

# FREE awesome abdominals chart



Using a brightly coloured wall chart format, the 2006 National Guide to Fitness & Health provides step-by-step instructions to achieve awesome abdominals.

Pro-Visual Publishing, in conjunction with Australian Fitness Network, has produced the chart, which is designed for all fitness levels and is suitable for use in schools, clubs, personal training studios, and with groups or individuals.

For further information or to receive a chart, phone Pro-Visual Publishing on 02 8272 2611 or e-mail enquiries@provisual.com.au

## How to establish a winning client/trainer relationship

**R**elationships are the foundation of every personal training experience. Every successful training experience requires a clear, established and mutually enjoyable relationship between the client and trainer.

In order to be able to create quality relationships, you should first be aware of your own strengths and weaknesses and be willing to divulge these things at appropriate times to your clients. Secondly you have to do a little homework on your clients; if they have been recommended to you by someone, don't be frightened to ask that third party for some generalisations about the new client's background, so you can have a point in which to start conversation straight away. Remember, always make and retain eye contact; this will help you establish trust quickly.

Following is one explanation as to how - psychologically - relationships can form and transform. By exploring this model, you can better understand how to keep your clients and, most importantly, how to learn from your clients so they in turn can learn from you.

The model of relationships that we'll examine is called the Johari Window. It is called this because it is shaped like a window with four panes of glass, each representative of a domain. The name Johari is derived from a mix of the initial researcher's first names, Joseph and Harry.

### The arena

The first domain is called the 'arena'. This refers to what the client knows about you, what you know about yourself, and what you want the client to know about you. This is a very important domain if you wish to foster some sort of mentoring relationship with the client. It is where trust is earned, so the information presented in the arena should be factual.

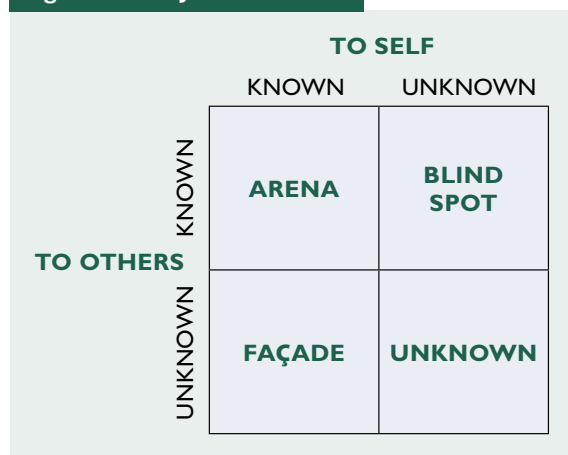
### The façade

The next section is called the 'façade', and this refers to information that is known to you, but unknown to others. It depends on your background (e.g., have been in jail for tax fraud, the nature of your family make-up or home address), or what you want to keep private as to what fills this domain; every trainer should keep a healthy façade.

### The blind spot

The third area is the 'blind spot', and this is information that you don't know, but others know about you. This is the hardest domain to deal with, and can only be explored through feedback from the client. Information in this section could be

Figure 1. The Johari Window



something like 'he's got bad body odour', or 'she has bad breath', 'he's got beautiful eyes' or 'her attitude is really negative'. It can be the domain where rumours start, and where they can easily escalate if the blind spot becomes smaller. If you pay no attention to the blind spot, you risk losing clients.

### The unknown

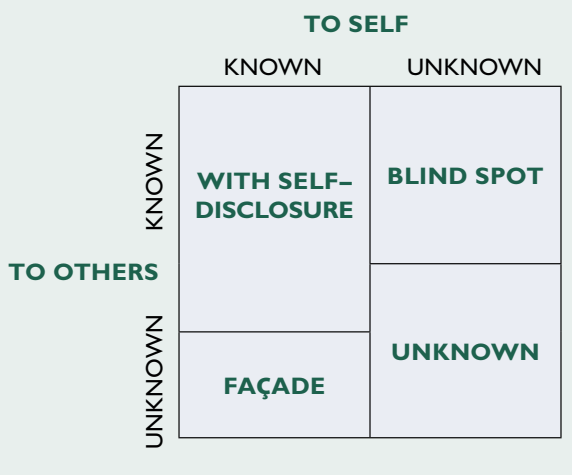
The last domain is the 'unknown'. Information in this pane is that which neither of the two in the relationship is aware of, so it is best and easiest to address through feedback and similar learning experiences. It may be as simple as both of you having three children or growing up in the same town, or something more complex, like sharing mutual personal problems about which you can confide in each other. This is the area that you are looking to expand upon, in order to build and maintain a fruitful relationship.

Figure 2 shows how you can alter the areas in the Johari Window. You can see how, with some self-disclosure or candid conversation about yourself, the arena expands and makes our façade smaller to our client, enabling them to feel more confident and provide feedback, as shown in Figure 3. As a direct result, your blind spot becomes narrowed, thus enabling you to create a better relationship and therefore become a more effective trainer for your client.

Figure 4 shows a typical example of the Window when you first meet a client; this is where those of us without great conversational skills and a healthy serving of personality will be challenged in cultivating the new relationship. With just a glance at this Window, most of us can tell why the relationship is doomed unless the arena is quickly expanded.

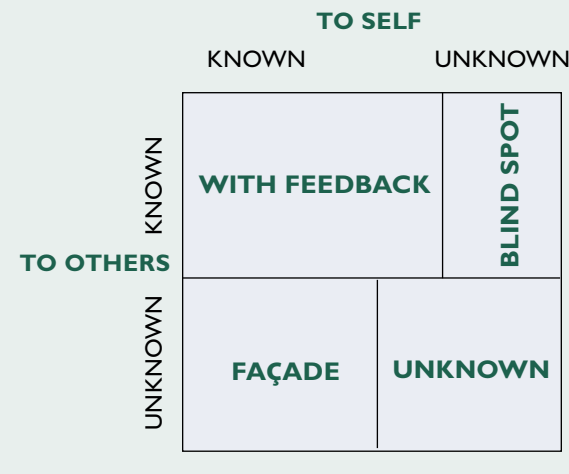
**Figure 2. Increased self disclosure leads to expansion of your arena**

You have told the client about yourself, your goals and more importantly, your goals for them.

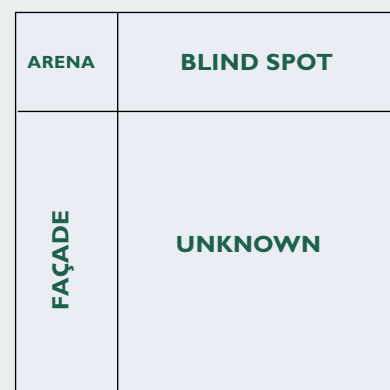


**Figure 3. More feedback leads to a reduction in your blind spot**

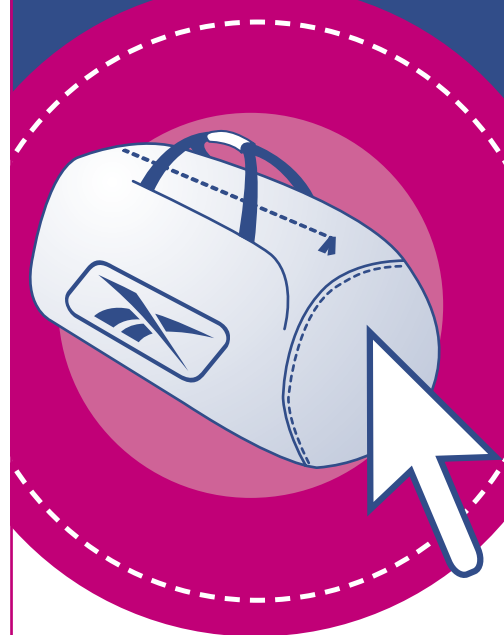
The client has provided feedback by giving a little of themselves and confirming the establishment, and therefore ownership, of the goals.



**Figure 4. At the beginning of a mentoring relationship**



continued on page 8



# WHAT'S IN YOUR GYMBAG?

**Sweaty socks and towel?  
For fresher contents,  
unzip your Network  
Member Gymbag today to  
access instantly useable  
resources!**

Check out the Network web site at [www.fitnessnetwork.com.au/gymbag](http://www.fitnessnetwork.com.au/gymbag) to download great resources that you can share with your clients. You'll find:

- Calendars
- Media Releases
- Promotional Fliers
- Information Handouts
- Fit Tips
- Member Waiver Form
- Renewal Letter
- Marketing Ideas
- Bookmarks
- Inspiring Postcards

Vist [www.fitnessnetwork.com.au/gymbag](http://www.fitnessnetwork.com.au/gymbag) today to make the most of your membership.

**A BAGFUL OF HELP IS JUST A CLICK AWAY!**





# Premier Road Plus DMX III



womens

mens

offering optimum cushioning & superior stability & support

Visit the Reebok Alliance website at <http://alliance.reebok.com.au> to purchase your Reebok Premier Running Footwear at 35% off RRP.

Don't forget to see Reebok at stand G30 at the Australian Fitness Expo, 21-23 April 2006, to get the same fantastic prices on the latest Footwear, Apparel, Fitness Equipment and Accessories.

## How to establish a winning client/trainer relationship

continued from page 7

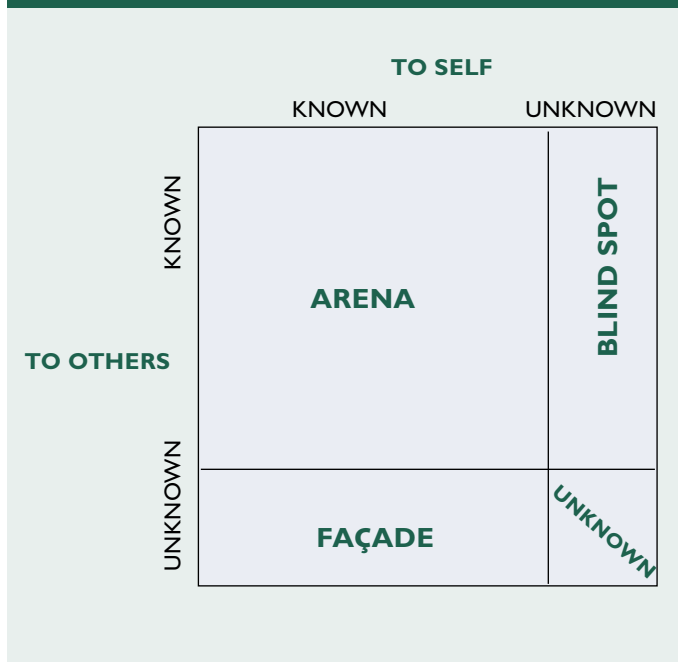


Figure 5 shows the typical example of a long lasting trustworthy relationship. You can see the arena is large and the unknown quite small. This can only be achieved through self-disclosure, listening and implementing feedback, and shared learning experiences. This is the optimal model that we should be striving to create with our clients.

To get to this point in a relationship you will have divulged a lot of information about yourself. You will probably have met your client socially for a meal, and have known and befriended them for at least twelve months. You will not get to know all clients this well. It is important to realise that once the Window is constructed as per Figure 5, it can easily be shattered by a lack

of professionalism (e.g. through a lack of discretion or confidentiality with the information received). Once the relationship has been formed, it still takes work to retain this model in this optimal format, and it should be a goal of yours to do so in order to keep your clients.

Figure 5. After development of a mentoring relationship



### From this research we can make a few assumptions:

1. The more someone knows about you, the more likely it is that they will disclose information to you.
2. The smaller the 'unknown' domain, the more functional the relationship.
3. Shared learning experiences will enhance the 'arena'.
4. You do have a 'blind spot'; know it, then get over it.
5. Everyone needs to have some form of 'façade'; otherwise be prepared to live your life in a fish bowl!
6. You will not always get along with everyone.

This information is by no means the 'be all and end all' of relationships and how they do or should work in order for your business to thrive; it is simply a glimpse of how they can or can't be transformed. Remember that relationships are learning privileges; practice makes perfect, so get out there, form relationships and never stop learning from each one you establish! ♦



Dave Sunderland, BEd

Based in Twin Waters, Queensland, Dave is a personal trainer with Premier Health and Fitness Consultants. For more information e-mail: [premierfitness1@flexinet.com.au](mailto:premierfitness1@flexinet.com.au)