



TOUGH AGERS LLC

INDIVIDUAL REGISTRATION & CONTACT

WHAT WE OFFER

Master Techniques for Effective Engagement, Safe Movement & Purposeful Support



Live hands-on training, case studies, and practical coaching



Includes full access to the online course & client forms



Earn a Certificate of Completion & approved Continuing Education Credits (CECs/CEUs) upon achieving 80% or higher on the post-workshop online quiz.

For upcoming open-enrollment dates or to request a custom proposal for your team:



408-367-3247



www.toughagers.com



toughagers@gmail.com



ToughAgers® Fit Pro Education

Dementia Client Strategies for Trainers

Live Interactive
Workshop & Masterclass





BRING THIS WORKSHOP TO YOUR FACILITY

Elevate your staff's expertise and position your club or facility as a leader in active aging. Tough Agers LLC provides customized on-site and live virtual workshops tailored to your team's schedule.

We can structure this as an exclusive staff development workshop for your team or open registration to regional fitness professionals in your community.

THE ACTIVE AGING BLIND SPOT: WHY YOUR FACILITY NEEDS PROACTIVE DEMENTIA FITNESS STRATEGIES

With an estimated 7.4 million Americans currently living with dementia and over 26% of immediate households affected, fitness professionals and club owners who ignore cognitive decline miss out on a massive, loyal market segment while overlooking their current members' families.

To capture this booming demographic, the key is deep awareness of what clients are experiencing and mastering communication to set them up for success.

This live workshop highlights the urgent professional advantage of moving beyond generic senior programming to build an intentional framework for specialized intake, support-team dynamics, and targeted exercises. You will discover how to elevate client retention and drive functional independence.

WHAT WE COVER IN THE LIVE WORKSHOP

This workshop is where exercise science meets the art of practical coaching. Through live instruction, movement breakdowns, and collaborative troubleshooting, we explore:

- **Cognitive Understanding in Action:** Differentiate between normal age-related memory loss, mild cognitive impairment (MCI), and dementia progression during client interactions.
- **Behavior & Cognitive Strategies:** Examine real-world behavioral factors and learn real-time adaptations to enhance client functioning and cooperation.
- **Applied Montessori Principles:** Practice structuring training sessions around Montessori philosophy concepts that emphasize respect, autonomy, and independence
- **Live Case Studies & Practical Application:** Work through client scenarios, refine coaching cues, and master exercises designed to reduce fall risk, enhance vitality, and improve overall quality of life.