

Group Program

Keys to a successful class

Pricing worksheet

Program materials

Course outline

Informational meeting



BEFORE YOU BEGIN...

Take a few minutes to look over these helpful suggestions. They were written by fitness professionals already running these programs.

KEYS TO SUCCESSFUL CLASSES AND MEETINGS:



Non-threatening Environment

It takes great courage to attend an informational meeting. Many individuals, if not most, have failed many times at weight management. Be sure your meetings are situated in a non-threatening environment. Having your meeting in the middle of a workout area, with lots of “thin” people in spandex is very threatening to overweight, inactive people.

Welcome

It is important to be sure that you specifically welcome everyone to the informational meeting. Introduce yourself and let them know that you appreciate their taking time from their busy schedules to attend. Time is more valuable than money to some – thank them for coming. Have each individual introduce themselves.

Take Charge

Help make individuals comfortable by introducing yourself. Humor is always a great way to make people feel comfortable. Be sure your comments are humorous to everyone. Ask questions – people like to talk about themselves. Ask light questions – so what do you do, do you live near by, are you a member here, etc.

Remember Names

I always feel special when someone remembers my name when first meeting me. As people introduce themselves, jot down notes to help you remember their names. Along with remembering names, it is also important to jot down something that the person said about themselves – it will help you remember them.

Working with Individuals

Even though you are facilitating a group program, the program is made up of individuals with very different reasons for attending and very different needs.

Positive Attitude

One of the greatest assets you can bring to the group is a positive attitude. Always maximize the positive and “eliminate the negative”! Even the smallest change is a success in your participants’ eyes. Never minimize what they accomplish.

Empathy

Empathy is defined as “understanding another’s feelings”. While you may not have the same experiences as participants, there is always “commonality” of experiences. I was an obese child, so I can certainly empathize with someone who has been or is obese. While I never had an eating disorder, I can certainly empathize with poor body image, etc. This is an important trait to develop – what you might consider just an “excuse” can be a serious barrier to success for your client.

Learn to Listen

We so often feel like we have to do the talking. After all, we are the teachers. But listening is even more important. Through careful listening, you can learn and understand each person’s needs.

Coaching

Your role in this program is that of educator and coach. Coaching is a co-creative partnership between a qualified coach and a willing client that supports the client through desired life changes. In other words, you don’t tell people what needs to be changed, you help them discover what those changes should be for themselves. While details of coaching are not part of this manual, you have been (or will be) introduced to coaching techniques in the Nutrition Manager training. I encourage you to continue training until you master your coaching skills.

PRICING WORKSHEET

Suggested Group Pricing
Suggested Individual Program Pricing

<p>Suggested price points may vary depending upon local demographics.</p> <p>Estimated staff hours per class of ten are 40 hours. (8 classes, 2 hours of prep time, & 30 individual consultations (10x3))</p>	<p>Per Person</p> <p>Per Class</p> <p>Estimated hourly income</p>	Recommended Pricing			
		\$199	\$299	\$399	\$499
		\$1990	\$2990	\$3990	\$4990
		\$50	\$75	\$100	\$125

<u>Materials per Person</u>	
If You Don't Take Care of Your Body	\$15.00
Lifestyle Journal	7.50
Binders/Handouts	4.00
Educational Edition Software	<u>15.00</u>
	\$41.50

4 Session Individual Program Pricing Guideline
(PT per hour baseline uplifted by 50% & 75% for nutritional consultations)

PT/hour	4 Sessions	50% uplift	75% uplift
\$40	\$160	\$240	\$280
\$50	\$200	\$300	\$490
\$60	\$240	\$360	\$420
\$70	\$280	\$420	\$368
\$80	\$320	\$480	\$560
\$90	\$360	\$405	\$473
\$100	\$400	\$600	\$700
\$110	\$440	\$660	\$770
\$120	\$480	\$720	\$840



Lifestyle Management
Associates

PROGRAM MATERIALS

Classroom: A room with tables and chairs for participants, large enough to accommodate the size of the group.

Supplies:

questionnaires, pens/pencils
binders for participant handouts (optional but nice)
portion size estimates (deck of cards, yogurt container, cassette, measuring cups)
beach ball, hard ball, scale
recorder (if meeting is to be recorded)
Journals, If You Don't Take Care of Your Body... books, Educational Edition software
extension cord
computer
paper plates, cups, utensils

Informational Meeting

Pens, Pencils, scale, hard ball, beach ball
questionnaires (includes goals and objectives)

Participant selection

phone book/call log

Class 1 - Introduction

Books - If You Don't..., Lifestyle Journal
Handouts

Individual Appointment #1

Computer, extension cord
Educational Edition Software
Weights
Camera (optional)
Handouts

Class 2 - Exercise

Handouts

Class 3 - Nutrition

Handouts (printouts, menu plans, nutrient lists)

Class 4 - Fiber

Handouts

Individual Appointment #2

Participants must bring binder, Journals, printouts

Class 5 - Labels and Supplements

Handouts

Class 6 - Stress reduction

Handouts

Class 7 - Defensive Eating

Handouts

Class 8 - Wrap Up

Exit Survey, Promotional Statement, Week 12 Sign Up Sheet
Completion Certificates
Food - Recipes from "If You Don't Take Care....."
Paper plates, cups, utensils
Handouts



COURSE OUTLINE

TITLE	PAGE	TITLE	PAGE
Nutrition Manager Agreement	2	VI. Class 4- Fiber	108-117
Keys to Success	5	A. Introduction/Discuss homework	108
Pricing Worksheet	9	B. Importance of fiber	109
		1. Fiber sources in food logs	
I. Informational Workshop	12-20	2. How much do you need	
II. Class 1 - Introduction	22-52	C. Discuss handouts	110-111
A. Basic paperwork	24-29	D. Fiber worksheet	112-113
1. Ten commandments		E. Assign homework (2nd individual	114-117
2. Legal agreement		appointment before class 5)	
3. Responsibility clause		VII. Second Individual Appointment	118-121
B. Why Diets Don't Work	30-31	A. Binder check	
C. Lifestyle Journal - instructions	36-41	1. Food logs	
1. Setting goals and objectives		2. Exercise logs	
2. Portion sizes		3. Homework assignments	
3. Exercise information		B. Review strategy worksheet	
D. Body composition test instructions	42-47	C. Listen, listen, listen	
E. Wrap up	48-52	VIII. Class 5 - Labels and Supplements	122-135
1. Distribute book "If You Don't"		A. Introduction/Assignment	122-123
2. Homework assignments		B. Reading labels	124-129
3. Appointment sign up		C. Supplement information	130-133
III. First Individual Appointment	54-67	D. Homework assignment	134-135
A. Testing		IX. Class 6 - Stress Reduction	138-151
1. Body composition		A. Introduction/Assignment	138-139
2. Body Mass Index		B. Stress reduction handouts	140-147
3. Waist to hip ratio		C. Worksheet	148-149
B. Software demonstration	55-64	D. Assign homework	150-151
1. Practice		X. Class 7 - Defensive Eating	154-175
2. Printouts completed and		A. Eating out and eating in	154-155
brought to class 3		B. Eating out handouts	155-167
C. Discuss goals and objectives	66-67	C. Sample menu/substitutions	168-171
IV. Class 2 - Exercise	70-83	D. Artificial sweeteners	172-173
A. Review information so far	72	E. Assign recipes for next class	174-175
1. Discuss homework		XI. Class 8 - Wrap Up	180-193
2. Journal/Software questions		A. Party	180-181
B. Importance of fitness	74-79	B. Outlook on life/certificate	182-184
1. Cardio, strength and flexibility		C. Options for program continuation	185-186
2. Frequency/duration/ intensity		D. Exit surveys	188-191
C. Weekly exercise schedule set up	80-81	E. Appointments last individual meeting	192-193
D. Facility tour and orientation		XII. Final Individual Appointment	196
E. Assign homework	82-83	A. Testing	
V. Class 3 - Nutrition	86-105	1. Body composition	
A. Introduction to Nutrition	86-87	2. Body Mass Index	
B. Discuss reading assignments	88-89	3. Waist to hip ratio	
C. Discuss printouts	90-101	B. Review goals and objectives	
1. Menu Plans/Nutrient lists		C. Options for continued lifestyle changes	
2. Review portion sizes		Appendix	198-213
D. Eating strategy worksheet	102-103		
E. Assign homework	104-105		



INFORMATIONAL MEETING

Potential participants must be screened before entering the program. Some individuals are not ready to make lifestyle changes. As much as we wish we could “save everyone”, we can not. As discussed in detail in the Nutrition Specialist Course, individuals in the pre-contemplation stage are not ready to make changes. These are the individuals blaming everyone else for their lack of success. Your role is to identify which clients are ready and which clients are not ready to enter the program.

Acquiring this technique of identifying participants ready to make lifestyle changes is critical to program success. This technique also requires practice. You will be asked to work through several case studies during the Nutrition Manager Training program before initiating an informational meeting.

Potential Participant Questionnaire (see following pages for detailed questionnaire):

Program Details

Meeting dates and times (attendance is mandatory for the program)

How did you find out about this program?

Why did you come to this meeting/interview?

Is this program what you expected? If not what type of program are you interested in?

Cost of the program - cost of an ongoing program

Cost for nonmembers (must be able to use our facility to exercise)

Demographic Details

Health History Questionnaire

Physical Activity History

Weight History

Stress Levels

Eating Patterns

Eating Issues

Goals and Objectives

Readiness Profile

Follow up phone call to all attendees

Set up participant appointments and Invite Family Members to first meeting

Payment

Non Members must join facility for duration of the program