

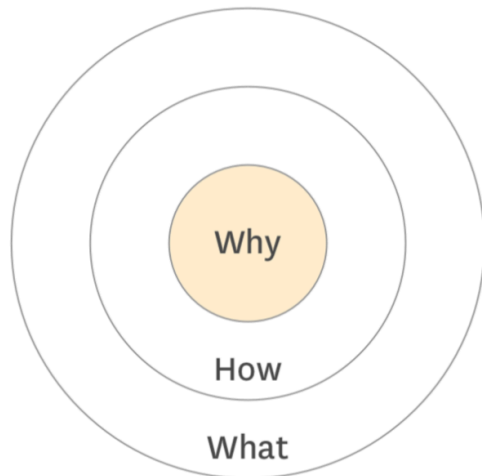
The WOW Factor Edu-Tainment: Creating an Impactful Client Experience

Presented by Helen Vanderburg

Introduction

The fitness industry and the expectation of clients continue to evolve. With a new generation of fitness participants wanting engaging, entertaining and meaningful experiences in group fitness classes and small group training, learn how you can become the master of edu-tainment. This session is practical and will require you to step out of your comfort zone. Find the perfect balance between being a great educator and an amazing entertainer!

It all begins with your WHY?



Why - Your Purpose

What is your cause? What do you believe?

How - Your Process

Specific actions taken to realise your Why.

What - Your Process

What do you do? The result of Why. Proof.

The Golden Circle by Simon Sinek

What energy do you put out to the world?

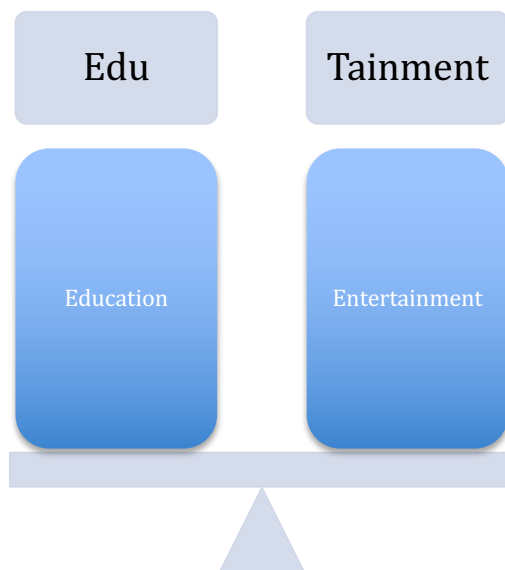
Albert Einstein presented two papers to the Physics community. One introduced special relativity. The second paper deduced that tiny amounts of matter could be converted into tremendous amounts of energy. The resulting equation $E=mc^2$ is perhaps the most famous of all equations.

Everything, every physical object has and is potential energy.

Be your Authentic you!

1. Know yourself
2. Know where you fit in
3. Know who you want to hang out with

Find the Balance



Define an Educator:

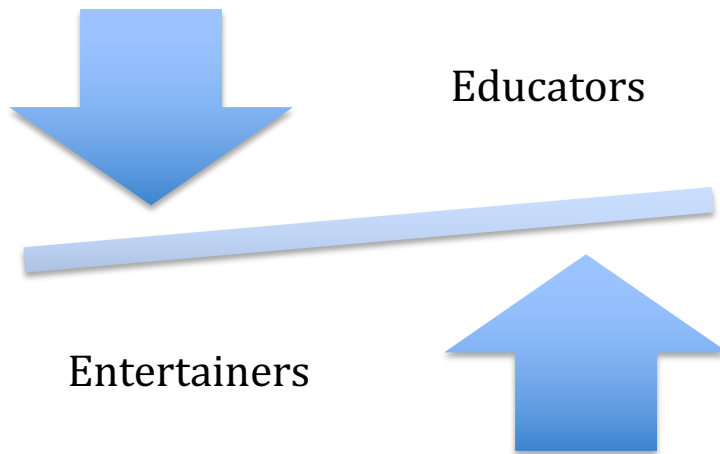
Define an Entertainer:

Identify your Strongest Qualities

1. what comes naturally to you?
2. what drives your passion?
3. what are you drawn toward?
4. what do you admire in others?

Create your list of Qualities

- 1.
- 2.
- 3.
- 4.
- 5.



Actions to mastering Edu-Tainment

Tips and Tricks

1. Relax and be you!
2. Share your ideas and knowledge
3. Tell stories
4. Get social
5. Be consistent
6. Be respectful
7. Be considerate
8. Master your speaking skills: vocal and visual

Thank you for attending my workshop

Helen

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