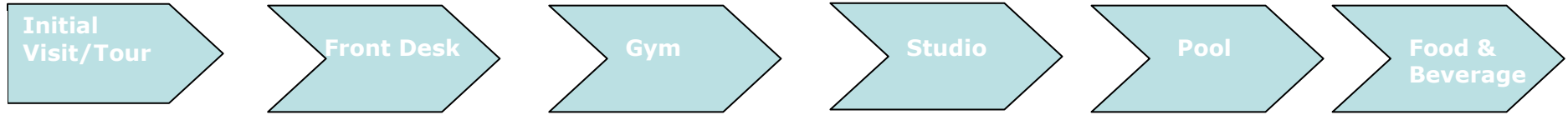


# A typical 'Older Adult' experience in the Fitness Sector

## 'Older Adult' Touch Points



<b>Typical Experience/ Perception</b>	I feel apprehensive! Where do I go first? I hope there are separate shower cubicles! Are there people here like me? Do I have to get changed in front of everyone in the changing room? Will I be able to use the lockers? Will I be acknowledged?	Am I invisible? They assume I know what I am doing! It is often so busy, I need to ask a question but who do I ask?	They all seem so young and fit! They are not interested in me! I can't understand the signs and terminology! I can't believe how many machines there are I don't recognise! The machines are too close – I won't get through there! How will my body cope?	They all seem so young and fit! I can't hear or see the Instructor! If I move to the front I won't be able to keep up and I will be seen! I don't understand what the classes mean! I want to try but don't know where to start?	How do I access it? Will there be activities going on and how do I find out? How do I get into it? How can I tell the depth?	These tables are too close together, I don't want everyone to hear what I'm saying! I feel as if I am being rushed! Will I get value for money? Do I have to drink from plastic cups? I can't stand the music!
<b>Negative Impacts</b>	I feel intimidated! I don't matter!	My needs are not being met! I feel embarrassed!	This is not designed for me at all! I am not getting full use of the facilities!		I can't go in there again! I can't see me doing this!	I'll go home instead! It's too busy for me!
<b>The CK Solution</b>	<p style="text-align: center;"><b>THIS IS NOT FOR ME!</b></p> <p style="text-align: center;"><b>YOUR PEOPLE TRAINED BY CK ACADEMY!</b></p> <p style="text-align: center;">CK Academy specialise in working with 'older adults' - we deliver training, qualifications and develop programmes specifically around rapport building and delivering service excellence!                  Our training modules are appropriate for ALL staff and focus on key business objectives.</p>					

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