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# FTG PROFESSIONAL CONSULTATION

**Elevate Your Trainers • Strengthen Your Culture • Protect Your Brand**

The *FTG Professionalism System*, developed from *The Fitness Trainer's Guide to Gym Etiquette*, provides a structured framework for improving trainer behavior, communication, leadership consistency, and overall culture within fitness facilities.

This consultation is designed to give operators clarity, structure, and a practical roadmap for professional excellence.

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## WHAT YOU GAIN FROM A PROFESSIONAL CONSULTATION

- ✓ A focused assessment of trainer professionalism and operational challenges
- ✓ Identification of communication, conduct, or leadership gaps
- ✓ Clear recommendations aligned with FTG Tier 1, Tier 2, or Tier 3 solutions
- ✓ Practical strategies to improve client experience and trainer consistency
- ✓ Guidance for strengthening facility reputation and client retention
- ✓ Access to structured systems built from real-world industry experience

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## WHO THIS CONSULTATION IS FOR

- Independent trainers
- Studio and private training facilities
- Fitness managers and directors
- Corporate fitness departments and internal teams

If you want your staff to communicate clearly, operate professionally, and represent your brand with consistency and integrity, this consultation is designed for you.

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## **ABOUT THE FTG PROFESSIONALISM SYSTEM**

The FTG system is built around the **Three Pillars of Professionalism**:

**Punctuality • Respectfulness • Consideration**

This framework supports improvements in:

- Trainer conduct and accountability
- Communication standards
- Leadership culture
- Client trust and confidence
- Long-term business growth

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## **NEXT STEP**

To request a professional consultation, visit:  
**GilchristPerformance.com**

Or email:  
**info@gilchristperformance.com**

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## **FTG DISCOVERY QUESTIONNAIRE**

**Client / Organization Name:**

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**Your Role / Title:**

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## **SECTION 1 — TRAINER PERFORMANCE & PROFESSIONALISM**

1. How would you describe the current level of professionalism among your trainers?
2. What behaviors are most concerning (e.g., punctuality, communication, awareness, boundaries)?
3. Do trainers currently follow a documented or clearly communicated code of conduct?

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## **SECTION 2 — CLIENT EXPERIENCE**

1. Have you received client complaints related to trainer behavior or professionalism?
2. What feedback does clients most often share about their experience with staff?
3. Are clients renewing consistently, or are you seeing early drop-off?

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## **SECTION 3 — CULTURE & LEADERSHIP**

1. Is there a unified culture or standard among trainers and staff?
2. Do managers have clear systems for coaching, accountability, and correction?
3. What cultural or leadership challenges most impact your facility?

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## **SECTION 4 — SYSTEMS & INTERNAL EDUCATION**

1. Do you have a formal onboarding process for new trainers?
2. How many trainers do you employ?
3. What is your package pricing breakdown?

4. Do you provide internal education or professional development?

5. What professional or ethical issues tend to recur?

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## **SECTION 5 — GOALS & PRIORITIES**

1. What changes do you want to see within the next 3–6 months?

2. What would a successful outcome look like for your trainers and culture?

3. Which FTG tier (Tier 1, Tier 2, or Tier 3) do you believe best aligns with your needs?