

In this bi-monthly column for Workout, Active IQ's director of quality and standards Sarah Edmonds gives us the scoop on the brand-new Level 2 Group Training qualification, which has been developed by Active IQ in partnership with EMD UK and explains what it means for the industry.

# Fit for purpose group exercise qualification launches

WITH operators continuing to demand educated, certified and experienced fitness professionals, there has never been a greater time or need in our industry to ensure the professionalisation of our workforce.

Over the last 12 months particularly, we have heard calls from across the industry for more rigorous, robust and fit-for-purpose qualifications.

With revised training and assessment criteria long overdue, we set out to ensure group exercise instructors coming into the industry are well-equipped to maximise their career opportunity.

We chose to partner with EMD UK, the national governing body for group training, to develop the new Level Two Group Training qualification.

Together, we met employers and fitness professionals.

Feedback revealed that many felt that there was indeed a huge skill gap around the overall delivery of group exercise and that the Level Two Exercise to Music qualification no longer equips instructors with the skills they need to deliver effective and compelling group exercise

training. That came as no surprise considering that the original Level Two Exercise to Music qualification was developed over 10 years ago by Skills Active.

Just think how our industry has changed over this period of time!

Group exercise has evolved rapidly with the boom of the boutique fitness sector and now plays a prominent role in consumer fitness training habits. It is certainly no longer just about the traditional exercise to music classes.

The new Level Two Group Training qualification will give instructors a dynamic and flexible learning path, combining teaching units based on the type of group training they want to teach. Instructors can complete the 'Group Training' qualification (for classes like high intensity interval training, bootcamp or circuits) or Group Training (to Music) which adds on the skills needed to plan and teach classes to the beat and phrase of the music (such as Zumba or any Les Mills classes).

This qualification hasn't come a day too early and we hope it will halt



**Sarah Edmonds**

the recent drop in people taking the exercise to music pathway.

It will appeal to current fitness participants considering a career in the fitness industry as well as personal trainers and gym instructors keen to capitalise on the growing popularity of group exercise by

increasing their current knowledge and qualifications. As part of the course, we have also developed and written modules that will develop the soft skills needed to engage and retain class participants such as understanding behavioural change and barriers to exercise along with delivering a great customer experience.

Again, something much needed and requested by employers.

The first of its kind to market this new qualification sits on the Regulated Qualification Framework. It has been mapped to the new CIMSPA professional standards and is also fully endorsed by them. It will be exclusively available to EMD UK to deliver until December 2018. Thereafter, the wider industry can take it up.

As we strive to create a higher standard within our industry we are excited to have developed this new qualification and look forward to seeing better-qualified, better-prepared group exercise instructors fire up group training with renewed skill and enthusiasm.



Find out more at:  
[www.activeiq.co.uk](http://www.activeiq.co.uk)



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