

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Diploma in High-Performance Sports Management

Executive Level



LAPT — London Academy of Professional Training

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Reference FT-PTS-E • Health & Fitness Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	FT-PTS-E
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Business Development in Fitness

5 chapters · 30 classes65 marks

• 1 Market Analysis and Opportunity Identification in the Fitness Industry — 6 classes

› 1.1 Understanding Market Trends in the Fitness Industry

› 1.2 Identifying Target Demographics in Fitness

› 1.3 Analyzing Competitive Landscapes in Fitness Markets

› 1.4 Evaluating Consumer Needs and Preferences

› 1.5 Spotting Emerging Opportunities in Fitness

› 1.6 Developing a Strategic Approach for Market Entry

• 2 Building a Unique Value Proposition for Fitness Services — 6 classes

› 2.1 Understanding Unique Value Propositions in Fitness

› 2.2 Identifying Target Customer Needs and Preferences

› 2.3 Analyzing Competitors to Differentiate Your Fitness Service

› 2.4 Crafting a Compelling Unique Value Proposition

› 2.5 Communicating Your Unique Value to Potential Clients

› 2.6 Evaluating and Refining Your Value Proposition

• 3 Strategic Marketing and Brand Development for Fitness Business — 6 classes

› 3.1 Understanding Strategic Marketing Principles

› 3.2 Identifying Target Audiences in the Fitness Industry

› 3.3 Crafting a Unique Value Proposition for Fitness Brands

› 3.4 Building Brand Identity and Recognition in Fitness

› 3.5 Implementing Digital Marketing Strategies for Growth

› 3.6 Evaluating Marketing Campaigns and Brand Impact

• 4 Financial Planning and Revenue Management in Fitness Ventures — 6 classes

› 4.1 Understanding Financial Statements in Fitness Business

› 4.2 Analyzing Revenue Streams for Fitness Ventures

› 4.3 Developing a Budget for a Fitness Enterprise

› 4.4 Forecasting Sales and Cash Flow in Fitness Ventures

› 4.5 Managing Costs and Expenses in Fitness Operations

› 4.6 Implementing Strategic Financial Planning in Fitness

• 5 Leveraging Technological Innovations for Business Growth in Fitness — 6 classes

› 5.1 Exploring Technological Trends in the Fitness Industry

› 5.2 Understanding the Impact of Digital Tools on Member Engagement

› 5.3 Analyzing Case Studies: Successful Tech Integration in Fitness Businesses

› 5.4 Evaluating Fitness Apps and Wearable Technologies for Business Growth

› 5.5 Implementing AI and Data Analytics for Enhanced Customer Experience

› 5.6 Developing a Tech-Driven Strategy for Business Expansion

• 1 Principles of High-Performance Programme Design — 6 classes

- › 1.1 Define High-Performance Sports Programmes
- › 1.2 Analyse Key Elements of Successful Programmes
- › 1.3 Explore Athlete-Centric Programme Designs
- › 1.4 Integrate Sports Science into Programme Planning
- › 1.5 Evaluate Programme Management Strategies
- › 1.6 Develop Customised Performance Pathways

• 2 Assessment and Goal Setting in Sports Management — 6 classes

- › 2.1 Understanding the Importance of Assessment in Sports Management
- › 2.2 Identifying Key Performance Indicators for Athletes
- › 2.3 Designing Effective Assessment Tools for Performance Measurement
- › 2.4 Setting Strategic Short-Term and Long-Term Goals
- › 2.5 Aligning Athlete Goals with Team Objectives
- › 2.6 Developing an Action Plan for Goal Achievement and Monitoring

• 3 Advanced Strength and Conditioning Techniques — 6 classes

- › 3.1 Assessing Athlete Needs for Strength and Conditioning
- › 3.2 Exploring Advanced Resistance Training Techniques
- › 3.3 Integrating Plyometric Training for Performance Enhancement
- › 3.4 Applying Periodization Strategies for Peak Performance
- › 3.5 Utilizing Recovery Protocols to Maximize Training Efficacy
- › 3.6 Evaluating the Impact of Nutrition on Strength Training Outcomes

• 4 Nutrition and Recovery Strategies for Peak Performance — 6 classes

- › 4.1 Understand the Role of Nutrition in Sports Performance
- › 4.2 Explore Macronutrient Needs for Athletes
- › 4.3 Analyze the Impact of Hydration on Recovery
- › 4.4 Develop Personalized Nutrition Plans for Athletes
- › 4.5 Implement Effective Recovery Techniques
- › 4.6 Evaluate Nutrition and Recovery Strategies for Optimizing Performance

• 5 Technology and Data Analysis in Sports Programme Optimization — 6 classes

- › 5.1 Understanding the Role of Technology in Sports
- › 5.2 Analyzing Data Sources for Performance Optimization
- › 5.3 Leveraging Wearable Technology for Athlete Monitoring
- › 5.4 Utilizing Data Analytics for Strategic Decision-Making
- › 5.5 Implementing Software Tools for Data Visualization
- › 5.6 Evaluating the Impact of Technology on Program Outcomes

• 1 Leadership Styles and Theories in Sports — 6 classes

- › 1.1 Understanding the Foundations of Leadership in Sports
- › 1.2 Exploring Transformational and Transactional Leadership Models
- › 1.3 Comparing Autocratic and Democratic Leadership Approaches
- › 1.4 Analyzing Situational Leadership in Sports Contexts
- › 1.5 Applying Emotional Intelligence in Sports Leadership
- › 1.6 Evaluating the Impact of Adaptive Leadership in Sports Teams

• 2 Team Dynamics and Motivation — 6 classes

- › 2.1 Understanding Team Dynamics in Sports
- › 2.2 Analyzing Roles and Communication Patterns
- › 2.3 Identifying Motivational Drivers for Athletes
- › 2.4 Implementing Motivation Strategies in Teams
- › 2.5 Resolving Conflicts and Enhancing Cohesion
- › 2.6 Applying Team Dynamics for Enhanced Performance

• 3 Communication Skills for Sports Leaders — 6 classes

- › 3.1 Understanding the Basics of Effective Communication
- › 3.2 Cultivating Active Listening Skills in Sports Leadership
- › 3.3 Mastering Non-Verbal Communication Cues
- › 3.4 Developing Clarity and Precision in Messaging
- › 3.5 Implementing Conflict Resolution Strategies
- › 3.6 Applying Communication Skills in Team Scenarios

• 4 Decision-Making and Problem-Solving in Sports Management — 6 classes

- › 4.1 Understanding Decision-Making Frameworks in Sports Management
- › 4.2 Analyzing Data and Metrics for Informed Decisions
- › 4.3 Exploring Common Problem-Solving Models in Sports
- › 4.4 Leveraging Team Input for Collaborative Solutions
- › 4.5 Applying Ethical Considerations in Sports Decision-Making
- › 4.6 Implementing Effective Solutions in Real-World Scenarios

• 5 Developing a High-Performance Culture — 6 classes

- › 5.1 Understanding High-Performance Culture
- › 5.2 Identifying Key Traits of High-Performance Teams
- › 5.3 Analyzing Leadership Styles in Sports Environments
- › 5.4 Building Trust and Communication Channels
- › 5.5 Fostering Motivation and Accountability
- › 5.6 Implementing Strategies to Sustain High Performance

• 1 Fundamentals of Sports Performance Analysis — 6 classes

- › 1.1 Understanding the Role of Sports Performance Analysis
- › 1.2 Exploring Key Concepts in Performance Metrics
- › 1.3 Identifying Data Sources for Performance Analysis
- › 1.4 Utilizing Analytical Tools and Technologies
- › 1.5 Interpreting and Presenting Analytical Findings
- › 1.6 Applying Performance Analysis to Enhance Team Strategy

• 2 Biomechanics and Movement Analysis — 6 classes

- › 2.1 Understanding the Fundamentals of Biomechanics
- › 2.2 Analyzing Human Movement Patterns in Sports
- › 2.3 Identifying Key Indicators of Sports Performance
- › 2.4 Applying Biomechanical Principles to Enhance Performance
- › 2.5 Utilizing Movement Analysis for Injury Prevention
- › 2.6 Integrating Technology for Advanced Movement Analysis

• 3 Physiological Metrics and Athlete Monitoring — 6 classes

- › 3.1 Understand Key Physiological Metrics in Sports Performance
- › 3.2 Explore Athlete Monitoring Techniques and Tools
- › 3.3 Analyse Heart Rate Variability for Performance Insights
- › 3.4 Measure and Interpret Lactate Threshold in Athletes
- › 3.5 Utilise GPS and Wearable Technology for Athlete Tracking
- › 3.6 Apply Physiological Data to Optimize Training Regimens

• 4 Performance Data Interpretation and Feedback — 6 classes

- › 4.1 Understanding Key Performance Indicators in Sports
- › 4.2 Analyzing Data from Sports Performance Metrics
- › 4.3 Identifying Patterns and Trends in Performance Data
- › 4.4 Interpreting Data to Assess Athlete Performance
- › 4.5 Utilizing Data Feedback to Optimize Performance
- › 4.6 Communicating Performance Insights Effectively

• 5 Strategies for Performance Optimization — 6 classes

- › 5.1 Understanding Performance Metrics and Their Role
- › 5.2 Analyzing Key Performance Indicators in Sports
- › 5.3 Identifying Patterns in Athlete Data for Improvement
- › 5.4 Developing Data-Driven Training Strategies
- › 5.5 Implementing Feedback Loops for Continuous Optimization
- › 5.6 Evaluating Strategy Effectiveness Through Case Studies

• 1 Understanding Stakeholders in Sports Management — 6 classes

- › 1.1 Identifying Key Stakeholders in Sports Management
- › 1.2 Analyzing the Roles and Influences of Sports Stakeholders
- › 1.3 Mapping Stakeholder Interests and Goals
- › 1.4 Assessing Stakeholder Power and Impact
- › 1.5 Developing Effective Communication Strategies
- › 1.6 Building Collaborative Stakeholder Relationships

• 2 Effective Communication Strategies — 6 classes

- › 2.1 Understanding Stakeholder Needs for Effective Communication
- › 2.2 Crafting Clear and Concise Messages
- › 2.3 Leveraging Technology for Stakeholder Engagement
- › 2.4 Tailoring Communication Styles to Stakeholder Preferences
- › 2.5 Managing Feedback and Ensuring Continuous Dialogue
- › 2.6 Evaluating and Improving Communication Effectiveness

• 3 Building and Maintaining Stakeholder Relationships — 6 classes

- › 3.1 Understanding Stakeholders: Identifying Key Relationships
- › 3.2 Analyzing Stakeholder Needs and Expectations
- › 3.3 Building Trust: Strategies for Effective Communication
- › 3.4 Engaging Stakeholders through Active Listening and Feedback
- › 3.5 Resolving Conflicts: Techniques for Effective Negotiation
- › 3.6 Sustaining Relationships: Continuity and Adaptation in Stakeholder Management

• 4 Negotiation and Conflict Resolution — 6 classes

- › 4.1 Understanding the Basics of Negotiation
- › 4.2 Identifying Stakeholder Interests and Needs
- › 4.3 Developing Effective Communication Skills
- › 4.4 Exploring Strategies for Conflict Resolution
- › 4.5 Practicing Negotiation Techniques with Case Studies
- › 4.6 Applying Conflict Resolution in Real-World Scenarios

• 5 Leveraging Stakeholder Feedback for Performance Improvement — 6 classes

- › 5.1 Understanding Stakeholder Feedback Mechanisms
- › 5.2 Analyzing the Impact of Stakeholder Feedback on Performance
- › 5.3 Identifying Key Performance Indicators from Feedback
- › 5.4 Designing Feedback-Informed Improvement Strategies
- › 5.5 Implementing Changes Based on Feedback Analysis
- › 5.6 Evaluating Improvement Outcomes Through Stakeholder Feedback

• 1 Foundations of Strategic Sports Management — 6 classes

- › 1.1 Understanding Strategic Management in Sports
- › 1.2 Analyzing the Sports Industry Environment
- › 1.3 Identifying Key Stakeholders in Sports Organizations
- › 1.4 Exploring Strategic Planning Processes in Sports
- › 1.5 Evaluating Leadership Roles in Sports Management
- › 1.6 Applying Strategic Management Models in Sports

• 2 Analyzing Market Trends in Fitness and Sports — 6 classes

- › 2.1 Understanding Key Market Trends in Fitness and Sports
- › 2.2 Identifying Emerging Opportunities in Sports Markets
- › 2.3 Analyzing Consumer Behavior and Preferences
- › 2.4 Evaluating the Impact of Technology on Sports Trends
- › 2.5 Assessing Competitive Strategies in the Fitness Industry
- › 2.6 Applying Market Analysis to Strategic Decision-Making

• 3 Strategic Planning and Implementation — 6 classes

- › 3.1 Understanding Strategic Planning in Sports Management
- › 3.2 Analyzing the Sports Environment for Strategic Insights
- › 3.3 Setting Strategic Goals and Objectives for Sports Organizations
- › 3.4 Formulating Effective Strategies in High-Performance Sports
- › 3.5 Implementing Strategic Plans in Sports Contexts
- › 3.6 Monitoring and Evaluating Strategic Outcomes in Sports Management

• 4 Leadership and Performance Management — 6 classes

- › 4.1 Understanding Leadership Styles in Sports Management
- › 4.2 Identifying Key Performance Indicators in Sports Teams
- › 4.3 Analyzing Effective Leadership and Its Impact on Performance
- › 4.4 Developing a High-Performance Culture in Sports Organizations
- › 4.5 Implementing Performance Management Strategies for Teams
- › 4.6 Evaluating and Enhancing Leadership in Sports Settings

• 5 Risk Management and Ethical Considerations — 6 classes

- › 5.1 Understanding Risk in Sports Management
- › 5.2 Identifying and Categorizing Risks
- › 5.3 Analyzing the Impact of Risks on Sports Organizations
- › 5.4 Developing Effective Risk Mitigation Strategies
- › 5.5 Integrating Ethical Principles in Decision Making
- › 5.6 Implementing a Risk and Ethics Framework in Sports