



Move it or Lose it!

Instructor Manual

Welcome to your instructor manual

Move it or Lose it Ltd is passionate about promoting wellbeing and empowering older people to enjoy, not simply endure, their later years. Our instructors are dedicated to delivering safe, effective and fun exercise sessions.

At Move it or Lose it Ltd, we take pride in treating each other with respect and honesty and in delivering a truly outstanding customer experience. In your time with us we expect you to behave in accordance with these values.

This manual brings together important and useful information that you need to know. You should read this thoroughly and ensure that you understand everything set out in the document.

This manual is not a contractual document and, from time to time, the content may change. You'll be told of these changes whenever is appropriate.

As you represent the brand - Move it or Lose it Limited - it is important that you behave in a professional manner at all times. Please read and sign to say you agree to the following:

It is important that all members of The Exercise Network maintain the highest standards of professional and ethical conduct at all times. This includes your appearance, behaviour, integrity, confidentiality and personal standards in your teaching and also any advertising or marketing you do.

Scope of practice

Client safety is paramount. You should only practice the activities for which training and competence has been recognised through your training. Ensure you are fully aware of how to minimise risk, maintaining a safe environment and know how to deal with emergencies should they arise. It is your responsibility as an instructor to ensure you have the appropriate insurance and level of cover.

Attire

Whenever you represent the Move it or Lose it Ltd brand you should wear a branded Move it or Lose it Ltd Instructor t-shirt with appropriate trousers and footwear.

Communication

Ensure that all communication with clients, health/medical professionals and colleagues is speedy, accurate and honest. All email communication relating to your role as a member of The Exercise Network must be conducted with your designated Move it or

Lose it Ltd issued email address (e.g. Jane.Doe@moveitorloseit.co.uk), which should be checked on a regular basis.

Continuing Professional Development

In order to maintain high standards and best practice you should actively seek to update your knowledge and skills by accessing validated and evidence-based research and through continuing professional development. As a member of The Exercise Network, you agree to complete one Move it or Lose it CPD a year, at a minimum.

Instructor information and class listings

It is your responsibility as an instructor to provide Move it or Lose it with a photo of yourself wearing a Move it or Lose it instructor branded t-shirt. It is also vital you contact Move it or Lose it when establishing or permanently cancelling a class.

Trademark usage

Move it or Lose it Ltd is a registered trademarked brand and as such the logo is protected and can only be used with the express permission of Move it or Lose it. This has been outlined in the licensing agreement. Additional marketing materials requested by instructors will be dealt with on a case-by-case basis and any permission granted will be given in writing. In order to maintain high standards in all marketing collateral, you must contact us before producing any promotional material or sending any press releases.

Data gathering

As a member of The Exercise Network, you have agreed to collect data on the behalf of Move it or Lose it with the express permission of your clients. This data must be gathered efficiently and dealt with confidentiality.

In the event that you do not behave in accordance with these values or bring the company into disrepute, you may be asked to cease representing Move it or Lose it Ltd and will not be able to deliver exercise sessions under this name.