

FITNESS INSTRUCTOR TRAINING PROVIDER OF THE YEAR

Redefining Fitness

The fitness industry has experienced a shift towards an increased level of fast-track 'qualification' courses. Although this change somewhat brings convenience, the lack of sufficient practical training ultimately affects the competency levels and quality control standards necessary for fitness instructors as they embark into one of the world's most competitive industries. Founders of Redefining Fitness, Christian Roach and Samuel Lynch, recognised this growing problem after more than 10 years in the industry, aiming to rectify the issue with an innovative approach towards entry-level fitness instructor training. Founded in 2020, the company offers a bespoke, hands-on learning platform for individuals of all abilities and ages looking to work in a range of fitness disciplines, such as personal training, fitness management, rehabilitation, nutrition and strength and conditioning.



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Achieving optimal results with a tailored training programme

Whether students are just starting their fitness instructor journey or are training with some experience, Redefining Fitness provides all of the tools and content needed to break into the fitness instructor industry with a level two qualification and level three diploma. Devising a targeted programme that caters to every learning style, the platform incorporates an array of interactive visual and audio presentations that fuse desk-based theory learning and face-to-face training workshops with PT instructors. Its combo packages are designed to ensure learning is as digestible and smooth running as possible through shadowing gym inductions, health consultations and personal training sessions.

Alongside this, its sessions extend to areas often underrepresented in fitness tutoring, such as postural corrections, working around injuries and conditions, game-based fitness, and its six-month 'How to Build a Successful Personal Training Business' course.

Industry-leading team

Boasting a team with more than 80 years of combined experience across multiple areas of the fitness industry, Redefining Fitness endeavours to encompass all elements of the fitness instructor cycle, including health and wellness, strength and conditioning and nutrition. Its team have acquired personal experience from some of the world's best fitness and educational facilities and is now on a mission to pass on their learnings to a new generation of fitness professionals. Its diverse range of tutors – who are practising personal trainers – are carefully selected to align with the individual goals and preferences of each student. This enables them to filter their wealth of valuable insights from their own personal training journeys, creating an increased sense of reliability and credibility. Regarding the theory-based side of the programme, its education team is internationally experienced and qualified to a minimum of level five, with many qualified to a master's degree level or equivalent.



Judges' comments:

The judges were particularly impressed by Redefining Fitness' overarching mission to reshape the qualification standards that have become alarmingly commonplace in the fitness sector. Staying true to its name, its well-researched holistic programme extends to the business processes of staff retention, client satisfaction and public image – making it the first of its kind for this all-encompassing offering. This level of optimised syllabus content is clearly revolutionary when compared to standardised course alternatives – as it not only empowers students to build a mindset to stand out in a large pool of qualified peers but also nurtures business acumen for those starting their own fitness training company. With an impressive 98% success rate among its students, Redefining Fitness has placed fitness professionals in more long-term roles with increased satisfaction – whether that be in a reputable gym or a personal training business.



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