

Shine On



YTHRIVE vs. Personal Training: How to Explain the Difference to Our Members

Are you familiar with the differences between YTHRIVE and Personal Training? Both are valuable services the YMCA provides to support members in their fitness journey, yet they are not the same. They serve unique purposes, benefits, and formats and understanding the differences will support your conversations with members, helping them to choose the service that best aligns with their individual needs and goals.

The Purpose of Each Service:

YTHRIVE is a 6-month generalized program that is included in membership. A YTHRIVE coach provides education and motivation to new and returning members in building their fitness acumen and adherence. The purpose of YTHRIVE is to help members feel comfortable, confident, and motivated to use YMCA amenities and services. For instance, A YTHRIVE coach may instruct the member on how to adjust the settings on the treadmill, sign up for a yoga class, or access the locker rooms.

The YTHRIVE program is designed to allow YTHRIVE coaches to share exercise knowledge within their scope.

Personal Training is a recurring service that provides a customized workout plan and coaching to a member who has specific fitness goals, needs, or challenges. Personal training helps members reach targeted goals, optimal performance levels, and particular health outcomes. There is a lot of customization that occurs with Personal Training. For example, a workout plan would look very different for a member aiming for weight loss, who has a knee injury, or preparing for a marathon.

Personal Trainers have more training than YTHRIVE coaches, enabling them to offer these specialized services to a member.

The Benefit of Each Service:

YTHRIVE enhances the member experience by providing all the information required to successfully navigate our Centres of Community and use the equipment safely and effectively. Coaches can suggest additional YMCA programs or classes that align with the member's interests and goals. YTHRIVE serves as a strategic retention tool to foster member engagement, experience, and loyalty. A key objective of YThrive is welcoming new members into our Y Community while building trust as they develop routines that support their health and wellness goals.

YTHRIVE coaches who are also Personal Trainers can develop strong connections with members, naturally leading to Personal Training services in the future.

Personal Training provides members with individualized coaching, tailored workout plan, constructive feedback, and encouragement, and helps them overcome any obstacles or plateaus that they may face in their fitness progress. Personal Training also benefits our YMCA by generating additional revenue, referrals, and testimonials.

The Format of Each Service:

YTHRIVE is a free service provided to new and returning members, featuring a structured journey map for YTHRIVE coaches to lead members along the way. Over the course of 6 months, members will have 4 sessions with a YTHRIVE coach and 3 check-ins by phone or email. The goal is to develop foundational exercise knowledge, build adherence to their health and wellness goals as well as educate them about the many different services and amenities available at the YMCA.

Personal Training sessions are a paid service, generally lasting 60 minutes and is led by a certified Personal Trainer who has specialized knowledge and skills in fitness and exercise science. Personal training sessions are done individually or with a partner, depending on the selected package and the member's preference.

