

# Effective working relationships with clients



**Unit:** Know how to support clients who take part in exercise and physical activity

# Learning outcomes & assessment criteria

**Learning outcome:** The learner will:

LO1: Understand how to form effective working relationships with clients

**Assessment criteria:** The learner can:

- 1.1. Explain why it's important to form effective working relationships with clients
- 1.2. Explain why it's important to present oneself and the organisation positively to clients
- 1.3. Describe how different communication skills can be used to assist clients with motivation
- 1.4. Explain the importance of valuing equality and diversity when working with clients

# Professional relationships

- What is an effective client working relationship?
- How would you know?
- Why is it important to form effective working relationships with clients?



# Professional relationships

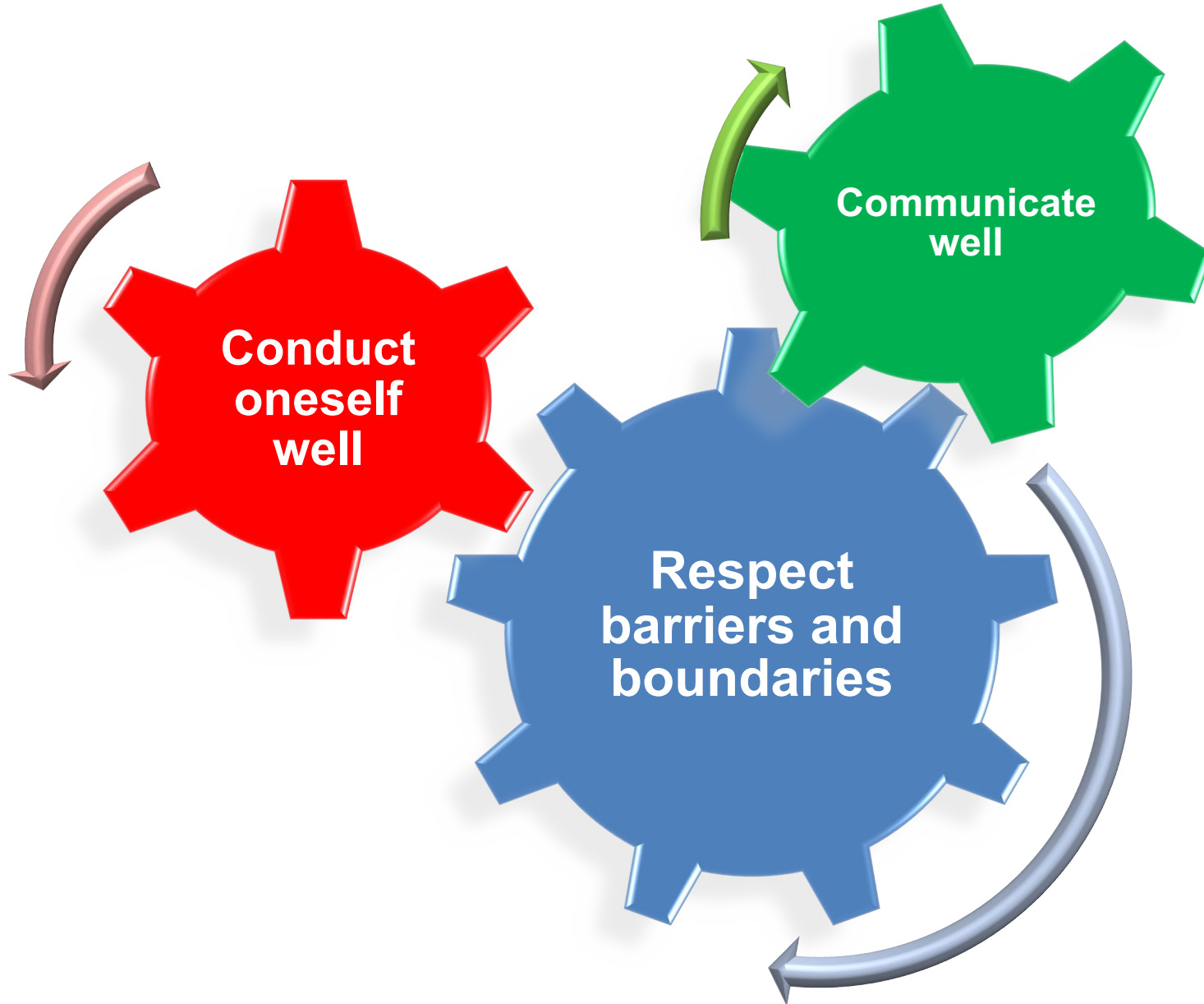


All professional relationships should be built upon:

- Mutual respect
- Trust
- Good communication
- Rapport
- Feelings of safety and security
- Professional and ethical standards



# Developing and maintaining relationships



# The importance of effective working relationships



- To make the client feel supported and welcome
- To engage client with active and healthy living
- To offer relevant advice, information and support
- To promote exercise adherence and generate repeat business
- To provide the best possible customer experience
- To promote client trust and make them feel valued
- To establish and maintain appropriate and professional working boundaries
- To clarify roles, responsibilities and expectations
- To improve the reputation of the organisation as an excellent service provider



# Positive presentation

- Why is it important to present oneself and the organisation positively to clients?



# Positive presentation

Oneself	Organisation
Gain respect as a professional person	Reflect a united working front
Build trust and respect	Reflect high standards of professional practice
To reflect high standards of practice	Fulfil professional duties, e.g. employers expect their employees to promote them positively
To reflect professional integrity	Ensure the client feels 'secure' and part of a reputable and professional organisation
To build a positive working relationship with the client	To maintain a positive relationship with the organisation



# Communication skills

What communication skills can be used to assist clients with their motivation to:

- Start being more active
- Maintain activity



Active listening skills	Non-verbal communication	Verbal communication skills
<p>Nodding as the client speaks</p> <p>Leaning forward</p> <p>Positive facial expressions</p> <p>Eye contact</p> <p>Paraphrasing</p> <p>Reflecting and summarising.</p>	<p>Personal space</p> <p>Using hand gestures</p> <p>Smiling</p> <p>Maintaining eye contact</p> <p>Body language and posture</p>	<p>Tone and pitch of voice</p> <p>Rhythm</p> <p>Warmth and volume of voice</p> <p>Appropriate language.</p> <p>Matching customer words</p>

# Communicating effectively

**Listening skills** – require active participation, not passively hearing words

- Paraphrasing and summarising
- Clarifying
- Appropriate use of questions
- Use of silence

**Building rapport** – requires an active interest and ability to relate to and understand another individual.

- Demonstrating empathy and positive regard
- Using appropriate non-verbal behaviour
- Accepting the client perspective
- Providing support



# Attributes of a fitness professional

What are the attributes a fitness professional should possess to form positive relationships?



# Key attributes of a fitness professional



- Professional
- Patient, compassionate and sensitive
- Punctual and reliable
- Enthusiastic
- Sense of humour
- Motivational
- Approachable
- Self-confident
- Integrity and maintain customer confidentiality
- Effective communication skills
- Organised
- Positive role model
- Adaptable
- Empowering



# Equality and Diversity

Why is it important to value equality and diversity when working with clients?





# Equality

All clients and prospective customers must be treated equally, fairly and with the highest standards of customer care irrespective of:

- Race or ethnic origin
- Colour
- Nationality
- Education
- Gender
- Sexual orientation
- Marital or parental status
- Age
- Disability
- Political or religious beliefs
- Socioeconomic class





# Ethical issues

Ethics: ‘...do nothing that will harm the client or society’

Responsibility for ethical conduct lies with the fitness professional

A code of ethics is different to law – they guide professional people in their work and help them to make ethical decisions

Codes help to regulate the behaviour of professionals

Breaking an ethical code will bring punitive measures

*Ethics*

*Justice*

*Morals*

*Codes*

*Trust*