



The 5 Levels of Coaching Excellence

Cheerleader

- Understands that we are not in the fitness business, we are in the relationship business.
- Utilizes the 10-15 minutes before and after every class to get to know each member and build relationships.
- 1st person to greet you every day. They make you feel welcome and are genuine and excited to see you. Smiles often.
- Knows every member by name and uses each person's name several times in every class.
- Checks in with you on a daily basis to see how you're feeling. Sincerely listens to you when you are talking.
- Connects other members to each other. Introduce drop ins and new members to the group.
- Doesn't gossip or violate trust of others.
- Motivates and encourages you through your workouts.
- Keeps the class fun and makes sure everyone is enjoying themselves.
- The Cheerleader is summed up by the quote, "People don't care how much you know, until they know how much you care."

Director

- Shows command of the group as a whole. Has a confident presence in front of the group.
- Manages class flow and logistics. Maximizes tools like the clock and the music to create an organized and high energy environment.
- Clearly communicates the format of the warm up, skill/strength work, WOD, and cool down.
- Starts and ends class on time. Never goes over the hour.
- Makes sure everyone knows what they're doing and where they are going. Plans for bottlenecks and limitations in advance.
- Stages the class before and keeps it organized and flowing well throughout.
- Helps keep the gym clean and sanitary.
- Removes any safety hazards from the class from a logistics perspective.

Technician

- Gets individuals to move better.
- Knows the points of performance of each movement inside and out.
- Can properly see, teach, and cue every athlete in the gym.
- Demonstrates each movement with near perfection. Has the self-awareness to know, and point out, when their own demoing could be better.
- Knows how to properly scale all types of athletes including injured and beginner ones.
- Transitions well between visual, verbal, and tactile cues when necessary.
- Gives each athlete, regardless of ability level, something to work on and improve every single class.

Programmer

- Understands and relates the programming to the members (the bigger picture).
- Clearly delivers a purpose to the workout of the day and the desired stimulus for that day.
- Gives members clear recommendations for choosing weights and scales for each WOD.
- Provides athletes with an individualized approach to every workout in terms of pacing, how to break up reps, when to hold back, and when to push.
- Understands and relates the difference between practice, training, and competition.
- Gives members a broad understanding of how programming may change during different times of the week or year.
- Can explain the purpose of each movement and the desired benefits.
- Has a general understanding of anatomy, energy systems, principles of strength training, and skill development.

Coach

- Pursuing excellence and mastery in their craft.
- Always learning and applying new concepts.
- Not afraid to have difficult or uncomfortable 1-on-1 conversations when something needs to be said.
- Understands each athlete on a deeper level. Knows each athlete's goals, their "why" for showing up each day, and can tailor each class to the individual.
- Embodies all the best characteristics of the Cheerleader, Director, Technician, and Programmer, and can take on the right role for any situation.
- The results provided to members extends far beyond the walls of the gym.
- Lives with integrity and can be seen as a leader that others aspire to be like.
- Understands the mental side of training and helps athletes to develop mental toughness for inside and outside the gym.
- Could be seen as a life coach more than just a fitness coach.
- May incorporate nutrition, lifestyle coaching, or even psychology to help members break through blocks and plateaus.
- Appropriately balances patience and persistence when working with clients of all levels.
- Above all else, they care for each member, and it shows.