

Teacher's Guide



The Fitness Industry: Inspiring or Exploitative? - Advanced (C1-C2)

Canva Presentation Link: [🌐 The Fitness Industry: Inspiring or Exploitative?](#)

Editable Presentation Link: [🌐 The Fitness Industry: Inspiring or Exploitative?](#)

Editable Worksheet Link: [🌐 Student Worksheet: The Fitness Industry: Inspiring or Exploitative?](#)

Warm-up discussion

Part 1. Students rate each statement from 1 (strongly disagree) to 5 (strongly agree). Students then discuss which one they feel most strongly about and why.

Part 2. Students discuss the questions.

Speaking

Part 1. Students match each headline to the concept it describes. Students then choose two and explain how they show up in their real life or social media feed.

Answer key:

1. E
2. A
3. C
4. B
5. D

Fitness privilege –When some people have easier access to fitness, healthy food, or time to exercise because of money, location, or lifestyle.

Commercialisation of wellbeing –Turning health and self-care into something to sell, when brands make profit from the idea of “wellness.”

Misinformation & false promises – When fitness or health advice is shared that’s untrue, exaggerated, or not based on real evidence.

Influencer economy – The online system where social-media personalities earn money by promoting products or lifestyles.

Body image pressure – Feeling pushed to look a certain way because of social expectations or media ideals.

Part 2. Students discuss the questions.

Part 3. Students read the short excerpt and answer the questions.

Suggested answers:

1. She realised her content served algorithms, not people.
2. She prioritises wellbeing over image.
3. It critiques profit-driven, image-based culture.

Part 4. Students choose one option in each pair and explain their choice.

Part 5. Students imagine a new fitness app charges £40/month to track their steps, sleep, and mood. Ask students to discuss whether this feels empowering, exploitative, or somewhere in between.

Part 6. Students discuss each situation and decide: inspiring, exploitative, or a mix of both, and explain why.

Part 7. Students rank the aspects from 1 (genuinely inspiring) to 8 (mostly exploitative), and explain which ones have affected them personally.

Part 8. Students imagine they could reinvent the fitness industry and decide what they would keep, change, or remove. Students then create a short pitch about how the new fitness world would look with their changes.

Examples:

- Affordability
- Accessibility
- Body neutrality
- Education
- Realistic marketing

Reflection

Students discuss the questions.