



GETTING PERSONAL: RESULTS, TECHNOLOGY & THE FUTURE OF FITNESS

WITH KYLE RILEY

INDUSTRY INSIDER | #006

EXPRO



KYLE RILEY

International lead educator and managing director of ph360 health professionals on the world's leading personalised health coaching program. With a degree in exercise science and over 10 years experience working in all areas of the fitness industry, from small/large gyms, to health retreats and even gyms at sea!

International speaker and fitness entrepreneur Kyle Riley travelled the world educating and empowering fitness professionals and clients in taking control of their health.

As the co-founder of ShaeFit and ph360 Health Professionals, Kyle now looks to the future of epigenetics, personalised health and AI technology to change the paradigm of the fitness industry, so that trainers can have more impact in the lives of the clients they work with.

WHY IS PERSONALISATION SO IMPORTANT WITHIN THE FITNESS INDUSTRY?

We've all had that client that no matter what you do, you just can't seem to help them get a result. You feel like you have tried everything and nothing seems to work.

For most of our time in the last 50 years, we have been trying to discover the 'best diet for health', or the 'best training protocol for weight loss'. We have been focusing on trying to find the magic 'one thing' and neglecting the person doing the 'thing' and consequently, we now find ourselves in a position where there is more confusion and conflicting information on health and fitness than ever before.

For example, High-Intensity Interval Training (HIIT) is touted as the 'go to' protocol to achieve all manner of results. Yet, in a recent review it was found that around 33% of people will have a great response to this style of training, with the remainder having an uncertain response right through to no response or an adverse response. A recent study looking at morning HIIT performed by people with diabetes indicated that it can lead to a worsening of their blood sugar levels, while there were benefits if they performed it in the afternoon....so is HIIT really 'the best' training protocol?

The Answer: It depends on the person!

Everyone is unique and everyone has different requirements to achieve results and live in best health. Personalisation shifts the focus away from trying to find the 'best thing', away from arguing whether Paleo is better than Keto, to understanding more about the individual to whom it is being implemented, clearing the confusion and providing consistency in results.

I ALREADY PERSONALISE MY PROGRAMS BASED ON MY CLIENTS GOALS, WHAT AM I MISSING?

Whilst the fitness industry has done a fantastic job over the years of personalising programs based on goals, age, gender, exercise history, injuries and even postural analysis, there is more to the story when it comes to what is now possible in the personalised health space.

Personalisation must take into consideration the genetic and environmental factors that contribute to an individual's unique picture in order to provide the most effective protocol and results.




For example, one study found that you could improve the response rate and results an individual would achieve from an exercise program by matching the training protocol (reps, sets, & 1RM) to their genetic makeup (whether they had a power-based or endurance-based physiology).

Personalisation however, is not just a matter of understanding a person's genetics. You also need to understand their genetic expression, which will depend on their age, their activity levels, their stress levels, environmental conditions (pollution, climate, seasons). Every part of the environment influences the person, and so the recommendations for health need to account for this in order to be truly personalised and have a better chance of being effective every time!

THAT SOUNDS A LITTLE COMPLEX, HOW COULD I POSSIBLY DO THAT AS A FITNESS PROFESSIONAL?

Yes, this is far too much information for any one brain to handle, let alone trying to achieve this with 30 unique clients per week and deliver it in a practical and easy to understand way!



Interestingly, whether you realise it or not you are already attempting this through a trial and error approach. Each time you try something new with those clients who do not seem to be getting as good a result as other clients is an attempt at personalisation, and whilst it might not be the most effective way, at least it is a start.

The good news is, health and fitness technology is now making it possible to provide personalised health assessments, simply and quickly, to help understand a person's individual needs. From here you can provide specific information on what to eat, how to train, best ways to reduce stress, optimal sleep times and more to achieve optimal results. All based on genetic and environmental information gathered from the client, without the need for invasive testing.

In the future, the utilisation of Artificial Intelligence (A.I.) and Machine learning, combined with wearable technology will allow such technology to change the program in real time to meet the current needs of the person, based on biometrics, such as HRV, blood glucose scores and more, allowing trainers to make a more informed decision with their non-responding clients, or even prevent it from occurring in the first place.

IF TECHNOLOGY IS THIS ADVANCED, DOES THAT MEAN I AM OUT OF A JOB?

While you can't compete with the speed of learning and decision making of A.I. you can leave it in the dust when it comes to the 'human' aspect of client care. Technology might be able to provide the perfect exercise and nutrition program, taking into consideration tens of thousands of data points that one human brain could never comprehend, but getting the client to actually commit and follow the meal plan provided is a completely different story.

Your job is to provide the personal aspect of the client's training. The true value of the service you deliver will be found in your 'human skills':

- Motivation
- Communication
- Support
- Adherence.

Look to see how you can leverage technology to take care of time-intensive work, such as program design, so that you can focus on spending more time in areas of your business that the client actually sees value in (more on this in the next point).

WHAT ELSE SHOULD I FOCUS ON TO FUTURE- PROOF MY FITNESS BUSINESS?

Over the next few years, you will be presented with wonderful ways of supporting your clients to reduce fat, improve physical function and optimise life. As these technological advances become more and more mainstream, expectations of clients will also increase as they seek out professionals that can provide a completely personalised wellness solution, or support them in interpreting the information being delivered to them through their smartphone.

The value of a fitness professional is evolving, it is no longer based solely on your expertise or the information you deliver, but the experience you create. A client may be able to access exercise programs, as well as information on sleep, stress, nutrition and more, through their smartphone. However, they will likely be overwhelmed by all of the information and lack the drive and know-how to put it into action.

This is where your value lies.



Focus your attention on things such as behavioural change - helping your client to interpret and follow what their smart watch is telling them about their health, and importantly, keep them accountable to the small, attainable goals each week that create long term results for them and long term success in your fitness business.

This is only the beginning of some incredible advancements to come which will take our ability to personalise programs to a whole new level. As long as there is a need for human connection, however, there will be a role for the fitness professional. The key is to utilise the best of technology and evolve your services to further support the human needs of your clients.



TOP TIP FOR OUR EXERCISE PROFESSIONALS

“

*Focus on the individual!
If a client is not getting a result, ask yourself.
What else can I discover about this person?*

”

Assess their Biology: Utilise genetic or epigenetic testing to determine if the protocol you have recommended matches their individual needs.

Assess their Readiness: Stress, sleep and other environmental factors can contribute to a client's overall response (or lack of) to a given program. Are you assessing other areas of their lifestyle outside of exercise and nutrition?

Assess their Behaviours: Are you supporting your clients in a way that matches their communication and motivational needs? Often we speak to and treat people the way we like to be treated, again, different people have different needs, just because ‘go hard or go home’ works for you, does not necessarily mean all of your clients will feel motivated from this approach.

Getting personal with your clients is an absolute must!

A woman with her hair in a ponytail, wearing a white sports bra and black shorts, is in a low squat position in a gym. She is holding a black kettlebell with both hands. The gym has large windows in the background and a brick wall on the right. The floor is made of dark, circular-patterned rubber mats.

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