

Postgraduate Certificate Personal Trainer Coaching and Business

Endorsed by the NBA



tech technological
university



Postgraduate Certificate Personal Trainer Coaching and Business

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/sports-science/postgraduate-certificate/personal-trainer-coaching-business

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01

Introduction

A good personal trainer must have adequate knowledge in the design and planning of exercises adapted to each athlete, taking into account their physical conditions. But it is also essential that they have specific *coaching* techniques to motivate their clients to do exercise and follow a healthy lifestyle, as well as knowing the most important tools in the field of business in order to achieve professional success.





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Being a personal trainer and having your own business requires you to have knowledge in the field of business. In this program we show you everything you need to know for your career to be a success”

A Personal Trainer is an essential element in ensuring adequate training is carried out. This is a key task for the integral management of physical exercise, since the success in achieving the expected result depends on it.

This program covers a wide range of topics related to *coaching*, as well as to the profession and the business aspects that are also involved in the personal training profession. The beginning is difficult because the Personal Trainer has to specialize in the area or areas in which they will develop their professional work, as well as follow a continuous and up-to-date training, and master the tools of *coaching*, motivation and establishment of healthy lifestyle habits.

This program will show key materials and equipment available for personal trainers to work with, especially when they have their own business, whether it is a center, an office, or at home. We will cover everything from the design and planning of facilities, elements to be included in the facilities (ventilation systems, water dispenser, semi-automatic defibrillator, telephones, suggestion box, etc.), characteristics of the training room (location, lighting, windows, doors, mirrors, floor, storage, etc.), selection and purchase of training equipment, organization of equipment and space, equipment for personal training at home, maintenance of the material and installation, among other issues.

In addition, strategies will be proposed on how to develop the psychological approach during the whole process of personal training, due to the existence of factors that favor a negative intrinsic or extrinsic influence during the procedures that condition the final result of the process. Finally, aspects related to the regulation of the professional performance of personal training, such as claims, negligence, civil liability, professional and legal responsibilities, etc., will be determined.

This **Postgraduate Certificate in Personal Trainer Coaching and Business** contains the most complete and up-to-date program on the market. The most outstanding characteristics of this program are:

- ◆ The development of numerous case studies presented by specialists in personal training
- ◆ The graphic, schematic and practical contents of the course are designed to provide all the essential information required for professional practice
- ◆ Exercises where the self-assessment process can be carried out to improve learning
- ◆ Algorithm-based interactive learning system for decisionmaking
- ◆ Special emphasis on innovative methodologies in personal trainer coaching and business
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work
- ◆ Content that is accessible from any fixed or portable device with an Internet connection.



Immerse yourself in the study of this high-level Postgraduate Certificate and improve your skills as a personal trainer"

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This Postgraduate Certificate is the best investment you can make in selecting a refresher program for two reasons: in addition to updating your knowledge as a personal trainer, you will obtain a qualification from a leading online university: TECH Technological University”

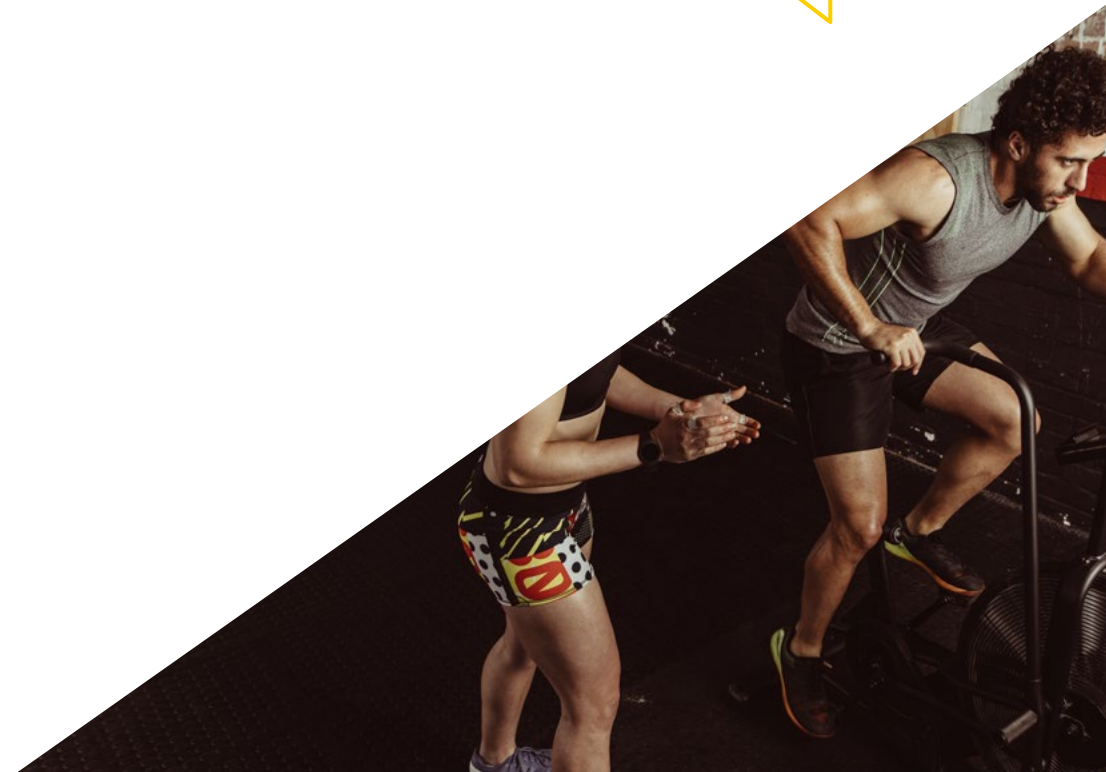
Its teaching staff includes professionals from the field of sports sciences, who contribute to this program the experience of their work, as well as recognized specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive learning programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this, the professional will be assisted by an innovative interactive video system created by recognized experts in Personal Trainer Coaching and Business and with extensive experience.

This program offers educational content in simulated environments which provides an immersive learning experience designed to train for real-life situations”

This 100% online program will allow you to combine your studies with your professional work while increasing your knowledge in this field”



02 Objectives

The main objective of this program is the development of theoretical and practical learning, so that the sports science professional can master personal training in a practical and rigorous way.





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*Our goal is to achieve academic excellence
and help you achieve professional success.
Don't hesitate any longer and join us”*



General Objectives

- ◆ Acquire specialized knowledge in sports rehabilitation, injury prevention and functional recovery
- ◆ Assess the athlete from the point of view of physical, functional and biomechanical condition to detect aspects that hinder recovery or favor relapses in the injury
- ◆ Design both specific readaptation and recovery work as well as individualized integral work
- ◆ Evaluate and monitor the evolutionary process of recovery and/or rehabilitation of an athlete's or user's injury
- ◆ Acquire skills and abilities in readaptation, prevention and recovery, increasing professional possibilities as a personal trainer
- ◆ Differentiate from an anatomical point of view the different parts and structures of the human body
- ◆ Improve the injured athlete's physical condition as part of the integral work with the objective of achieving a better and more efficient recovery after the injury
- ◆ Use *coaching* techniques that allow personal trainers to face general psychological aspects of the athlete or injured individual that favor an effective approach from the personal training perspective
- ◆ Understand marketing as a key tool for success in personal training in the field of rehabilitation, prevention and functional recover





Specific Objectives

- ◆ Gain in-depth knowledge of specific elements of the personal trainer profession.
- ◆ Acquire and understand the different healthy habits and lifestyles, as well as their implementation possibilities
- ◆ Apply motivational strategies to achieve better results in the process of sports rehabilitation and functional recovery
- ◆ Plan and design spaces that favor a better development of the specific personal training work to be carried out
- ◆ Understand the personal training process where the relationship with the client and the feedback he/she provides are fundamental to the process



The sports field requires trained professionals and we give you the keys to position yourself among the professional elite"

03

Course Management

Our teaching team, experts in personal training, are all highly regarded in the profession and are professionals with years of teaching experience who have come together to help you give a boost to your profession. To this end, they have developed this program with recent up-to-date information in the field that will allow you to train and increase your skills in this sector.





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*Learn from the best
professionals and become a
successful professional yourself”*

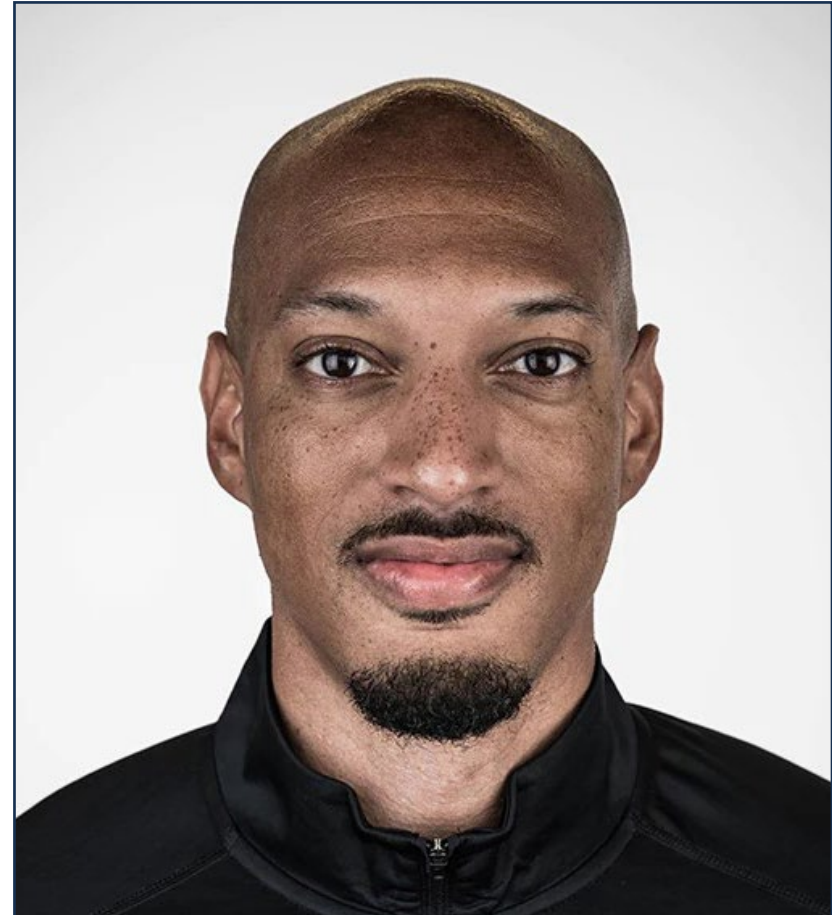
International Guest Director

Dr. Charles Loftis is a renowned specialist who serves as a **sports performance therapist** for the **Portland Trail Blazers in the NBA**. His impact on the world's premier basketball league has been significant, bringing distinguished expertise in creating strength and conditioning programs.

Prior to joining the Trail Blazers, he was the head strength and conditioning coach for the Iowa Wolves, implementing and overseeing the development of a comprehensive player program. In fact, his experience in the sports performance field began with the establishment of XCEL Performance and Fitness, of which he was the founder and head coach. There, Dr. Charles Loftis worked with a wide range of athletes to develop strength and conditioning programs, in addition to working on the **prevention and rehabilitation of sports injuries**.

His academic background in the field of chemistry and biology gives him a unique perspective on the science behind sports performance and physical therapy. As such, he holds CSCS and RSCC designations from the National Strength and Conditioning Association (NSCA), which recognize his knowledge and skills in the field. He is also certified in PES (Performance Enhancement Specialist), CES (Corrective Exercise Specialist) and dry needling.

All in all, Dr. Charles Loftis is a vital member of the NBA community, working directly with both the strength and performance of elite athletes as well as the necessary prevention and rehabilitation of various sports injuries.



Dr. Loftis, Charles

- Head strength and conditioning coach for the Iowa Wolves
- Founder and head coach at XCEL Performance and Fitness
- Head performance coach for the Oklahoma Christian University men's basketball team
- Physical Therapist at Mercy
- Doctor of Physical Therapy from Langston University
- B.S. in Chemistry and Biology from Langston University

“

*A unique training experience,
key and decisive to boost your
professional development”*

International Guest Director

Isaiah Covington is a highly skilled performance coach with extensive experience in treating and addressing various injuries in elite athletes. In fact, his professional career has been directed to the **NBA**, one of the most important sports leagues around the world. He is the **performance coach of the Bolton Celtics**, one of the most important teams in the Eastern Conference and with the greatest projection in the United States.

His work in such a demanding league has made him specialize in maximizing the **physical and mental potential** of the players. His past experience with other teams, such as the Golden State Warriors and the Santa Cruz Warriors, has been key. This has also allowed him to work on sports injuries, focusing on the **prevention and rehabilitation** of the most common injuries in elite athletes.

In the academic field, his interest has focused on the field of kinesiology, exercise science and high performance sport. All of this has led him to excel prolifically in the NBA, working day-to-day with some of the top basketball players and coaching staffs from around the world.



Mr. Covington, Isaiah

- Performance coach of the Golden State Warriors.
- Head Performance Coach of the Santa Cruz Warriors
- Performance Coach at Pacers Sports & Entertainment
- B.S. in Kinesiology and Exercise Science from the University of Delaware
- Specialization in Training Management
- Master's degree in Kinesiology and Exercise Science from Long Island University
- Master's Degree in Performance Sport from Australian Catholic University

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*You will have access to a
library of multimedia resources
7 days a week, 24 hours a day”*

Management



Dr. González Matarín, Pedro José

- Doctor in Health Sciences
- Degree in Physical Education Teacher
- Master's Degree in Functional Recovery in Physical Activity and Sport
- Master's Degree in Regeneration Medicine
- Master's Degree in Physical Activity and Health
- Master in Dietetics and Diet Therapy
- Postgraduate in Obesity
- Postgraduate in Nutrition and Dietetics
- Postgraduate Degree in Genomic Medicine, Pharmacogenetics and Nutrigenetics
- Associate Professor Doctor and Private University (DEVA)
- PDI collaborator at UNIR, VIU, UOC and TECH



04

Structure and Content

The content structure has been designed by a team of professionals who understand the implications of specialization in daily practice, are aware of the current relevance of quality specialization in the field of personal training, and who are committed to quality teaching through new educational technologies.



TRAINER



“

We have the most complete and up-to-date scientific program on the market. We want to provide you with the best academic education”

Module 1. Personal Trainer Coaching and Business

- 1.1. Starting as a Personal Trainer
- 1.2. Coaching for the Personal Trainer
- 1.3. The Personal Trainer as a Promoter of Exercise and the Effects on Health and Performance
 - 1.3.1. Basic Fundamentals of Physical Exercise
 - 1.3.2. Acute Exercise Responses
 - 1.3.3. Health Effects of Exercise
 - 1.3.3.1. Resistance
 - 1.3.3.2. Strength and Power
 - 1.3.3.3. Balance
 - 1.3.4. Health Effects of Exercise
 - 1.3.4.1. Physical Health
 - 1.3.4.2. Mental Health
- 1.4. Need for Behavioral Changes
- 1.5. The Personal Trainer and the Relationship with the Client
- 1.6. Motivational Tools
 - 1.6.1. Appreciative Exploration
 - 1.6.2. Motivational Interview
 - 1.6.3. Building Positive Experiences
- 1.7. Psychology for the Personal Trainer
- 1.8. Personal Trainer's Career Path
- 1.9. Design and Maintenance and Material Installations
- 1.10. Legal Aspects of Personal Training





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A unique, key, and decisive training experience to boost your professional development”

05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology, we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Practising Skills and Abilities

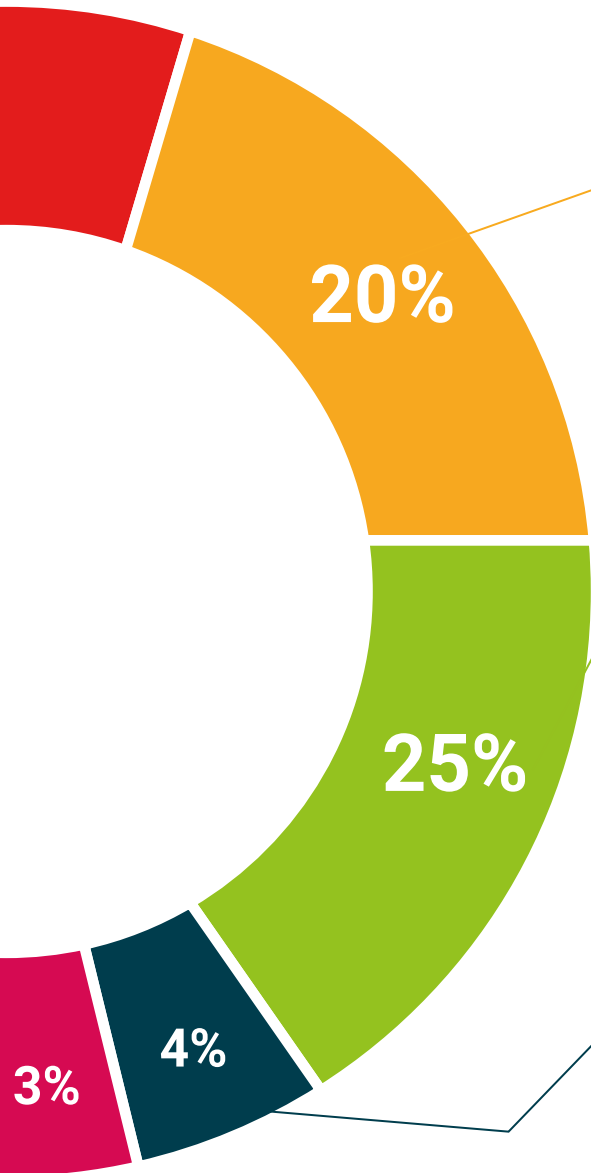
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this situation. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06 Certificate

The Postgraduate Certificate in Personal Trainer Coaching and Business guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Personal Trainer Coaching and Business** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Personal Trainer Coaching and Business**

Official N° of Hours: **150 h.**

Endorsed by the NBA



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

health confidence people future
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom



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