



THE
PERSONAL
TRAINING
COLLECTIVE

The Smarter Way to Grow™

Pull Away From the Pack

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The Experience You Provide



Commodities > goods > services > experiences

At the end of the day, we all want to feel good.
And we will keep coming back to those things that make us feel good.

Acquisition versus Retention of Clients/Participants

Cost of acquiring new clients/participants

Cost of retaining existing clients/participants

Types of Experiences

Structured

On-the-Fly

consistency is EVERYTHING

Think Tank



What's the #1 thing that impacts the quality of the experiences you provide?

The Secret to Being at Your Best

You need to know your strengths and your weaknesses. When we do things that use our strengths we feel fulfilled, authentic, energized.

A New Definition

Most people define a strength as something that you're good at and a weakness as something that you aren't good at. Based on the research of Markus Buckingham, we have a new definition:

- strengths = those things that fill you up, that energize you.
- weaknesses = things that drain you.

	When I am doing an activity that strengthens me.....	When I am doing an activity that weakens me.....
I'm thinking...	I can't wait to start!	I hate when I have to do this.
	This is fun!	Will this ever end?
	I could do this forever.	This is going to take forever.
	This is my calling.	Thank goodness this is nearly over.
	This is perfect for me.	Can I sit this one out?
I'm feeling...	Powerful, passionate	Frustrated, fragmented
	Euphoric, enthusiastic	Disjointed, awkward

	When I am doing an activity that strengthens me.....	When I am doing an activity that weakens me.....
	Natural, authentic	Drained, despondent
	Smooth, confident	Bored, distracted
I want to...	Find a way to do more of it.	Avoid having to do it again.
	Learn more about it.	Get the new guy to do it.
	Find role models and people that I can learn from.	Shove it to the side of my desk and ignore it.
	Look for people who are really good at.	Do anything else instead.
Markus Buckingham, 2007		

Identifying Your Strengths - (business & personal)

I feel strong when:	What is it about that activity that fills you up, that fulfils you?
1	
2	
3	

Putting it Into Action

How could you start each day in a strength?

Stay in Touch

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Resources

Go Put Your Strengths to Work. (Markus Buckingham, 2007).