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PERIODIZING YOUR CAREER IN PERSONAL TRAINING: Exploring 3 Paths to a Fulfilling Long Term Career in the Industry

**Facilitated by Stephanie Dupuis
With: Michele Colwell
Kristen Stewart
Eric Dip**

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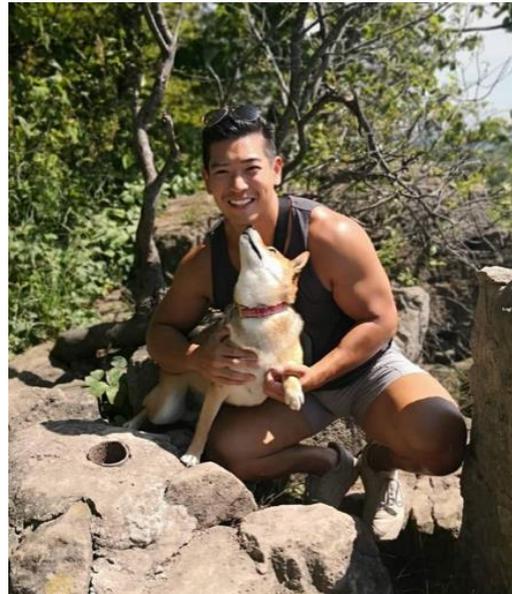
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Meet Our Panel



Michele Colwell



Eric Dip



Kristen Stewart

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Personal
Trainer



Advance to
Elite Level
Personal
Trainer



Educator



Leadership

...ing per... what is... and now...
...izing your career... what to do, when to do...
... prioritizing what is most important now, and then what...
... to focus on later...



Periodizing Your Career in Personal Training: 3 Paths to a Long-Term Career in the Industry

What you will take away from this session to apply to your own career plan

Their journey in the fitness industry
Key **Milestones** of each of their career paths
What is their **'why'**
What **keeps them** in the industry
Greatest **successes** & lessons learned
Failures- how they overcame them
How to **prioritize your development**
Their **best advice** on how to progress in their path
In the Fitness Industry



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The Path to Becoming a Level 6 Personal Trainer...

... Kristen Stewart

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Let me introduce myself!

Kristen Stewart

In the fitness industry since 2000 in aquatics, with Goodlife since 2011

Fitness Manager at Woodstock Downtown Club

Level 6 Personal Trainer

International Masters Weightlifting Competitor

Head of GoodLife Barbell with the OWA

Former National Trainer for GLPTI and PT Education Series

Retired Competitive swimmer and white water Kayaker

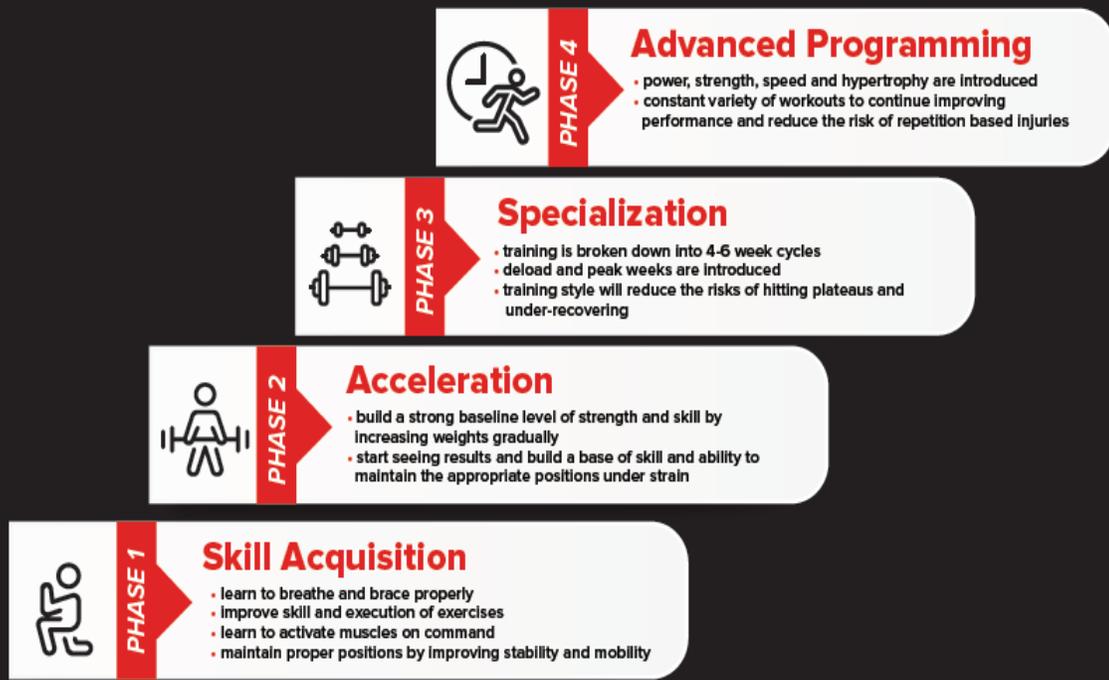
Mom and Wife

Periodizing Your
Personal Training
Career

- GoodLife Fitness is a company that thrives on developing and promoting you within your personal skill set.
- Let's find the right path for YOU

Personal Training Periodization

Periodization Plan



What is Periodization?

- A science base method to ensure we are **achieving progression in performance** as we move through different phases.

Why do we use this method?

- To avoid the definition of insanity!
- We can keep showing up, but we can't keep doing the same thing and expecting the same results.

How does this reflect on our careers' as Personal Trainers?

Skill Acquisition

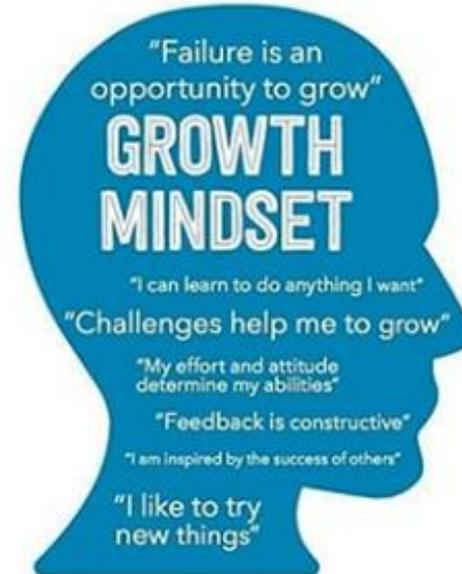
- Discovering Your Personal Core Values
 - Peak Experiences
 - Supressed Values
 - Code of conduct
- Organize and Prioritize
- Create Context
- Evaluate

Health
Family
Gratitude
Growth
Purpose
Empower
Discipline



Skill Acquisition

1. Education- Get on the **habit of learning!**
2. Learn to **Train**
3. Learn to **Sell**
4. **Goal plan YOUR** path to success

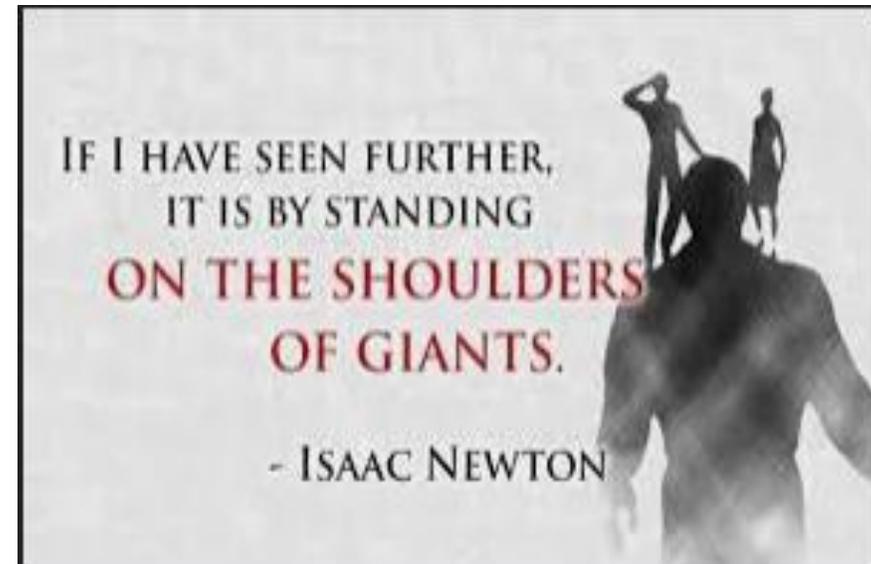


Acceleration

- Developing stronger **coaching Skills**
 - ABC's and 123's
- **Continued education**
 - Courses
 - Peers
 - Experiences
 - Training and Development
- Learn how to **own your business**

Specialization

- How many tools do you have in your toolbox?
- What is your passion?
- Who can you learn from?

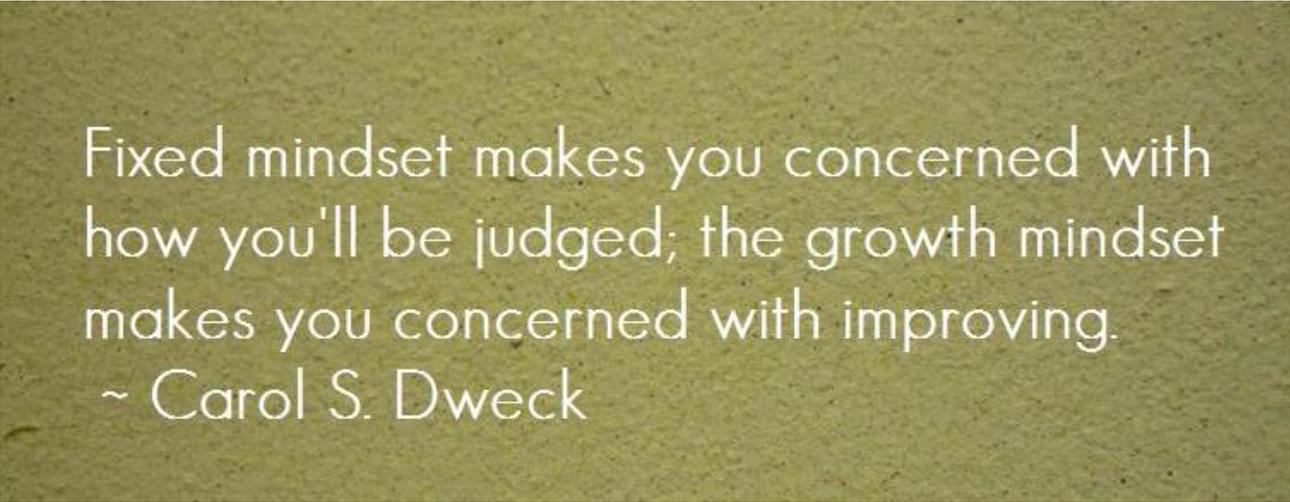


Advanced Programming

It takes 10 000 reps to become a master at something.

Leading by Example

Constant Improving
Mindset



Fixed mindset makes you concerned with how you'll be judged; the growth mindset makes you concerned with improving.
~ Carol S. Dweck

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Application is Key!

GoodLife Fitness is a company that thrives on **developing and promoting you** within your personal skill set

Deciding what path best suits you will come with time, patience, guidance and commitment

Sit down and make a **plan**

Tell everyone who will listen

Ask for **guidance**

Pursue it unapologetically until you arrive



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Periodizing Your Career from Personal Trainer to Leader

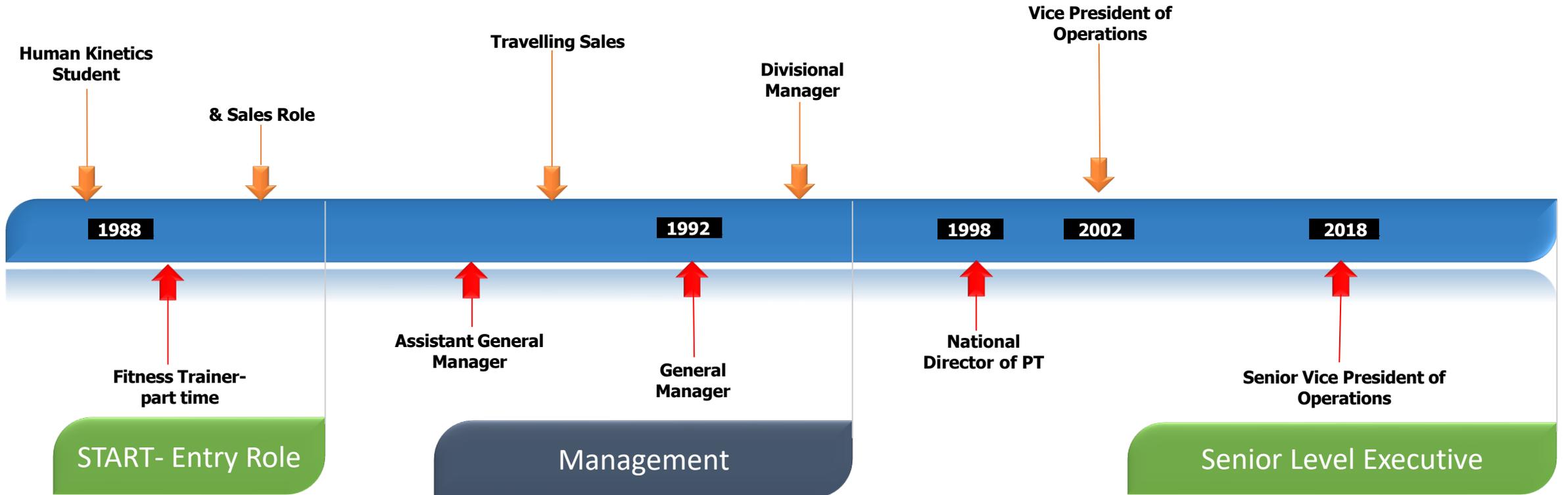
Michele Colwell

Highlights of My Career

1. Becoming the Top-Selling Associate at GoodLife – KEY to opening so many doors
2. Developing & Managing Several Successful Teams of People
 - Winning club awards
 - Opening largest club in history- London Galleria Mall GoodLife
 - Opening 24 Clubs in 24 months
3. Creating & leading the largest and most profitable Personal Training Department in Canada- Top 10 in the World
4. Becoming GoodLife's 1st Vice President



My Journey through the Fitness & Personal Training Industry



What is My WHY?

I am passionate about working on myself, as well as helping people tap into their gifts and reach their full potential.

I am a big advocate of helping others feel more confident, joyful and hopeful through coaching, exercise and connection



Why Did I Stay?

I LOVE....

- Meaningful work inspires me: “Health is your wealth” – What a gift to connect with others and help them
- Career progression and financial
- I travelled so much of the world
- My dear friend and mentor Patch and my team-mates
- Goals
- Ever-evolving, opportunities to create
- Personal development opportunities



Greatest Challenges & Overcoming Them

CHALLENGES:

- A crooked/dishonest boss, a Boss who had weak leadership under stress
- My club was shut down to remove asbestos
- Left management to become a National Director
- Saying no to a huge promotion
- Being responsible for so many massive targets, carrying the weight of so many wages
- COVID!!

OVERCOMING THEM:

- Courage, wrote down facts, sought out counsel, confronted tentatively, relied on relationship and trust with my COO & CEO
- Collaboration, clarity, strategy with team – no defeating talk
- Gaining Education, more skills through courses, certs, etc.
- Mastering my state, taking massive action, perseverance, coaching, researching, co-workers, my friends, used circle of influence



How to Periodize Your Career in Fitness and Health Leadership



Get Crystal clear on your outcome/what you want and your why. Do personal inventory- skills, personal gifts, competencies, and what needs to be acquired. Interview successful people for advice and use it.



Check in time – min twice a year with accountability person .
What skills do you need now? Is your desired outcome the same?
What learning is now needed– update and revise your learning and support plan
Consider new consultants, coaching, advisors



Set Specific goals on outcomes.
-Chart-out education and training plan- what can you do and when? What's available/complimentary that you can do right away, what can you afford



Celebrate successes, Revisit personal inventory
-Invest more in personal development
-check-in on personal emotional health, etc



Take action– Get lots experience and feedback until you excel at something. You need to add significant value in what you offer- be under great leadership



Practice & Stay Sharp- Use it or lose it! Continually network, attend conferences and surround yourself with people with a growth mindset

What skills and competencies do leaders need in the PT industry these days?

Competencies:

- Being Authentic.
- Having Leadership Courage.
- Empathy.
- Using Inclusive Communication.
- Building Relationships.
- Drive for results through shaping healthy Culture/ healthy teams.

Skills:

- Influencing others to create lasting, positive change.
- Master your state to create positive momentum/energy
- To sell and program
- Organizational/some tech skills
- Connection/ coaching
- Business Savvy



Extra Guidance to enhance your progress

Rituals – Consistency Matters!

Learn to master your state – Be open:

The blue prints of our lives have to sometimes be re-written

Don't cut corners – do your time – it will pay off

Surround yourself with proper support/ people

Forgive yourself – learn and move on

Give and serve others

“Go after outcomes not actions....” Anthony Robbins



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Periodizing Your Career to be a Personal Training Educator

Eric Dip

Fitness Manager

Brampton Mclaughlin Corners

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Eric Dip

- 8 years as Personal Trainer and Coach
- 4 years as a Fitness Manager
- National Level Powerlifter
- Mountain Climber

Periodizing Your Career in
Personal Training

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"Those who can't do,
teach."

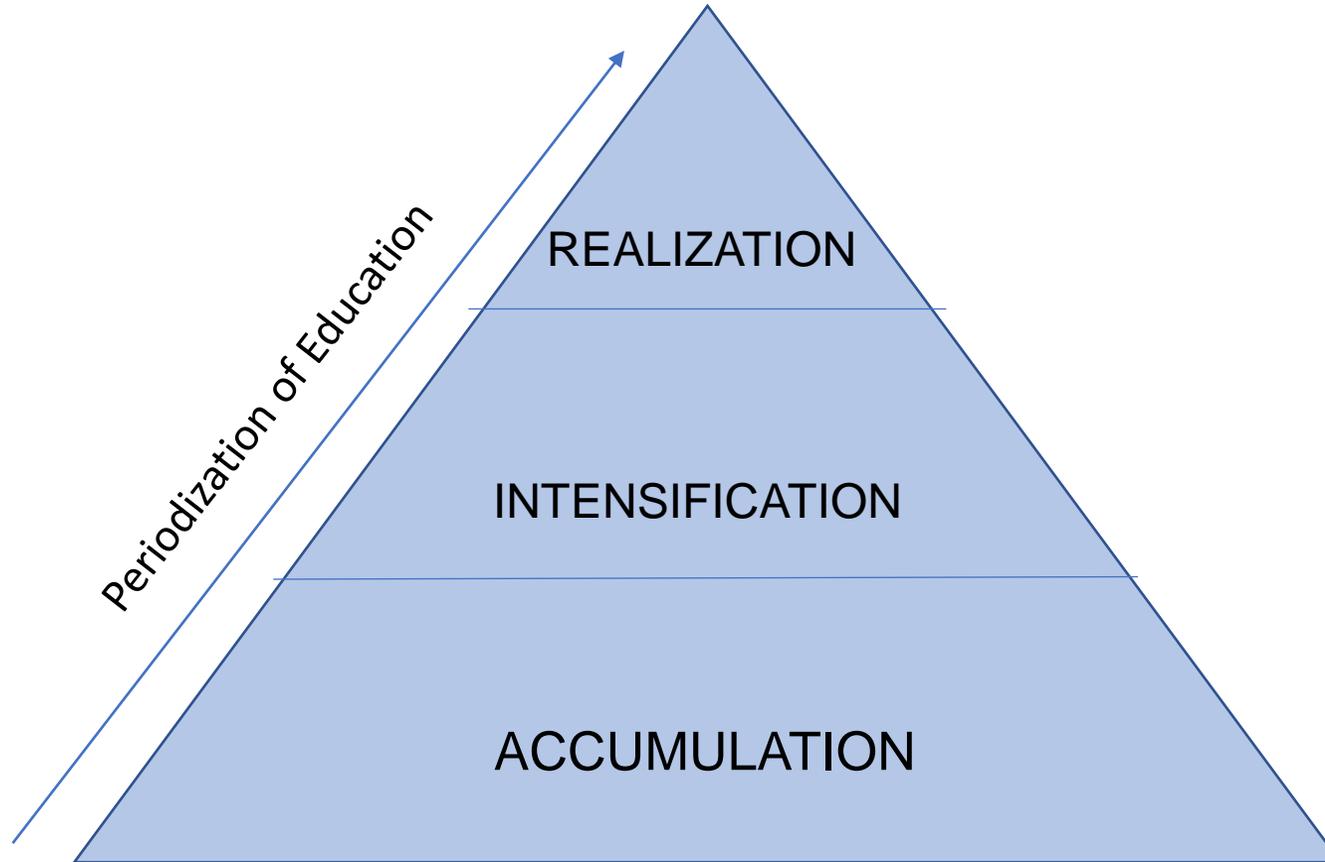
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"Those who have done it,
teach it."

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Accumulation

1. Start with Why

- Passion for your own fitness and others. Sometimes at the end of your day, the only thing fueling you is your passion.

2. How to be a Good Trainer

- Success Leaves Clues
- Say yes, to everything so you can say no later on
- Learn to assess. Measure twice? Measure all the time
- Constantly learning/applying
- Humility First, humility last

3. Education

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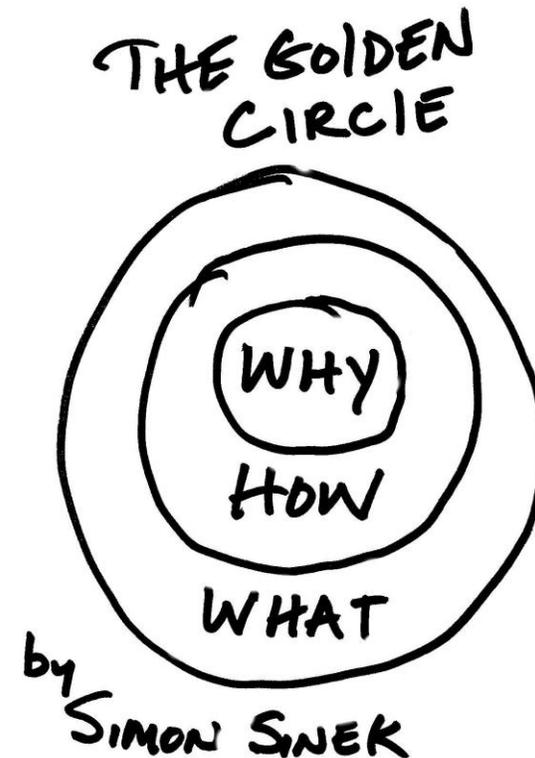
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Start with Why

Why – This isn't about money. This is about passion. This is **PURPOSE**.

How - This is how you achieve that purpose. Whether it is through training, coaching, management, or education

What – The service you provide



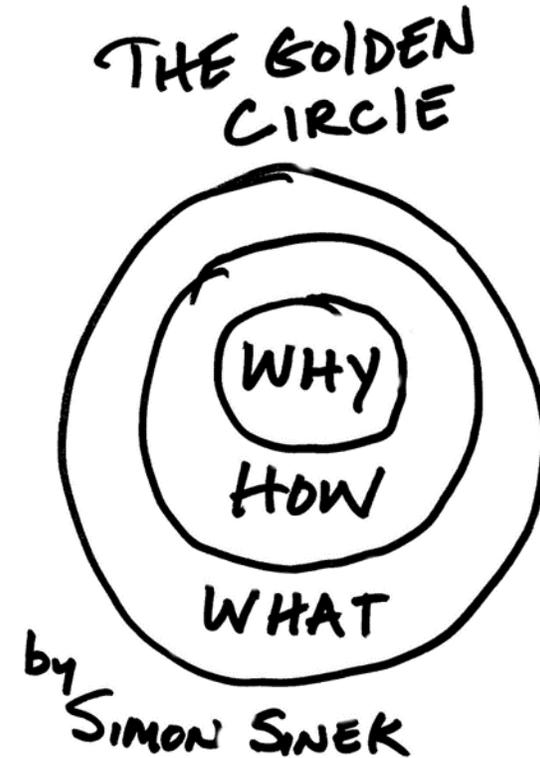
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Now the How

How to be an amazing trainer:

- Success Leaves Clues
- Say yes, to everything so you can say no later on
- Learn to assess
- Constantly learning/applying
- Humility First, humility last



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Success Leaves Clues

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**Say 'Yes' to everything,
so you can say 'no' later on**

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Learn to Assess.

Measure twice? **Measure all the time.**

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Lifelong student mentality

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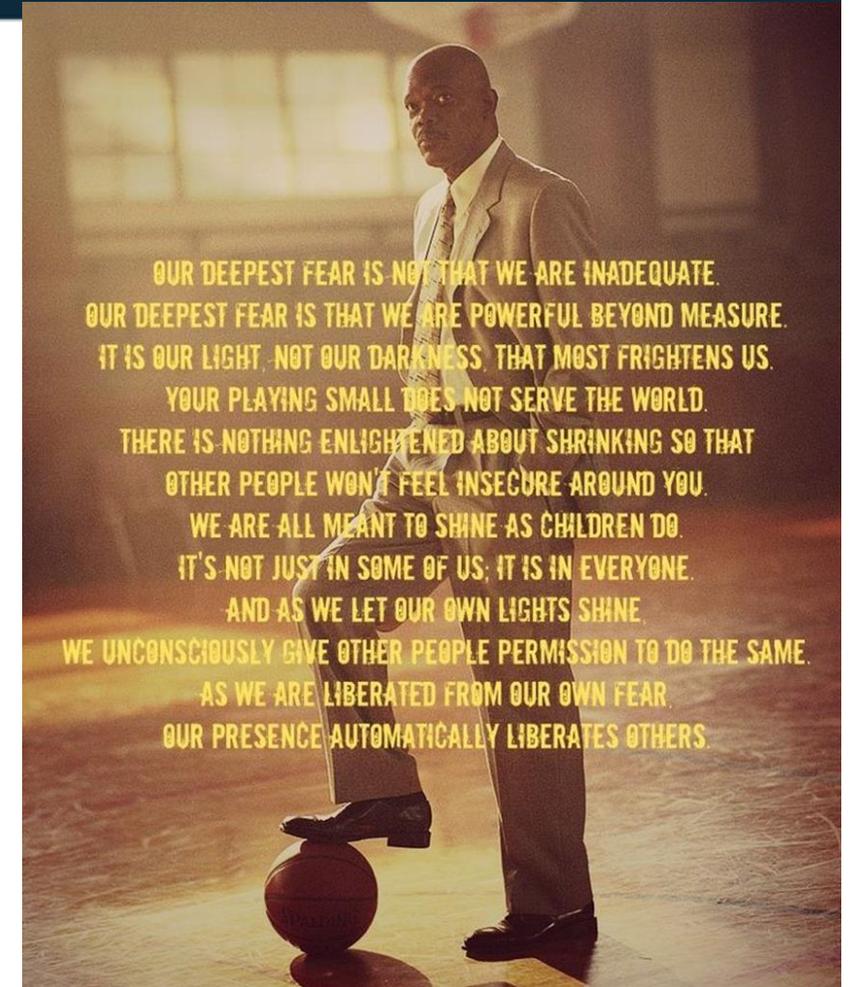
Humility First Humility Last

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Intensification

1. **Speak Up**, or be so good you can't be ignored.
2. Become a leader **without** the title. Improve everyone around you.
3. **Experience** trumps all.



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Realization

1. Develop your niche
2. Take yourself and a client to a competition mindset

"Practice what you preach, so you can **preach what you practice**"

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Questions for the Panel



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Thank You

