



HI, I'M KATRINA PILKINGTON.

imperfect

Your imperfect fitness inclusion and bias guide:

NASM Certified Personal Trainer, Weight Loss Specialist,
Youth Exercise Specialist, Women's Fitness
Specialist, Nutrition Coach, AFAA Group Fitness Instructor
and Wellness Educator.

Student: Master of Science degree in Exercise Science
and Health Promotion: Nutrition and Wellness (in
process)

History in Diversity and Inclusion work with 15 years in a
Corporate setting & now in Fitness & wellness focusing
on implicit bias & DEI integration.

Fun Facts: My family and I live on nutrition that is plant-
based, I hate frogs, working out keeps me sane, and I
love Star Wars. Nice to "e-meet" you!

Not "fitting in"
forced me to fit
in everywhere
at once & want
to understand
why us humans
think the way
we do about
each other.





OFFER DIVERSITY TO ATTRACT A LARGER DEMOGRAPHIC

FIT SUMMIT - VIRTUAL 2020
KATRINA PILKINGTON



What does DIVERSITY mean?

understanding that each individual is unique, and recognizing our individual differences

OPPOSITE OF HOMOGENOUS



What does INCLUSION mean?

ensuring individuals a sense of belonging because of their unique differences
and has a voice in their community and company
OPPOSITE OF EXCLUDED



What does EQUITY mean?

keeping individuals treated fairly and feeling welcomed in a space with others who may be more different from them

OPPOSITE OF IMBALANCE



Why does **DIVERSITY** **MATTER** in Fitness?

embrace
differences

01

Multiple populations deal with health conditions and physical needs that link to fitness accessibility.

02

Fitness industry leaders and professionals come with their own set of personal biases that can impact multiple facets of fitness & wellness business.

03

Communities served through fitness & wellness look to feel a part of an in-group where they belong and are able to have a voice.

what are our differences?

99.99% the same

Ethnicity

Countries of origin

Race

Social contract used to categorize us by skin shades

Generations

Segments in time and history of which we were born and are influenced by

Socio-economic status

Demographic and social accessibility; this can impact our access to wellness

Sexual Identity

Personal preferences, none of our business

Gender Identity

How one chooses to identify and may be different than when born, none of our business

Disabilities

visual, physical, this can also impact accessibility to wellness in our society

Interests or Hobbies

Personal preferences, can align or not

Marital Status

Personal choice or lifestyle

Religion

Personal choice associated with spirituality or the decision not to align with that

Parenting Status

Status of having offspring or children in the household as well as partner preferences



why this? why now?

FITNESS LEADERS HAVE A RESPONSIBILITY TO TACKLE THEIR IMPLICIT BIAS

our demographics are more DIVERSE than we see on the surface

When we lead or hire or educate or teach or instruct without addressing bias first, we will then enable stereotypes and opinions of exclusion to trickle down to other humans. It's a scientific fact that DEI INTEGRATION (not just training) helps us not to ostracize or exclude populations. NOT implementing DEI principles into hiring and integration within an organization or company or solo-preneurialship can align negative associations with a human group where stereotypes can turn into mountains of discrimination.

implicit bias IN FITNESS & WELLNESS

- BODY SHAPE BIAS (WEIGHT BIAS, OVERWEIGHT AND UNDERWEIGHT ASSUMPTIONS)
- HIRING BIAS (BASED ON RACE, AGE, ETHNICITY, ETC.)
- LIMITATIONS ON ACCESSIBILITY WITH FITNESS & WELLNESS "CARE"
- PROMOTION BIAS (ADVANCEMENT LIMITATIONS)
- LACK OF REPRESENTATION
- PRICING INEQUITIES
- ABELIST FACILITIES
- MULTIPLE FACETS OF DISCRIMINATION

... JUST TO NAME A FEW

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UNDERSTANDING OUR COMMUNITIES CAN HELP US UNDERSTAND THEIR NEEDS

- consulting for review with Diversity & Inclusion
- crowdsourcing clients, customers, and staff for their view of the organization
- dissecting the structural foundation of hiring practices and marketing models
- discover barriers that could make your facility or organization inaccessible for groups of individuals and why
- understand that certain groups can be less active if unable to reach your business

RESOURCES & RESEARCH:

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DIVERSITY: the art of thinking independently together

Malcolm Forbes

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