

Communication Rules For a Successful Career in Fitness

Jenny Rearick

What do we all want?

Adult 6 Week Intro Program			
Weeks 1-3			
Form Roll		Form Roll	
Mobility Circuit		Mobility Circuit	
Box Hip Flexor with Breathing		Box Hip Flexor with Breathing	
Hip Rotator		Hip Rotator	
Knocking T-Spine		Knocking T-Spine	
Toga T-Box		Toga T-Box	
100/50 Breathing on Wall: 2 Rounds of 5 Breaths		100/50 Breathing on Wall: 2 Rounds of 5 Breaths	
Lateral Mat Pilates		Lateral Mat Pilates	
Toe Touch Squat x 10		Toe Touch Squat x 10	
Split Squat Hold x 5 Reps		Split Squat Hold x 5 Reps	
Lateral Squat x 5 Reps		Lateral Squat x 5 Reps	
10/15 x 10 Reps		10/15 x 10 Reps	
Box Crawl		Box Crawl	
Lateral Crawl		Lateral Crawl	
High Knee Run		High Knee Run	
Cardio		Cardio	
Box Jump 3 x 5 (first week 2 sets only)		Box Jump 3 x 5 (first week 2 sets only)	
Knocking Chest Pass 3 x 10		Knocking Chest Pass 3 x 10	
Plank Circuit 3 x 20/25/30 sec		Plank Circuit 3 x 20/25/30 sec	
Week 1		Week 2	
KB Deadlift 2x8		KB Deadlift 2x8	
Inline Chop 2x8		Inline Chop 2x8	
Sumo Hold 2 x 20		Sumo Hold 2 x 20	
Split Squat 2 x 15		Split Squat 2 x 15	
Hold		Hold	

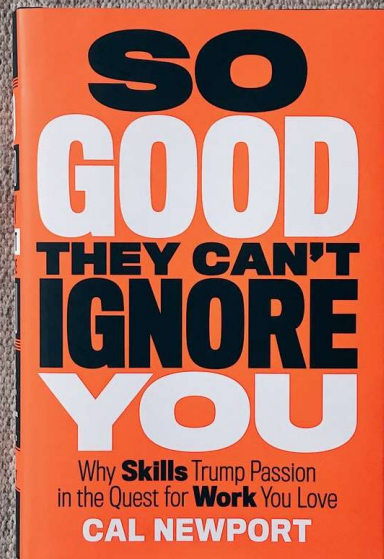


Be creative

Have impact

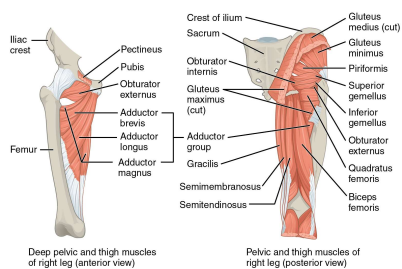
Have control

Rare and valuable skills



Rare and valuable skills

Technical Knowledge & Skills



Ability to Communicate



Technical knowledge & skills

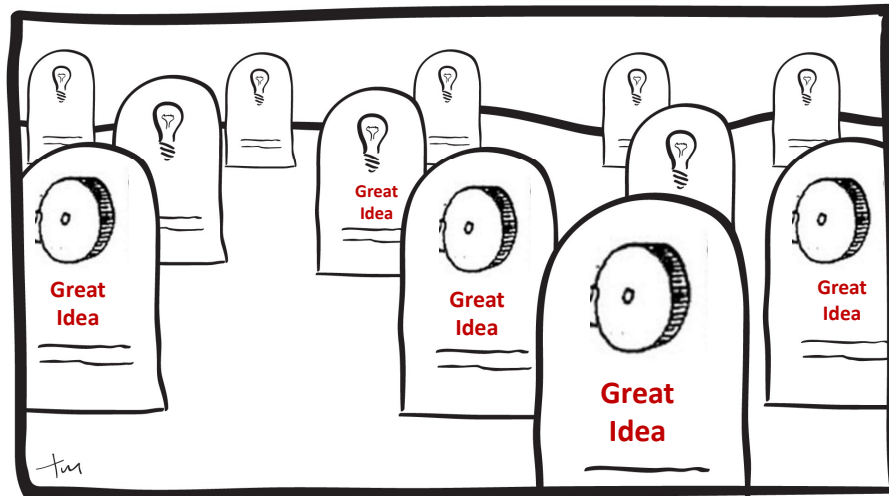


Higher education
Certification programs
Continuing education courses
Conferences
Colleagues
Self-directed learning

Can only take you so far

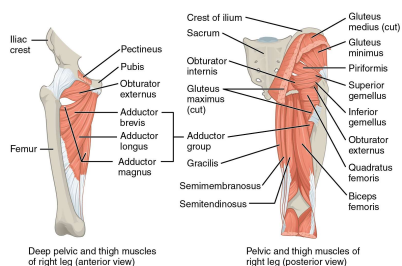


Graveyard of great ideas



Spend time developing both

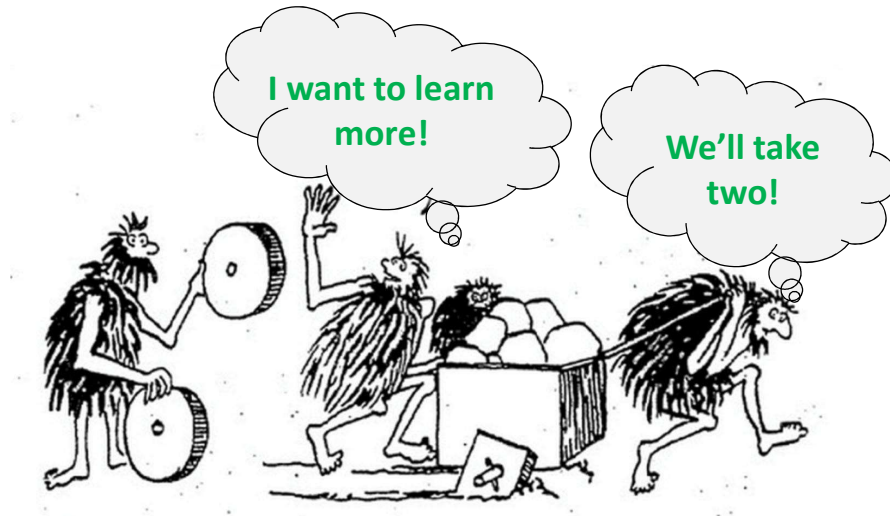
Technical Knowledge & Skills



Ability to Communicate

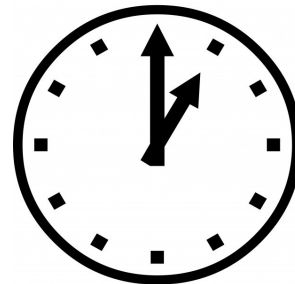


Success



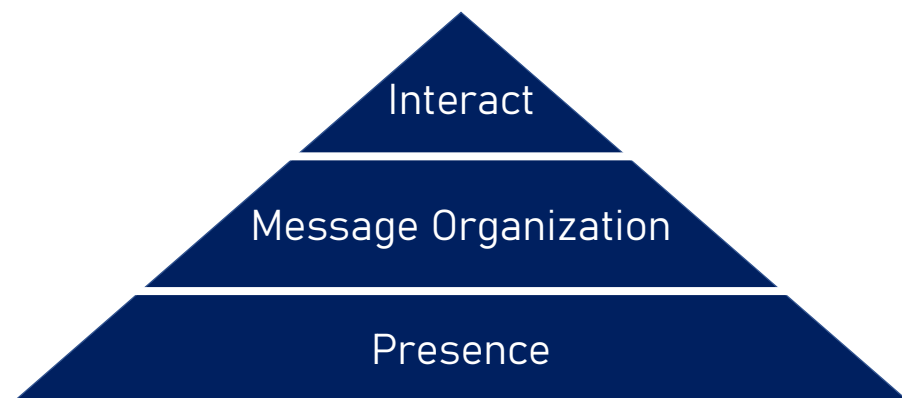
Our time together

- Effective communication
- 10 Communication Rules
- Webinar survey
- What now?



What defines effective communication?

Pyramid of Communication



Presence

Physical

*How others
'see' you*

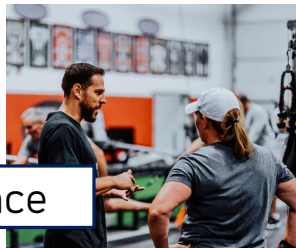


Vocal

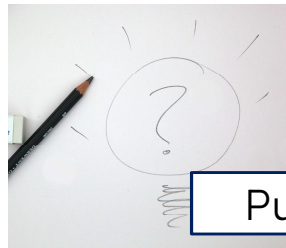
*How others
'hear' you*

Message Organization

Audience



Purpose



Structure



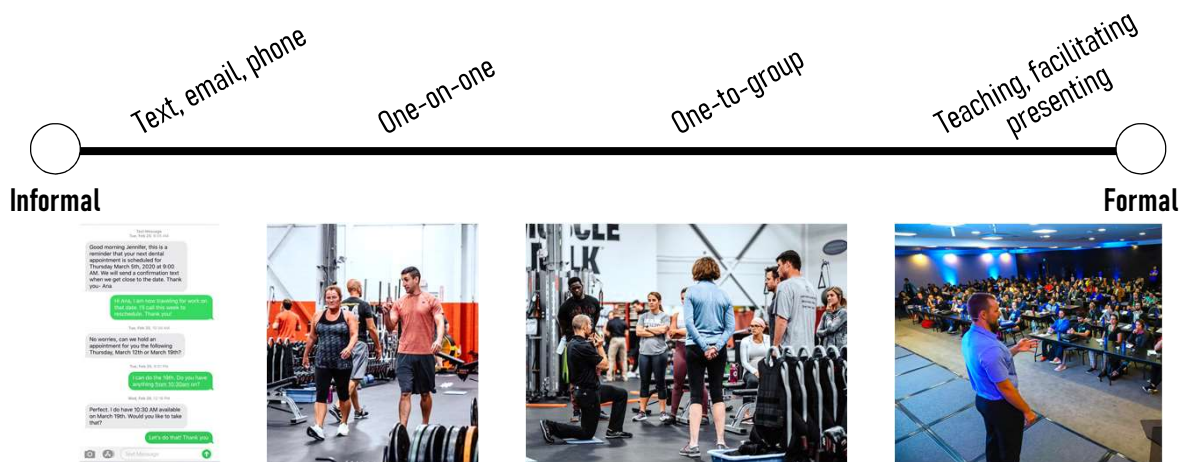
Support



When a message is unorganized



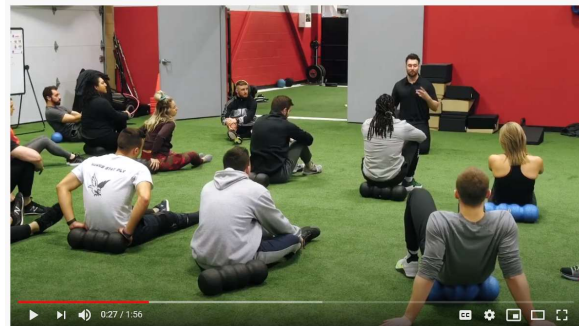
Interactions



10 Communication Rules

Rule 1: Know what you look & sound like

1. Eyes
2. Hands
3. Standing and moving
4. Volume
5. Rate
6. Filler words

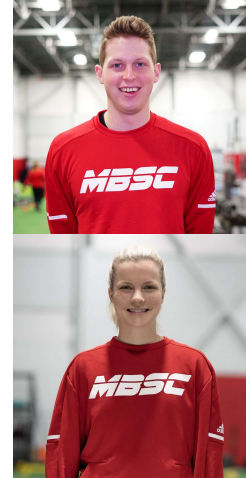


Rule 2: Dress like a professional

1. Think and feel about yourself (self-image)
2. Think and feel about them

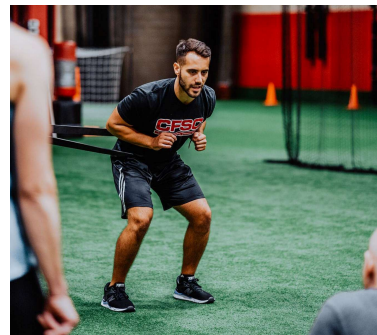


**Your appearance either upgrades or downgrades
the perceived value of what you have to say.**



Rule 2: Dress like a professional

- Professional \neq expensive
- Clean, fitted clothing
- Hair groomed
- Fresh breath
- No body odor



Nothing about your appearance
should distract from your words.

Rule 3: Make eye contact

1. Look at individuals while you speak
2. Look at the person speaking to you

Benefits to you:

- Look confident
- Slows you down
- Calms your nerves
- Helps develop connection



Rule 4: Use strong body language

“Neutral” →

- Arms down
- Not gesturing



← Up, expressive

- Open hands
- Complementary

← Balanced

- 50/50

Rule 4: Use strong body language



Rule 5: Speak up

All powerful people...

- Speak slowly
- Enunciate their words
- Express themselves loudly
- Express themselves confidently

Speak to the person farthest away from you.



Rule 5: Speak up

Coach in the way you expect people to engage.

Soft-spoken
Closed body language
Easily distracted

They'll bring that same energy.



Rule 6: Eliminate filler words

Um

Uh

Like

You know

So

Right

You sound:

- Unsure
- Nervous
- Not smart

If it's not helping, it's hurting.

Rule 7: Learn how to listen

Matthew McKay, two things:

- Commitment
- Compliment

Pseudo listening:

- Fake interest
- One specific piece
- Want them to listen to you



Rule 7: Learn how to listen

How to actively listen:

Paraphrase

Clarify

Give feedback



Rule 8: Make others feel important

The best career advice I've ever received:

Treat everyone you meet like they're
the most important person in the world.

Mindset

Action

Rule 8: Make others feel important

1

Acceptance

2

Appreciation

3

Admiration

4

Approval

5

Attention

6

Agreement

Brian Tracy, Six As

Rule 8: Make others feel important

1

Acceptance

Look directly at them and smile – when they join, when they speak, when they leave.

Brian Tracy, Six As

Rule 8: Make others feel important

2

Appreciation

Say thank you for what they do or say that is helpful.

“Thanks for your help putting away the kettlebells.”

Brian Tracy, Six As

Rule 8: Make others feel important

3

Admiration

Compliment them – on what they do, say, or what they have.

“You do a great job making everyone feel like they’re a part of the group.”

Brian Tracy, Six As

Rule 8: Make others feel important

4

Approval

Give praise and approval, and make it immediate and specific.

“Great work on your hang cleans today. They looked much faster than last week.”

Brian Tracy, Six As

Rule 8: Make others feel important

5

Attention

Listen closely, make eye contact, nod, smile, and be interested.

Brian Tracy, Six As

Rule 8: Make others feel important

6

Agreement

Be generally agreeable and disagree only after having acknowledged.

Brian Tracy, Six As

Rule 9: Tell the truth

When you:

Don't know the answer
Can't give what they need
Make a mistake

} **say so**

**"If you tell the truth,
you don't have to
remember
anything."
– Mark Twain**

People don't like liars.

Rule 10: Write and present *more*

You will...

- Think more clearly
- Learn more
- Be smarter

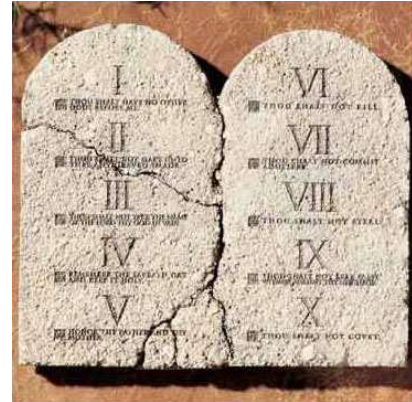
**"If you can think, and speak, and
write, you are absolutely deadly."**

– Jordan B. Peterson



10 Communication Rules

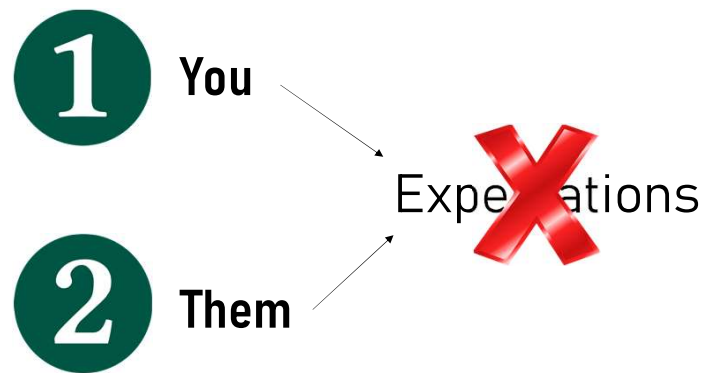
1. Know what you look & sound like
2. Dress like a professional
3. Make eye contact
4. Use strong body language
5. Speak up
6. Eliminate filler words
7. Learn how to listen
8. Make others feel important
9. Tell the truth
10. Write and present more



Webinar Question:

What communication skills do you need to work on the most?

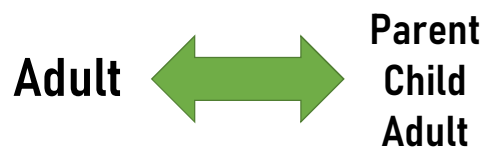
Tough Conversations



Tough Conversations

Transactional Analysis:

- Parent: Commands and value judgements – “should”
- Child: Emotion and energy – “I wish”, “I hate”, “Why do I have to?”
- Adult: Direct and straight – “It sounds like”, “I see”, “I feel”, “Tell me”



Eric Berne

Tough Conversations

Before the conversation:

1. What is the problem?
2. What does the other person think is the problem?
 - If you don't know, ask

Tough Conversations

Leading:

- "I think/see, I feel, I want"
 - Objective
 - Emotion without blame
 - Direct, be specific
- Actively listen
- Paraphrase
- Moving forward

Receiving:

- Actively listen
- Paraphrase
- Respond
 - Acknowledgment
 - Clouding
 - Probing
- Moving forward

Written Communications

Goal = Reader-friendly

- Shares message without taxing reader

Principles:

- Simple and direct is impressive
- Words you don't use are more important than words you use
- Message up front

F

5 C's of Good Writing

1

Clear

2

Correct

3

Complete

4

Concise

5

Considerate

5 C's of Good Writing

1

Clear

Word usage

Good grammar

Punctuation

Sentence structure

Don't show off; communicate.

5 C's of Good Writing

2

Correct

Information is accurate

Free of errors

5 C's of Good Writing



3

Complete

Provide all information needed to:

Learn

Act

Be inspired

5 C's of Good Writing



4

Concise

Nothing more than what's necessary

5 C's of Good Writing

5

Considerate

Doesn't waste time

Doesn't question reader's intelligence

Filler Words

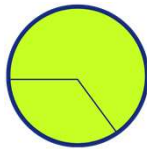
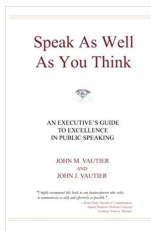
- What am I known for?
- Self-correct and start the sentence over
- Practice off-the-cuff while recording (easy topic)
- Accountability buddy

"Vocal equivalent of clearing your throat."

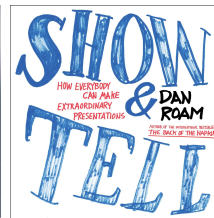
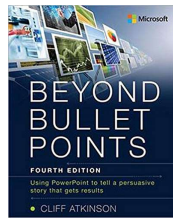
– Richard Dowis

Presenting

Physical & Vocal Skills



Message Organization



Delivery Skills



What now?



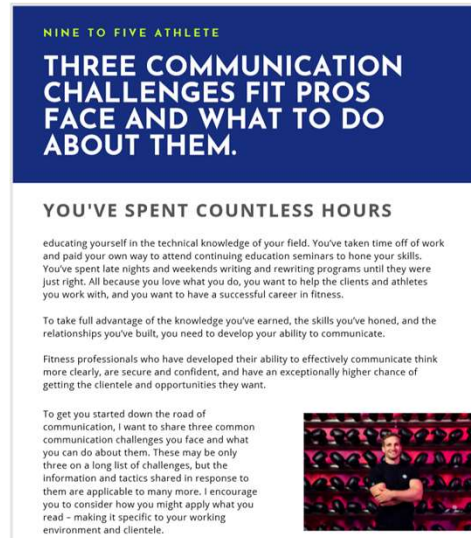
"Practice only on the days you eat." – Shinichi Suzuki



Start improving now

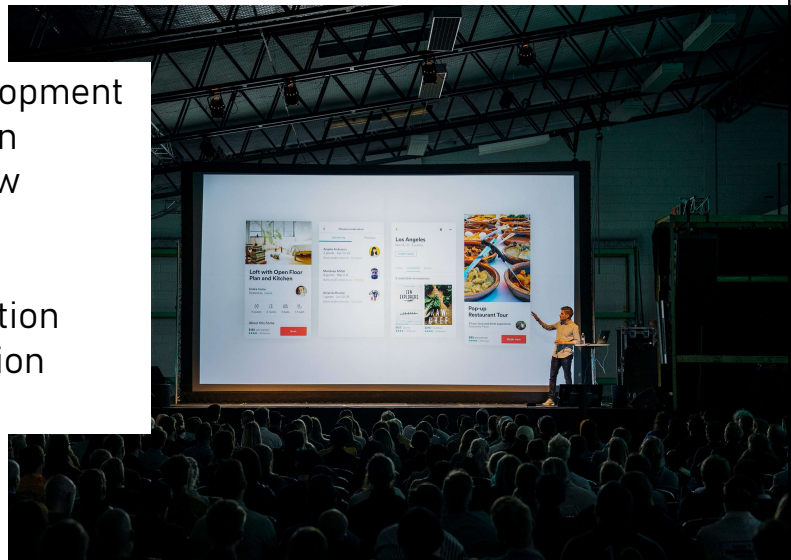
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Thank You,



Jenny Rearick

ninetofiveathlete@gmail.com

@ninetofiveathlete

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