

LEVEL Up

ICON GUIDE

THE 4 C's

ICONS aim to incorporate the 4 C's into each LEVEL Up training, creating an impactful, memorable and inspiring experience for Pros returning to POUND's training experience.

1. **CLARITY**
2. **CADENCE**
3. **CONTROL**
4. **CHARISMA** (comedy/charm)

GOING INTO THE DAY

ARRIVE EARLY, PREPARED AND READY TO INSPIRE

First impressions are extremely important. Arrive at least 1-hour prior to the course start time and set the room before doing anything else. Have (edited) POUND® music playing softly before the first participant arrives. If possible, have the host gather participants in the lobby until check-in officially begins.

CLARITY OF PURPOSE

Know the purpose (the WHY) for each section and lecture. Have a clear intention for the day, a plan, and back-up plan(s). Your goal is to summarize the information in the LEVEL Up Training Guide in a way that is engaging, memorable, and inspiring as well as best suited for the unique needs of the Pros in attendance.

LEVERAGE YOUR SPACE

Move around the room throughout the day and use your body to help tell the story, deliver lessons, and lead drills. Add dimension and depth to your presentation by frequently adding movement and participant engagement and discussion to your lectures.

CUE TO THE POSITIVE

Learn to make every cue and interaction a positive one. Avoid language that emphasizes what was done incorrectly (i.e., "Don't POUND with loose wrists). Instead, aim to speak to the positive, desired outcome (i.e., "Try to stiffen your wrists while you POUND® so that you have the best possible workout experience.")

FACILITATE THE SOLUTION

When presented with a question that you do not know the answer to, refer to the expertise and experience in the room.

"Miguel, that is a great question! Does anyone in the room have experience with this that they'd like to share?"

This should be done with caution, however, making sure that your authority as an “expert” and as an ICON is maintained by answering as many/the majority of questions personally as is possible and appropriate.

When presented with a question that you and no one else in the room knows the answer to, humbly admit that it is something you need to investigate. Write down the question and the participant's name. Send an email (or text depending on the severity/importance of the question) to Shannon (shannon@poundfit.com) and Joyce (joyce@poundfit.com) and then follow-up later that week with the Pro to make sure they received the answer that they needed.

RECAP EACH SECTION

Mentally check-off the course objectives (This is What You Came For) as you move through the training day. Each section should include an introduction before the lecture begins and then a brief recap or summary before moving on to the next section.

READ YOUR ROOM

Conducting participant introductions at the beginning of the training day is a great way to develop a deeper understanding of who is in attendance that day, what their individual needs and expectations are, and how to best deliver a customized experience while delivering all of the core concepts of the training curriculum. Check in with participants throughout the day, ask deliberate questions that require thoughtful responses and shape lectures, drills, and interactions to best suit the individuals at each training.

COURSE GOALS

COURSE GOALS FOR YOUR PARTICIPANTS:

1. A clear understanding of the 4 Steps to Success and how to apply them to their class preparation, performance, promotion and purpose
2. An awareness of the value of the information that lives within the LEVEL Up Training Guide (***Pros should know to refer back to the Guide after the training day to reinforce learnings and truly get the most out of their LEVEL Up training experience***)
3. The ability to identify movement dysfunction in POUND®'s 4 positions and expanded knowledge on how to coach participants for success and safety
4. A deeper understanding of POUND®'s cues and how to incorporate them into their class instruction
5. An enhanced confidence in their ability to cue and lead choreography
6. A renewed passion for POUND® and a strengthened connection to the POUND family
7. The ability to apply and celebrate their new learnings in the exclusive LEVEL Up tracks in one final jam session

BEFORE THE COURSE

BOOKED FOR TRAINING

Connect with your training's host to introduce yourself, express your excitement for the upcoming training, share assets they can use to help promote the course and confirm training details (when you will be arriving, what you will need for the training day – e.g., axillary cord, whiteboard, etc. – and the facility's amenities (e.g., wifi, water fountains, Bluetooth speakers, microphone, mats, etc.)

1 WEEK PRIOR TO THE COURSE

Connect with your roster via email (templates available in GroupExPro.com > Reference Materials)

1(+) DAY PRIOR TO THE COURSE

Connect with your training's host one last time to triple confirm everything you previously spoke about and to remind them of your arrival time the morning of training.

30(+) MINUTES PRIOR TO COURSE CHECK-IN

- Arrive dressed and ready to go
- Meet with the host and deliver the thank you card. If possible, ask the host if they can help keep participants in a lobby area (outside of the group fitness studio) until check-in begins
- Verify expectations and rules of the facility (e.g., if shoes can be worn, if Ripstix® strikes are permitted directly on the floor, if the facility requires participants to complete a waiver, the room's schedule for the day – if training backs up to another class or event in the same space or if training ends at the same time the facility closes, etc.)
- Familiarize yourself with the facility (i.e., restrooms, water fountains and nearby eateries for lunch, etc.)
- Locate course materials and set the room for training
- Play (edited) POUND® music and test the microphone
- Log-in to *The Label* and pull up the training roster in the ICON Training page
- Begin filling in Certificates of Completion until the first participant arrives and/or you let Pros into the room (at least 15-minutes prior to the training start time). STOP working on Certificates of Completion once the first participant arrives/Pros begin entering the room. Any remaining certificates can be completed during the lunch break

COURSE CHECK-IN (30-MINUTES PRIOR TO THE COURSE START TIME)

- Greet participants warmly and welcome them to training
- Ask participants their names and verify their successful enrollment through the roster in the ICON Training page of *The Label*

- Register any participants who are not listed on your roster and cannot provide receipt of their enrollment online
- Hand each participant their LEVEL Up Manual, LEVEL Up Postcard and a pair of Ripstix® (if they are not already laid out, one of each on every mat)
- Encourage participants to share their social media handles on the poster/white board, to read Kirsten's welcome letter on page 4 of their LEVEL Up Manuals, complete the top half of their LEVEL Up Postcard and introduce/re-introduce themselves to one another
- 10-minutes prior to the course start time, recommend that participants take care of any final needs (e.g, dispose of Ripstix® packaging, move their belongings to the perimeter of the room, use the restroom, fill their water bottles, etc.)

KIRSTEN'S LETTER

Reading Kirsten's letter before training starts is an amazing opportunity to get a glimpse inside the heart and mind of POUND®'s CEO and LEVEL Up's visionary. It also lays an incredible foundation for the day.

COURSE START

ICONS should begin the course precisely on time. Adhering to the course schedule and honoring your word throughout the day builds rapport and trust. At the commencement of training, welcome everyone to LEVEL Up training and thank them for attending.

ICON: "We are here today because we have seen the power of POUND® in our communities, classes and lives and because we all believe in our potential as instructors, mentors and human beings. Today is all about highlighting you and your incredible talents and strengths while finding new ways to elevate your instruction to the next level."

POSTCARDS: Remind participants to fill out the top half of their postcards, if they haven't already. **ICON NOTE:** *Postcards allow ICONs to customize their instruction to the individual participants in training that day as well as provide feedback after teach-backs. The question asking for the one thing they came to learn at training today that is more important than anything else helps participants take ownership over their learnings and gives ICONS a better idea of what education will help them feel that the training day was valuable and important.*

Explain that the course will start with introductions. You are hoping to learn their names, WHERE they are from, HOW they learned about LEVEL Up and the one thing they came to LEARN at LEVEL Up that is more important to them than anything else. Explain that you will go first (setting the example). Share your name, where you are from, how you learned about LEVEL Up and the one thing you came to LEVEL Up (ICON camp) to learn that was more important to you than anything else. Then, ask for a volunteer to kick off the rest of the introductions. ICONs should record participant introductions for inclusion in their course recap submissions (**sent via web form by 8am PST on the Monday immediately following the training weekend**). Please utilize the attendance tracking tool available on GroupExPro.com if you'd like.

TABLE OF CONTENTS & TRAINING OBJECTIVES

After introductions, ICONs should overview the day's schedule and training objectives. LEVEL Up is an 9-hour continuing education course (not a license – the only licenses POUND® awards are POUND® Pro Training and Generation POUND® Pro Training) that begins with a Master Class followed by:

- Approximately 1.5 hours of lecture
- Then 2.5 hours of movement
- 30 minutes of teach-backs* (teach backs are after the end of day 2 for virtual trainings)
- Another 60-minutes of lecture
- Ending with a LEVEL Up celebration - a master class of exclusive LEVEL Up tracks!

There will be two formal 10-minute breaks throughout the day - one before lunch and one after - however participants should feel free to excuse themselves for the restroom whenever needed. Share the approximate time of the 45- minute lunch break and remind them of the scheduled course end-time. Then, present the Training Objectives and ask for questions.

THIS IS WHAT YOU CAME FOR (Training Objectives)

- Consider your personal mission statement and uncover how it brought you to fitness instruction and to POUND®
- Discover how POUND®'s 4 Steps to Success will elevate your instruction to the next level
- Gain a better understanding of how anticipation, planning and practice combine to PREPARE you and your classes for success
- Deepen your understanding of how success relies on Ripstix® and how we use Ripstix® to demonstrate safe and accurate movement patterns, to maximize the clarity of our instruction and to amplify the intensity and effectiveness of our classes
- Build the POUND® Positions from the bottom up, identifying creative solutions for movement dysfunction and limitations
- Maximize the effectiveness of your cues, learning to PERFORM transitions with clarity and a commanding confidence
- Learn the basic business and social media skill necessary to pitch, market and PROMOTE your classes
- Share your PURPOSE as a POUND® Pro, discuss the importance of intention and consider why we go the extra mile to build meaningful and lasting relationships with our class participants

PLUS MORE

- Apply your new skills to learn and teach exclusive LEVEL Up tracks

AFTER TRAINING

Summarize what Pros can expect after LEVEL Up Training:

1. Plan for their POUND® classes (both old and new) with a renewed focus and strategy using the 4 Steps for Success
2. Continue learning by exploring the 4 exclusive LEVEL Up Tracks and LEVEL Up cueing highlights in *The Label*
 - *The instructional skills learned and practiced at LEVEL UP can and should be applied to the entire POUNDtrack library*
3. Stay connected with their fellow Pros from LEVEL Up training on social media and in real life (e.g., Pro Meetups). The Pros in the room with them at training are starting a new chapter of their POUND® Pro careers together with them today and therefore will be some of their best supporters and mentors
4. Create next-level experiences in their POUND® classes and throughout their communities

ON A MISSION

“A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history.” - *Mohandas Gandhi*

ICON: “One of the things that we think makes LEVEL Up training so special is the personal development pieces scattered throughout the day. I believe that each and every one of us has a clear and specific purpose. Knowing and understanding our purpose makes all of our future decisions and direction easier. My assumption is that we are all Group Fitness Instructors because we believe in our purpose to give back and serve others. I challenge you, in the next 5 minutes, to dig deeper and get to the source of your motivation and purpose as a human. For example, “My purpose is to create spaces in the world where people can truly become the best versions of themselves.” Whatever your purpose is, by understanding it, you will be able to bring amazing intentionality to all of your classes and life experiences. We are going to take a moment to complete the following question prompts. Don’t rush it, but instead really listen to the answer that comes from deep within your heart. I will play a song for 3 minutes. Answer only these 3 questions. You will know time is almost up as the song fades for the last 30 seconds. Later on I will be asking for volunteers to share, but only if you’d like to volunteer.”

DRILL: Read the 3 questions out loud. Then, play peaceful/inspiring music for 3 minutes as participants answer the 3 questions in their Training Guides. Begin fading the song out slowly from minute 2:30-3:00.

1. What makes you cry?

2. What makes you sing?
3. What do you daydream about?

PERSONAL MISSION STATEMENTS

Introduce the concept of personal mission statements and their importance to us as group fitness instructors. Personal mission statements are an important component of leadership and personal development. Personal mission statements challenge us to think deeply about our lives, clarify their purpose and identify what is truly important to us.

ICON: Share your experience answering these 3 questions and as well as your answers themselves. Speak to how the questions helped shape your personal mission statement. Encourage participants to reflect on their answers as they next write their own personal mission statements in their manuals. Explain that mission statements can change overtime - each day and even within the same day. That is the complexity and beauty of life and being human. Explain also that you will be asking for volunteers to share afterwards, but only if they'd like to volunteer.

DRILL: Play peaceful/inspiring music for 3 minutes as participants write their personal mission statement in their Training Guides. Begin fading the song out slowly from minute 2:30-3:00.

ICON: Explain that at POUND® we believe a personal mission statement is an important step in understanding and staying tuned in to our WHY. Then, share your personal mission statement with the training participants.

DISCUSSION: Ask for volunteers to share the answers to their 3 questions along with their personal mission statements.

MASLOW'S HIERARCHY + GRATITUDE

Summarize Maslow's Hierarchy of Needs and the important role gratitude plays in our happiness and feelings fulfillment.

ICON: "LEVELing Up" in life will undoubtedly make us uncomfortable. At times, today might get a little uncomfortable but I hope you embrace this feeling knowing that it is in these moments that positive change and growth lives – it's a part of the process. With hearts open, let's LEVEL Up!"

ICON NOTE: The instruction outlined in their manuals and practiced throughout the training day, as well as the education provided in *The Label*, will help elevate a Pro who is committed to taking their instruction to the next level!

Explain that you will be transitioning into the Master Class. Give participants 1-2 minutes to move their belongings off to the sides of the room and rearrange their mats so they are facing the front of the room.

2 minute break/transition period.

MASTER CLASS

PURPOSE: The LEVEL Up training ICON MASTER CLASS serves as an exemplary example of the energy, movement coaching and cueing that will be referred to and taught throughout the training day. Before beginning the Master Class, ask participants to observe and pay careful attention to your class introduction, energy, coaching, cues, technique options. They should be tuned in to the language you use in your verbal cues and the exaggerations of your visual cues, your inclusive and personalized class leadership and, most importantly, your commitment to unleashing the ROCKSTAR within!

MASTER CLASS

Warm Up- ICON Choice

Set Level 1- **LEVEL UP exclusive track // The Drum by The Siege**

Lunge 2 – Speakerbox or Believer

Kit 2 – **LEVEL UP exclusive track // Celebrity Skin by Hole**

T&A 2 – **LEVEL UP exclusive track // Ease My Mind by Skrillex**

Set 2 – You Can't Stop Me

Set 3 – **LEVEL UP exclusive track // Legend by James Meyer**

Cool Down – ICON Choice

DRILL: Immediately after the Master Class ask participants:

1. What did you see in the master class instruction that you'd like to incorporate in your own classes?
2. Did you notice anything about the position and movement coaching that stood out to you?
3. Of the cues, what cue was the most impactful in your opinion?
4. How did the master class instruction make you feel?

****Be sure to highlight any key observations they may have been overlooked****

The expectation is that answers will range and be varied. With their many different responses, Pros will emphasize the importance of teaching to all types of learners and participant preferences.

After the Master Class, allow participants to take a 3-minute break to grab water, towel off, and then return to their mats with their manuals, Ripstix®, a pen/pencil and possibly a sweater or jacket.

3-minute Break/Transition Period

TRAINING GOALS + FOCUS

Share that a lot of information will be covered in today's training and that the goal is not to have it all mastered but to instead be AWARE of the new information as well as inspired to continue learning after today with their Training Guides, *The Label*, and the support of one another and their ICON (YOU!).

The focus of training is NOT the full memorization of choreography (a process that can be completed at home using *The Label* for rehearsal and mastery) or the mastery of cues, but instead, a few of our goals for LEVEL Up Training are to make sure Pros leave with a clear understanding of how to take their classes to the NEXT LEVEL with thorough preparation, elevated performance, strategic promotion and intentional purpose.

4 STEPS TO SUCCESS

ICON: Introduce the 4 Steps to Success

PREPARE – Anticipate, Plan and Practice

- Gain a better understanding of how anticipation, planning and practice combine to PREPARE you and your classes for success

PERFORM – Ripstix®, Positions and Cues

- Deepen your understanding of how success relies on Ripstix® and how to use Ripstix® to demonstrate safe and accurate movement patterns, to maximize the clarity of your instruction and to amplify the intensity and effectiveness of your classes
- Build the POUND® Positions from the bottom up, identifying creative solutions for movement dysfunction and limitations
- Maximize the effectiveness of your cues, learning to PERFORM transitions with clarity and a commanding confidence

PROMOTE – Pitch, Market and Promote

- Learn the basic business and social media skills necessary to pitch, market and PROMOTE your classes

PURPOSE – Intention and Connection

- Share your PURPOSE as a POUND® Pro, discuss the importance of intention, and consider why we go the extra mile to build meaningful and lasting relationships with our class participants

ICON: “Individually, each of the 4 Steps to Success are incredibly important. Together, they combine to create a truly next-level class experience. There is one step, however, that lays the foundation for the rest to stand upon. This step is PERFORM. Without PERFORM, the impact of the other 3 steps are lessened. This is because even the best preparation and promotion and the most genuine purpose, class participants won’t keep coming back week after week if we, the POUND Pro, don’t SHOW UP in class. How we perform - how we TEACH – allows us to retain the participants that our preparation, promotion efforts and purpose helped attract.

1st STEP TO SUCCESS: PREPARE

“The stoics did not face each day on a whim, but instead with preparation and discipline. They spent real time thinking and anticipating what was to come over the course of a day, a week, a year.” - *The Daily Stoic Journal. Ryan Holiday and Stephan Hanselman*

ICON: So, it only makes sense that we focus first on the first step to success, PREPARE. Preparing for success involves anticipation, planning and practice.

ANTICIPATE

Anticipation relies on the ability to identify barriers and the commitment to finding solutions.

- Knowledge from past experiences + anticipating barriers = ability to build solutions based on desired outcomes
- Our ability to anticipate the needs of our class participants only improves with practice overtime. To begin, we need to attempt to best understand our audience.

UNDERSTANDING YOUR AUDIENCE

IMPORTANT NOTE: Not all participants within the same class will fall into one of these three, very broad categories. These checklists are simply designed as a guide to help Pros anticipate the generalized needs of the majority of their class participants. Using the Movement Spectrum and technique options, every POUND® class can be effective and appropriate for a wide variety of participants regardless of ability, experience or age!

ICON: Summarize the 3 general audience categories and key considerations for instruction outlined below. Avoid reading word-for-word but instead deliver in your own way and draw Pros into discussion regarding what each audience may yearn for and what may challenge them.

New to POUND®

ICON: Summarize key considerations when teaching to participants who are new to the POUND® workout.

Recommendations for participants newly introduced to the POUND® format with low to moderate cardiovascular fitness, muscular strength and endurance and/or a range of mobility skills:

- 15-, 30- or 45-minute Beginner Set Lists (note: 15 minute set lists are best suited for demo purposes)
- Slightly longer class introductions (4-6 minutes) with position set-up that introduces techniques featured later on in the Set List
- 10 seconds of silence between tracks to demonstrate position set-up and 1-2 techniques in the upcoming track (silence tracks available for download in The Label > Set Lists!)
- Demo upcoming techniques and Movement Spectrum options during track INTROS
- 10+ seconds of silence for transitions to and from the floor in Kit and T&A Positions (as is needed for participant safety)
- Encourage water breaks during track OUTROS, as well as whenever they are needed
- Regress at least one 8-count of each technique as often as possible
- Demonstrate options within the Movement Spectrum frequently. Lead participants who need to actively recover and/or whose safe form has been compromised back to Home Base as needed
- Introduce new tracks at a slower rate

ICON: Summarize the Important Note for POUND® Newbies

While we aim to learn the name of all of our POUND® participants, extra emphasis should be placed on learning the names of participants who are new to POUND® so that we can help them feel seen, comfortable and welcomed. With brand new classes, try to show up earlier than usual, before class begins, to mingle. If you can, stick around after class to check in with as many participants as possible—if not in the studio, maybe in the hall or lobby.

Participant Mix

ICON: Summarize key considerations when teaching to a mix of participants – some who are new to POUND®, some who are regulars, etc.

Participants comfortable with the POUND® format with moderate to high cardiovascular fitness, muscular strength and endurance and/or range of mobility skills:

- 45-minute Beginner Set Lists, 15-, 30- or 45-minute Intermediate/Advanced Set Lists (note: 15 minute set lists are best suited for demo purposes)
- 3- to 5-minute class introductions with position set-up and reminders based on performance during the last class
- 10 seconds of silence between tracks to coach form, introduce new techniques or share a technique reminder (silence tracks available for download in The Label > Set Lists!)
- Find the beat and preview the track's first technique during track INTROS

- 10+ seconds of silence for transitions to and from the floor in Kit and T&A Positions (as needed for participant safety)
- Encourage water breaks during track OUTROS
- Regress at least one 8-count of each technique as often as possible
- Challenge class with the fully activated versions of each technique
- Remind participants of their options within Movement Spectrum as needed
- Introduce new tracks at a moderate rate

ICON: Summarize the Important Note for a Mix of Participants

Recognizing accomplishments class-to-class and providing enthusiastic, heartfelt praise in the moment lets participants know that you have noticed all of their hard work. For example, if Mara's BASSKICKS started out with bent legs when she first came to POUND® class a few months ago but just now in class lifted her legs straight for the entire Kit track, you might shout "YES, MARA!" during Basskicks in the track as you share a big smile and gesture towards her with your Ripstix®. That's all it takes to help someone feel noticed. And Mara's face will surely light up with pride.

POUND Regulars

ICON: Summarize key considerations when teaching to an experienced POUND® audience.

Participants extremely comfortable with the POUND® format with high cardiovascular fitness, superior muscular endurance and strength and/or enhanced mobility:

- 30- and 45-minute Intermediate/Advanced Set Lists
- 3-minute class introductions with position set-up and reminders based on performance during the last class
- Optional silence between tracks (silence tracks available for download in The Label > Set Lists!); use moments between tracks to motivate and encourage
- Find the beat and preview the track's first techniques during track INTROS
- 10+ seconds of silence for transitions to and from the floor in Kit and T&A Positions (as needed for participant safety)
- Choreograph track OUTROS to prolong challenges and/or promote active recovery + time for water breaks as is appropriate
- Progress techniques quickly towards Activated and demonstrate plyometric options and/or prolonged static contractions (e.g., instead of squatting down and up during POP N SQUATS, stay low or pulse in the depth of the squat)
- Remind participants of their options within the Movement Spectrum as is needed
- Introduce new tracks at a quicker rate

ICON: Summarize the Important Note for Regular POUNDers

In classes where participants are extremely familiar with POUND®, try incorporating unique challenges to help keep them engaged and on their toes. Try turning it up with Ripstix® (p. 21 of the manual), having class face in towards each other for a song, or even inviting participants to come to the front to co-teach a track with you. Because regular POUNDers are

more comfortable with the choreography, Pros have the opportunity to move around the room in these classes more than they do in others!

WEEKLY PLANNER

By knowing WHO you are teaching and WHEN, you can begin anticipating your participants' needs and building your classes accordingly. The 3 categories of consideration for class participants as listed in your manual can help you build your classes to best fit your anticipated audiences. Once you've identified your audience, you can detail your classes in your weekly calendar - including location, duration and audience.

In their manuals, Pros can see we have a 45-minute Intermediate participant mix class on Mondays at 7:00a, a 30-minute Advanced class on Wednesdays at 12p and a 45-minute NEW Beginner POUND class on Saturdays at 10:00a.

DRILL: Ask participants to take a moment to reflect on the POUND classes they are currently teaching. Do they feel that their classes fall into one of these broad and generalized categories or are they a combination of 2 or 3?

PLAN

"By failing to prepare, you are preparing to fail." - **Benjamin Franklin**

With anticipation of who our audience(s) is, we can more thoughtfully begin planning for success. Success is oftentimes the culmination of diligent planning and the commitment to a regular practice schedule. No interaction, demonstration, class or event should take place without thorough planning and preparation that is focused on our classes' needs.

SET LIST ROTATION

ICON: Introduce the concept of a Set List Rotation. Write out the 16 staple, rotation, and new release tracks on 1 half of a white board (if available). **NOTE:** *When possible, having the Staple, Rotation and New Release tracks pre-written on one half of a poster board and then a blank 45-minute Set List on the other (as seen in the participants manuals) can be extremely helpful in saving time.*

An EXAMPLE of how to create a Set List Rotation can be found in their manuals. They do NOT need to use these exact tracks when they build their Set List Rotation, but instead should use the Position + Levels Checklist in their manuals as a guide to what positions and levels should be included.

6 Staple Tracks

Staple Tracks are tracks that Pros are very comfortable and confident teaching. They typically require little preparation and practice time. It is likely that posse members, specifically the ones

that have been coming to class for many, many months, are also very comfortable and familiar with these tracks - it's likely they've seen them in class before. These tracks are easy to modify for all ages and abilities - all audiences.

S1 - Got Your Number
S2 - You Can't Stop Me
L1 - Freak Show
K1 - Inside Out
K2 - Blow - K2
CD - Makin' A Move

3 New Releases

Each month POUND releases 3 new tracks to The Label - this is intentional! POUND believes that, at minimum, 3 new tracks should be introduced into our Set Lists each month. This helps keep class interesting, fun and just the right amount of challenging.

S1 - Where's Your Money
S2 - TKO
TA2 - Free Your Mind

7 Rotation Tracks

Rotation Tracks fall "between" Staple Tracks and New Releases. They aren't quite oldies and goodies but they also aren't brand new. These tracks may require a little bit of preparation and practice time before classes. Posse members may have to pay more attention to their Pro's instruction to ROCK these tracks.

WU - Gold
S1 - Rebel Girl
S3 - Energy
L1 - Kiss This
L2 - Hold The Line
K1 - Kick In The Door
TA1 - Unleash The Power

Explain how the Set List Rotation minimizes the number of tracks that Pros need to master. Using a Set List Rotation also maximizes the efficiency of the time Pros spend in preparation and practice for class. Because Set List Rotations require only 16 tracks to be mastered, it helps alleviate feelings of being overwhelmed by too many tracks. At the same time, it still brings an amazing variety of tracks to our classes. Using a Set List Rotation, Pros can build any Set List featured in *The Label*.

DRILL: Using the second half of the white board, complete a 45-minute Beginner Set List, together with the Pros, for the 45-minute Beginner (New to POUND) class "on Saturdays" using the Set List Rotation's tracks.

WU - Gold
S1 - Rebel Girl
L1- Kiss This
K1 - Kick In The Door
S1 - Where's Your Money
L1 - Freak Show
S2 - You Can't Stop Me
K1 - Inside Out
TA1 - Unleash The Power
S1 - Got Your Number
S3 - Energy
CD - Makin' A Move

PRACTICE

"Practice isn't the thing you do once you're good. It's the thing that makes you good." - **Malcolm Gladwell**

After you've identified your audience, mapped out your class schedule and built your Set List using the Set List Rotation, it is important to set time aside to practice. Pros should aim to include the following in their class preparation and practice:

- ROCKing OUT to their Set List's playlists
 - Feel the different portions of a song and song intros and outros
 - Visualize your cues, facial expressions, where you'll demonstrate technique options, etc.
- MEETing-UP with other POUND Pros
 - Supporting one another creates more opportunities for all
- Scheduling PRACTICE times in their weekly schedules
 - Put it in your planner and stick to it!
- ATTENDING other Pros' classes
 - In-person and/or Virtual
 - Learn teaching and performance tips from your peers
 - Experience class as a participant to anticipate your own participants' needs
- REFLECTing after teaching their classes each week
 - Take notes and refer to them in your next practices session

These class preparation and practice "appointments" can be added to their weekly calendars around their class schedules and other personal and professional commitments.

PRACTICE TOOLS (*The Label*)

Review the practice tools available to them in *The Label*:

- POUNDtrack Choreography Library
- Technique Library
- Pro Skills Workshops, Master Classes, and Courses + Learning Center blogs and vlogs

PREP CHECK

Before we start each week, we can aim to:

- File our Sheet Music by Set List and/or Class to maximize practice time
- Create and label each Set List's playlist by class, time and/or day of the week on our phones or devices
- Complete Set Lists with silence tracks for planned track-to-track transitions and POUND-inspired songs to play before class begins and once class ends (after the Cool Down)
- Pack our POUND bag

ICON: This Practice section can be led as a discussion. You might start by asking Pros how they practice and then fill in any areas/Practice Tools that may have been missed. Same goes for the 'Prep Check' - ask Pros what they keep stocked in their POUND bag.

VIRTUAL TIP (optional): Ask Pros who are teaching virtually what they keep in their virtual POUND bag (e.g. extra batteries for mic, spare set of Ripstix nearby, computer charger cable, etc.)

2nd STEP TO SUCCESS: PERFORM

"If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception; it is a prevailing attitude." - *Colin Powell*

ICON: "We believe everyone who shows up to LEVEL Up is comfortable and confident with the POUND® Formula. Our goal with this step to success is to take this understanding to the next level with small tips and tricks that we believe will make a BIG DIFFERENCE."

ELEVATING CLASS EXPERIENCES

By challenging the belief that what we are already doing is "good enough," we exceed expectations and elevate experiences. Let's take the POUND® Formula to the next level.

RIPSTIX®

WHY RIPSTIX®?

Participants and Venues may ask “WHY RIPSTIX®?” Let us count the reasons:

1. Ever wonder why it's so easy to follow the instructor's movements in POUND® class? It's because Ripstix® are green—one of the most easily viewed colors by the human eye!
2. The color green can balance affective states, creating balance between the head and the heart. No wonder you feel so great after a POUND® class!
3. You become a part of the music in POUND® classes. With Ripstix® in your hands, you are focused on rocking out as a member of the band, safely distracted from the intensity and duration of the workout!
4. Rocking out with Ripstix® adds to the lever length of your arms which increases the intensity of each exercise, making POUND® a sweat-dripping good time

LEVEL UP WITH RIPSTIX®

Ripstix® are the secret sauce to the POUND® workout, making it truly different than anything else out there! Ripstix® enhance the intensity, focus and strategic distraction of POUND® classes. They bring us together as movement musicians.

According to Newton's Third Law, every action has an equal and opposite action. Contact interactions are the result of action and reaction forces. The action force is your Ripstix® striking against the floor and the reaction force is the floor pushing back against your strikes with equal force.

Striking with Ripstix forces core contraction. Before we test this, first let's be AWARE of our core - that it exists. Now as we strike, feel how our core is forced to respond to support the movement and our balance.

CORE ENGAGEMENT

Gravity pulls us towards the earth at a rate of acceleration proportional to our mass. The mass and average position of all our body parts in space combine to create our center of mass (Khan Academy, 2019). Ripstix® increase the core engagement of the POUND® workout while making each class incredibly engaging and fun.

HOW: Each time you challenge your upper body to strike your Ripstix® to the floor or together in the air, your body's center of gravity shifts, and your body is knocked off balance. As a result, your core kicks into action to keep you from stumbling off balance.

ICON: Exaggerate a strike without core engagement, knocking you off balance and then one with core engagement, staying stable.

Gravity is our friend, and sometimes our “enemy”. It's the reason why we aren't floating up into space and it's also the reason why if I were to trip right now, I'm certain I'd face-plant. Gravity is an acceleration that pulls us down to earth - directly proportional to our mass. This gravitational pull on my mass is localized around what is called my center of mass/gravity. So

how are we standing upright? How do we lift our legs in a DEEP SIDE SNARE? How do we move through a POUND class and jump? The coordination of our primary movers/muscles power the movement and our synergist muscles support - specifically the core - so the movement is executed without the dreaded face plant.

INTENSITY

The larger the range of motion and/or the harder the strike, the more intense the POUND workout becomes. Ripstix allow each unique participant to adjust the intensity of their own workout, maximizing program safety and results.

HOW: Participants can customize their POUND experience and quickly adjust the intensity by striking a little softer or a little harder, sliding their hands up or down the Ripstix® and/or increasing or decreasing their range of motion.

DRILL: Lead participants as they perform DIGs in Set position with minimal effort for two 8-counts and then with maximal effort for two 8-counts. Ask them to reflect on the difference in physicality.

DRILL: Lead participants as they 'Air' POUND in Set position with their hands at the end of their Ripstix for two 8-counts and then half-way up their Ripstix for two 8-counts. Ask them to reflect on the difference in physicality. *Alternate technique option: DOWN/UPS*

DRILL: Lead participants through the tiers of the Movement Spectrum as they perform DSS without Ripstix®. Then, repeat with Ripstix®. Ask Pros to reflect on the differences in physicality. Simply holding Ripstix should intensify each tier of the Movement Spectrum.

TOTAL BODY

Where you might do squats alone in another workout class, in POUND® you squat while actively engaging your core and upper body with each Ripstix® strike. This turns an exercise that might otherwise isolate work to only a few muscles into a dynamic, energetic, total-body workout.

HOW: Instead of simply squatting up and down with their body weight, participants perform a variety of movements with their arms at the same time which challenges the muscles of their upper body. For example, while performing POP N SQUATS each Ripstix® strike challenges your upper body. All this movement challenges your body's stability and, in response, your upper body and core fires on all cylinders to help maintain your balance.

"This is LEVEL Up - we are always exploring the WHY"

DRILL: Have participants squat up and down holding their Ripstix® out in front of them for two 8-counts and then striking down and up for two 8-counts. Ask them to reflect on the difference in physicality.

TEACHING WITH RIPSTIX®

Ripstix® are an amazing visual aid for cueing movement and choreography. Bright green and easy to see, Ripstix® exaggerate cues by making them bigger and easier to follow!

FORM

Ripstix® are excellent tools for clear and direct visual reminders for proper form. With a quick, simple Ripstix® gesture, you can cue to:

STRAIGHTENED BACKS

- **DRILL:** Have participants exaggerate a rounded back and then, using a Ripstix® placed vertically along the front of their torso, straighten to an upright position.

RETRACTED SHOULDERS

- **DRILL:** Standing upright, have participants exaggerate forward-rolling shoulder and then, using a Ripstix® placed horizontally across the collar bones, retract the shoulders back and down

KNEE ALIGNMENT

- **DRILL:** Standing upright with shoulders back and down in Set position, have participants safely demonstrate knee valgus. Circle Ripstix back, up, forward and then down in front of the thighs as knees move into proper alignment

VISUAL CUES

DRILL: Lead participants through the 5 visual cues pictured in their manuals: Breathing, Speed, Directional Point, Stop and Wrangle, demonstrating and practicing their use.

TURN IT UP WITH RIPSTIX®

Ripstix® can be used to build in added challenges to keep seasoned participants on their toes and to help make sure every participant is giving all they've got to each and every class! They came to MAKE NOISE, didn't they?

SYMMETRY

Challenge participants to move with the same range of motion and intensity for both sides of every technique. This helps create muscular balance and promotes flexibility.

DRILL: Lead participants through WARRIOR RAINBOW (R) on the right side for two 8-counts and then on the left side for two 8-counts. **ICON NOTE:** be sure to count slowly

DISTANCE

The larger a movement, the more energy that is required. Challenge your participants to expand their range of motion and enhance the efficacy of their workout.

DRILL: Lead participants through CROSSOVERs moving only a small distance laterally for two 8-counts and then with a large distance laterally for two 8-counts. **ICON NOTE:** be sure to count slowly

AMPLITUDE

Thanks to Ripstix®, we can HEAR the intensity of our movements in POUND® class. Challenge your class to turn their workout up a notch by increasing the amplitude of their Ripstix® strikes

DRILL: Lead participants as they POUND quietly in Set Position for two 8-counts and then loudly for two 8-counts. **ICON NOTE:** be sure to count slowly. *Alternate technique options: DOWN/UPs*

LEAD

Most participants have a natural inclination to strike with one Ripstix® over the other. Make every track feel brand new by challenging your class to switch their strike lead – their non-dominant side striking on top.

DRILL: On the count of 3, ask participants to strike their Ripstix® together overhead and hold them there. Once struck, have participants observe which arm struck over the other. Lead participants through two 8-counts of RAINBOWs with that same arm striking on top and then two 8-counts with the other arm striking on top. **ICON NOTE:** be sure to count slowly.

ROCKING RIPSTIX®

POUND® is an effective, total-body workout for any age and stage because regardless of taking options, your legs, arms and core are constantly engaged, and your heart rate is elevated. You can help your participants get excited about the effectiveness of rocking Ripstix® during your class introduction.

ICON: For example: “No matter what, keep those Ripstix® moving. Every single time you strike your Ripstix® in the air (**ICON:** demonstrate a strike overhead) or, if you choose to, on the ground (demonstrate a strike that hits the floor), your center of gravity is shifted (**ICON:** exaggerate a shift in body weight) and your core kicks into high gear to keep you balanced and in position. So, keep those arms moving and you’ll experience the total-body, sweat session that is POUND®!”

In POUND you’re not only rocking out (rockstar) but rocking out (rocking your body)

POSITIONS

“Knowledge is power. Information is liberating.” - *Kofi Annan*

ICON: “You all already know POUND’s 4 Positions, let’s take your understanding of each position and coaching skills to the next LEVEL!”

INSTRUCT UP WITH THE POUND® POSITIONS

Advance your knowledge and understanding of the POUND® Positions and elevate your ability to coach correct position setup, safe biomechanics, and advanced technique options as a next-level POUND Pro.

SET POSITION

Lower-body muscular strength, endurance and power

DRILL: Build Set position from the bottom up, leading participants through the descriptive verbal coaching cue (Position Set Up) and visual cue at the same time. Share the importance of clear, direct coaching cues in helping participants feel confident and comfortable. These cues can be used alone, together, and in any combination that is needed for your students. Share these cues in the class introduction as well as before each Set Track in the Set List.

DRILL: Move participants through the eccentric, concentric and isometric biomechanics involved in Set position. Explain that each movement is a link in a chain. If one link is broken, the entire chain loses its integrity. Their goal is to begin to identify which link in the chain may be missing for participants in their class and then use specific cues (i.e., bend your knees) to help guide them into the correct body alignment and form.

DRILL: Lead participants through RAINBOWs in Home Base while sharing with participants the importance of starting at Home Base for certain audiences.

DRILL: Lead participants through RAINBOWs fully activated while sharing with participants the importance of sharing new challenges as their classes become comfortable and confident movers.

DRILL: Lead participants through RAINBOWs at knee-height while sharing with participants the importance of returning to the middle of the Movement Spectrum often when teaching varied fitness levels.

DRILL: Lead participants through the 3 technique options for common Set position techniques listed in their training manuals. Ask them if they can think of a time when each option could be appropriate for individual participants in their classes or even entire classes.

VIRTUAL INSTRUCTION TIP (optional): Participants don’t always have the space to stand back far enough from their cameras for Pros to see their full bodies. Consider what techniques might lead towards knee valgus in Set position and offer visual and/or verbal cues during those techniques.

KIT POSITION

Core stability, strength and endurance

DRILL: Build Kit position from the bottom up, leading participants through the descriptive verbal coaching cue (Position Set Up) and visual cue at the same time. Share the importance of clear, direct coaching cues in helping participants feel confident and comfortable. These cues can be used alone, together and in any combination that is needed for your students. Share these cues in the class introduction as well as before each Kit Track in the Set List.

DRILL: Move participants through the eccentric, concentric and isometric biomechanics involved in Kit position. Explain that each movement is a link in a chain. If one link is broken, the entire chain loses its integrity. Their goal is to begin to identify which link in the chain may be missing for participants in their class and then to use specific cues (i.e., bend your knees) to help guide them into the correct body alignment and form.

DRILL: Lead participants through POUNDing in Home Base while sharing with participants the importance of starting at Home Base. Then, progressing them slowly through the Movement Spectrum towards fully activated, share that progressions should be introduced with a watchful eye, making sure safe and proper form is maintained every step along the way.

DRILL: Lead participants through the 3 technique options for common Kit Position techniques as listed in their manuals. Ask them if they can think of a time when each option could be appropriate for individual participants in their classes or even entire classes.

ELEVATING PARTICIPANTS QUITE LITERALLY

Flexibility may limit a participant's ability to sit up straight and elongate their spine in Kit position, consequently interfering with their ability to successfully recruit their entire core. In this situation, have the participant sit on top of their rolled/folded mat or on a (stable!) small riser/box. Elevating participants off the floor just a few inches can make a significant difference by allowing them to sit tall and properly recruit their core to build strength.

ICON: Props should only be used for safety options. When they are not being used, props should be stored off to the sides of the room (to minimize any tripping risks or visual impairments). In the POUND format, we do not strike our Ripstix® on props. Instead, we use the Movement Spectrum.

PRO TIP: Show enthusiasm in your demonstration of technique options to help encourage participants who need help feeling confident moving to the option safest for their bodies.

VIRTUAL INSTRUCTION TIP (optional): When teaching virtual classes, ask your participants to adjust their cameras for tracks in Kit and T&A position (and re-adjust when standing back up!) and set up the Silence Tracks in your Set List accordingly.

T&A POSITION

Muscular strength and endurance in the posterior chain

DRILL: Build T&A position from the bottom up, leading participants through the descriptive verbal coaching cue (Position Set Up) and visual cue at the same time. Share the importance of clear, direct coaching cues in helping participants feel confident and comfortable. These cues can be used alone, together and in any combination that is needed for your students. Share these cues in the class introduction as well as before the T&A Track in the Set List.

DRILL: Move participants through the eccentric, concentric and isometric biomechanics involved in T&A Position. Explain that each movement is a link in a chain. If one link is broken, the entire chain loses its integrity. Their goal is to begin to identify which link in the chain may be missing for participants in their class and use specific cues (i.e., abduct your legs) to help guide them into the correct body alignment and form.

DRILL: Lead participants through OH THRUSTs in Home Base while sharing with participants the importance of feeling comfortable in Home Base. Once they've found the Home Base positioning comfortable and safe for their individual body, they can choose to progress to a small lift (lead participants into a small lift), full lift (lead participants into a full lift) and even a narrow base of support (lead participants into a narrow base of support).

DRILL: Lead participants through the 2 technique options for common T&A Position techniques. Ask them if they can think of a time when each option could be appropriate for individual participants in their classes or even entire classes.

DRILL: Have participants stand and perform the 2 techniques again, this time standing with you. Share that this is a great option for participants uncomfortable transitioning to the floor for T&A position that will keep them engaged, moving and their heart rates elevated.

VIRTUAL INSTRUCTION TIP (optional): Coming up to your screen to check on participants' biomechanics in T&A position is always good! Just remember to step back in time to show technique options and technique changes so participants can see your full body as you are teaching standing.

LUNGE POSITION

Split stance that promotes balance, flexibility, muscular strength and endurance, and power

DRILL: Build Lunge position from the bottom up, leading participants through the descriptive verbal coaching cue (Position Set Up) and visual cue at the same time. Share the importance of clear, direct coaching cues in helping participants feel confident and comfortable. These cues can be used alone, together and in any combination that is needed for your students. Share these cues in the class introduction as well as before each Lunge Track in the Set List.

DRILL: Move participants through the eccentric, concentric and isometric biomechanics involved in Lunge Position. Explain that each movement is a link in a chain. If one link is broken,

the entire chain loses its integrity. Their goal is to begin to identify which link in the chain may be missing for participants in their class and then use specific cues (i.e., bend your knee) to help guide them into the correct body alignment and form.

DRILL: Lead participants through WINDMILLS in Home Base of Lunge Position. One cue at a time, make sure participants are aware of the correct set-up for Home Base in Lunge Position. Participants should experience the challenge of performing techniques correctly in Home Base:

- Toes facing forward
- Feet 4-8" apart
- Feet flat on the ground
- Knees softly bent
- Spine neutral (not hyperextended and collapsed into their low backs)
- Core braced

DRILL: Lead participants through the 3 technique options for common Lunge position techniques. Ask them if they can think of a time when each option could be appropriate for individual participants in their classes or even entire classes.

VIRTUAL INSTRUCTION TIP (optional): Consider turning to the diagonal or fully to the side at some point in your demonstration of Lunge position during the class introduction, prior to a Lunge track, and/or within the track itself so participants can see your alignment. This tip can also be applied to Kit Position.

CUES

"The man who wants to lead the orchestra must turn his back on the crowd." - *Max Lucado*

ICON: "Let's build on what was learned in POUND Pro Training and take our cues to the next LEVEL!"

CUEING TO THE NEXT LEVEL

Take your cues to the next level with planning, practice and an enthusiastic delivery. Cueing brings the choreography of Instructor Tracks to life and makes it easier for you class to follow along and MAKE NOISE! Teaching with clear, concise and polished cues will elevate your instruction and keep participants coming back week after week.

SPEED CUE

The cue for an increase in speed is distinct, bold and eye-catching. By moving one Ripstix® in a large, exaggerated circle overhead right before the change, participants know that the technique being performed is about to speed up.

ICON: Review our cue for speed, emphasizing the importance of the cue being big and bold.

DRILL: Lead participants in the choreography of **Speakerbox** counting out loud (without music) through the first 2 speed cues. Repeat if necessary.

- Lead participants through the same section of choreography with music. Repeat if necessary
- Lead participants through the next section of choreography counting out loud (without music) and moving through the next 2 speed cues. Repeat if necessary
- Lead participants through the track up to the end of the 4 speed cues with music. Repeat if necessary
- Continue until half of the track has been reviewed and practiced

ICON NOTE: When deciding to move on, ICONs should reflect on if the Pros feel confident with the first half of the track and cue. If so, explain, that the group assigned this track will have time to work with their group to integrate speed cues into the second half before leading it in front of the rest of the Pros.

ICON: Call attention to the *Technique Tips* listed in their manual. They are a resource in their training manual that can be used in the group breakout sessions (live trainings) as well as their own personal practice.

VIRTUAL INSTRUCTION TIP (optional): In a virtual setting, the speed cue can sometimes get lost - in bright lighting, in a background the blends in with the color of the Ripstix, in a camera frame that just cuts off the overhead reach of your arm. Pairing the speed cue with a verbal cue such as "Speed it up!" will keep your virtual participants moving at the designated speed.

DIRECTIONAL POINTS

A large, exaggerated point with your Ripstix® tells participants what direction they are moving in next. If a technique is changing from the right side to the left, a large directional point of the Ripstix® to your participant's left before the switch occurs helps them anticipate the change. Directional Points can be forward, backward, up, down, right, left and even diagonal.

ICON: Review our directional point cues, emphasizing the importance of the cues being big and bold.

DRILL: Lead participants through the choreography of **99 Red Balloons** counting out loud (without music) through the first 2 directional point cues. Repeat if necessary.

- Lead participants through the same section of choreography with music. Repeat if necessary.
- Lead participants through the next section of choreography counting out loud (without music) and moving through the next 2 directional points cues. Repeat if necessary.
- Lead participants through the track practicing the 4 directional point cues that were rehearsed with music.
- Repeat if necessary.
- Continue until half of the track has been reviewed.

ICON NOTE: When deciding to move on, ICONs should reflect on if the Pros feel confident with the first half of the track and cue. If so, explain that the group assigned this track will have time to work with their group to integrate directional point cues into the second half before leading it in front of the rest of the Pros.

ICON: Call attention to the *Technique Tips* listed in their manual. They are a resource in their training manual that can be used in the group breakout sessions (live trainings) as well as their own personal practice.

VIRTUAL INSTRUCTION TIP (optional): Just like the speed cue, using a verbal cue while demonstrating a directional point can go a long way in a virtual POUND class. Remember to keep those verbal cues short, sweet, and on the beat!

STOP & WRANGLE

A stop cue is a grand, visual gesture that ceases all movement to capture participant attention and prepare them for a new technique, progression, transition or moment of rest. A stop cue can also be used to reset disordered movement, stopping a technique to bring participants back to Home Base. A wrangle cue often follows a stop cue but can be used on its own as well.

Wrangle cues are sweeping, grand gestures that guide a significant change in body position, technique or direction (e.g., guiding participants from a front-facing technique to a side-facing technique).

ICON: Review our stop and wrangle cues, emphasizing the importance of the cues being big and bold. Share that you are going to demonstrate the first part of the Lunge Level 2 track, *Believer*, without any cues. Ask participants to carefully observe.

DEMO: Demonstrate the first part of the Lunge Level 2 track, **Believer**, without any cues (through the 10th Pod, STEPOUT)

ICON: Share that you are going to lead the track again, this time with STOP & WRANGLE CUES. **NOTE:** ICON should aim to demonstrate ONLY stop and wrangle cues. Do not draw attention to the lack of other cues, simply emphasize the stop and wrangle cues.

DEMO: Demonstrate the first part of the Lunge Level 2 track, **Believer**, with only stop and wrangle cues (through the 10th Pod, STEPOUT).

DRILL: Lead participants in the choreography of **Believer** counting out loud (without music) through 2 stop and wrangle cues. Repeat if necessary.

- Lead participants through the same section of choreography with music. Repeat if necessary.
- Lead participants through the next section of choreography counting out loud (without music) up through the next 2 stop and wrangle cues. Repeat if necessary.

- Lead participants in the track through the 4 stop and wrangle cues with music. Repeat if necessary.
- Continue until half of the track has been reviewed.

ICON NOTE: When deciding to move on, ICONS should reflect on if the Pros feel confident with the first half of the track and cue. If so, explain that the group assigned this track will have time to work with their group to integrate stop and wrangle cues into the second half before leading it in front of the rest of the Pros

ICON: Call attention to the *Technique Tips* listed in their manual. They are a resource in their training manual that can be used in the group breakout sessions (live trainings) as well as their own personal practice.

VIRTUAL INSTRUCTION TIP (optional): Internet speeds may cause a delay in your view of your participants. Because of this and because participants are muted during virtual classes, it is impossible to tell if movement is disordered. Stop cues will only be used to capture your participants' attention as techniques change in a virtual class setting.

PREDICTIVE MOVEMENT

Predictive movement cues give participants a sneak peek of the next technique or progression coming up next in the choreography. Pros take an early lead by performing the upcoming progression or technique before the choreography is set to change. This movement preview typically occurs 2 to 4 counts before the new technique is choreographed to start.

ICON: Review predictive movement cueing, emphasizing the importance of the cues being big and bold. Share that you are going to demonstrate the first part of the Set Level 2 track, **You Can't Stop Me**, without any cues. Ask participants to observe carefully.

DEMO: Demonstrate the first part of the Set Level 2 track, **You Can't Stop Me**, without any cues (through the 7th Pod, SQUAT EDGE STEP)

ICON: Share that you are going to lead the track again, this time with PREDICTIVE MOVEMENT CUES. **Note:** ICON should aim to demonstrate ONLY predictive movement cues. Do not draw attention to the lack of other cues, simply emphasize the predictive movement cues.

DEMO: Demonstrate the first part of the Set Level 2 track, **You Can't Stop Me**, with only predictive movement cues (through the 7th Pod, SQUAT EDGE STEP).

DRILL: Lead participants in the choreography of **You Can't Stop Me**, counting out loud (without music) through the first 2 predictive movement cues. Repeat if necessary.

- Lead participants through the same section of choreography with music. Repeat if necessary.
- Lead participants through the next section of choreography counting out loud (without music) and moving through the next 2 predictive movement cues. Repeat if necessary.
- Lead participants in the track through the 4 predictive movement cues with music. Repeat if necessary.
- Continue until half of the track has been reviewed.

ICON NOTE: When deciding to move on, ICONs should reflect on if the Pros feel confident with the first half of the track and cue. If so, explain that the group assigned this track will have time to work their group to integrate predictive movement cues into the second half before leading it in front of the rest of the Pros.

ICON: Call attention to the Technique Tips listed in their manual. They are a resource in their training manual that can be used in the group breakout sessions (in-person trainings) as well as their own personal practice.

VIRTUAL INSTRUCTION TIP (optional): Predictive movement cues are particularly effective in virtual classes. They show participants exactly what is coming up next with enough time to process what they see. Plan and practice your predictive cues (as well as all the cues!) so your class feels like the ultimate rockstars by landing the technique change right on beat!

TEACHING T&A

T&A tracks are a dynamic part of POUND®'s Set List progressions. Strategically placed in the second half of the Set List, T&A tracks allow participants to lie supine (on their backs) while challenging their core and posterior chain of muscles. T&A tracks provide active recovery that is necessary for the final push to the finale track at the end of the Set List. Our classes' safety, enjoyment and success during T&A tracks depends on how POUND® Pros instruct T&A. POUND® Pros teach T&A standing to help ensure that their classes can clearly see their instruction and, most importantly, stay safe during the track. Standing during instruction allows POUND® Pros to direct their voice, gaze and overall instruction and cues towards the participants—even the ones in the far, back corners!

DRILL: Lead participants through the steps to set up class for a T&A Track

1. Split the room down the middle into right and left halves
2. Have participants lie on their backs with their toes pointing in towards the imaginary line that splits the two sides of the room in half
3. Turn the music on and lead the T&A track standing along the imaginary line that splits the room in half using exaggerated movements and clear verbal cues

DRILL: Lead participants through the LEVEL Up Exclusive T&A Level 2 Track, **Ease My Mind**. Explain that you will be demonstrating how POUND® recommends leading a T&A track in their regular classes

- Demonstrate the first 3 techniques of Ease My Mind supine before the track begins (30-60 seconds of a silence track). Give participants the opportunity to practice each technique themselves. Provide feedback and reminders for form.
- Set the music to play. Lead the entire track standing.

DRILL: Have participants stand and, pod-by-pod, lead them through each *unique* T&A technique featured in **Ease My Mind** standing.

DRILL: Lead participants through a second run of T&A Level 2, **Ease My Mind**, with everyone standing.

VIRTUAL INSTRUCTION TIP (optional): Because participants' views of their bandmates are limited by the size of their screens in virtual classes, it's harder for them to rely on one another for technique insights. Clear, concise instruction when previewing techniques supine and standing during the silence track prior will help your students rock the T&A track without letting their heart rates drop too low!

ICON: If available, using a microphone during T&A tracks can help project your voice and increase participant success. Be sure to give participants an appropriate amount of time to transition down and back up off the floor before and after T&A tracks. Remember, participants who are uncomfortable transitioning to the floor for T&A can perform the track standing with you.

BREAKOUT SESSIONS (LIVE TRAININGS)

Divide participants into 4 groups. Assign each group a track and its corresponding cue (e.g., 99 Red Balloons + Directional Points). Explain that each group will have 20 minutes to work together to practice their cues within the track. Then one group at a time, each group will have a chance to lead their track to the training participants. As they lead their tracks, you will use their postcards from earlier in the day to provide feedback. **ICON NOTE:** Pros are welcome to incorporate other cues, additional to the cue assigned to their track. Their emphasis, however, should be on the track's assigned cue.

TEACHBACKS

One group at a time, have each group hand you their postcards and then head to the front of the room to lead their assigned track. Let them know that you will return their postcards at the end of the training day with their certificates of completion. Before each group begins teaching, ask participants to introduce themselves to the group (this will allow you to line up their post cards in the same order they are standing).

Group 1: Speakerbox + Speed Cues

Group 2: 99 Red Balloons + Directional Points

Group 3: Believer + Stop and Wrangle

Group 4: You Can't Stop Me + Predictive Movement

POSTCARDS

ICON: At minimum, check the cue box for each group's assigned cue and leave 2 positive comments and 1 constructive comment ("compliment sandwich": one positive, one constructive, and end with another positive) on each postcard. You may hand the postcards back to each Pro after all the teach-backs are complete, or at the end of training if you need extra time to complete them.

FEEDBACK

After each group presents, provide feedback to the **group**. Feedback should include 1 piece of positive feedback, 1 piece of constructive feedback and then 1 more piece of positive feedback. Congratulate them on a job well done, and then invite the next group to lead.

3rd STEP TO SUCCESS // PROMOTE

"We are drawn to leaders and organizations that are good at communicating what they believe. Their ability to make us feel like we belong, to make us feel special, safe and not alone is part of what gives them the ability to inspire us." - *Simon Sinek*

ICON: Just because we show up for class doesn't mean anyone else will. We can prepare with anticipation, planning and practice, but we can't expect people to just show up to class and to then to keep coming back week-after-week.

PITCHING POUND®

Your "elevator pitch" is a 2-3 sentence description of POUND® that you can share in the time it takes to ride in an elevator. If you're actively teaching at new Venues, adding new classes, or gaining new class participants, you probably know your "elevator pitch" by heart. You can share your pitch at the beginning of class for new participants or when teaching a demo. Your elevator pitch(es) should be practiced until it feels like second nature.

ICON: Explain to participants that you'd like them to reflect on their POUND® "elevator pitch." Speak to how their go-to POUND® pitch should be at the foundation of what they share with others about POUND®. From this foundation they may end up elaborating on specific concepts depending on who they are speaking to (i.e., venue manager, friend, newcomer, etc.). Just as their mission statements can change over time, so can their go-to POUND® Pitch. Explain that you are going to play music for 3 minutes as they write their go-to POUND® Pitch in their LEVEL Up Training Guides. They will know time is almost up as the music starts to fade. Let participants know you will be asking for volunteers to share their pitch and that this will be completely optional.

DRILL: Play music quietly for 3 minutes as participants write their go-to POUND® Pitch in their LEVEL Up Training Guides. Begin fading the song out slowly from minute 2:30-3:00

DISCUSSION: Share your go-to POUND® Pitch and then ask for volunteers to share theirs as well.

ICON: Aim to incorporate as much discussion as possible throughout the rest of the Promote section while still hitting on the key learning concepts. Lean on the expertise and experience of the Pros in attendance and their willingness to share.

THE VENUE PLAYBOOK

Pros should be able to speak to WHY Venues should bring POUND® to their facilities with enthusiasm and confidence.

- Gain visibility as an approved POUND® Venue of POUND®'s website.
- POUND® is taught using just Ripstix® and mats. Because of this, POUND® can be offered immediately with low start-up costs and can be offered nearly anywhere!
- POUND® is a global sensation, in demand and featured in the press around the world.
- POUND® is a drumming workout with bright green Ripstix® and amazing music that STANDS OUT to members and on class schedules
- Members love POUND® (come prepared with a few testimonials to share)!
- POUND® Venues receive ongoing support from POUND® HQ with access to an online portal featuring high-resolution, professional grade promotional materials that are updated seasonally! As an approved POUND® Venue, your gym and classes show up on **poundfit.com**.

THE PITCH PLAN FOR NEW VENUES

1. REACH OUT
2. SET A MEETING
3. ARRIVE EARLY
4. BOOK A DEMO
5. DO YOUR RESEARCH
6. PREPARE
7. FOLLOW UP

THE PARTICIPANT PLAYBOOK

Participants all choose to exercise (or not to exercise) for many different reasons. Pros should feel confident speaking to the many different reasons WHY participants will enjoy POUND® class.

POUND® is...

- A cardio-jam session inspired by drumming and the feeling of being a complete and total rockstar

- A ROCKOUT WORKOUT that uses variable-intensity interval training and weighted drumsticks called Ripstix® to create an incredibly fun and effective exercise class
- The perfect place to let loose, get energized, tone up and rock out. Designed for all fitness levels, the workout provides many movement options and is great way to have FUN while exercising
- A total-body workout that combines cardio, conditioning and strength training with Pilates® and yoga-inspired movements to improve overall fitness and release the rockstar within

THE PITCH PLAN FOR NEW PARTICIPANTS

1. SAY HELLO
2. REACH OUT TO THE CURIOUS OBSERVER
3. BE ACTIVE AT YOUR GYM
4. POUND THE PAVEMENT
5. PARTNER UP
6. STICK WITH YOUR 'STIX

PRO TIP: Always have business cards and/or flyers with you so you can leave interested Venues/participants with something to remember you by! Ask them if it's okay to reach out, and then grab their social media handles and emails.

MARKET

"Marketing is really just about sharing your passion." - *Michael Hyatt*

THE MARKETING PLAYBOOK

Marketing is an essential part of business promotion. There are a lot of things you can do to market and grow your classes. These tips and tricks will help get you started

MARKETING RESOURCES

- YOUR PERSONAL INSTRUCTOR PAGE ON POUNDFIT.COM. Your personal instructor page on poundfit.com contains all the key information a student or Venue would want to know about you as an instructor: your bio, your motto, your POUND® class schedule, any events you are teaching and more! Update and edit your My PROfile page on the Dashboard of *The Label*. Share your PROfile Page URL with potential new Venues and participants (as well as your current ones!) to help promote your classes and get them connected with you on social media.
- MARKETING MATERIALS IN *THE LABEL*. – Inside the Marketing + Promotion section in *The Label*, access everything you need to market and promote your classes—business cards, flyers, posters, social media assets and more! Then, you can

use an editing platform or app like Canva to customize your materials with class times and locations before printing on your own.

THE MARKETING PLAN

1. CROSS-PROMOTION
2. DISTRIBUTE COLLATERAL
3. SHARE REFERRAL REWARDS
4. CREATE GOAL-BASED INCENTIVES

STARTING A FITNESS BUSINESS

Depending on your goals, starting your own business and renting your own space to hold classes in can be a great idea. Renting your own space allows you to set your own class schedule and rates and can potentially increase your earning potential. It will be important to research the requirements for owning your own business and running your own classes before getting started as well as to consult with a lawyer. For instance, you will want to look into professional liability insurance, register your business with your city and state, etc.

PROMOTE

“Start going the extra mile and opportunity will follow you.” – *Napoleon Hill*

THE PROMOTION PLAYBOOK

Promotion efforts increase awareness by sparking new interest and participant engagement. Promotion efforts can be both verbal and visual, communicating information to current and new class participants

ICON: Promotion efforts require a significant amount of work and can take some time, but the results will always be worth it. And once you achieve results, don't stop! Promotion is an ongoing effort!

PROMOTION GOALS

- Increase awareness
- Spark intrigue
- Deliver clear and interesting information
- Differentiate your classes from others

THE PROMOTION PLAN

1. INCENTIVES/GIVE-AWAYS
2. EMPOWER YOUR POUND® POSSE
3. COMMUNICATE LIKE A BOSS

NOTE: It is important to receive consent before collecting or sharing participant contact information and reaching out. Pros should familiarize themselves with the legal requirements in their location for contacting participants and potential new clients.

ICON: Spark a discussion by asking what kind of incentives/give-aways the Pros' venues offer and how they currently empower and communicate with their Posse.

THE SOCIAL MEDIA PLAYBOOK

Social media helps us connect with our class participants, both old and new, by increasing class visibility and awareness. Social Media offers all the benefits of word-of-mouth promotion with the added power of complex algorithms designed to share your message with participants interested in classes like yours.

OPPORTUNITIES

- Create a strong online community that allows participants to be a part of the conversation and stay engaged between classes
- Provide a platform for Posse members to share their stories and support one another as well as for you to support them
- Deliver information in a compelling and relevant way that captures attention and sparks continued interest

THE SOCIAL MEDIA PLAN

1. CREATE AN ACCOUNT
2. BUILD YOUR PROFILE
3. FIND YOUR AUDIENCE
4. EXPAND YOUR PRESENCE
5. COMMUNICATE WHEN AND WHERE
6. DRIVE NEW TRAFFIC
7. ENGAGE

ICON: Spark a discussion amongst the Pros on what platforms they prefer, if they've found more success with stories, reels, or posts, and what content has been the most engaging for their audience? Ask if the Pros have resources or apps that they like to use for editing content, scheduling posts, and/or keeping themselves organized.

4th STEP TO SUCCESS // PURPOSE

"Setting an intention is activating a part of your receptivity. If you were to go out in the day, and not have set any intention..., then you're getting on a bike with no direction. This can be great sometimes because you're allowing fate to happen to you, but if you know that you want to get somewhere, the power of setting an intention is going to help you get there." – *Kelsey Patel*

INTENTION

SETTING INTENTIONS

Intentions give structure to what is important to you, creating focus that helps manifest your goals. Intentions direct attention and energy to your purpose and create a framework and motivation for your daily life.

- Intentions should be specific and measurable. You should be able to reflect on your intentions and confidently assess their success.
- A strong and positive intention will attract similar energy in all aspects of life. It helps push negativity into your periphery, changing – in small ways – the way you see each day.
- Different from a goal, intentions are about WHO you wish to be and WHY. They are centered around what you wish to contribute to those around you

IDENTIFYING STEPS

Measurable steps can help us stay focused on our intentions and to further promote their manifestation. First, identify your intention. Then, decide on small steps that you can take to support it.

ICON: Let participants know that we are going to set an intention for POUND® in our lives right here and now. The intention can be for the year, for the month or even for a specific class or class participant. Just like our personal mission statements, intentions can change over time! Explain that you are going to play music for 3 minutes as they write their intention and 3 measurable steps that they can take to help them stay focused on their intention. Share that measurable steps can be evaluated – a clear decision can be made as to whether or not they were accomplished. For instance, being kind isn't a measurable goal, but saying hello to 3 new class participants and asking about their interests is. They will know time is almost up as the music starts to fade.

DRILL: Play music quietly for 3 minutes as participants write their intention and three steps in their Training Guide. Begin fading the song out slowly from minute 2:30-3:00

DISCUSSION: Share your intention and steps and then ask for volunteers to share theirs as well.

CHECKING IN

As each day, week and even month goes by, remember to check back in with your intention. We like to start each day with reflection and meditation, but if that's not your thing, a simple note on your desk or calendar event in your schedule can do the trick!

CREATING EXPERIENCES

BEFORE CLASS

- Show up at least 10 minutes early, set and ready to go. Clear the room, lay mats out, set music to play and dim the lights
- Set business cards, class punch cards, email or newsletter sign-up lists, and a place to share their social media information, etc. on a small table in the back of the room
- Hand out Ripstix® to each participant personally and greet them by name
- Welcome new participants enthusiastically. Ask if it is their first POUND® class and if they have any existing injuries you should know of
- Start your class introduction precisely on time

AFTER CLASS

- Praise your class for their hard work and badassery!
- Invite participants to your next class, letting them know when and where it is
- Encourage them to take a business card, class punch card, share their social media information, sign-up for emails/newsletters, etc. at the table in the back of the room
- Let your POUND® Posse know that you'll be sticking around, either inside the studio, out in the hall or in the lobby, for 10 minutes after class if anyone would like to chat or ask questions

CONNECTION

"The business of business is relationships; the business of life is human connection." - *Robin Sharma*

COMMITTING TO CONNECTION

Connection relies on consistency and trust. If we hope to build meaningful relationships with our class participants, we will want to be reliable and show up for them week after week.

NEW BANDMATE LOVE

Summarize the importance of showing new bandmates love.

SHOW UP FOR YOUR POSSE ONLINE

Summarize the importance of showing up online for our posse and how we can do so.

GO ABOVE AND BEYOND

If our goal is to create experiences, we will want to be a little 'extra.' Exceeding class expectations can help you stand out from the crowd, and speaks to your commitment to connection. For example: "You wouldn't believe how thoughtful my POUND® instructor is! They remembered that my kid is leaving for college this weekend and gave me a little care package

with snacks to give her.” This is just one way to leave a lasting impression and keep people talking positively about you and your classes.

BE A LITTLE ‘EXTRA’

ICON: Emphasize that being ‘extra’ does not have to cost a thing. Being ‘extra’ is as simple as putting in a little extra effort, paying better attention and showing a little more love and kindness.

- Share celebratory cards
- Follow up about injuries and/or class concerns
- Ask for an update on the story a participant shared after the last class (e.g., their daughter leaving for college)
- Share small gifts on special occasions or holidays

ICON: Ask Pros who they go above and beyond for their Posse.

EXCLUSIVE LEVEL UP TRACKS

“Where words fail, music speaks.” - *Hans Christian Andersen*

OPTION #1

(45-75 minutes of time remaining)

Congratulate your Pros on an amazing day and a job well done! Share that they are going to put everything they learned today together in one final elevated jam session!

Get participants excited - it's time to ROCK OUT to the exclusive LEVEL Up tracks. They can look forward to accessing these 4 LEVEL Up tracks (videos, Sheet Music and music downloads) as well as cueing videos going over the same tracks we covered earlier today in their new LEVEL Up Label content - unlocked after completing training today!

LEVEL UP: SET LEVEL 1 // THE DRUM by The Siege

DRILL: Lead participants through the complete choreography for The Drum by The Siege.

DRILL (time permitting): Breakdown some or all of the unique techniques of the track, focusing on applying today's learnings to explore technique options. (note: the Pros will not have Sheet Music for the LEVEL Up exclusive tracks)

LEVEL UP: KIT LEVEL 2 // CELEBRITY SKIN by Hole

DRILL: Lead participants through the complete choreography for Celebrity Skin by Hole.

DRILL: (time permitting): Breakdown some or all of the unique techniques of the track, focusing on applying today's learnings to explore technique options. (note: the Pros will not have Sheet Music for the LEVEL Up exclusive tracks)

LEVEL UP: T&A LEVEL 2 // EASE MY MIND by Skrillex feat. Niki and the Dove (Jai Wolf Remix)

DRILL: Lead participants through the complete choreography for Ease My Mind by Skrillex feat. Niki and the Dove.

DRILL (time permitting): Breakdown some or all of the unique techniques of the track, focusing on applying today's learnings to explore technique options. (note: the Pros will not have Sheet Music for the LEVEL Up exclusive tracks)

LEVEL UP: SET LEVEL 3 // LEGEND by James Meyer

DRILL: Lead participants through the complete choreography for Legend by James Meyer.

DRILL (time permitting): Breakdown some or all of the unique techniques of the track, focusing on applying today's learnings to explore technique options. (note: the Pros will not have Sheet Music for the LEVEL Up exclusive tracks)

DRILL: Run the LEVEL Up tracks from start to finish in one final, mini master class & celebration. Review the feedback, coaching and cues you covered in the track + technique breakdown and let them know you will be guiding (NOT necessarily leading) them through the choreography one last time. It's their time to SHINE and you are HERE FOR IT!

OPTIONAL: Depending on your group of Pros, turn everyone to face the back of the room. As the ICON, move to the back of the room to face towards them. It's their time to shine! They will be leading YOU. *NOTE: Although you are the "student" you will still be able to help guide participants through the choreography with this option. Remember to stay to your RIGHT SIDE first.*

ICON: "Let's LEVEL Up!"

TRACK 1 | LEVEL UP: SET LEVEL 1 // THE DRUM by The Siege

TRACK 2 | LEVEL UP: KIT LEVEL 2 // CELEBRITY SKIN by Hole

TRACK 3 | LEVEL UP: T&A LEVEL 2 // EASE MY MIND by Skrillex feat. Niki and the Dove (Jai Wolf Remix)

TRACK 4 | LEVEL UP: SET LEVEL 3 // LEGEND by James Meyer

TRACK 5 | COOL DOWN (ICON's choice, can be the same or different from the one used during the Master Class at the beginning of the day)

OPTION #2

(<45 minutes of time remaining)

Congratulate your Pros on an amazing day and a job well done! Share that they are going to put everything they learned today together in one final elevated jam session!

Get participants excited, it's time to ROCK OUT to the exclusive LEVEL Up tracks. They can look forward to accessing these 4 LEVEL Up tracks (videos, Sheet Music and music downloads) as well as cueing videos going over the same tracks we covered earlier today in their new LEVEL Up Label content - unlocked after completing training today!

OPTIONAL: Depending on your group of Pros, turn everyone to face the back of the room. As the ICON, move to the back of the room to face towards them. It's their time to shine! They will be leading YOU. **ICON:** Although you will be the "student" in this scenario, you will still be able to help guide participants through the choreography with this option. Remember to keep leading to your RIGHT side first.

TRACK 1 | LEVEL UP: SET LEVEL 1 // THE DRUM by The Siege

TRACK 2 | LEVEL UP: KIT LEVEL 2 // CELEBRITY SKIN by Hole

TRACK 3 | LEVEL UP: T&A LEVEL 2 // EASE MY MIND by Skrillex feat. Niki and the Dove (Jai Wolf Remix)

TRACK 4 | LEVEL UP: SET LEVEL 3 // LEGEND by James Meyer

TRACK 5 | COOL DOWN (ICON's choice, can be the same or different from the one used during the Master Class at the beginning of the day)

A POUND® PRO, LEVEL'd Up!

Share your congratulations, they have officially LEVEL'd Up! Review the 4 Steps to Success and how they combine to create elevated experiences and build deeper connections for their POUND Posse.

ICON: Review what's new in *The Label* for Pros who have completed LEVEL Up:

LEVEL UP INSTRUCTOR BADGE

Proudly boast a new LEVEL Up badge in your Instructor PROfile page for your friends, family, Posse and managers to see.

EXCLUSIVE LEVEL UP TRACKS

By completing LEVEL Up, you have unlocked exclusive access to 4 LEVEL Up tracks in the choreography section of *The Label*.

CONTINUING EDUCATION CREDITS

Continuing education credits are listed along the bottom of your downloadable LEVEL Up Certificate of Completion, found within My Trainings + Edu of *The Label*.

POUND EDUCATION HOURS

Taking LEVEL Up training has earned you 9 POUND Education Hours. Reach milestones of 20, 50, and 100 hours to earn another badge on your PROfile page!

ICON: Thank the Pros in attendance for their energy, hard work and amazing attitudes! Express your gratitude for the day and for meeting each and every one of them. Share the evaluation survey QR code as you tell the Pros that we sincerely appreciate their feedback and comments because it is what keeps us growing and answering the POUND community's needs. Share that you will play music quietly for five minutes while they fill out the survey and that there will be a group photo afterwards. After the group picture, let participants know you will be sticking around should anyone want to chat or ask questions!