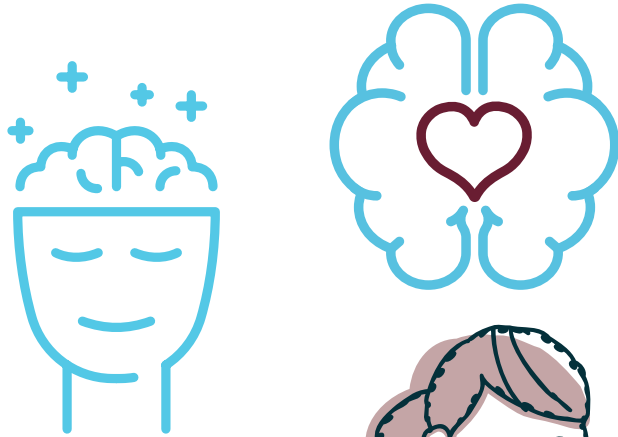


# Working across Generations

**“Most of my clients have been in their 20-30s. Working with clients who are post-retirement age is new for me. What tips do you have for working with this population?”**

In a hurried culture that places a high value on youthfulness, outcomes and technology, there are a few key perspectives to have when working with older population clients to honor their time, contributions and needs.



**Ask about meaning.** If young people are focused on building a life, older clients are often thinking about their legacy. What's important to them might not be what you expect.

**Honor what they know.** Older clients may have tried any number of approaches to diet and exercise. Ask what's worked for them – and what hasn't.



**Focus on their role models,** not your role models. Youthful fitness influencers with perfect physiques might motivate younger clients, but your older clientele might be looking to others for an example of what they can and want to achieve.



**Don't make assumptions.** You might be surprised by what older clients can and can't do. Don't limit or overextend them based on first impressions alone. Work to find out what they're truly capable of.



**Listen and learn.** For older clients, their time with you might be one of the few opportunities for them to talk with someone. Lean in and pay attention. Our elders have a lot to share.



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