



Leadership 101
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**Looking to be the next fitness director at your club?
Are you planning on opening your own business?
What qualities do you need to possess in order to confidently direct a program?**

Let's take a serious look at components you need to have in order to succeed at the next level; let's explore what it takes to be a great leader.

Manager:

- Maintains stability
- Acts as boss
- Focuses on objects: organizing, staffing, directing, controlling, planning and budgeting
- Keeps an eye on the bottom line

Leader:

- Creates change
- Acts as a coach or facilitator
- Focuses on people: creating shared cultures, helping others grow, reducing boundaries
- Creates a vision and strategy—keeping an eye on the horizon

“The difference between mere management and leadership is communication.”—Churchill

Leadership involves:

- Self confidence
- Influence
- Intention
- Personal responsibility
- Change
- Shared purpose
- Followers

What type of leader are you?

- Transformational
- Charismatic

Leader–Follower Relationship:

- Fairness
- Trust
- Ethical Behavior

Communication essentials:

- Tools
- Tone
- Time
- Tune in

Specific concerns for leaders in the fitness profession:

- Staying current with the industry trends
- Certifications
- People skills
- Diva skills
- Creativity
- Coaching and mentoring

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