

# UV20523

## Know how to support clients who take part in exercise and physical activity

The aim of this unit is to develop your knowledge and understanding of how to support clients and provide ongoing customer service. You will also develop the skills to support clients taking part in exercise and physical activity.

Level

**2**

Credit value

**2**

GLH

**13**

Observation(s)

**0**

External paper(s)

**0**



# Know how to support clients who take part in exercise and physical activity

## Learning outcomes

On completion of this unit you will:

1. Understand how to form effective working relationships with clients
2. Understand how to address barriers to exercise/physical activity that clients experience
3. Understand how to support clients to adhere to exercise/physical activity
4. Understand how to provide ongoing customer service to clients

## Evidence requirements

1. *Knowledge outcomes*  
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
2. *Tutor/Assessor guidance*  
You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.
3. *External paper*  
There is no external paper requirement for this unit.

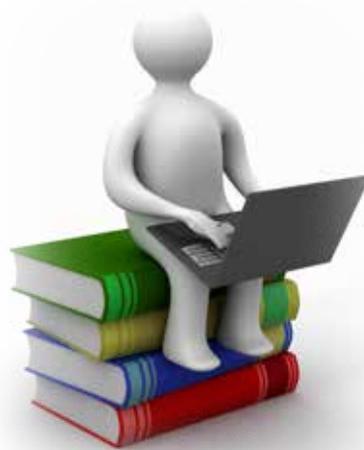
# Developing knowledge

## Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work performance
- Witness testimony/statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion
- Employer-provided question papers and tests
- E-assessment.

# Knowledge



## Outcome 1

### Understand how to form effective working relationships with clients

You can:	Portfolio reference / Assessor initials*
a. Explain why it's important to form effective working relationships with clients	
b. Explain why it's important to present oneself and the organisation positively to clients	
c. Describe how different communication skills can be used to assist clients with motivation	
d. Explain the importance of valuing equality and diversity when working with clients	

*\*Assessor initials to be inserted if orally questioned.*



## Outcome 2

### Understand how to address barriers to exercise/physical activity that clients experience

You can:	Portfolio reference / Assessor initials*
a. Identify the typical barriers to exercise/physical activity that clients experience	
b. Explain how incorporating a client's exercise/physical activity preference into their programme can strengthen motivation and adherence	
c. Describe different incentives and rewards that can strengthen client motivation and adherence	
d. Describe different strategies that can help clients overcome typical barriers to exercise/physical activity	

\*Assessor initials to be inserted if orally questioned.



## Outcome 3

### Understand how to support clients to adhere to exercise/ physical activity

You can:	Portfolio reference / Assessor initials*
a. Explain why it is important for a client to take personal responsibility for their own fitness and motivation	
b. Describe how to assist clients to develop their own strategy for motivation and adherence	
c. Identify different behaviour change approaches/strategies to encourage adherence to exercise/physical activity	
d. Describe how to set short, medium and long term SMART goals	
e. Describe how to review and revise short, medium and long term SMART goals	

*\*Assessor initials to be inserted if orally questioned.*



## Outcome 4

### Understand how to provide ongoing customer service to clients

You can:	Portfolio reference / Assessor initials*
a. Explain the importance of client care both for the client and the organisation	
b. Explain why it is important to deal with client needs to their satisfaction	
c. Identify where to source relevant and appropriate information to meet client needs	
d. Explain the importance of dealing with any delay in meeting client needs timely and effectively	
e. Give examples of how to exceed customer expectations, when appropriate	
f. Explain the importance of handling client complaints positively following an organisation's procedure	

\*Assessor initials to be inserted if orally questioned.

# Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

## Outcome 1: Understand how to form effective working relationships with clients

### **Effective working relationships with clients:**

Different clients (specific needs, apparently healthy adults, apparently healthy young people, antenatal and postnatal clients, disabled clients), importance of gaining mutual respect, gaining mutual confidence, gaining mutual trust, determine client needs, establish rapport.

### **Positive presentation of self and organisation:**

Presentation (professional conduct, dress/appearance, attitude, show respect, equal opportunities, inclusion and exclusion, punctuality), importance of gaining clients' confidence, gaining clients' respect, enhance professional image and reputation, gain repeat clients, word of mouth, gain new clients.

### **Communication skills and client motivation:**

Personalised, client feels valued, friendly and welcoming with new and returning clients, verbal (telephone, face to face, language, voice intonation, accent, dialect), non-verbal (questionnaires, handouts, posters, e-mails, websites, social networking), body language to provide positive feedback to clients, active listening to encourage client views about their performance, open questions, demonstration to show and reinforce exercise techniques, informal consultation to discuss client needs and set goals, written communication to summarise agreed goals and plans.

### **Importance of valuing equality and diversity:**

To maintain respect and dignity, to ensure fair treatment, to meet

individual needs, to provide individual encouragement to reach potential, to provide a safe, supportive and welcoming environment, equality and diversity can be met by maintaining professional boundaries, staying non-judgmental and ensuring equal rights (gender, race, nationality, ethnic or national origin, religious or political beliefs, disability, marital status, social background, family circumstance, sexual orientation, gender reassignment, spent criminal convictions, age or for any other reason).



## Outcome 2: Understand how to address barriers to exercise/physical activity that clients experience

**Typical barriers to exercise:** Threatened by 'super-fit instructors/beautiful people', access, transport, cost, time, energy, lack of motivation, lack of knowledge, self-conscious, low self-efficacy, low self-esteem, lack of childcare, gender, age, ethnicity, socio-economic status, social pressure, health and injury concerns, no exercise partner to motivate, unreadiness to change behaviour.

**Strengthen motivation and adherence:** Incorporate client's exercise and physical preferences, plan programmes accordingly, preferences (health related, fitness related, enjoyment related, social), consideration of these factors strengthen motivation and adherence (increase intrinsic motivation, increase client control and autonomy, increase self-efficacy, increase potential competence and ability, increase enjoyment).

**Incentives and rewards:** Physical and psychological health benefits, physical fitness improvements, achievement of personal goals, social interaction, fun and enjoyment, improved ability to complete daily living tasks, positive praise and feedback from others, free memberships, free training sessions, free personal instruction, gym challenges, social events, rewards based on attendance, rewards based on achievement of goals.

**Strategies to overcome barriers to exercise:** Select appropriate exercise activities (ability, fitness level, enjoyment, client needs, peer group), provide financial concessions, appropriate time scheduling of exercise activities, provide accurate exercise information and advice, provide access to childcare, referral to relevant health professionals,

social support and inclusion, encourage exercise partners, goal setting (SMART), positive reinforcement, enthusiasm, encouragement, social support, rapport with instructor, teaching approaches (learning style, verbal/non-verbal communication, equal opportunities).



### Outcome 3: Understand how to support clients to adhere to exercise/physical activity

#### **Importance of taking personal responsibility:**

Increase intrinsic motivation, increase control and autonomy, increase potential for exercise adherence, encourage personal reflection of progress and needs.

#### **Assisting clients to develop their own strategy:**

Regular consultations with client, clarify goals, establish realistic expectations, review exercise behaviour, address barriers to exercise, make strategy plan for relapse.

#### **Behaviour change approaches/strategies:**

Behaviour change (stages of behaviour change, relapse prevention model), approaches/strategies (prompting, contract between trainer and client, rewarding attendance, positive feedback on progress, goal setting and review, social support, reduce barriers, provide exercise information and guidance).

#### **Goal setting:**

Needs and wants analysis, SMART principles (specific, measurable, achievable, realistic, time bound), short, medium and long term SMART goals (improve health, develop specific fitness components, sport specific, improve psychological wellbeing, improve social interaction, fun and enjoyment, lifestyle, functional ability for daily life, weight management).

#### **Review and revise goals:**

Review short, medium and long term SMART goals, goal review methods (consultation, written client questionnaire, analysis of exercise records), review progress (achievement of agreed goals, previous and current client needs), and set new SMART goals.



## Outcome 4: Understand how to provide ongoing customer service to clients

**Importance of client care:** For the client (personalised customer service, enhanced customer experience, achievement of goals), for the organisation (avoidance of litigation (law of tort), improved retention, growth of business, maintain image and reputation).

**Importance of dealing with client needs:** Maintain satisfaction of client, meet client needs, achieve client goals, maintain confidence and trust of client, promote client adherence and attendance, maintain professional and organisation image, positive word of mouth, potential increase in client base.

**Sources of appropriate information to meet client needs:** Timetables, noticeboard, e-mails to keep clients informed, referral professionals (GP, physiotherapist, nutritionist), evidence based journals, evidence based websites, evidence based text books, customer feedback.

**Importance of meeting client needs timely and effectively:** Maintain client satisfaction, to stop a problem escalating, optimise effectiveness of service, maintain customer loyalty, minimise risk of relapse or drop-out, maintain reputation and professional image.

**Exceed customer expectations:** Customer needs analysis, provide service over and above what is expected, follow organisation's procedures, examples of exceeding expectations (level of personal attention and service, standard of exercise service provided, levels of personal communication experienced).

### **Handle client complaints positively:**

Acknowledge complaint immediately (HEAT – Hear, Empathise, Apologise, Take action), handle complaints (privately, positively, confidently, professionally, promptly, confidentially, empathetically, with trust and respect, to client's satisfaction), follow agreed procedures.