviours
- Follow-ups – process evaluation and re-motivation

Are you ready to tackle the subtle skills that will make all the difference to your weight loss clients and increase your business profitability?

ENQUIRE ABOUT THIS QUALIFICATION FOR YOUR COMPANY

Eating behaviour can be preventing your members seeing the changes they need to continue to pay their subs. Empower your staff with training in Eating Behaviour MI.

TO APPLY FOR A COURSE

Complete the application form or go to:

- www.hfigroup.com (Motivational Interviewing)
- email info@hfigroup.com
- call HFI on 020 7231 3981.

CONTACT

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