

# fitpro network

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## TREADMILL vs ROAD

Which method *really* is  
better for your client?

## COMMENTS

"My biggest battle is  
outside the ring"

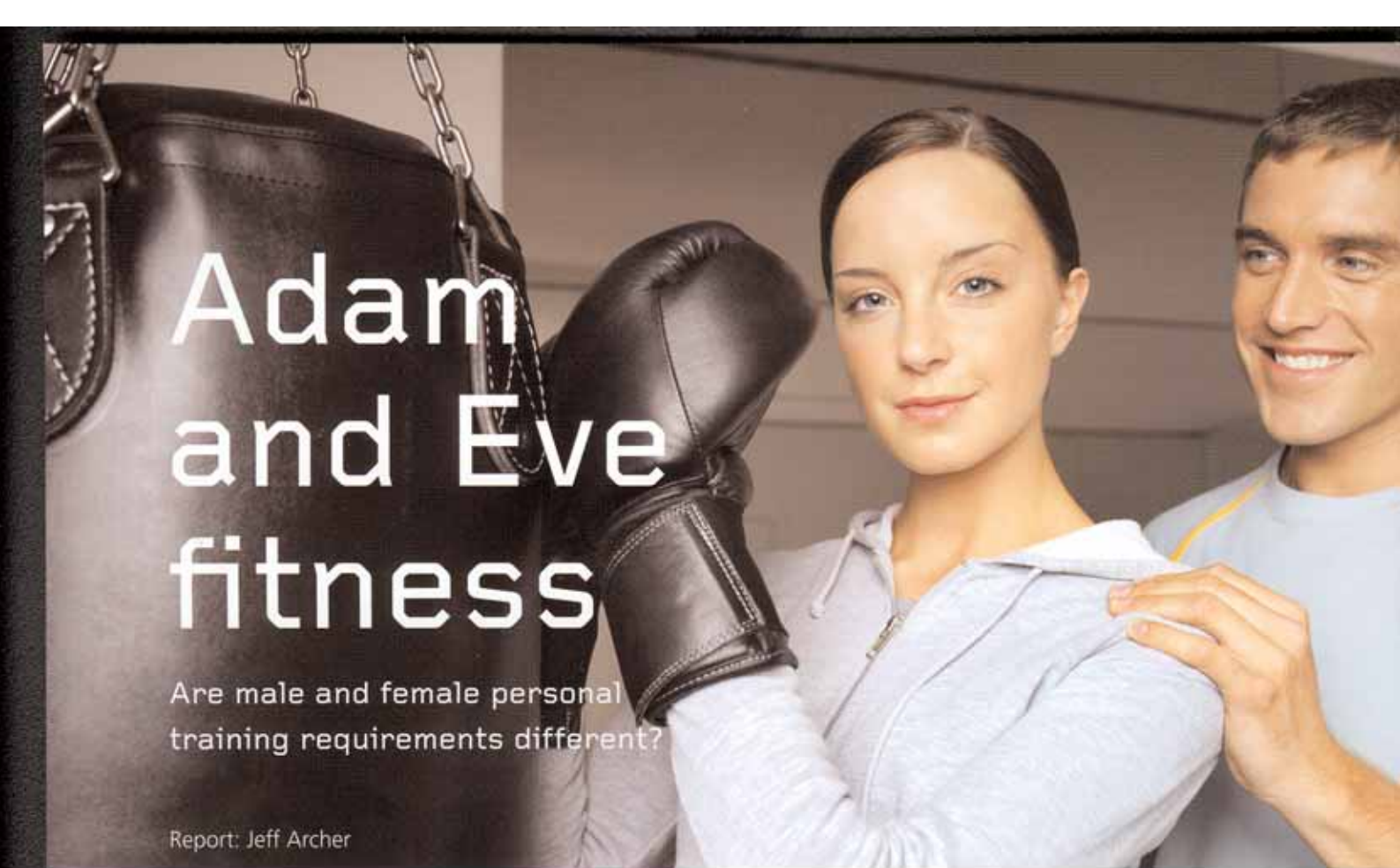
## Revealed!

How to create a client for life

# Male/female special

- *Training Tarzan and Jane together*
- *Working with the male executive*
- *Combating female training myths*

PLUS INDUSTRY NEWS THE LAST WORD NUTRITION RESEARCH REVIEW



# Adam and Eve fitness

Are male and female personal training requirements different?

Report: Jeff Archer

**M**ost personal trainers will have a varied timetable with a mixture of male and female clients. This is a positive thing as it keeps you on your toes and encourages you to continually refine your approach and seek out how to work with every type of person in the most effective way. But how exactly will your teaching approach differ when working with men or women? While it's dangerous to generalise, there are some common observations that many trainers make about their clients.

Men can be more impatient than women and as soon as they decide they want to address their fitness or their body shape, they'll want to get stuck in vigorously and see results immediately. For the trainer this means devising a challenging fitness routine that will push male clients quite hard, appealing to their natural competitive streak. There needs to be a balance, though, as most men like to feel they are in charge of whatever situation they enter into. They often don't appreciate any unexpected muscle aches following their exercise so gauge the workout intensity and progression carefully. They want to feel that you worked them hard, not that you made them hurt.

Be cautious when pushing men to their limits. Women provide good commentary of how they feel through their workouts whereas men will stay quiet, try to rise to whatever challenge is set and rather than tell you it's beyond them at the time, they'll suffer and possibly feel negative about their session later. Women are far more likely to be honest about their present state of fitness and perhaps even underestimate what they are capable of, while men often think they're still one step away from their school football or athletics team – despite the fact that 20 years have passed in the meantime.

Women, while also looking for quick results, are far more likely to have had fitness and body image on their radar for a much longer period and will have probably tried a few approaches in the past. This means they will more readily accept that results will require a consistent effort over time, giving you an opportunity to build their programme more steadily.

Men love muscles and often wish to focus on strength training to begin with. Many now understand the rules on fat burning so are more open to CV training suggestions but too many still don't like to hear about stretching and mobility as they think working on these areas is too slow for them. Sell these concepts on the grounds that the effectiveness of the rest of their training could be compromised if they don't pay attention to a balanced weekly routine. Explain to them that some slower-paced elements of their workout will ensure they always train the right parts of their body and will help keep them injury-free. This way they're more likely to respond positively than if they're simply exposed to the notion that stretching and mobility are good for everyone.

Men like to know exactly why something is worth doing and what's in it for them, so coach them through everything you do with them. They may not appear to respond but they'll appreciate an understanding of all the information.

Women will be happy to ask when they need to know more about the specifics of their routine and also like to feel they have your support in their aims and their situation in general. Be interested in a variety of subjects with them while keeping them guided with a steady supply of teaching and motivation points as they exercise. You should have the ability to converse on a range of topics while remaining focused on what you're both there for at all times.

Ultimately the essence of personal training is that it has to be personal, so it is crucial to be armed with as much information and experience as possible and then listen to and observe each client in detail to assess precisely which approach will work best with each individual. ■



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