



Learner Achievement Portfolio (LAP)

Level 3 Diploma Practitioner in Personal Training (RQF)

Level 3 Certificate in Planning & Delivering Personal Training (RQF)

Qualification Reference Numbers (QRM): (603/5233/4) - (603/5232/2)

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Level 3 - Diploma Practitioner in Personal Training / Certificate in Planning & Delivering Personal Training

Assessment plan and record of achievement

Centre name:

Learner's name:

					Record of Achievement		
Mandatory units: Stage of assessment	Evidence	Assessment method	Template provided?	Planned assessment date	Pass/refer/APA (if claiming APA detail evidence seen)	Assessor's signature or initials and date	IV initials (if sampled)
Applying nutritional principles to personal training (M/617/8595)	Assignment - Food diary analysis	Written	Y				
Planning professional practice with effective consultations and assessments for gym-based exercise sessions (D/617/8592)	Modular summative observation – Consultation (if applicable)	Observation	Y				
Planning exercise programme design for personal training clients (T/617/8596)	Assignment - Planning a periodised programme (1 x programme) (3 x programmed sessions)	Written	Y				
Delivering exercise programmes for personal training sessions (A/617/8597)	Summative observation – programme delivery	Observation	Y				
	Self / Session evaluation	Written	Y				

Principles of health and wellbeing for exercise, fitness and health (Y/6178588)	Worksheet	Written	LAP				
Know how to support client's lifestyle management and enhance client motivation for exercise and physical activity (R/617/8590)							
Know how to support client's lifestyle management and enhance client motivation for exercise and physical activity (R/617/8590)							
Business acumen and the use of information technology for a personal trainer (F/617/8598)	Assignment - Recommending technology to clients	Written	Y				
	Assignment - Developing a new personal training business	Written	Y				

Assessment planning and record of achievement declaration

Declaration		Name	Signature	Date
Learner's agreement:	<p>I agree to be assessed according to the assessment plan and am happy that any additional support I require has been discussed and a separate plan put in place for this.</p> <p>I declare that all of the evidence (listed in the assessment plan) that will be produced for this portfolio will be my own unaided work.</p>			
Assessor's agreement:	I have discussed the planned assessments with the learner and any additional support required has been planned and recorded separately.			

Record of achievement declaration

Declaration		Name	Signature	Date
Assessor 1's agreement:	I declare that all learner evidence (listed in the assessment plan) has been assessed and meets the learning outcomes, assessment criteria and evidence requirements for the qualification.			
Assessor 2's agreement: (if applicable)	I declare that all learner evidence (listed in the assessment plan) has been assessed and meets the learning outcomes, assessment criteria and evidence requirements for the qualification.			
Assessor 3's agreement: (if applicable)	I declare that all learner evidence (listed in the assessment plan) has been assessed and meets the learning outcomes, assessment criteria and evidence requirements for the qualification.			
Internal verifier's agreement:	I declare that all learner evidence (initialled in the assessment plan) has been internally verified and meets the learning outcomes, assessment criteria and evidence requirements for the qualification.			

Assessment information

To achieve this qualification, you are required to complete a number of different assessments, including:

A case study working with a real client to enable you to complete:

- A modular summative observation - Consultation (**you only need to complete one consultation if you are completing your Level 2 and Level 3 together**).
- A periodised programme including rationales and individual session plans.
- A worksheet with questions across multiple units.
- A worksheet - Self-evaluation and reflective practice.
- An assignment - Recommending the use of technology to clients.
- An assignment - Developing a new personal training business, including an initial business evaluation, market research and business planning.
- An assignment - Food diary analysis of your clients' nutritional habits.
- A summative observed session – Personal training (your assessor will observe you with your client).

There are additional templates to support you with the above assessments. These include:

- Session planning sheet.
- Food diary analysis.
- Planning periodised programmes.
- Recommending the use of technology to clients.
- Developing a new personal training business.
- Video evidence guidance and risk assessment.

Case study – Personal Training Client

You will need to produce a case study using the following guidance:

Step 1 – Selecting your client

In order to complete all the required elements of this assessment you must select an appropriate client for your case study. Your client must be:

- A real person.
- The person who will be your client during your observed consultation and personal training session*.
- Apparently healthy and have no medical conditions which would be considered to be out a personal trainer's scope of practice.
- Able to take part in the planned session.

**In the event of an unforeseen circumstance that means the actual client cannot participate in your summative observed session, another person can take their place; however, the following criteria must be met.*

The replacement client must be:

- *Apparently healthy and have no medical conditions which would be considered to be out a personal trainer's scope of practice.*
- *Able to take part in the planned session, or able to take part following reasonable adaptations.*

When using a replacement client, you must make any planning adaptations prior to the summative observed session and be prepared to adapt the actual session as it progresses to ensure this is effective for the client taking part.

Step 2 – (Assignment) - Food diary analysis

During the course you will need to analyse your client's nutrition in relation to their goals using a food diary.

Preparation

To prepare for this part of the case study you will need to:

- Ascertain the client's goals regarding healthy eating or any fitness-related objectives (e.g. healthy eating, fat loss, muscle gain, preparing for an event – this may include pre-event nutrition, nutrition during the event and post-event nutrition).
- Provide the client with a seven-day food diary template to complete.
- Explain to your client how to complete the food diary and ensure they complete it for seven days.
- Obtain the completed food diary from your client, check that it has been completed in sufficient detail and ask additional clarification questions if required.

Review and analysis

You will need to review your client's food diary and identify the following:

- Any eating or drinking behaviours that are detrimental to the client's health.
- Any positive eating behaviours that the client should continue.

You will need to analyse the levels and consumption of the following:

- Water/fluid.
- Alcohol.
- Caffeine.
- Processed foods.
- Macronutrients.

Recommendations

You will need to work within your scope of practice to:

- Recommend the eating behaviours that the client should change to meet their goals.
- Recommend to the client how to tailor their nutrition to meet their goals.
- Identify any potential barriers to change that your client may face and suggest ways that you can help your client overcome these barriers.
- Identify how training will affect your client's nutritional requirements. Include any recommendations related to the client's fitness goals.

You must include a copy of the client's food diary and your analysis and recommendations within your assignment uploads on the e-learning platform.

Mark scheme – Food diary analysis

Did the learner:	Possible marks	Actual marks
Provide a copy of the food diary completed by the client?	1 (minimum 1 mark)	
Ascertain the client's nutrition goals?	2 (minimum 1 mark)	
Identify eating/drinking behaviours that are detrimental to the client's health?	1 (minimum 1 mark)	
Identify any positive eating behaviours that the client should continue?	1 (minimum 1 mark)	
Analyse hydration levels?	1 (minimum 1 mark)	
Analyse alcohol consumption?	1 (minimum 1 mark)	
Analyse processed food levels?	1 (minimum 1 mark)	
Analyse fruit and vegetable intake?	1 (minimum 1 mark)	
Analyse caffeine consumption?	1 (minimum 1 mark)	
Analyse the macronutrient levels?	3 (minimum 3 marks)	
Recommend to the client how to tailor their nutrition to meet their goals?	3 (minimum 2 marks)	
Identify any potential barriers to change that the client may face?	1 (minimum 1 mark)	
Suggest ways that the client can overcome their barriers?	1 (minimum 1 mark)	
Identify how training will affect their client's nutritional requirements including any recommendations related to the client's fitness goals?	3 (minimum 2 marks)	
<p>Results total / 21 (18 marks in total, with the minimum set marks achieved for each section required to pass)</p> <p>Pass / Refer</p>		
<p>Assessor's feedback:</p>		

Step 3 – Consultation

During the course your assessor will observe you conducting a consultation with your client. **If you have completed your Consultation at Level 2, there is no need to complete an additional consultation at Level 3.** Prior to the assessment you must prepare the environment and resources required (i.e. equipment needed for the consultation (health related measurements and fr fitness testing)).

During the consultation you will need to:

- Prepare a consultation environment that encourages open communication.
- Use the appropriate communication methods, techniques and skills to greet your client, build a rapport and gather valuable, open and honest information.
- Explain your role and the role of any other relevant professionals, including signposting to other professionals, where required.
- Review your client's goals, readiness to exercise, motivators and barriers.
- Identify the appropriate strategies to address client barriers and maximise motivators.
- Develop and agree basic SMART (specific, measurable, achievable/ agreed realistic/relevant and timebound) goals to address client needs, wants and motivators.
- Identify the appropriate review points to monitor client progress.
- Complete the appropriate health-screening measurements for your client (following the established protocols accurately). You must also complete:
 - Two client-appropriate health-screening measurements (e.g. body weight, body composition, blood pressure, resting heart rate).
 - A fitness test (relating to client goals where possible).

You must upload a copy of the consultation recording onto the e-learning platform.

Modular summative observed session checklist – Consultation

Key: Competent mark a “Y”, not competent mark a cross “X”, competent with a comment mark a “C”, and question mark a “Q”.			
Customer care (A) The learner has:			Y-X-C-Q
1. Presented him/herself to customers, including ‘meeting and greeting’ politely and positively.			
2. Spoken to customers clearly and put them at ease.			
3. Explored how customers are feeling, where appropriate.			
4. Shown customers respect at all times and in all circumstances.			
5. Used the appropriate non-verbal communication and active listening techniques to develop a rapport with the client.			
Section A result: Delete as appropriate	Pass	Refer	Date:
Consultation (B) The learner has:			Y-X-C-Q
1. Prepared a positive consultation environment that encourages open communication.			
2. Used open questions to encourage the client to respond with detailed answers.			

3. Explained the role of the gym instructor in the client's exercise journey.				
4. Used follow-up questions to encourage the client to elaborate on a response.				
5. Provided the appropriate advice and guidance for the client in response to the information gathered.				
6. Identified when to signpost a client to other professionals and explained their role (as required).				
7. Checked client readiness to exercise.				
8. Identified client barriers to exercise and identified appropriate strategies to address them.				
9. Identified client goals, needs, wants and motivators.				
10. Designed basic SMART (specific, measurable, achievable, realistic/relevant and time-bound) goals that address client needs, wants and motivators.				
11. Identified the appropriate review points to monitor client progress.				
12. Recorded client information appropriately and with regard to confidentiality.				
Section B result: Delete as appropriate	Pass	Refer	Date:	
Health-screening measurements (C) The learner has:				Y-X-C-Q
1. Selected measurements that are suitable and relevant for the client, their needs, wants and goals.				
2. Followed the established protocols to safely, effectively and accurately carry out the measurements.				
3. Recorded the measurement results appropriately and with regard to confidentiality.				
Section C result: Delete as appropriate	Pass	Refer	Date:	
Final result: Delete as appropriate	Pass	Refer	Date:	

Assessor's feedback and questions

Feedback and questions



Step 4 – (Assignment) - Planning a periodised programme

During the course, you will need to collect relevant data from your case study client (e.g. fitness assessments and physical measurements) and design a periodised personal training programme relevant for their training needs and goals. The periodised plan must:

- Be at least 12 weeks long and consist of at least three 4-week-long phases of training (mesocycles), or other periodised structure appropriate to the client's goals.
- Include details of **FITT (frequency, intensity, time, type)** for each weekly microcycle that demonstrates progression within the mesocycles and over the course of the planned programme.
- Apply the principles of periodisation to programme design.

Commentary

To accompany the periodised programme, you will also need to produce a written commentary/rationale to explain your reasons for each aspect of the periodised programme. The commentary/rationale must include:

- An analysis of previously collected health and fitness data to correctly risk-stratify the client.
- A client profile summarising the pertinent information used to design the programme.
- An explanation of the periodised strategy selected, how this strategy will progress the client towards goal achievement and how the principles of periodisation have been applied.
- An explanation of how you selected exercises, training protocols, equipment and environments to meet the client's needs.

Session plans

You must design (and upload via assignment uploads on the e-learning platform) **three detailed session plans; one from mesocycles one, two and four of your periodised programme**, to include:

- A range of CV, resistance and flexibility exercises suitable for the client (which include advanced techniques – **see 'summative observation' for specifics of what you need to include**).
- Exercises specific to the client's stated goal(s) and suited to their ability and phase of the programme.
- Environments and activities that reflect the client's identified preferences.
- Appropriate warm-up and cool-down components relevant to the main session.

Adaptations and contingencies

For one of the detailed sessions (using the periodised programme assignment sheet) you will need to:

- Identify a range of alternative environments (a minimum of one outdoor and one indoor environment) that could be used. Ensure any alternative environments are suitable for your specific client.
- Explain how the session and exercises would need to be adapted to accommodate each of the alternative environments.
- Explain the benefits and disadvantages of each training location for you and your client.
- Identify the possible hazards and risks of each environment.
- Explain how the selected session/exercises/methods and techniques could be adapted to become a group personal training session.
- Explain the benefits and challenges of group personal training and identify ways to maximise the benefits and minimise the challenges.
- Describe ways to incorporate partner or group activities into the session.

You must submit a copy of the periodised plan on the platform.

Mark scheme – Planning periodised programmes

Periodised programme		
Did the learner:	Possible marks	Actual marks
Design a periodisation strategy, at least 12 weeks long with at least three 4-week training phases, that is appropriate to the client's needs and abilities?	1 (minimum 1 mark)	
Include details of FITT (frequency, intensity, time, type) for each weekly microcycle that demonstrates progression within the mesocycles and over the course of the planned programme?	1 (minimum 1 mark)	
Apply the principles of periodised programme design?	1 (minimum 1 mark)	
Plan an appropriate exercise session for phase 1 of the periodised programme?	1 (minimum 1 mark)	
Plan an appropriate exercise session for phase 2 of the periodised programme?	1 (minimum 1 mark)	
Plan an appropriate exercise session for phase 3 of the periodised programme?	1 (minimum 1 mark)	
Design each session plan with adequate and appropriate warm-up and cool-down activities for minimising injury risk and aiding recovery?	3 (minimum 3 marks)	
Result total / 9 (9 marks in total, with the minimum set marks achieved for each section required to pass)		
Pass / Refer		
Assessor's feedback:		
Commentary		
Did the learner:	Possible marks	Actual marks
Analyse previously collected data and information to perform calculations and risk-stratify the client correctly?	2 (minimum 2 marks)	
Complete the client profile and summarise the previously collected client information in a way that helped inform programme design?	6 (minimum 4 marks)	
Explain the periodised strategy, including how this strategy will progress the client towards goal achievement and how the principles of periodisation have been applied?	6 (minimum 4 marks)	
Explain how exercises, training protocols, equipment and environments were selected to meet the client's needs?	4 (minimum 3 marks)	

Result total / 18 (15 marks in total, with the minimum set marks achieved for each section required to pass)

Pass / Refer

Assessor's feedback:

Adaptations and contingencies

Did the learner:	Possible marks	Actual marks
Identify a range of suitable alternative environments, including at least one indoor and one outdoor environment?	3 (minimum 2 marks)	
Explain how the session and exercises should be adapted to accommodate the alternative environments?	3 (minimum 2 marks)	
Identify the possible hazards and risks of each environment?	3 (minimum 2 marks)	
Describe the health and safety requirements and ways to manage the identified risks?	3 (minimum 2 marks)	
Explain how the selected session/exercises/methods and techniques could be adapted to become a group personal training session?	3 (minimum 2 marks)	
Explain the benefits and challenges of group personal training and identify ways to maximise the benefits and minimise the challenges?	3 (minimum 2 marks)	
Describe ways to incorporate partner or group activities into the session?	3 (minimum 2 marks)	

Result total / 21 (17 marks in total, with the minimum set marks achieved for each section required to pass)

Pass / Refer

Assessor's feedback:

Step 5 – Summative observed session – Personal training

During the course your assessor will observe you instructing one of your planned sessions (from meso 1, 2 or 4) prepared for the case study, which should include a selection of the following training techniques/ methods. The session selected for the summative observation must include a range of exercises, including resistance, cardiovascular and flexibility.

Your session should last at least 60 minutes and no longer than 75 minutes in total. To ensure you are appropriately prepared for your modular summative observation, you will need to plan the in detail of each training method/technique to be coached prior to assessment. **You are able to complete this assessment at home, in the outdoor environment or ideally at your local gym. See ‘video evidence guidelines’ for more information about assessments.** Your session should include a minimum of:

- A suitable warm-up and relevant stretching.
- **One** of either fartlek **or** interval cardiovascular training techniques.
- **Three** different resistance training techniques.
- ‘Contract-Relax-Agonist-Contract’ PNF stretching technique.
- A suitable cool-down and relevant stretching.

Examples of training techniques that can be used in this assessment (this list is not exhaustive)		
Cardiovascular training techniques	Resistance training techniques	Flexibility techniques
<ul style="list-style-type: none"> • Tempo training. • Interval training (e.g. aerobic, anaerobic, high intensity intervals). • Fartlek training. • Cardiovascular circuits. 	<ul style="list-style-type: none"> • Pyramids or wave loading. • Supersets. • Drop sets. • Partial reps. • Forced reps. • Negative reps. • Cluster sets. • Resistance circuits. 	<ul style="list-style-type: none"> • Contract-Relax-Agonist-Contract PNF stretch.

**In the event of an unforeseen circumstance that means the actual client cannot participate in your summative observed session, another person can take their place; however, the following criteria must be met.*

The replacement client must be:

- *Apparently healthy and have no medical conditions which would be considered out of a personal trainer’s scope of practice.*
- *Able to complete the risk assessment located in video guidance.*
- *Able to take part in the planned session, or able to take part following reasonable adaptations.*

*When using a replacement client, you must make any planning adaptations prior to the summative observed session and be prepared to adapt the actual session as it progresses to ensure this is effective for the client taking part. **This session will need to be recorded via video and submitted via the uploads on the e-learning platform.** Please see 'video assessment guidelines' for more information.*

Summative observation mark scheme – personal training session

Key: Competent mark a “Y”, not competent mark a cross “X”, competent with a comment mark a “C”, and question mark a “Q”.	
Date:	
Starting the session (A) The learner has:	Y-X-C-Q
1. Assessed the client’s readiness to participate in the planned session.	
2. Explained the content and structure of the planned session in relation to the client’s goals and ability.	
3. Encouraged the client to ask questions and provide feedback to enable the session plan to be modified.	
4. Outlined key health and safety information specific to the session environment and planned exercises.	
Delivering the exercise session (B) The learner has:	Y-X-C-Q
1. Instructed the client to perform exercises with correct technique and postural alignment.	
2. Used appropriate verbal, visual and kinaesthetic cues to correct the client’s exercise technique and improve movement quality.	
3. Positively reinforced correct exercise technique to build client self-efficacy.	
4. Observed the client’s movement accurately and provided effective guidance to improve exercise technique and postural alignment.	
5. Provided modifications for exercise techniques to enable the client to perform all movements safely and effectively, ensuring the correct intensity.	
6. Monitored the client’s performance, responses and feedback to exercise relative to the intensity.	
7. Adapted exercise complexity and intensity in response to monitoring observations to ensure safety and effectiveness.	
8. Monitored the exercise environment to ensure client safety and comfort.	
9. Kept accurate records of exercise performance during the session to enable progress to be tracked over time.	
10. Adapted the planned session content in response to client progress and feedback, and recorded changes accurately.	
11. Used appropriate strategies and techniques to motivate the client during the session and to enhance client motivation and commitment to adhere to planned lifestyle changes between sessions.	
12. Encouraged the client to adhere to planned lifestyle behaviour changes.	
13. Planned and delivered advanced strength / hypertrophy lifting techniques effectively	
14. Planned and delivered advanced muscular endurance lifting techniques effectively	
15. Observed movement accurately and identified valid strategies to improve client’s exercise technique and movement quality using appropriate verbal, visual and kinaesthetic cues.	
16. Explained the technique protocol and key teaching points to the client correctly and in an appropriate manner.	

17. Followed the technique protocol accurately using suitable exercises and equipment.			
18. Responded appropriately to client's feedback and own observations.			
Reviewing the exercise session (C) The learner has:	Y-X-C-Q		
1. Provided motivational feedback on client performance and progress towards goals at the end of the session.			
2. Requested feedback from the client about their satisfaction with the session, programme and overall personal training service.			
3. Requested feedback from the client about specific ways in which the delivery of the personal training sessions could be improved.			
Result (Delete as appropriate):	<table border="1"> <tr> <td>Pass</td> <td>Refer</td> </tr> </table>	Pass	Refer
Pass	Refer		

Assessor's feedback and questions

Performance criteria	Feedback and questions

Worksheet – Diploma in Personal Training

There are 55 marks available in this worksheet. You must score a minimum of 44 marks in total to achieve a pass. In addition to achieving the total pass mark, you must also score at least the minimum marks set for each question to achieve an overall pass.

1. Why is a healthy, balanced diet essential for fuelling and recovering from exercise and physical activity?

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2 marks (minimum 1 mark)

2. What is the role of each macronutrient in relation to generating energy for exercise and physical activity?

Protein	
Fat	
Carbohydrate	

3 marks (minimum 3 marks)

3. What is the role of each macronutrient in post-exercise recovery?

Protein	
Fat	

Carbohydrate

3 marks (minimum 3 marks)

4. What role does water play in exercise and physical activity, and in recovery?

2 marks (minimum 1 mark)

5. How could training for each of the following types of sport or activity affect an individual's nutritional requirements?

An endurance sport training programme involving a high-volume training plan consisting predominantly of aerobic exercise sessions.

A team sport involving bursts of activity of different intensities and durations using all energy systems.

A strength/power sport with little or no aerobic component or training. Training involves multiple techniques and high-intensity, low-volume conditioning sessions weekly.

6 marks (minimum 4 marks)

6. What are 'client touch points' within an organisation?

--

1 mark (minimum 1 mark) 7.

Why is it important for a client to have a positive experience at every 'touch point'?

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1 mark (minimum 1 mark)

8. Describe three ways in which you can get to know different clients.

3 marks (minimum 1 mark)

9. Describe two ways in which the consultation environment can have a positive effect on the achievement of the client's goals and adherence to a behaviour change programme.

2 marks (minimum 1 mark)

10. What impact will a client's social environment have on their likelihood of making and sustaining a change to a lifestyle behaviour?

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2 marks (minimum 1 mark)

11. When collecting, recording and analysing client data, how can you ensure that you adhere to legal, ethical and professional standards?

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2 marks (minimum 1 mark)

12. Regarding personality profiling, state which 'DISC' profile colour you were predominantly, describing the personality features of your personality style.

8 marks (minimum 6 marks)

13. Describe the key differences (generally) between males and females, including examples of how best to communicate with both males and females in a general capacity.

6 marks (minimum 4 marks)

14. A prospective client, who is early in her pregnancy, approaches you and explains she would like some guidance, advice and potential personal training during her pre and postnatal periods. Complete the table, explaining how you would respond to the client at each point of the discussion.

Client discussion	Your response
'Are there any benefits to exercising throughout my pregnancy?'	
'Are there any risks to myself or the baby if I exercise during pregnancy?'	

'Are there any conditions that might stop me from exercising during my pregnancy?'	
'What type of exercise should I be doing? I usually take part in a couple of circuit sessions per week, and I use the gym at least once a week.'	
'What sort of things should I be doing to ensure I am safe when I exercise on my own?'	
'Can I book some personal training sessions with you?'	

12 marks (minimum 10 marks)

15. An older adult (58 years old) approaches you and explains they would like some guidance, advice and potential personal training. Complete the table, explaining how you would respond at each point of the discussion.

Client discussion	Your response
'My doctor told me I had to get more active and begin to exercise, how will it benefit me?'	
'I have no specific medical conditions, but I have slight osteoarthritis in my knees which is related to my age and wear and tear. The doctor says it is nothing to worry about. What kind of exercises should I be doing?'	
'Why will those exercises be beneficial?'	

6 marks (minimum 4 marks)

16. Describe three medical conditions that are commonly associated with old age, outlining signs and symptoms that are relevant to exercise performance.

Condition	Description	Signs and symptoms

6 marks (minimum 4 marks)

15. Describe two scenarios when exercise would be completely contraindicated for an older adult.

2 marks (minimum 1 mark)

16. Identify two specific risks of exercise for the older adult and how to manage these risks.

2 marks (minimum 1 mark)

Result total / 69 marks (54 marks in total, with the minimum set marks achieved for each question required to pass)

Pass / Refer

Assessor's feedback:

Assignment – Recommending the use of technology to clients

During the course, as part of your follow-up communication with your case study client, you will need to recommend a form of new technology to enhance their programme.

You will need to:

- Research and evaluate three current technological developments in health, fitness and exercise (e.g. mobile phone applications or wearable technologies).
- Choose one to recommend to your client.
- Compile an email or social media post to the client highlighting the following:
 - How the technology will benefit the client and help them achieve their goals.
 - How you will use the data from the technology to enhance the client's programme.

Mark scheme – Recommending the use of technology to clients

Research and evaluation		
Did the learner:	Possible marks	Actual marks
Research and evaluate three current technological developments in health, fitness and exercise, to include the advantages and disadvantages to the client and the personal trainer?	21 (minimum 15 marks)	
Email or social media post to client		
Did the learner:	Possible marks	Actual marks
Choose one technological development in health, fitness and exercise to recommend to their client?	1 (minimum 1 mark)	
Identify how the technology will benefit their client and help them achieve their goals?	2 (minimum 1 mark)	
Identify how the data from the technology will be used to enhance the client's programme?	2 (minimum 1 mark)	

Result total / 26 (19 marks in total, with the minimum set marks achieved for each section required to pass)

Pass / Refer

Assessor's feedback:

Assignment – Developing a new personal training business

During the course you will need to plan a personal training business. You will need to use the business development assignment sheet to complete this.

There are three sections to this assignment:

- Initial business evaluation – 14 marks available. You must score a minimum of 12 marks in total to achieve a pass.
- Market research – 16 marks available. You must score a minimum of 13 marks in total to achieve a pass.
- Business planning – 56 marks available. You must score a minimum of 45 marks in total to achieve a pass.

You will need to complete your assignment using the following guidance:

Initial business evaluation

You will need to carry out a SWOT analysis to identify your strengths, weaknesses, opportunities and threats in relation to:

- Your current scope of practice.
- Personal characteristics, skills and preferences.
- Managing your business.
- Local facilities, resource availability and competition.
- Gaining commitment and closing sales.
- Core and additional products and services.

You will need to develop a personal development plan to address identified strengths, weaknesses, opportunities and threats.

You will need to develop a plan to show how you will continue your professional development (CPD) once the business is launched, including:

- How you will incorporate CPD into your normal business practice.
- What methods of CPD you will use.
- What additional support you could seek from others to assist with your ongoing CPD.
- How your CPD plans will benefit your business.

Market research

You will need to evaluate different methods of performing market research for your business, for example:

- Surveys.
- Focus groups.
- Interviews.
- Field trials.
- Observation (of behaviour).

You will need to evaluate the advantages/disadvantages/constraints of common marketing techniques (e.g. cold-calling, press releases, leaflets, posters, digital marketing) in relation to your business.

You will need to use the information gathered during your evaluation of market research methods to:

- Select the most appropriate method(s) of marketing your business.
- Explain how you will conduct the market research for your business and what information you need to gather.
- Describe how you will analyse the results/data from your market research activities.

Business planning

You will need to create a business plan for your personal training business, including:

- Aims and objectives including key performance indicators (KPIs).
- Stages/milestones of the business.
- Unique selling points (USPs) of the business.
- A marketing strategy, including:
 - An overview of the key objectives and targets for a marketing campaign.
 - A description of the target audience of the selected marketing campaign.
- Ways to gain and retain clients in your business.
- A list of resources required to plan, prepare and launch the business.
- Areas of risk and difficulty (where things might go wrong during the planning, preparation or launch stage of the business).
- Health, safety, legal and insurance requirements for your business.
- The standards you will implement to ensure all business practice is professional and an outline of why each standard is important.
- A projected quarterly profit and loss report for the first year of the business, including:
 - An overview of the budget required to take the business through planning and preparation to the launch.
 - Quarterly cost, income and cash flow forecasts for the first year of trading.
 - Projected gross and net profit figures.
- How you will use your digital profile to positively promote the business.

- The IT applications going to be used to support business planning and delivery, their risks and benefits.
- How the IT applications are to be used to monitor, interpret and manage business data.

You must upload this assignment within your assignment uploads on the e-learning platform.

Mark scheme – Developing a new personal training business

Initial business evaluation		
Did the learner:	Possible marks	Actual marks
Carry out a SWOT analysis to identify the strengths, weaknesses, opportunities and threats in relation to: <ul style="list-style-type: none"> • Their current scope of practice? • Their personal characteristics, skills and preferences? • Managing the business? • Local facilities, resource availability and competition? • Gaining commitment and closing sales? • Core and additional products and services? 	6 (minimum 4 marks)	
Develop a personal development plan to address identified strengths, weaknesses, opportunities and threats?	4 (minimum 3 marks)	
Develop a plan to show how they will continue their professional development (CPD) once the business is launched, including: <ul style="list-style-type: none"> • How CPD will be incorporated into their normal business practice? • What methods of CPD will be used? • What additional support could be sought from others to assist with ongoing CPD? • How CPD plans will benefit the business? 	4 (minimum 3 marks)	
Result total / 14 (12 marks in total, with the minimum set marks achieved for each section required to pass)		
Pass / Refer		

Assessor's feedback:

Market research

Did the learner:	Possible marks	Actual marks
Evaluate different methods of performing market research?	4 (minimum 3 marks)	
Evaluate the advantages/disadvantages/constraints of common marketing techniques?	4 (minimum 3 marks)	
Select appropriate methods to market the business?	1 (minimum 1 mark)	
Explain how the market research will be conducted for the business and what information needs to be gathered?	4 (minimum 3 marks)	
Describe how the results of the market research will be analysed?	3 (minimum 2 marks)	

Result total / 16 (13 marks in total, with the minimum set marks achieved for each section required to pass)

Pass / Refer

Assessor's feedback:

Business planning

Did the learner's business proposal include:	Possible marks	Actual marks
Aims and objectives?	4 (minimum 3 marks)	
Stages/milestones of the enterprise?	4 (minimum 3 marks)	
Unique selling points (USPs) of the enterprise?	3 (minimum 2 marks)	
An overview of the key objectives and targets of the marketing campaign?	4 (minimum 3 marks)	
A description of the target audience of the marketing campaign?	3 (minimum 2 marks)	
Ways to gain and retain clients?	3 (minimum 2 marks)	
A list of resources required to plan, prepare and launch the business?	5 (minimum 4 marks)	
Areas of risk and difficulty during the planning, preparation or launch stage of the business?	3 (minimum 2 marks)	

Health, safety, legal and insurance requirements for the business?	4 (minimum 3 marks)	
The standards to be implemented to ensure all business practice is professional?	4 (minimum 3 marks)	
An outline of why the identified professional standards are important?	2 (minimum 1 mark)	
A quarterly profit and loss report for the business during its first year of trading?	1 (minimum 1 mark)	
An overview of the budget required to take the business through planning, preparation and launch?	4 (minimum 3 marks)	
Quarterly cost, income and cash flow forecasts for the first year of trading?	4 (minimum 3 marks)	
Projected gross and net profit figures?	2 (minimum 2 marks)	
Outline the use of a positive digital profile to promote the business?	2 (minimum 1 mark)	
The IT applications to be used to support business planning and delivery, their risks and benefits?	3 (minimum 2 marks)	
How the identified IT applications will be used to monitor, interpret and manage business data?	1 (minimum 1 mark)	
<p>Result total / 56 (45 marks in total, with the minimum set marks achieved for each section required to pass)</p> <p>Pass / Refer</p>		

Assessor's feedback:

Video evidence guidance

Before Filming

- Complete a manual risk assessment of the exercise environment prior to exercise (see video evidence guidance and risk assessment form) and upload into assignment uploads on the e-learning platform.
- Complete all relevant screening and goal setting paperwork with the client.
- Complete programme card and submit this for assessment into assignment uploads on the e-learning platform.
- Consider the environment/space you are going to use.
- Consider the time of day you carry out the filming of your assessment.
- Ensure that you have your case study client to receive instruction and the other to complete the filming.
- Consider the use of a tripod for the person carrying out the filming so that the camera remains still.
- Consider the battery life of the camera / phone used to film the assessment.
- Consider the camera / phone memory used to store the video material.
- The client will need to complete a PARQ and informed consent which will both need to be submitted alongside the recording.
- Read through the assessment criteria and ensure that you practice this several times as you will need to ensure all points are covered.

During Filming

- All parties (learner, client (participant) and person carrying out the filming) must confirm who they are and produce ID at the start of the video.
- Carry out a practice run of a section of the programme card and check the audio and the video to ensure it is recording clearly and the assessor will be able to understand. Your voice must be clearly heard at all times and not be distorted by background noise.
- Adjust your programme card to reflect adaptation to assessment, this will need to be completed and passed prior to filming.
- The video will need to include:
 - o Introduction with client.
 - o Warm-up and relevant stretches.
 - o Pre-prepared main session component delivery.
 - o Cool-down and relevant stretches (including PNF stretching).
 - o Full debrief with client.
 - o The person recording the session will need to ensure YOU and your CLIENT are ALWAYS in full shot (head to toe) to ensure:
 - **both the trainer and client be clearly heard at all times**

- complete body alignment and movement can be seen.
- the assessor can see how the client is responding to your instructions.
- the assessor can see how well you are observing and correcting as well as adapting exercises if necessary.
- side views of the client MUST also be seen in full shot.
- Health and safety followed with the use of space and equipment.
- Filming must be continuous and completed in one go on the same day – it can be completed in bite size sections but there cannot be any lapse in time between each video. Where one video stops the next must start at the same place and CLIENT and INSTRUCTOR must be seen to walk to the next piece of equipment on the video. Therefore, it is highly advisable to complete the entire assessment on one video.

After Filming

- Watch the video before submission to check you have covered everything. **Check the recording is audible and clear.**
- When saving the videos use a clear numbering system that is easy to follow and understand, and includes your name in the title.
- Use the following format for labelling your video:
 - Your Name – Assessment being completed – Video Section (if applicable)
 - Joe Bloggs – PT – Video 1 – Introduction and ID
- Once you have reviewed your work and it is ready to submit, please upload your video into assignment uploads on the e-learning platform.

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Summit wishes to emphasise that whilst every effort is made to ensure accuracy, the material contained within this document is subject to alteration or amendment in terms of overall policy, financial or other constraints.

This Learner Achievement Portfolio (LAP) was developed in accordance with Focus Awards qualification structure.

