



THE TRAINIAC TRIBUNE

Shaping the Gympass User Experience

A MESSAGE FROM THE LEADS

Aurora Sekine



Hi team,

The first-ever trainer newsletter, I have been very much looking forward to this day! It has always been on my list as something that would be nice to have but never entirely realized.

Now seemed like the perfect time to launch with our growing trainer team. This newsletter will be a new channel of communication for us to continue to build and grow our incredible trainer community and help highlight and showcase the fantastic work you are all doing.

We have a truly expert team, and this newsletter will be another way for us all to leverage the collective wisdom and expertise of the group. We are also actively GROWING our trainer team. Your testimonials and referrals are among our most powerful engines to fuel this. Because of that, we will be running a special **Trainer Referral Campaign**. The full details for this are Coming Soon, but check out our [Hiring Page](#) in the meantime to get reacquainted with our requirements in case you have trainers in mind!

We also want to hear what you are interested in seeing and learning in upcoming newsletters! Please share your ideas and feedback to make this a truly valuable tool and resource for you.

NEWSLETTER HIGHLIGHTS



TEAM TRENDS &
PERFORMANCE TIPS



THE MENTAL HEALTH
BENEFITS OF EXERCISE



MAKE YOUR
WORKOUTS WORK FOR,
NOT AGAINST YOU!



KICKSTART
QUESTIONS

CURRENT STATE OF AFFAIRS

From the Performance Management Team



Hey Team! We will share the Trainiac "State of Affairs" from the Performance Management Team in each newsletter. In this section, expect to see common trends and specific tips for how to best handle the changes so you can be as successful as possible with your clients.

Team Trends:

Over the last couple of months, the most significant change has been the influx of new Gympass clients. We are all very excited to bring these new clients on board and incorporate the services within the Gympass ecosystem! Since we are taking on many new clients, it will be essential to grasp the updated client onboarding process. Overall, the team has been doing a great job of adjusting to this new process, but it may take a while before it becomes second nature to us all!

Trainer Performance Tips:

#1: Is Your New Client Active?

Take note of whether your new clients are "Active" or marked as "Intake Incomplete."

- If your client is "Active," you are getting paid for this client and should proceed with your normal onboarding process!
- If the client is marked "Intake Incomplete," make sure their Intake form is complete before you do anything else. Such a prerequisite includes scheduling a consultation call, having them complete their assessments, or sending any workouts.

#2: One Step at a Time

With so many new clients coming in, you want to show value as soon as possible, yet avoid getting ahead of yourself. Remember to have your client:

1. Schedule a consultation,
2. Complete all their assessments
3. Review their Plan
4. Send workouts after completing steps 1-3

Following these steps will make the client's onboarding process smoother and save a lot of time and effort for you!

[Got a performance tip that's working well for you?](#)

Message Katherine or Andi in Slack or send them an email titled "Newsletter Performance Tip" to benefit the whole team!

katherine@trainiac.fit; andi@trainiac.fit

WHAT'S NEW IN THE FITNESS INDUSTRY

"The Mental Health Benefits of Exercise"

By: Emily Jansen



How to Implement with Your Gympass Clients:

- Review the Lessonly Module: "Gympass Digital Apps Part 1: Calm, Lifesum, Strava"
- Send a Calm Activity Template to any clients who are looking to reduce stress and anxiety
- Encourage feedback from your client on how the meditation session made them feel!

We all know that exercise is important. It can strengthen your heart, increase lean muscle mass, improve bone density and manage body fat percentage. Exercise is often considered the best "medicine" for physical health, but what about mental health? The National Academy of Sports Medicine (NASM) addressed this topic in their recent article "[The Mental Health Benefits of Exercise](#)." In this article, NASM outlines four significant mental health benefits of exercise, including:

- Reduction of stress and anxiety
- Increased self-efficacy and confidence
- Quality of sleep improvement
- An opportunity to build presence and embodiment

#1: Reduction of Stress & Anxiety

Have you ever heard of the term "runner's high"? It can be described as a euphoric feeling during cardio or other forms of exercise. Often, those who experience this sensation report feeling less stress and anxiety. This is because exercise promotes positive neurotransmitters called endorphins. Endorphins are produced in the brain to improve overall mood and well-being.

#2: Increased Self-Efficacy & Confidence

Self-efficacy refers to an individual's belief in their own abilities to produce a specific outcome. For example, if individuals establish a goal to exercise regularly and consistently achieve those expectations, they will strengthen their self-efficacy. In return, this can build self-esteem, confidence, and a feeling of empowerment.

#3: Sleep Quality Improvement

No one likes "waking up on the wrong side of the bed" due to poor sleep quality. Lack of quality sleep can significantly alter your mood. It can cause feelings of irritability, anger, and lessen your ability to cope with stress. Luckily, exercise can help facilitate deeper sleep.

#4: An Opportunity to Build Presence & Embodiment

Unfortunately, it's too easy to get caught up in rumination or anxious thoughts about the future or the past. However, with the help of physical activity, we can shift our attention from "living" in the mind to becoming more present in one's own physical body. According to NASM, "Exercising with the intent of building presence and embodiment can help shift attention back to the present moment and minimize rumination."

HEALTH TIP OF THE MONTH



"Make Your Workouts Work For, Not Against You!"

By: Melanie Payne

How to Implement with Your Gympass Clients:

- After referring a client to the Calm app, create a new post-workout activity that focuses on a mindful assessment of how the client feels after one of your Timed or Self-Paced Workouts.
- In this "Activity," ask your client to leave reflective notes that you two can discuss together.

The physical and mental benefits of regular exercise are well known. Regular exercise can help us sleep better, have more energy, and be stronger. Not to mention, deliver countless health benefits, such as reducing your risk of a long list of health issues, depression, dementia, and many more!

More is always better...right?

Suppose exercise is good for us, and more of it is typically better. In that case, challenging ourselves with as much exercise as possible is best, right? Not so fast. While a generous amount of activity is good, too much of it - or the wrong balance of challenging and easier workouts - can be detrimental to our health and well-being! So how do you know when it is okay to push your body and when it's okay to take things a little easier?

As a general rule of thumb, if your workouts leave you feeling accomplished, energized, and elevated, then you're doing great! If that's the case, you should also see an improvement in your workout performance over time (i.e., progressively lifting heavier weights, running faster or farther), thereby reaping all the benefits that come with regular exercise.

How do I know if my workouts aren't serving my clients or me?

However, if your workouts don't work for you, you'll notice that the opposite is the case: You feel exhausted at the end of your sessions, or you dread even starting them. You might be in pain for days after a workout, and your activities may even cause you some degree of mental stress. These signs occur when your workouts don't match the capacity your mind and body have available then. Here are just a few situations and factors that can leave our bodies (and minds) begging for more mindfulness in our exercise routine:

- Long work hours
- Having chronic insufficient sleep
- High-stress situations caused by parenting
- Commuting
- Personal or work relationships
- Fighting off or recovering from illness
- Ignoring the physical and mental changes that come with different life stages (pregnancy or menopause for women, for example)

So what's the solution?

When your mind or body is not feeling so well, we need to think of "training" as "movement with purpose" rather than a tool to achieve a higher fitness level. That "purpose" should be to make your life a little better by moving your body in ways that make you feel physically and mentally happier. We don't need to "push" for our ultimate goals every single day; we instead need to find a balance between the days when we have the energy to do so and the ones when we don't. You as a trainer can help clients find that equilibrium in their workouts by looking at their lifestyle and training holistically. Only when you find that balance will you allow exercise to become a consistent part of your life and ultimately reach the goals you set for yourself and others!

TRAINING TIP OF THE MONTH

"Kickstart Questions"

By: Melissa Aycock



How to Implement with Your Gympass Clients:

- Think to yourself: "What does my client need right now to get on the path to becoming more successful than they are today?"
- Ask them the question below to start the thread!

Get the Conversation Going

Do you ever wonder how to get a conversation going with a client that quickly leads to a deeper discussion? Have you struggled with client-trainer relationships that seem to stall continually? If these communication challenges are familiar, I have a few quick tips for you. Let's learn how to kickstart a conversation with your client so that they can lead to deeper and more meaningful connections in shorter amounts of time!

"What's on your mind?"

This type of open-ended question straddles a fine line of not being too broad or too narrow. In essence, it invites the listener to get right to what is most important to them at that moment. The trainer displays trust by asking a kickstart question and allows the client autonomy to speak about what feels most impactful to them. It gives them the space to choose what they would like to discuss.

This type of question is also focused; by asking the client to speak directly about what is exciting, stressful, challenging, or consuming in their life at that moment. In essence, the trainer asks the client to talk about what matters most without directly saying, "Let's talk about what matters most" - which is neither a question nor induces trust or autonomy.

The "Kickstart Question"

This method allows trainers to coach for development versus coaching for performance. Coaching for performance is about outcomes, not processes, and addresses specific problems or challenges. In the short term, this might seem to make sense for trainers - we want our clients to achieve their desired goals, such as losing 10 lbs. or gaining musculature. However, if we can learn to shift into coaching for development, we teach clients that the focus is on them and not on their "issue."

Again, we see the power of developing client autonomy by looking at the whole person versus one goal. Coaching for development gives the client forward momentum in their own lives to learn, improve, and grow rather than complete one goal (or not) and move into another. Like the kickstart question, coaching for development is a way for trainers to quickly establish rapport and collaborate with clients from a whole-person perspective.

References

Stanier, M. B. (2016). The coaching habit. Box of Crayons Press.

CLIENT SPOTLIGHT

Kyle Poll



"I just want to take a second and say how awesome Trainiac is. If you haven't tried it out, you've got to try it. I love it. I've got a trainer, his name is AJ, and he's out in Long Island, really sharp guy. But what's awesome about it is that he's so proactive and responsive.

Every day I get a note from him saying, "Hey, how are you doing? What's going on?" During the initial call, I told him all my goals what I'm trying to do. I said, look, I go skiing a couple of times a week, hopefully. I'm also trying to do yoga. I'm going on walks with my wife. I do F45. These are the different things that I'm doing. He's like, "Great! We'll work that all in."

He gives me a daily plan on the day that I'm not doing an F45 or another gym or workout, and it's just been great to have that accountability. So every day, I let him know like, "Hey, here's what I'm doing." He's taking a look at my Lifesum, my nutrition plan.

It's a great service, and it's something that all of our clients should know about and that our users should be on. I'm grateful to Rodrigo, Emily, and the whole team who brought Trainiac on board. I'm excited to see the future of Gympass and Trainiac together. But I want to encourage you all, if you haven't tried it yet, to jump on Trainiac. go use it so you can see for yourself how amazing it is."

[Have a Gympass Client whom you think would be great for a Spotlight?](#)

Message Max in Slack or send him an email with the title. "New Client Spotlight" so the whole team can hear their story!

[*max@trainiac.fit*](mailto:max@trainiac.fit)

TRAINER OF THE MONTH

Ashley Weidner



Ashley has excelled in engaging with her Gympass clients, and her top tips for client engagement are:

- Set the bar straight, be direct with Gympass clients, and ask them why they're interested in personal training + her as a trainer
- What programs/workouts are they currently doing - within and outside of Gympass. Get the details!
- Exactly how many workouts would they like her to program them specifically for the week, and why it's essential to have a specified program to meet their goals.

Outside of fitness Ashley enjoys exploring nature trails, kayaking, spending time with her boys and now new baby girl. They are 100% obsessed with botanical gardens.

Her drive to help others stemmed from learning about her health, first and foremost in keeping an active and balanced lifestyle.