

Problems Within the Industry from an Expert's Perspective

Joe Giandonato, MS, CSCS with Joe Cannon, MS, CSCS

In response to my recently posted article, Ten Fatal Flaws of Fitness Professionals, I was called by one of my colleagues, Joe Cannon, MS, CSCS, a Philadelphia-area exercise physiologist and personal trainer who spends most of the year teaching personal trainers, who wanted to share thoughts on a few problematic issues facing the industry today.

Certified ? Qualified

Here, Joe brings attention to the need of clubs training their trainers. "The health club industry as a whole needs to step up and properly train their personal trainers, before cutting them loose in the gym, states Joe." Adding, "In this industry we put a lot of emphasis on being certified. But certified does not mean qualified!"

A little while back I remember reading an article featured on Joe's site, which highlighted a story of a trainer who, just one day after being certified, was forced to train another trainer's client by her manager. More of the story can be found [HERE](#).

I'd like to add that often the only type of training a personal trainer receives from their gym, especially the newly certified trainers - is sales training! They're handed a clipboard and as Joe said, 'cut loose'.

Master Personal Trainers

What exactly is a 'master personal trainer'? Joe tried his very best to describe what a 'master personal trainer' is.

Silence ensued.

"I really don't know. What makes a 'master personal trainer' different from a personal trainer?" posed Joe.

"Passing a certification test means that the person knows only the minimum of what's required, and that includes those who pass earn a 'master personal training credential'.

Joe challenges 'master personal trainers' and other fitness professionals to correctly answer four questions featured here: [HERE](#)

"You'd be surprised because 'master personal trainers' can't come close to answering these" quipped Joe.

Lack of Emergency Plans

No, this doesn't refer to a personal training manager scrambling to cover a session that one of his trainers failed to show for. And no, this doesn't have anything to do with a gym sales manager calling everyone in his phone's contacts list to sign up before the end of the month to meet a quota. This actually pertains to REAL emergencies! Though,

having previously worked as a manager in a large commercial club, I can tell you that not meeting quotas is pretty serious and depending on who your boss is – life threatening!

Joe concluded our call by stating that gyms are ill-equipped to handling emergency situations.

“I believe it should be mandatory that health clubs perform regular simulated emergency training so all staff know what to do. I would wager that many personal trainers in big-name health clubs do not know what their clubs emergency procedures are.”

About the Authors

Joe Cannon, MS, CSCS, NSCA-CPT, is an exercise physiologist, personal trainer, educator, and published author of *Personal Fitness Training: Beyond the Basics*. More of Joe's content can be found on his website [HERE](#).

Joe Giandonato is a Philadelphia-area healthcare support professional and personal trainer, he holds an M.S. in Exercise Science and has nearly a decade of personal training experience. Presently, he trains clients at Broad Street Fitness in Philadelphia, PA, before and after his day job as an office grunt. He is also pursuing a MBA and is a Certified Strength and Conditioning Specialist (CSCS) through the National Strength and Conditioning Association. He is also certified as a Performance Enhancement Specialist (PES) through the National Academy of Sports Medicine. More of his articles can be found on [joshstrength.com](#), [personaltrainersunited.com](#), and [frequency555.com](#).