



2021 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE

#NSCAPT21

CONFLICT OF INTEREST STATEMENT

I have no actual or potential conflict of interest in relation to this presentation.

CREATING AN INCLUSIVE TRAINING ENVIRONMENT

Answering key questions about racial diversity for personal trainers and coaches



THIS WORK IS HARD

- Talking about race is not easy
- It's normal to feel pain, embarrassment, vulnerability, anger, frustration, confusion
- It's OK to disagree or question
- Don't leave questions unanswered for fear of being called "racist" or offending someone

RACISM AND BIGOTRY ARE TWO DIFFERENT THINGS

- Racism is a complex system of advantage and disadvantage
- Bigotry is an overt, conscious action

FUNDAMENTAL QUESTIONS OF THE DISCUSSION

- How can we maximize the abilities of our clients and reach top notch results?
- How can we improve our own abilities as trainers and assure that our businesses are welcoming for all
- How can we help our clients become better people?

INCLUSIVITY BEGINS WITH CULTURAL AWARENESS

- Our client's identity matters in how well they perform in our environment
- Their racial experience plays a role in how they receive guidance and coaching
- They look to us for inspiration and depend on us when they are vulnerable

CULTURAL AWARENESS BEGINS WITH SELF AWARENESS

- No one lives outside of race or the socialization we experience because of it
- We must recognize how we are showing up
- What kind of racial experiences have we had?
- All of our racial experiences have helped shape how we interpret events, respond, communicate and behave

WHAT IS IMPLICIT BIAS AND WHY DOES IT MATTER?

- Unconscious perceptions, judgements and behavioral patterns
- We all have bias and it's ok that we do.
- Problems arise when we act on negative stereotypes associated with the bias

IMPLICIT BIAS (CONT'D)

- The important thing is to recognize how it effects our coaching, training and communication patterns

WHAT IS THE CULTURE OF OUR TRAINING SPACE?

- Whose pictures are on the walls? What era?
- Are there quotes? From whom? Do you use quotes when motivating and coaching? Where did you find them?
- Your training environment is an extension of your experience, beliefs, culture, background, and the energy you want to create

HOW DO WE USE AND REACT TO EMOTION?

- Our response to a client's emotions can set a tone
- Are we properly assessing their emotions?
- What judgements are we making based on our emotions?

WHAT COMMUNICATION STYLE DO WE USE WHILE TRAINING OUR CLIENTS?

- Being culturally aware means recognizing that all forms of communication are meaningful
- What words do we use to motivate, criticize, empower, teach, etc...
- How do we use sarcasm, signifying, physical gesturing, eye contact, etc..

COMMON BEHAVIOR PATTERNS TO BE AWARE OF

- The person in the mirror condition
- Assumption that our experience is true and everyone else's is false or somehow less significant

WHAT CAN WE DO ABOUT OUR BEHAVIOR AND BIAS?

- Recognize it
- Own it
- Challenge it
- Re-program it

HOW DO WE REACT WHEN OPPORTUNITIES ARISE?

- Your client brings up a racial situation that happened in their life
- Your client gets triggered by something they hear on the music being played in the training environment
- You accidentally say something that offends your client
- A racial incident in the news sparks your client to say something you don't agree with

WHAT DO WE DO NOW?

- Check your habit patterns
- Trust your client's life experience
- Listen to the experiences of people who don't look like you
- Be open to talking about race even when it's uncomfortable
- Build cross-racial relationships

RESOURCES

- **NSCA Diversity and Inclusion Committee**
- **NSCA Diversity Taskforce**
- **RACIALEQUITYTOOLS.ORG**

THANK YOU!!!

**WE ONLY IMPROVE WHEN WE PARTICIPATE!
PLEASE ASK QUESTIONS!!**

DJ@MAXSC.NET

206.854.2526

@DANIEL_JAHN (IG)