

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Health Club Management

Leadership Level



LAPT — London Academy of Professional Training

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Reference FT-FBC-L • Health & Fitness Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

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

CURRICULUM

1	Financial Management 0 chapters65 marks
2	Innovation and Change Management 0 chapters45 marks
3	Leadership Development 5 chapters · 30 classes85 marks • 1 Foundations of Leadership in Fitness Business — 6 classes › 1.1 Understanding Leadership Styles in Fitness › 1.2 Exploring Effective Communication Techniques › 1.3 Building Trust in Fitness Teams › 1.4 Strategies for Motivating Fitness Staff › 1.5 Conflict Resolution in Health Clubs › 1.6 Applying Leadership Skills to Real-World Scenarios • 2 Developing Leadership Styles and Skills — 6 classes › 2.1 Understanding Different Leadership Styles › 2.2 Identifying Your Personal Leadership Style › 2.3 Developing Communication Skills for Effective Leadership › 2.4 Enhancing Decision-Making Abilities › 2.5 Building Emotional Intelligence in Leadership › 2.6 Applying Leadership Styles in Real-World Scenarios • 3 Communication and Team Dynamics in Health Clubs — 6 classes › 3.1 Understanding the Fundamentals of Communication › 3.2 Identifying Effective Communication Strategies in Health Clubs › 3.3 Enhancing Listening Skills for Better Team Engagement › 3.4 Exploring the Role of Non-Verbal Communication in Team Dynamics › 3.5 Facilitating Constructive Feedback and Conflict Resolution › 3.6 Applying Team-Building Techniques to Boost Collaboration • 4 Strategic Decision-Making and Problem Solving — 6 classes › 4.1 Understanding Strategic Decision-Making › 4.2 Identifying Key Problem-Solving Techniques › 4.3 Analyzing Business Challenges Effectively › 4.4 Developing Strategic Solutions for Health Clubs › 4.5 Implementing Decision-Making Models › 4.6 Evaluating Outcomes and Making Adjustments • 5 Driving Innovation and Adaptability in Fitness Leadership — 6 classes › 5.1 Understanding Innovation in Fitness Leadership › 5.2 Exploring the Role of Adaptability in Leadership › 5.3 Identifying Innovative Strategies in Health Club Management › 5.4 Adapting Leadership Styles to Evolving Fitness Trends › 5.5 Fostering a Culture of Innovation Within Your Team › 5.6 Applying Adaptability Skills in Real-World Scenarios
4	Marketing and Customer Engagement 0 chapters65 marks

• 1 Understanding Health Club Operations — 6 classes

- › 1.1 Exploring Health Club Operational Structures
- › 1.2 Identifying Key Roles in Health Club Management
- › 1.3 Analyzing Health Club Resource Allocation
- › 1.4 Evaluating Membership Services for Efficiency
- › 1.5 Streamlining Facility Maintenance Procedures
- › 1.6 Implementing Technology for Improved Operations

• 2 Optimizing Fitness Facility Layout and Design**• 3 Streamlining Administrative Processes****• 4 Enhancing Customer Experience and Retention****• 5 Evaluating and Improving Operational Performance****• 1 Principles of Strategic Management in Health Clubs** — 6 classes

- › 1.1 Understanding Strategic Management in Health Clubs
- › 1.2 Analyzing the External Environment of Health Clubs
- › 1.3 Identifying Internal Resources and Capabilities
- › 1.4 Developing Competitive Strategies for Health Clubs
- › 1.5 Implementing Strategic Plans Effectively
- › 1.6 Evaluating and Improving Strategic Performance

• 2 Environmental Analysis for Fitness Businesses — 6 classes

- › 2.1 Understanding Environmental Analysis in the Fitness Industry
- › 2.2 Identifying Key External Factors Affecting Fitness Businesses
- › 2.3 Conducting a PEST Analysis for Health Clubs
- › 2.4 Evaluating Competitive Forces in the Fitness Market
- › 2.5 Applying SWOT Analysis to Fitness Business Strategy
- › 2.6 Integrating Environmental Analysis into Strategic Planning

• 3 Strategic Planning and Policy Development — 6 classes

- › 3.1 Understanding Strategic Planning Concepts
- › 3.2 Identifying Key Components of a Strategic Plan
- › 3.3 Analyzing External and Internal Environments
- › 3.4 Developing SMART Goals and Objectives
- › 3.5 Crafting Effective Policies for Execution
- › 3.6 Evaluating and Adjusting Strategic Plans

• 4 Leadership and Change Management in Health Clubs — 6 classes

- › 4.1 Understanding Leadership Roles in Health Clubs
- › 4.2 Identifying Key Change Drivers in Fitness Environments
- › 4.3 Analyzing Leadership Styles and Their Impact
- › 4.4 Implementing Change Management Strategies
- › 4.5 Aligning Team Dynamics with Strategic Goals
- › 4.6 Evaluating Success in Leadership and Change Initiatives

• 5 Performance Measurement and Strategic Control — 6 classes

- › 5.1 Understanding the Basics of Performance Measurement in Health Clubs
- › 5.2 Identifying Key Performance Indicators for Strategic Control
- › 5.3 Analyzing Performance Data to Inform Strategic Decisions
- › 5.4 Implementing Performance Metrics for Operational Improvement
- › 5.5 Developing Balanced Scorecards for Health Club Management
- › 5.6 Applying Performance Measurement to Drive Strategic Change