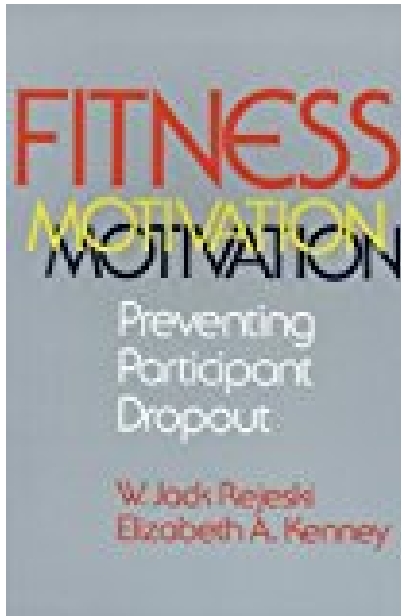


# Fitness Motivation Preventing Participant Dropout

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## BOOK DETAILS

- Author : W. Rejeski
- Pages : 168 Pages
- Publisher : Human Kinetics
- Language : English
- ISBN : 0873229282



## BOOK SYNOPSIS

Understanding why people are motivated to be fit is the key to preventing participant dropout. Don't wait until you are faced with an attrition problem: prevent problems now with this systematic approach. Fitness Motivation brings together sport psychology research and in-depth case studies to provide authoritative advice on how to motivate exercise participants to want to keep fit. . . and tells how you can put this groundbreaking information to work immediately. In their pioneering research on exercise compliance in cardiac rehabilitation, the authors discovered powerful lessons that could be applied far more widely. Fitness Motivation is the book that makes these lessons available for the first time. Whether you work in a health club, YMCA, hospital, college or corporate wellness program, you will discover the 10 key components of any sound motivational program and how to put them to use in your program. Based on the techniques developed in such major programs as Lifefit, AT & Ts Total Life Program, Champions for Life, and PEP, authors Rejeski and Kenney show how leaders in the field motivate for lifetime fitness. Become a better fitness instructor by understanding and applying the latest knowledge in exercise psychology. Learn techniques of effective goal-setting. . . when and how to give feedback. . . how to tailor individual programs. . . and hundreds of other practical ideas from the experts. Every chapter of this conversational, easy-to-read volume is filled with vital facts needed for turning a hit-or-miss approach to fitness motivation into an ongoing system.

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