



press RELEASE



The European Institute launches ACSM Personal Fitness Coach

With the ever increasing waistline of our population there is a call to re-think our current strategies and approaches. Perhaps we need to re-address our entire paradigm since, despite tremendous good will and massive efforts by public and private sectors to change activity and eating habits of our population, we are failing miserably. The European Institute of Fitness today has become an American College of Sports Medicine (ACSM) approved provider. Offering forward-thinking and creative trainers an opportunity to really get to grips with behaviour change, coaching and client-centred practice their new course ACSM FitCoach drives home the message that it isn't just what you do in the gym that counts but how you influence your clients' lifestyles in-between. Delivered through the virtual classroom students engage in a combination of recorded seminars and LIVE interactive workshops to develop new skills and approaches to maximise their impact and success.

This course is specifically tailored to build on the trainer paradigm, that we have the answers to our clients problems and just need the opportunity to fix them, and modifies what and how we as more skilful facilitators can do to better nurture change in their lives. It challenges our current philosophy and will leave every candidate more confident and capable of helping their clients achieve results in their lives. Application enables graduates to integrate these strategies into their current practice to maximise client retention as well as coach new behaviours and reach out to an expanding potential client-base.

Angela Francis, Director at the European Institute states: "Despite widespread acceptance of the value of regular exercise and healthy eating, physiotherapists often struggle to motivate their

clients to participate in the programs they prescribe, nutritionists battle the human spirit to continue to eat what they want and not what they need and our doctors continue to fail to make sufficient headway necessary to reduce the financial and health costs of sedentary living. With the proliferation in the number of clubs to work out in and the abundance of Personal Trainers everywhere, we still struggle to make meaningful differences in our communities."

Personal Fitness Coach provides an affordable & comprehensive solution to tackle the enormity of this problem. Students also benefit by gaining 33 ACSM CEC points and specific certification to present to REPs UK for CPD. Full session details are available on the website along with opportunities to explore the nature on this new technology by sitting in on recorded virtual classroom seminars as well attending a live seminar for free. Institute Director Darren Tebbenham states: "CPD and CEC is not about the points. Ongoing training and education should not be a chore or a nuisance. And it is our responsibility to maximise our ability to help people change. This course does just this. When faced with the choice of picking up the latest training concept or new moves on the Swiss ball we keep making the wrong choices. Our ability to motivate, facilitate and support change is absolutely essential and is not always our strongest attribute. This virtual classroom provides the best possible way of developing greater competence in these areas whilst minimising time away from our clients. The challenge is having the courage to commit to a new paradigm and way of doing business. The challenge is sometimes breaking away from what has become normal, to excel."

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