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Management, marketing and psychology in fitness

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Topics of „Management, marketing and psychology in fitness “

Psychology and motivation in fitness

Body and mind care and its benefits

Somatotypes

Fitness training as way to health and beautiful body

Nutrition and supplements

Myths of women´s training and nutrition

IFBB Fitness challenge and its performance

Exercises for individual muscle parts

Video presentations



Management and marketing and sports

- ▶ In order to say something about management and marketing in sports, it is necessary to describe the area in which both these fields operate.

MANAGEMENT

- ▶ We will understand this concept as a set of activities done for sports clubs, associations and other affiliated organizations can work effectively.
- ▶ This means with optimal costs and the highest possible effect.
- ▶ There are parts of management, which are focused directly inside to their own teams, to their own companies.

MARKETING

- ▶ On the contrary, it is the activity of employees and co-workers of clubs that acts outwards from the company to customers, spectators and the general public.



MANAGEMENT


What are the differences between general management and the management which is applied to the management of people working in sports???



Management

DIFFERENCE 1

- ▶ *The first difference is that manufacturing and trading companies can easily measure their performance by the amount of production.*
- ▶ *In sports, performances are evaluated according to the achievements. The 5th place or loss of 5 kg can be for one person an excellent result and somebody else the 2nd place or loss of 5 kg is not enough and is considering as defeat.*
- ▶ *the results achieved in sport can be interpreted in different ways*
- ▶ *People working with athletes and clients still have to be in the same relationship with the athletes and it does not matter what results the athletes achieved*
- ▶ *The athlete must always have the same environment in his group.*
- ▶ *The stability of this environment then contributes to its better performance*



Management

DIFFERENCE 2 - Influence of information technologies and media

- ▶ *this influence is constantly increasing*
- ▶ *While companies usually introduce new information technologies along with their introduction to their market, their importance in sports is much*
- ▶ *Use new technologies as soon as they appear*
- ▶ *Ensure sufficient contact with the media and at the appropriate technological level*



Management

DIFFERENCE 3

- ▶ *Ordinary companies that provide services target the public and customers they didn't not know about*
- ▶ *Most of the work in sport organizations is focused on members of their own club or federation or in case of coaches on their clients*



Management

DIFFERENCE 4

- ▶ Companies try to coordinate and organize their activities in order to more easily achieve profit and other values. This means that their activities can take place at different time
- ▶ It's necessary in sport to synchronise all tasks in way to be focused on one or more big moments
- ▶ because that is why they trained hold a diet all the time
- ▶ You have to guide the athlete not only through rational methods, but also through invention, experience, motivation and empathy



Management

DIFFERENCE 5

What do you think about using of rational methods like statistical, financial, various analysis or motivational techniques ???

Do you think there is also so big difference???



Management

DIFFERENCE 6

- ▶ *It is necessary in sports to manage not only the technical and financial parameters of your, club or federation activities.*
- ▶ *It is necessary to manage also:*
 1. *the mental state of individual athletes*
 2. *atmosphere in the team*
 3. *acting together in public and in the media*
 4. *promoting a uniform ethical and cultural standard for all athletes in the organization*
- ▶ *The task is to support personal mental strength, stability and balance of individuals and teams*



Management

DIFFERENCE 6

Traditional production and trade management, consists of:

- ▶ *Leading people through work motivation*
- ▶ *Influencing by regulations in the company*
- ▶ *Standard operational management by work instructions*

These methods need to be replaced or modified by:

- ▶ *Mental and spiritual techniques*
- ▶ *Leadership - Such a personality is recognized by the organisation or individuals on the basis of success in life or as a special type of personality - a visionary*
- ▶ *Coaching - method how to show possible ways, but there isn't information which way is the best and individual should realise what is most suitable for him*



Management functions

- ▶ PLANNING
- ▶ ORGANISING
- ▶ HUMAN RESOURCE
- ▶ LEADERSHIP
- ▶ MAKING DECISION
- ▶ MAKING INSPECTION

Which of them do you need as a coaches ???



Planning

UTILITY FACTOR





Planning

GOAL SETTING

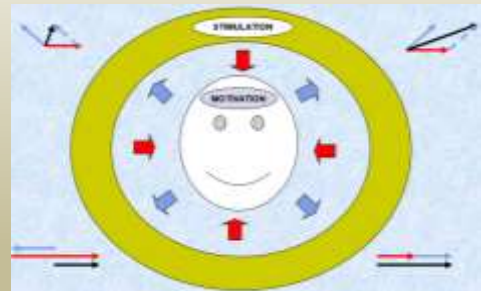



- ▶ Goals:
 - ▶ long-term - medium-term - short-term - tasks
 - ▶ federation - organizational units (clubs) - groups, teams - individuals
- ▶ S = specific, individual
- ▶ M = measurable
- ▶ A = acceptable
- ▶ R = realistic real, achievable
- ▶ T = trackable, controllable
- ▶ Goals are not created by commands, goals are formulated together.
- ▶ Motivation, responsibility, self - evaluation....



Motivation and stimulation

- ▶ **MOTIVATION** will work even without our influence as long as the activities are in line with current motives
- ▶ **STIMULATION** will only be effective for the duration of the stimulus






Leading yourself

„If you believe you can do something, or if you believe you can't, then you are probably right in both cases.“ Henry Ford

- ▶ Attitudes and skills
- ▶ Self-image and self-esteem
- ▶ Education
- ▶ Time management



Leading yourself

ATTITUDES AND SKILLS

- ▶ How you think determines how you live and work
- ▶ 80% of your success depends on your attitude and 20% on your skills
- ▶ Self-image and self-esteem
- ▶ Don't do the right things, do things the right way
- ▶ Time management



Leading yourself

SELF-IMAGE

- ▶ *How you see yourself and how you think about yourself (inner mirror)*
- ▶ *If you feel good and happy, you will give good performances and excellent results*

SELF-ESTEEM

- ▶ *Your self-esteem determines your energy, enthusiasm and motivation, it is the "fuel" of your performance*

**What are your 3 the best qualities ???
Find their application in your work**



Time management

The waste of time is irreversible

The result of incorrect treatment of time is stress, damaged health, financial losses, problems in the family and especially unfulfilled goals or personal ideas about life.



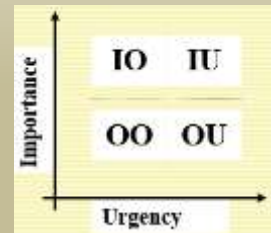
Time management

IMPORTANCE AND URGENCY

- ▶ **IMPORTANCE** - fulfilling priorities and goals (not only ours)
- ▶ **URGENCY** - how fast it must be done

TOOLS

- ▶ Boards
- ▶ Paper (diaries, calendars, planning systems...)
- ▶ Electronic
- ▶ Digital diaries
- ▶ Personal computers - (mobility)
- ▶ mobile phones



MARKETING

What are the differences between general management and the management which is applied to the management of people working in sports???



Marketing mix

A SET OF CONTROLLABLE MARKETING VARIABLES IN SERVICES:

- ▶ PRODUCT
- ▶ PRICE
- ▶ PLACE
- ▶ PROMOTION
- ▶ PEOPLE
- ▶ PROCESS
- ▶ PHYSICAL EVIDENCE



Marketing communication

- ▶ *The means by which companies try to inform and persuade consumers and remind them of the products and brands they sell.*





Marketing communication

MODEL AIDA




Marketing Situation Analysis

- ▶ It examines the company's environment, market segments, competition, estimating future demand and sales
- ▶ method of examining individual components and properties of the external and internal environment of the company

SENSE OF SA


- ▶ finding the right balance between the opportunities that come from the external environment and between the capabilities and resources of the company



Marketing Situation Analysis

PARTS:

- ▶ **Information part** (*collection and evaluation of information*)
- ▶ **Comparative part** (*generates possible strategies*)
 - ▶ SWOT ANALYSIS
 - ▶ SPACE
 - ▶ BCG
- ▶ **Decision-making part** (*recommendations and proposals*)



Marketing Situation Analysis

CONTENT OF THE SITUATION ANALYSIS ACCORDING TO "5C":

- ▶ **company**
- ▶ **collaborators** - *collaborating companies and individuals;*
- ▶ **customers**
- ▶ **competitors**
- ▶ **climate/context** - *macroeconomic factors*



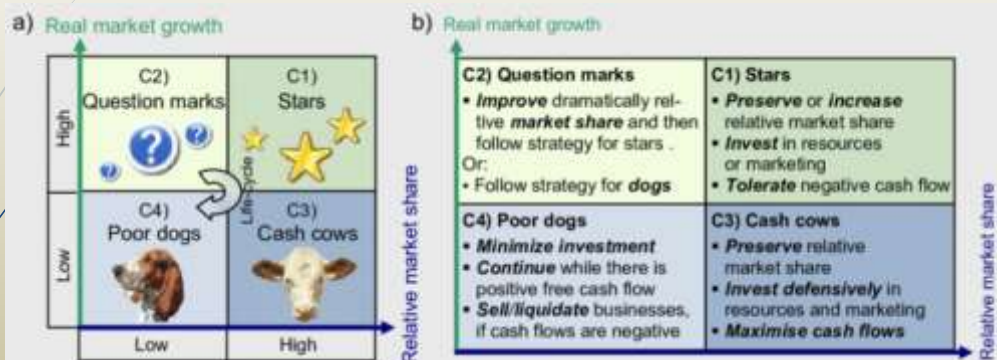
SWOT Analysis



- ▶ **S - STRENGTHS** - positive internal conditions that allow the organization to gain an advantage over competitors (quality material, good financial relations, strong image, patent ownership, executive managers ...).
- ▶ **W - WEAKNESSES** - negative internal conditions that can lead to lower organizational performance (outdated machines, bad location, overdraft, poor image, weak managers ...).
- ▶ **O - OPPORTUNITIES** - current or future conditions in the environment that are favorable to the current or expected outputs of the organization (changes in laws, customer growth, new technologies ...).
- ▶ **T - THREATS** - current or future conditions in an environment that are unfavorable to current or future outputs (strong competitor, drop in customers, outdated technologies ...).

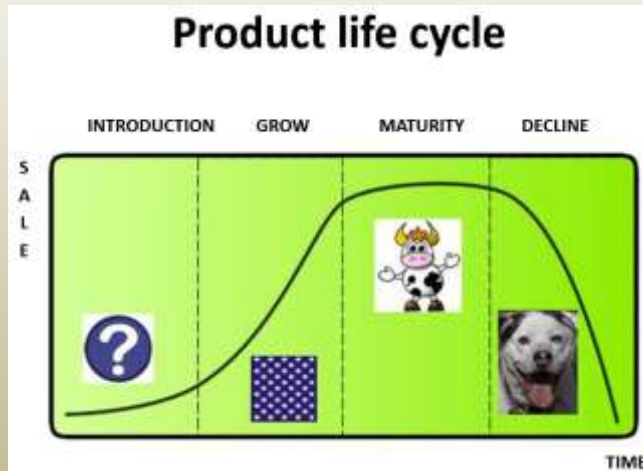


Portfolio analysis BCG





Portfolio analysis BCG



Motivation in fitness world

In generally people wants to:

- Look good
- Live to a very old age
- Sports success
- Many of them usually probably think mainly of the external appearance
- They spend money on clothes, medicines, cosmetics, etc.

All of us want to be healthy in body and mind

Movement

Prevention of many diseases of civilization, such as:

- ▶ diabetes
- ▶ heart and vascular diseases,
- ▶ osteoporosis



Movement contribute to:

- ▶ good condition
- ▶ better mood
- ▶ it supplies energy

Movement

- ▶ All this is visible from the outside and it contributes to our satisfaction and to a positive effect on our surroundings!

People increasingly use to be focused on the physical activities:

- ▶ Natural movement like a walking or running
- ▶ Exercising in the fitness centers on equipment
- ▶ Circular training
- ▶ Yoga
- ▶ Pilates
- ▶ Spinning
- ▶ Many other activities like a cycling or varied group lessons

Benefits of the regular exercise

Regular exercise has a great effect not only on your body but also on your mind

1. *Somebody plays sports only out of pure joy and love of movement*
2. *Others because they want a healthy and beautiful body*
3. *There's the third group also, most numerous group....Those who are still looking in vain for their reason*

???

Benefits of the regular exercise

- ▶ *You do not get all the amazing benefits that sport brings right after the first training*
- ▶ *For a person who has never given much movement, the beginnings usually can be:*
 - *difficult*
 - *painful*
 - *demotivating*
- ▶ *However, as soon as you try them, only nice things are waiting for you all ...*

Benefits of the regular exercise

- ▶ *live longer*
- ▶ *sleep better*
- ▶ *have nicer and more supple skin*
- ▶ *improve your digestion*
- ▶ *protect your joints*
- ▶ *feel great*
- ▶ *you will be better able to cope with stress*

Active and healthy lifestyle

- ▶ *An active lifestyle is not clearly defined scientifically*
- ▶ *It is often associated with a healthy lifestyle*
- ▶ *We can simply describe a healthy lifestyle as following and respecting various rules aimed at maintaining good health*
- ▶ *Main parts of those rules are:*
 - *rules of biological organism*
 - *rules of mental health*
 - *rules of social life*

Active and healthy lifestyle

An active lifestyle can be divided into three components:

- ▶ *Physical activities in which there is a higher consumption of oxygen in the body*
- ▶ *Positive diet - balance of all nutrients*
- ▶ *Mental balance, which is significantly affected by the balance of sleep*

It is clear, that adequate and sufficient physical activity should belong to the lifestyle of all individuals, regardless of age

Psychological aspects

- ▶ *If there is no excessive physical exertion and the diet is nutritionally balanced, then we can consider these activities as a healthy lifestyle ⇒ ⇒ ⇒ positive effect - physically and mentally.*
- ▶ *Psychological aspects of an active lifestyle in the form of fitness can affect everyone differently*

Psychological aspects

Psychological aspects specifically in fitness can be divided into the following groups:

- ▶ *Motivation - aesthetic, health, social, experiential (the need to reduce fat on problem areas, muscle strengthening) - The initial stimulus for human action*
- ▶ *Short-term effect - changes in the current mental state, such as prevention of stress disorders.*
- ▶ *Long-term effect - a change in self-concept, such as a change in the emotional relationship to one's own body*

Psychological aspects

- ▶ *maintaining and increasing of mental health*
- ▶ *mental endurance, which we can define as the ability to maintain determination*
- ▶ *motivation to succeed - achieve own goals*
- ▶ *emotions - in sports they have an active connection with muscle activity ⇒ ⇒ feeling of much better emotional relaxation and release from tension*
- ▶ *physical activity, due to its interest character, acts as a source of entertainment and relaxation*
- ▶ *there is a development of interpersonal relationships*
- ▶ *improved mood after exercise*
- ▶ *increased feeling of energy*
- ▶ *confidence in your physical ability*

Psychological aspects

Our goal is to achieve and to connect all those aspects

- ▶ You
- ▶ Clients
- ▶ Friends
- ▶ Family

Types of temperament

The basic four types of temperament are:

1. *Phlegmatic (stable introvert)*
2. *Choleric (labile extrovert)*
3. *Sanguine (stable extrovert)*
4. *Melancholic (labile introvert)*

Types of temperament

Phlegmatic (stable introvert)

- ▶ *The phlegmatic is dominated by calm and indifference.*
- ▶ *It does not submit to moods, pressure or stress,*
- ▶ *it keeps around itself in all circumstances, it cannot be so easily distracted or "dial".*
- ▶ *It's slow, but reliable*
- ▶ *The phlegmatic is constant, he doesn't like change and that's why he has a fear of decision making.*
- ▶ *He does not express his feelings and emotions publicly.*

Types of temperament

Choleric (labile extrovert)

- ▶ *Choleric is one of the dynamic personalities.*
- ▶ *He pursues his goals, which he is not indifferent to, he likes to overcome obstacles,*
- ▶ *he literally loves fighting and competition.*
- ▶ *He is often adamant, impatient and intolerant,*
- ▶ *he cannot compromise on his work pace and expects the same from his own surroundings.*
- ▶ *It's explosive, exciting and impulsive, but he can calm down very quickly.*
- ▶ *He is demanding of himself and his surroundings and constantly protesting, he will to be considered a conflicting person*
- ▶ *He can handle crisis situations very well.*
- ▶ *The basic state of choleric is anger.*

Types of temperament

Sanguine (stable extrovert)

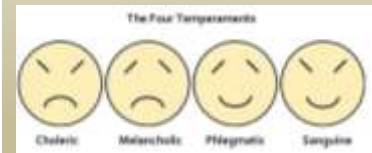
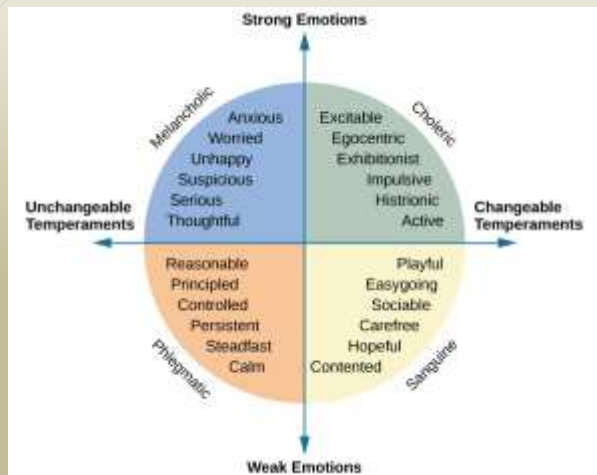
- ▶ Sanguine has a tendency to optimism,
- ▶ he is also very cheerful, sociable and kind-hearted,
- ▶ Therefore he is a sought-after person in society, which he does not mind, as he likes to be the center of attention.
- ▶ It's an extrovert, it adapts very easily, it doesn't bother him any worries, it's full of hope and expectations and also carefree.
- ▶ He lives a given moment, he is easily excited.
- ▶ Fits in role of leader.
- ▶ He is satisfied with his life.

Types of temperament

Melancholic (labile introvert)

- ▶ Sadness and moodiness prevail in the melancholy,
- ▶ he is a born pessimist.
- ▶ It is very often hypersensitive and difficult to adapt.
- ▶ It recognizes a firm order, beauty and intelligence.
- ▶ He determines himself long-term goals, suffers from internal uncertainty and is slow.
- ▶ Unpretentiousness, secrecy, kindness and thoughtfulness are characteristic of him.
- ▶ His feelings are deep and lasting,
- ▶ he has low self-confidence, is quiet and reserved,
- ▶ it is not even social.

Types of temperament



Personality types

Understanding the 4 Personality Types



Type A - The Director

- goal-oriented
- risk-taking
- good under stress



Type B - The Socializer

- relationship-oriented
- outgoing
- enthusiastic



Type C - The Thinker

- detail-oriented
- logical
- prepared



Type D - The Supporter

- task-oriented
- stabilizing
- cautious



Type X

- combines two or more personality types when they are equal

Motivation in fitness

- ▶ *The most important first step is to set a specific goal, which is why I want to start exercising and then set its priority in my life.*
- ▶ *It is also necessary to set a fixed and permanent time when to exercise.*
- ▶ *It also helps to record this information in advance, for example in a diary.*
- ▶ *Only then can specific requirements be addressed, such as how and where to exercise, or how to eat.*
- ▶ *The next step, of course, is to set a certain "deadline", when we want to meet our goal.*
- ▶ *It is the exact schedule that we will follow that is the basis for maintaining the same, or higher, level of motivation and determination, all the time.*

Motivation in fitness

- ▶ *To maintain motivation, it is also appropriate to set partial goals and gradually meet them.*
- ▶ *For these requirements, it is necessary to be as specific as possible and to limit all goals in time.*
- ▶ *It is quite possible that after the fulfillment of the first partial goals, stagnation and loss of enthusiasm will occur, as well as a general reluctance to continue.*
- ▶ *The practitioner basically gets to the state of mechanical execution of movements, he lacks concentration and stops regular exercise.*
- ▶ *The raising of the given goals and the search for new ones are necessary for maintaining and increasing the level of motivation*
- ▶ *By adding alternative training methods, we will create the conditions for a continuous increase in performance.*