

Thoughtful Improvers

Mature / Non-competitive / Self-development

Why Thoughtful Improvers take part

↑ More important

To improve appearance

To lose weight

To feel good

↓ Less important

To have fun

What stops Thoughtful Improvers taking part

I didn't want to go on my own

It looked too competitive

It would be great to start up this club where everyone was new to the activity, as there would be no pressure to be good straight away. It would make it a challenge for me and my friends to improve our skills at our own pace.' Zac, 18

Keep it safe and supportive to reduce fear of judgement

Thoughtful improvers' lower confidence means they don't want to feel closely watched, judged or scrutinised.

They won't be palmed off with 'it doesn't matter' or 'we all look bad together'. Tackle these worries head on.

- ✓ Use a familiar place for activity or use a smaller space to create a cosier, more friendly environment.
- ✓ Let them dress as they want.
- ✓ Let them hide in a group of friends or fellow beginners to reduce pressure.
- ✓ Get to know them a bit better so you can understand their fears and help support them.
- ✓ Don't walk around the group and watch, leave them to play.

Create a fun, friendly and relaxed environment

While thoughtful improvers are goal orientated they want to **enjoy activities with their friends** too.

- ✓ Encourage groups members to support each other during group activities.
- ✓ Group like-minded beginners together for moral support.

Keep activities casual and informal. Allow them to set their own pace and don't ask too much of them.

- ✓ Have lots of choice of activity at the same time and give the group options to rotate or swap in and out.

Introducing fun competition

Initially **avoid competition** until they feel ready. As the progress they may become interested in putting their skills into practice, in a contest or game scenario, just make sure the focus is on having a go, self-development and taking part.

- ✓ Focus on success using a skill in the right situation.
- ✓ Adapt the rules to be more about skill than winning.

Make them feel part of something

Get to know them outside of sport and physical activity, this will reduce the pressure and build the feeling of being part of a bigger group.



They often prefer exercise to sport, but find it hard to maintain and they feel guilty for a lack of self-motivation and not doing enough.

- ✓ Let them know they are not alone others feel the same way.
- ✓ Connect the activity to something bigger e.g. a charity challenge.

'I always tend to like doing things that I feel a sense of achievement from, as I've gained a new skill and it gives me more confidence in myself.' Yasmin, 23