



2023

PROGRAM GUIDE

Personal Training **Master Course**
Personal Training **Foundations**

FOCUS
PERSONAL TRAINING INSTITUTE



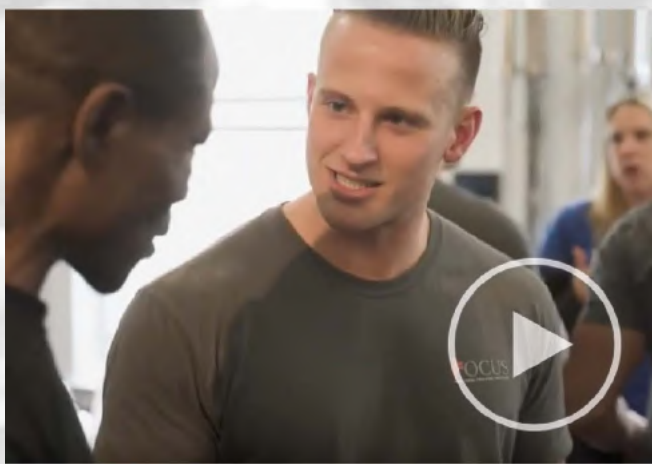
FOCUS VIDEOS

PERSONAL TRAINING INSTITUTE



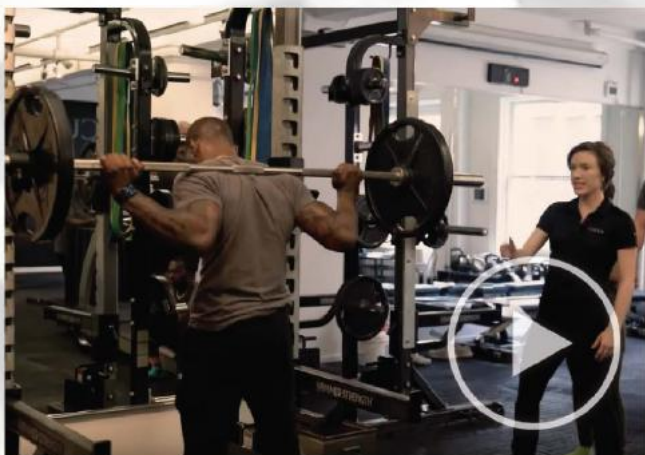
Kettlebell Swing

Students find the kettlebell swing to be one of the most fun exercises to perform, and simultaneously one of the more challenging exercises to teach others. Following a step-by-step protocol can be very helpful when teaching a complex exercise like the swing. Students are given strategies and steps that break the movement down into smaller sections. That way, they can present important details to their clients without overwhelming them. Some of these steps also apply to the kettlebell clean and snatch, which the students learn after comprehending the kettlebell swing.



Career Fair

Students will have access to FOCUS hosted career fairs where students and alumni can meet and greet with NYC's top hiring managers. Along with lifetime career assistance, once you are a part of the FOCUS family you can attend up to eight career fairs a year - for life.



Squat Grip

Hands matter when squatting with a low bar position! Many grip adjustments are made when students are learning the low bar back squat. If mobility allows, the lifter must keep the grip close to the shoulders to maintain tension in the upper back. Elbows tips, or olecranon processes, must be pulled down to add even more upper back tension. This helps to create a "shelf" of tissue for the bar to securely rest. A false grip must be used so that the base of the palm supports the majority of the bar, while all 10 fingers wrap over the bar for added support. Lastly, maintain a neutral wrist position to prevent any unnecessary load distribution to the wrist joint. Letting the wrist extend under the barbell will add another lever, or moment arm, to the lift. This takes energy away from the important musculature, and poses the risk of acute or chronic pain/injury in the wrist joint.



Personal Training Master Course

The Personal Training Master Course (MC) is designed for individuals interested in becoming an expert personal trainer. This comprehensive program includes classroom work along with hands-on practice sessions in the gym.

Graduates of the MC program will demonstrate advanced knowledge, skills, and abilities in personal training. These students are prepared for positions working with a broad range of clients with varying goals. These include sports performance, post-rehabilitation, chronic disease training, advanced training methods, and modalities and advanced mobility. Students are also prepared to start their own personal training business. They will be CPR-certified and registered to take a certification exam of their choice from: American Council on Exercise (ACE), American College of Sports Medicine (ACSM), National Academy of Sports Medicine (NASM), or National Strength and Conditioning Association (NSCA).

This full-time program consists of 600 hours spread across 22 weeks with classes conducted during the day. Students who qualify can use Federal Student Aid, Climb Credit, 529 plans, flexible payment plans, Veterans education benefits, and more to fund their education.

PERSONAL TRAINING

master course



Personal Training Theory and Application (300 hours)

The first section of the Personal Training Master Course, Personal Training Theory and Application, focuses on the fundamentals of how the body functions. Students learn about bones, muscles, and the respiratory system. The curriculum also covers the essentials of designing and implementing exercise programs.

Course Introduction

Students receive an introduction to the school's mission, facilities, resources, and regulations as well as the course expectations. From there, students learn and discuss what it means to be a personal trainer and identify the qualifications and characteristics necessary to be successful in that role.

- Define a personal trainer's scope of practice
- Identify the qualifications needed for personal training
- Discuss actionable items necessary to achieve success as a personal trainer

Kinesiology

Kinesiology is the study of the mechanics of body movement and is used to promote health, reduce disease, and improve performance. In this module, students study the fundamental principles of human movement, including identifying joint actions and planes of motion.

- Identify the term describing the relative location of anatomical references on the body
- Describe plane(s) of motion and joint actions for exercises
- Name the plane(s) of motion when given a joint action



Skeletal Anatomy

The word musculoskeletal is a combo of the words “muscular” and “skeletal” and refers to what makes up the body – bones, cartilage, muscles, tendons, membranes, joints, and ligaments. Anatomy is the study of the human body's structure. This module focuses on the naming system for all the bones and muscles that work together during movement.

- Identify the joint(s) a muscle acts on
- Determine which bones form its articulation when given a joint name
- Describe the structure and function of connective tissue types

Muscle Structure

Building on the information learned in the Musculoskeletal Anatomy module, students learn about the three types of muscle contractions and the chemicals involved. They also learn about slow and fast switch muscle fibers as well as creating programs utilizing plyometrics and speed, agility, and quickness (SAQ) training.

- Determine the acute and chronic responses when given a muscle fiber type
- Identify the chemical functions involved in muscle contractions
- Design a program using plyometric and/or SAQ training

Functional Anatomy and Biomechanics

Biomechanics explains the science behind the position and angle of body parts. In this module, students learn the prime (agonist) and opposing (antagonist) muscle movers for exercises and movements in addition to identifying the forces acting upon the body.

- Identify the concentric and eccentric phases of an exercise or movement
- Define the force-velocity and length-tension curve of a muscle
- Quantify work completed given an exercise, load, and repetition scheme

Cardiorespiratory System

The cardiorespiratory system includes the heart, blood vessels, and blood and transports nutrients like oxygen throughout the body. In this module, students learn to label the heart with its chambers, major vessels, and valves, trace the flow of blood from the right to the left atrium, and identify the sinoatrial and atrioventricular nodes.

- Identify the beat per minute range criteria for resting heart rate categories
- Define the role of sinoatrial and atrioventricular nodes
- Describe the formula for cardiac output

Nutrition and Bioenergetics

The food we eat is broken down into nutrients that are used by muscles for energy to fulfill specific demands. Students learn to identify the caloric value, role in energy production, and major structural components of macronutrients. In addition, they learn to calculate the caloric deficit required to reach a weight-loss goal.

- Describe the components, caloric value, and the role in energy production for macronutrients
- Calculate the caloric deficit required for a given weight loss goal
- Identify the predominant substrates and duration for energy systems

Business of Personal Training

This module focuses on building a career as a personal trainer. Students identify common professional challenges and goals and create a plan to achieve those goals. They learn how to write an effective cover letter and create a resume. In addition to a mock interview, we provide tips on inquiring about potential job opportunities and determining if a company is a good fit for an individual.

- Create an effective cover letter and professional resume
- Determine career goals and an actionable plan to achieve them
- Inquire about potential job openings

Program Design Concepts

Students learn the training principles, including progression, overload, and variety so that they can identify the benefits, risks, and options for cardiorespiratory, resistance, and flexibility training. By the end of this module, students develop an appropriate workout given a list of client's goals, capabilities, equipment, and schedule.

- Select a training stimulus most appropriate to reach a given list of training goals
- Develop an exercise plan applying FITT – frequency, intensity, time, and type
- Design a workout for a client's needs, abilities, and preferences

Special Populations and Injury

Some clients require special exercise programs, such as pregnant women, older adults, younger people, and those with injuries. Identifying the movements that are off-limits is critical.

- Identify contraindications and indications for a disease, injury, or special population
- Identify potential causes and symptoms of a given injury
- Coach a stability-based and balance-based workout

Resting Assessment

In this hands-on module, students interview a client to determine their goals, health history, and injuries. After that, they perform numerous activities – calculate target heart rate zones and body mass index; take a blood pressure reading, skinfold measurements, and resting heart rate; and implement a muscular strength, endurance, and flexibility test.

- Use a stethoscope and sphygmomanometer to take blood pressure
- Conduct a Thomas Flexibility Test and a muscular strength test
- Calculate the target heart rate zone using the age-predicted and Karvonen formulas



Health Behavior Change

Students learn the SMART goals – specific, measurable, attainable, realistic, and timely and how to establish them. In the hands-on application, they coach and motivate a client during resistance and cardiorespiratory training and communicate with a client during an intense training session.

- Establish SMART goals
- Determine the stage of the transtheoretical model a client falls under
- Coach and motivate a client during resistance and cardiorespiratory training

Review and Midterm Written Exam

In this module, the instructor provides handouts and an overview of the material in preparation for the Personal Training Theory and Application final exam.



Advanced Concepts in Personal Training (300 hours)

The second section of the Personal Training Master Course, Advanced Concepts in Personal Training, dives into areas of specialty. Students learn and coach the best techniques for specific equipment and modalities. After writing a program for themselves, students understand advanced program design and the crucial communication skills necessary to keep clients engaged.

This short introductory class clearly states the expectations and curriculum for the Advanced Concepts portion of the Personal Training Master Course.

- Discuss students' areas of interest
- Examine students' personal goals, fears, and skills
- Identify the qualities of great personal trainers

Business Development

After completing the program, some students decide to work for an established gym, but others elect to start their own businesses. We prepare students for both options. With either approach, finding and maintaining clients is essential for all personal trainers.

- Outline steps for obtaining new clients effectively and developing relationships with professionals
- Identify methods to strengthen and grow client networks
- Understand the planning stages of a new fitness business and identify the hidden costs

Psychology

Motivating clients is critical to their continued success. Personal trainers must understand what stage a client is in to keep them progressing toward their goals and notice when their behavior changes. When a client loses motivation, trainers need the skills to re-energize them.

- Describe behavioral theory models and the stages of behavior change
- Identify terms and theories regarding client psychology and behavior
- Discover behavior techniques and motivation strategies to increase adherence and prevent relapse



Fitness Classes and Fads

Clients like to mix up their routine groups, as well as how to apply the appropriate exercise intensity.

- Analyze the benefits and unique concerns regarding youth populations
- Identify the current American College of Obstetricians and Gynecologists (ACOG) guidelines for pregnant women
- Design safe and effective exercise programs for older populations

Chronic Diseases

Roughly 40% of Americans have a chronic disease. Exercise can help prevent and/or improve many of these conditions. Whether it is diabetes, multiple sclerosis, or asthma, students learn the skills necessary to support clients through these challenging issues.

- Describe the effects of metabolic disorders
- Analyze characteristics and symptoms for given disorders, such as diabetes, cardiovascular conditions, and pulmonary disorders
- Identify the structures and sequence of electrical conductivity in the heart

Research in Exercise Science

Innovative research and new practices create an ever-growing body of knowledge. Students learn how to read the information to deliver the latest and best information to clients. Students also determine how to critically analyze scientific claims posed by the media, celebrity trainers, and new products.

- Demonstrate knowledge about recent research findings
- Identify strengths and limitations in a given study
- Discuss the justification for or against a given training method

Advanced Anatomy and Injuries

At some point, nearly every person has an injury, and clients are no exception. In this critical module, students first learn how to work with clients to avoid injuries. But when they have an injury or pain, students learn strategies for working around those issues while continuing to advance toward the client's goals.

- Analyze the steps involved in obtaining a post-rehab client
- Develop safe and effective training programs to achieve client goals with various injuries
- Identify indications and contraindications based on a pathology

Advanced Mobility Training

Improving mobility and flexibility means that we can do more work with every exercise. In this lecture and hands-on unit, students learn five stretching methods, self-myofascial release, and dynamic mobility drills.

- Differentiate between an active and passive range of motion and static, dynamic, and ballistic stretching
- Describe and execute an active and passive stretch for major muscle groups
- Develop an appropriate mobility program for a given client scenario

Advanced Training Methods and Modalities

For most people, this is what personal training is all about teaching people how to exercise. Students learn how to instruct clients in the following areas of specialization:

- Kettlebells
- Plyometrics and Speed, Agility, and Quickness (SAQ)
- Boxing and Kickboxing
- Strength Training
- Resistance Bands, Chains, and Cables
- Bodybuilding/Physique Training
- Olympic Weightlifting

CPR Training and Certification

All employers require CPR training for personal trainers. A CPR-certified instructor provides hands-on CPR training, AED defibrillator use, and tests for CPR certification.

Certification Exam Preparation

In this module, the instructor provides a general exercise science review along with preparation for the four most widely recognized personal training certification exams: American Council on Exercise (ACE), American College of Sports Medicine (ACSM), National Academy of Sports Medicine (NASM), and National Strength and Conditioning Association (NSCA).

Each student decides which test to take based on their professional goals. Focus Personal Training Institute purchases the exam for each student and helps facilitate registration, but an outside agency administers and proctors the exam to comply with regulations set forth by the National Commission for Certifying Agencies (NCCA). We encourage students to take the exam within one month of graduation.





PERSONAL TRAINING
foundation

Personal Training Foundations Program (150 hours)

The Personal Training Foundations (PTF) program is designed for individuals interested in learning more about fitness or becoming a personal trainer. Focus Personal Training Institute provides a hands-on curriculum that is also an excellent complement for students studying at universities. This course is for beginners and has no prerequisites. The program consists of 150 hours spread across 11 weeks with classes conducted in the evenings.

Graduates of the PTF program will demonstrate basic knowledge, skills, and abilities in personal training. These students are prepared for entry-level positions working with generally healthy clients. They will also be CPR-certified and registered to take the National Academy of Sports Medicine (NASM) certification exam.

Kinesiology

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Skeletal Anatomy

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Business

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Program Design

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Resting Assessments

When working with a new client, it is essential to evaluate them first to identify potential health risks. Risk Stratification is a best practice for identifying people with health issues like pulmonary or cardiovascular disease as well as those with an elevated risk for sudden cardiac death. Students learn to evaluate pre-screening questionnaires and risk factors to determine if there is a need for medical clearance or testing.



Active Assessment Skills

In this hands-on module, students interview a client to determine their goals, health history, and injuries. After that, they perform numerous activities calculate target heart rate zones and body mass index; take a blood pressure reading, skinfold measurements, and resting heart rate; and implement a muscular strength, endurance, and flexibility test.

Mental Health

Students learn the SMART goals – specific, measurable, attainable, realistic, and timely and how to establish them. In the hands-on application, they coach and motivate a client during resistance and cardiorespiratory training and communicate with a client during an intense training session.

CPR Training and Certification

All employers require CPR training for personal trainers. A CPR certified instructor provides hands-on CPR training, AED defibrillator use, and tests for CPR certification.

Total Course Review, Final, and Certification Preparation

In this module, the instructor provides an overview of the material in preparation for the final exam and the National Academy of Sports Medicine (NASM) certification exam. Focus Personal Training Institute pays for the test and helps students register, but an outside agency will administer and proctor it. We encourage students to take the exam within one month of graduation.

The background of the entire page is a grayscale photograph of a gym. It shows rows of dumbbells on racks, a bench press station, and kettlebells in the foreground. The image is faded to allow the text to be the primary focus.

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PERSONAL TRAINING INSTITUTE
Enrollment Information

Due at Time of Enrollment:

1. \$75 registration fee
2. High school or college diploma, GED/TASC or final official high school or college transcript
3. Government-issued photo ID

Personal Training Master Course (600 hours)

Total Tuition	\$14,680.00
	\$75.00 Registration Fee
	\$100.00 School Apparel
	<u>\$140.00 Textbooks</u>
	\$14,995.00



Federal Student Aid is available for qualified applicants enrolling in our 600-hour Personal Training Master Course only. Visit fafsa.gov to apply. Federal School Code: 042502. Please contact our Financial Aid Department for more information.

Advanced Concepts in Personal Training (300 hours)

Total Tuition	\$7,950.00
	\$75.00 Registration Fee
	\$100.00 School Apparel
	<u>\$140.00 Textbooks</u>
	\$8,265.00

Personal Training Foundations (150 hours)

Total Tuition	\$4,950.00
	\$75.00 Registration Fee
	\$80.00 School Apparel
	<u>\$100.00 Textbooks</u>
	\$5,205.00

Payment Plans

- 0% Interest on select payment plans
- A higher initial down payment will result in lower monthly payments

Payment Methods Accepted

- All Major Credit Cards, Personal Checks, Cash or Money Order are accepted
- Select Programs may also be eligible for funding through ACCES-VR and Veterans Education Benefits

Please see school catalog for more details (fpti.edu/catalog)

Personal Training Master Course (600-hour program)

Monday through Friday

1st 300-hrs - 9:10 am EST - 3:40 pm EST

2nd 300-hrs - 9:20 am EST - 3:50 pm EST

Program Dates

January 9th 2023 - June 14th 2023

April 10th 2023 - September 15th 2023

July 10th 2023 - December 14th 2023

October 9th 2023 - March 14th 2024

Personal Training Foundations (150-hour program)

Monday through Thursday

6:00 - 9:30 pm EST

Program Dates

January 9th 2023 - March 27th 2023

April 10th 2023 - June 26th 2023

July 10th 2023 - September 21st 2023

October 9th 2023 - December 20th 2023



The **FPTI** Advantage



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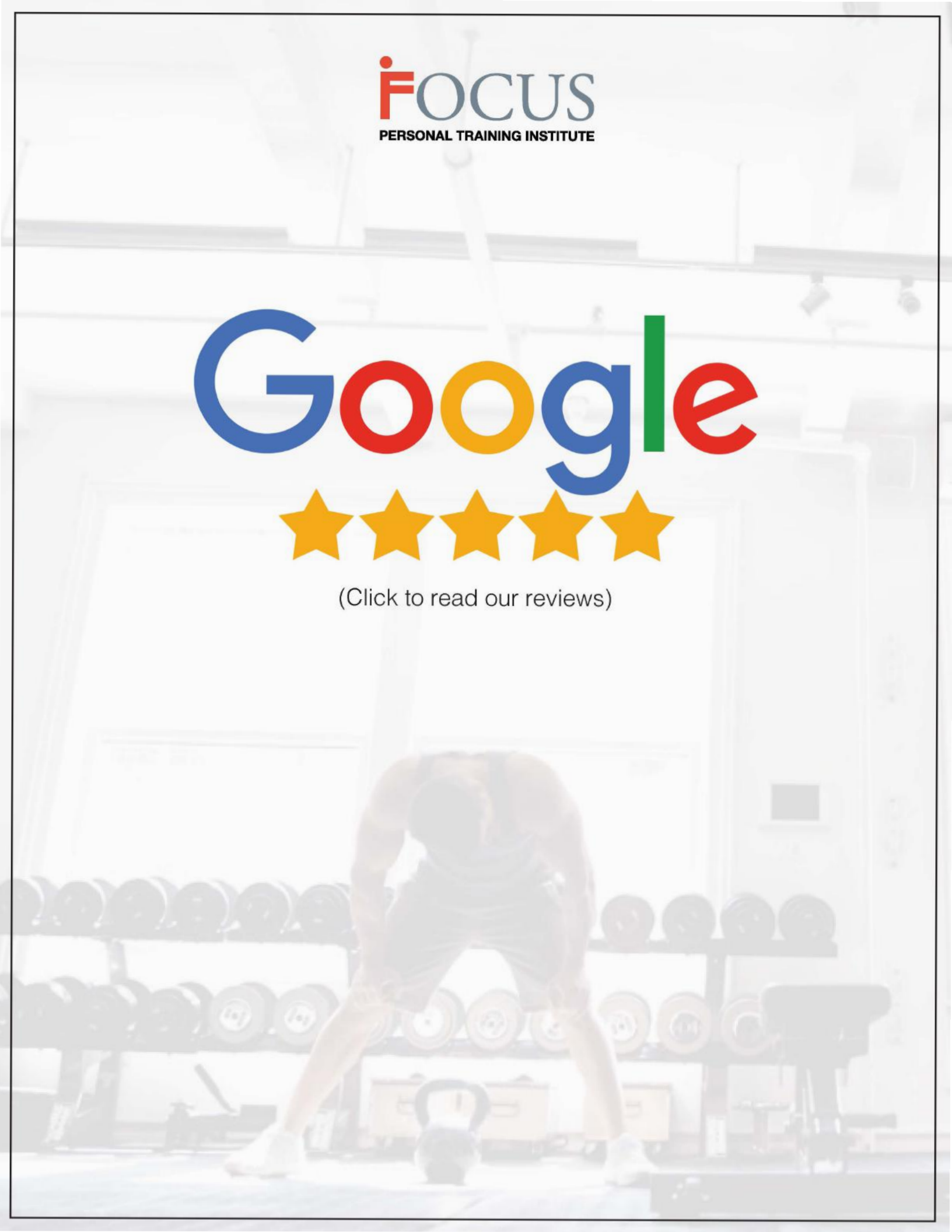
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