

## Welcome to the ADC Masterclass!

This 2-day course is designed for those who are currently personal trainers looking to improve their skillset or even those that have no prior experience but would like an insight into the knowledge and techniques behind the scenes at ADC. During the 4-hour theory and practical based sessions you will be given the systems behind what makes an ADC coach different and how to apply it in real world with all the challenging factors that you may face as a personal trainer or a general gym participant. The modules and points learnt are as follows:

### Advanced principles of coaching:

How to enhance and intensify the quality of your coaching and training with scientific techniques combined with our top tips from coaching experience.

- Intensifiers
- Exercise progressions
- Periodisation

### Corrective exercise:

An introduction to corrective exercise, how to test for muscle weakness and imbalance. In addition, how to find areas lacking in mobility and the methods for fixing these issues.

- Screenings
- Weakness and imbalance
- Corrective exercise library

### Nutrition and accountability:

Nutrition is the most important factor for getting results, whether that be for yourself or for your clients. During this section you shall learn how to provide nutritional advice based on research and more importantly how to attain engagement and accountability.

- Calculating calories and macros
- Providing a nutrition plan
- Accountability

### Business and marketing:

An area usually overlooked on PT courses or in other areas of skillset. Here we will give you an understanding of how to start and build your brand. This will also help any form of business not just for personal training.

- Social media marketing
- Creating a brand
- Creating a culture