

POUND unplugged

ICON GUIDE

GOING INTO THE DAY

ARRIVE EARLY, PREPARED AND READY TO INSPIRE

- First impressions are important, so the (true) saying goes. ICONs should arrive at least 1 hour prior to their course start time, prioritizing setting the room up for training ahead of everything else. When applicable, an impactful step for room setup is mat placement (setting mats out for each participant ahead of their arrival). When possible, special touches like dimming the lights, setting out battery-powered candles, spraying an essential oil into the air while being mindful of smell sensitivities, can also go a long way and enforces the Zoom Out and Zoom In lectures featured at the end of the training day. Once the room is set, ICONs should complete their personal preparations, ensuring that they are prepared to give participants 100% of their attention upon arrival. If possible, have the host gather participants in the lobby or an alternate space until 30 minutes prior to the training start time.

WELCOME

- Set POUND Unplugged music to play softly as participants begin to arrive and aim to hand each participant any training materials or tokens along with a brief introduction. In your brief introductions, aim to ask participants if they are coming to training with any existing injuries that you should know about and confidently share that all movement options that are required for their safe participation are encouraged. And of course, grant each participant the Permission to Rock.

CLARITY OF PURPOSE

- ICONs should know the purpose (the WHY) for each section of the training day and each lecture. With confidence in the WHY, ICONs will elevate the clarity and impact of their delivery. ICONs should have a clear plan for the day and be prepared with a 'toolbox' of options to select options that are best suited for each unique training group and participant.

LEVERAGE YOUR SPACE

- ICONs should identify an anchoring point in each training room and set mats + participants around this point in a way that maximizes visibility and engagement. A majority of the training should be spent near this point. Movement around the room adds incredible value and depth to the training experience. ICONs should use their best judgment as to when and how to move around the room, using their body to help tell the story, deliver lessons, encourage participation,

enhance motivation levels and lead drills. ICONs should add dimension to their presentations by frequently adding movement to their training delivery.

MAXIMIZE MOTIVATION

- Asking for participation and promoting interaction throughout the training day can promote motivation and positive engagement. A key component to successful interactions is tuning into the energy participants are sharing and responding appropriately (e.g., do they look open to participating or are they closed off, perhaps wishing to avoid attention). In other words, ‘read the room.’ To help with this, POUND recommends asking for volunteers (versus calling participants out). ICONs should be prepared to share/demonstrate etc. when/if no one volunteers for a particular section so that the training flow continues uninterrupted and energy remains high.

FACILITATE THE SOLUTION

- ICONs are solution-oriented leaders who lean on their understanding of exercise science and expert mastery of POUND’s program and training curriculum to find appropriate solutions at every* turn (*with a few, rare exceptions...e.g., “I dislike all music and no one will change my mind. I must teach POUND in silence,”...unless they’re willing to give instruction to music a try, there may not be a solution for a situation like this one ;).
- When presented with a question that you do not know the answer to, one option is to refer to the expertise and experience in the room. “Sam, that is a great question! Does anyone in the room have experience with this that they’d like to share?” Not only does this help answer the question but it also promotes participant engagement. This option should be utilized with caution, however, as it may take away from your authority as a ‘POUND expert’ if used for questions that “should” be known by an ICON. For questions that you believe you should know the answer to and/or you believe asking the group is not an appropriate option, ICONs are encouraged to humbly admit that it is something they need to look into. ICONs should pause, immediately in that moment, to write the question and participant’s name down. After training, they should connect with the team at HQ for the answer and then promptly share the answer with the participant (or entire training roster, if appropriate) via email.

RECAP EACH SECTION

- ICONs should be able to confidently progress through the training day using the Training Objectives as a guide. At the start of each new section, the training objective should be re-introduced, using it to frame the upcoming

lecture/experience. At the end of each section, ICONs should summarize with a brief recap and (appropriately) celebratory exclamation of the specific Training Objective.

READ THE ROOM

- Conducting participant introductions at the beginning of training is a great way to develop a deeper understanding of who is in attendance, what their individual needs and expectations of the day are, and how to best deliver a customized experience while conveying all of the core concepts of the training's curriculum. Checking in with participants throughout the training day, appropriately-timed pauses and reflections on the training room's energy, asking deliberate questions that require thoughtful responses, and shaping lectures, drills and interactions to best suit the individuals at each training can help ICONs maintain a pulse on the needs of each unique training group.

COURSE GOALS

Course goals for training participants:

1. A sense of connection to the larger POUND® family
2. A clear understanding of the POUND® Unplugged program - what makes it different, unique, and impactful
3. Accurate Ripstix® use and an understanding of Ripstix® (and hand) care and floor protection, as well as where to purchase Ripstix®. Participants should firmly understand that Ripstix® are the only authorized product approved for POUND® Unplugged classes.
4. A basic ability to move through the POUND® Unplugged Elements and an understanding of how the Movement Spectrum can be applied to most any technique
5. A novice understanding of Sheet Music and a confidence in its importance
6. Confidence in how to put together a POUND® Unplugged class (Class Design templates) and where to go for continued education and instructional support (*The Label*)
7. A clear understanding of the next steps to follow after POUND® Unplugged Training
8. Knowledge of where to find their digital Certificate of Completion (*The Label*) and that it contains any applicable CECs/CEUs
9. Confidence in knowing they can get in touch with POUND® HQ via info@poundfit.com
10. Belief in their abilities to complete their education in *The Label* and then launch and lead successful classes

IMPORTANT NOTE:

The POUND® Unplugged ICON Guide outlines the driving concepts, philosophies and principles that are both essential and unique to POUND® Unplugged. The Guide contains key considerations for lectures, talking points, answers to frequently asked questions, and required + optional drills that enhance the learning experience for participants. The high-level content in this Guide should be paired with the fundamental details in the POUND® Unplugged Training Guide (for Pros). When studied and delivered together, ICONs have the tools to confidently educate and inspire diverse groups of aspiring POUND® Unplugged Pros.

ICONs inspire, motivate, and ignite Pros' desires to create welcoming, supportive and inclusive group fitness spaces focused on care for the whole person - physical, mental, and emotional. A POUND® Unplugged Pro's future success is directly related to their training experiences and the learnings they walk away with at the end of the 8-hour day. ICONs help ensure program integrity, impact, and safety. ICONs are a direct extension of POUND® HQ and, as such, carry immense responsibility.

EDUCATING ALL AUDIENCES

The Pros in attendance at POUND® Unplugged training will have varied expectations, experience, education, and program exposure. It is an ICON's core responsibility to make sure that every participant, regardless of current ability or past experience, feels welcome, has their learning needs met and leaves training feeling confident and prepared to lead safe, appropriate and impactful class experiences. Educating all audiences requires continuous consideration for word choice, course pacing, information repetition, and question responses (solution-oriented leadership), in order to elevate the educational experience for each unique participant and exceed expectations. By building a 'toolbox' of lecture points and engagement opportunities, ICONs can best prepare for all audiences and increase the odds that every participant will leave training feeling that they've learned something new and that the new information + experience gained was valuable.

WHO COMES TO POUND® UNPLUGGED TRAININGS?

Everyone. Full stop. As an inclusive and welcoming brand, POUND® Trainings attract individuals of all ages, interests, and experiences. It is an ICON's responsibility to gain an understanding of each participant's WHY during the course introductions and then work to make sure every participant feels welcome, has their learning needs met and leaves feeling confident and prepared to lead a safe class.

THE GOOD STUFF

POUND® Unplugged Training provides the foundation to a Pro's POUND® Unplugged class + event instruction. In POUND® Unplugged Training, ICONs showcase what POUND® Unplugged sounds like, looks like and feels like when taught extremely well. ICONs bring the POUND® Unplugged program to life in training and provide an exemplary experience that Pros should feel inspired by and capable of achieving. By the end of the training day, Pros should leave with a broad understanding of the program's potential and the importance of thorough program planning, preparation and rehearsal (as well as where to find the tools that support them in these efforts - *The Label!*).

Leading a POUND® Unplugged Training is about so much more than delivering content and choreography. It's about establishing trust, demonstrating leadership and expertise in the program's instruction, modeling safety and inclusivity, and providing constant reflective guidance (reading the room and adaptation; assessing and reflecting on a situation before responding, etc.). Successful ICONs identify barriers, offer tools or strategies to overcome these barriers and then create a road map toward solutions. It's an ICON's job to uncover a Pro's questions or concerns (often unspoken) and address them by speaking to the positive (the solution) and providing a suggested plan for success - together with their input. The education in the POUND® Unplugged Training Guide and the application and practice provided in training itself exposes participants to the foundational tools, knowledge and skills they'll need to successfully launch classes (Important note: Pros need to leave training understanding the importance of returning to their Training Guides after the training day itself). Their ongoing success after their initial class launch is supported through *The Label* and its ever-expanding library of resources.

BEFORE THE COURSE

60 MINUTES PRIOR TO THE COURSE START TIME

There are several steps ICONs should take before training starts to help foster the ideal training experience:

1. Meet the host and deliver a 'Thank You' card
2. Learn, clarify, or confirm the host's expectations for facility use. For example:
 - a. If the facility has its own separate waiver for participants to complete
 - b. If they will allow POUND®ing directly on the studio floor or if POUND®ing should only be done on mats

- c. The training room's schedule for the day (i.e., if the course backs up to another class or event in the same space or if the training course ends at the exact same time the facility closes, etc.)
 - d. Requests regarding music volume
 - e. If food and drink is permitted in the training room
 - f. If bare feet or street shoes are allowed in the training room
3. Set the room for training
 - a. Set up your projector and screen
 - b. Set mats in a circle and place a pair of Ripstix® on each mat, if applicable. Note: if Ripstix® were sent to the Venue, inquire with the host or day-of contact on their whereabouts
 - c. Hang or set out any additional training materials or props
 - d. Test the microphone
 - e. Set POUND® Unplugged music to play softly
 - f. Familiarize yourself with the training room – lights, fans, first aid kit, AED, air conditioning, safety hazards, etc. Dim the lights, when appropriate
 - g. Familiarize yourself with the facility – restrooms, water fountains, nearby eateries (for lunch), etc.
 - h. Log in to *The Label* and pull up your training roster to cross-check participants as they arrive

“CHECK-IN”

30 MINUTES PRIOR TO THE COURSE START TIME

There is no official “check-in” procedure for POUND® Unplugged Training. However, as participants arrive, ICONs should welcome each participant and take note of who is in attendance. During the course “check-in” time, ICONs should:

1. Greet participants warmly and congratulate them for attending. Ask their names, verify their attendance using your *Label* roster, and inquire about existing injuries
1. Direct participants to an open mat. Hand each participant a pair of Ripstix® as they arrive (if not already laid out, one on each mat) and inquire if they brought their training manual, either printed or on a secondary device. If they did not,

assure them that everything they need will be projected on the screen and offer them pen and paper if they do not have something to take notes on.

2. 10 minutes prior to the scheduled course start time, recommend that participants take care of any final needs (e.g., restroom, water, dispose of Ripstix® packaging, etc.)

COURSE START TIME

ICONS SHOULD STRIVE TO START THE COURSE PRECISELY ON TIME.

Honoring the course start time and sticking to the course schedule builds rapport and trust, and bolsters positive feelings toward the training experience and brand overall.

ICON INTRODUCTION

Thank everyone for attending and introduce yourself:

1. Name and fitness/professional background
2. How you came to POUND® and how long you've been leading POUND® Unplugged classes
3. Your goals for the day/course
4. Let Pros know where they can find key facility amenities (e.g., restrooms, water fountains, etc.)

TRAINING SCHEDULE

Inform participants that the day will consist of:

1. A POUND® Unplugged interactive
2. Participant introductions
3. Approximately 2 hours of lecture and moving through the POUND® Unplugged Formula
4. Approximately 2.5 hours of movement, choreography, coaching and cueing practice
5. Approximately an hour of breathwork and meditation lecture and practice
6. And about an hour and a half of piecing together the final components of class instruction and the tools that will

support them beyond today's training experience.

There will be a 45-minute break about half-way through the training day and a 5-10 minute break both mid-morning and mid-afternoon. Should participants need to excuse themselves from training outside of these breaks, they are encouraged to take care of any personal needs and simply asked to make sure you, the ICON, knows that everything is okay and to return as quickly as possible.

IMPORTANT NOTE: The course should end promptly on time. ICONs should not strive or promise to let out early. All participants who attend POUND® Unplugged Training should expect the training day to run 8 hours.

THE POUND® UNPLUGGED INTERACTIVE

Share that the best way to start their POUND® Unplugged Training experience is with a POUND Unplugged class. Transition participants for class, moving their belongings to the sides of the room, and rearranging their mats.

THE GOAL of the POUND® Unplugged Interactive is to give participants a hands-on, clear, and specific example of how to lead a safe, effective, inclusive, and inspiring class. The key teaching techniques demonstrated by ICONs during the interactive are what separate an instructor who simply guides choreography from a FITNESS LEADER who provides an informative and impactful experience.

- POUND® Unplugged class introduction
- Flow Track: Bebe by The Polish Ambassador
- Heat 1: Fuga by ASCO
- Heat 2: Green Light by Lorde
- Ground 1: Royal by Clo Zinger
- Ground 2: God by Sinjin Hawke & Zora Jones
- Rhythmic Breathing: Box Breathing 01
- Meditation: Rising from the Ashes
- Class outro

After class, share that you would like to give everyone 1-2 minutes to decompress and reflect on their experience, grab a drink of water and take care of personal needs as are necessary. After the quick break, share that you will be asking for volunteers to share their thoughts on the class experience.

After 1-2 minutes, help guide Pros back to their mats with their training manual and any notebooks and/or writing utensils they may have brought with them to training. Ask for volunteers to share their thoughts on:

1. What does a POUND® Unplugged class look like?
2. What does a POUND® Unplugged class sound like?
3. What does a POUND® Unplugged class FEEL like?
4. What did you see within the class instruction that motivated you?
5. Were there any cues or moments of coaching that you found particular helpful?
6. Did you utilize any of the movement options that I demonstrated? How did that feel?

Participant answers and observations should speak to the key components of POUND® Unplugged instruction and the class experience. ICONs should highlight anything missed and help guide the conversation so that it foreshadows most of the training day ahead.

SHARE THAT THE GOAL OF TODAY'S TRAINING IS TO PROVIDE PARTICIPANTS WITH A STRONG FOUNDATIONAL UNDERSTANDING OF WHAT POUND® UNPLUGGED IS AND HOW TO CURATE AND LEAD A SAFE, EFFECTIVE AND INSPIRING CLASS EXPERIENCE. THE FOCUS OF TODAY'S TRAINING IS NOT ON THE MEMORIZATION OF CHOREOGRAPHY. THIS IS A PROCESS THAT CAN AND SHOULD BE COMPLETED AT HOME AFTER TRAINING, USING THE RESOURCES AVAILABLE TO THEM INSIDE *THE LABEL*.

After reflecting on the interactive, ICONs should transition into...

PARTICIPANT INTRODUCTIONS

Participant introductions give ICONs key insights on the specific audience in attendance and facilitates their ability to educate

the spectrum. Careful attention should be paid to each participant's WHY. Encourage participants to share:

1. Their name
2. Where they are from
3. WHY they chose to attend POUND® Unplugged Pro Training

TRAINING OBJECTIVES

Review the training objectives found on page 5 of their training manuals and ask for any questions before transitioning into the next section of the training. Share that they've already accomplished the first training objective of the day, immersing themselves in a POUND® Unplugged interactive class experience.

THE POUND® STORY

THE GOAL is to share a small piece of the history of POUND® and the woman behind it. ICONs should strive to convey the WHY that drives the program, how POUND® has gained popularity across the globe and the creative and strategic force behind it all, Kirsten Potenza.

ICON: *POUND® was created over a decade ago out of the need for something more, something different...something rebellious. At our core, POUND® aspires to change minds before bodies and use beat and alternative movements to launch people to new heights of self-worth, happiness and human connection. POUND® Rockout Workout, the brand's original program, was designed to release INNER ROCKSTARS in everyBODY- creating spaces that are inclusive, loving and inspiring. From POUND® Rockout Workout, POUND® Unplugged was born - a program designed to meet the world where they were at - somehow at the height of hustle culture and also in the midst of a global pandemic. Today you are joining a family of more than 30,000+ Pros in over 108 countries, a community where movement has meaning, students are the stars and EVERY person is welcome. Welcome! I'm so glad you're all here!*

OUR WHY

THE GOAL of this section is to share the ethos of POUND® Unplugged

In your own words, summarize the message shared in Kirsten's letter and encourage them to take time to read the full letter when they return to their training manuals after today's training. Read the quote in the training manual aloud:

"When we love, we always strive to become better than we are. When we strive to become better than we are, everything around us becomes better too." - Paulo Coelho de Souza, a Brazilian lyricist and novelist who famously authored, *The Alchemist*, a novel that encourages readers to embrace their dreams, overcome obstacles, and have faith in the universe's guidance.

WHAT IS POUND® UNPLUGGED

THE GOAL of this section is to answer the question, "What is POUND® Unplugged?" with a response that speaks to the heart and needs of the individual(s) who asks. Pros should know where to find the 'definition' of POUND® Unplugged in their training manuals - a 'definition' that they should use when adding POUND® Unplugged to their websites, schedules, social media pages, etc. They should also understand the importance of speaking to their personal experiences (such as their experiences in the training interactive) when sharing POUND® Unplugged with others.

ICONS should read the 'definition' of a POUND® Unplugged class from page 7 in the POUND® Unplugged training manual. Share that any class specifics, such as 'women's only' or 'bring a friend Fridays' should be added after the official description on their websites, social pages, etc.

DISCUSSION: POUND® Unplugged offers an fitness experience for the whole person - mind, body and soul. Ask participants if they can think of WHO this format is for?

ICON: *"POUND® Unplugged is a workout designed for your mental health that is unlike anything else you've experienced before."*

OUR APPROACH

THE GOAL of this section is to inspire participants to think about how group fitness positively impacts the many different pillars of health and wellness.

ICONS: *“Using the tools provided in today’s training and inside The Label, POUND® Unplugged Pros prepare to lead a fitness experience that meets people where they are at. No competition. No comparison. No nonsense. Just love, acceptance and encouragement. We aim to support everyone’s unique journeys and interests by carefully considering our body language, word choice, motivational methods, and class design + instruction.”*

ICONS should deliver the key learnings outlined on page 8 of the POUND® Unplugged training manual, adding in appropriate anecdotes and science + statistics (specifically any regional stats that would be particularly impactful in driving the key learnings).

- Physical Health
- Mental Health
- Emotional Health

TRIFECTA

THE GOAL is to introduce Pros to POUND®’s concept of the Trifecta and how POUND® Unplugged promotes benefits to the mind, body and inner rockstar (self-concept)

ICON: *POUND® Unplugged, like POUND® Rockout Workout and Generation POUND® (our kids program) before it, was built on three pillars; the Mind, Body and Inner Rockstar. When first creating POUND® Unplugged, Kirsten acknowledged that meaningful, positive and lasting changes begin with the mind. Therefore, initial focus was centered on the potential this workout had to stimulate and strengthen - and CARE FOR - the mind.*

ICONS should review the potential benefits of POUND® Unplugged to the mind, body and inner rockstar - elaborating on the

science and sharing real-life / real-Posse examples when possible and appropriate for the pacing and time allotted for this section.

- Mind
 - Stress & anxiety
 - Delayed fatigued
 - Increased pain threshold
 - Improved perspective and decision-making skills
 - Higher-level thinking
- Body
 - Muscular strength and endurance
 - Improved flexibility
 - Cardiovascular fitness
 - Strengthen connective tissue and joint stability
- Inner Rockstar
 - Improved sense of agency and accomplishment
 - Redefinition of self through a deeper self-awareness
 - The construction of a positive identity
 - Enhanced self-prospection, a central aspect of cognition and motivation
 - A connection to music and those around you (i.e. music benefits and community benefits - 2 new lanes of science!)

Discussion: Ask participants to reflect on all that was just shared and if they felt they promoted any of these benefits during the interactive. For example, did they feel their muscles challenged in a way that made them aware they were working to maintain and strengthen their musculoskeletal system? Did they feel a little closer to their inner selves during the meditation? Etc.

THE POUND® UNPLUGGED FORMULA

THE GOAL of this section is to outline the four components of the POUND® Unplugged Formula and explain how they come together as the 4 building blocks of a POUND® Unplugged class that support the program's success.

ICON: *“From start to finish, the POUND® Unplugged Formula consists of 4 important components – Ripstix®, Class Structure, Elements (positions) and Choreography.”*

#1 RIPSTIX®

POUND® Unplugged was designed using Ripstix®. The workout is what it is in large part due to these magical green sticks. POUND®'s Ripstix® are the only tool approved for POUND® Unplugged class instruction and participation.

ICONS should share:

1. What Ripstix® are
2. Why Ripstix® are the ‘magic’ or ‘secret sauce’ of the workout (e.g., extend the lever-length of the arms, increase the intensity and impact of each moment, maximizes the efficiency of the workout, etc.)
3. How Ripstix® power results
4. Why rhythm and beat are quintessential to being human and to POUND® Unplugged classes
5. How to rock Ripstix® (hold + strike)

DRILL: On their knees (if safe and comfortable for participants to do so), start participants with their fingers and thumbs wrapped loosely around their Ripstix®. Have them air-drum while allowing the Ripstix® to move/bounce in the palms of their hands.

DISCUSSION: Ask participants what sensations they feel? Ask if they believe their muscles are working, and if so, which ones? Key grip differentiators when holding Ripstix® incorrectly:

- Thumbs are wrapped around fingers (grip)
- All movement occurs at the wrist, which are loose
- Minimal core stabilization and bodily instability
- Sensation of Ripstix® moving against the skin

DRILL: Remaining on their knees, instruct participants on correct grip for POUND®ing with Ripstix®.

DISCUSSION: Ask participants to reflect on the different sensations of POUND®ing correctly. What muscles are working? Intensity? Key grip differentiators when holding Ripstix® correctly:

- Thumbs are placed on top of the Ripstix® (think "remote control")
- Wrists are rigid
- Ripstix® are an extension of the arms, lengthening the lever length of the arms

ICON: Share some tips on hand protection (beyond accurate grip)

- Minimize and/or eliminate hand and wrist jewelry, particularly those with gems
 - Wrap fingers with waterproof medical tape or drumming tape
 - Wear exercise gloves
 - NOTE: POUND® does NOT recommend wrapping Ripstix®. Ripstix® were not tested wrapped and doing so may affect the lifespan of Ripstix®.
6. Mats & Space. Mats can be considered each participant's drum kit in a POUND® Unplugged class. Although participants do not need to strike all the way to the floor, when they do, an ideal class experience can be promoted by encouraging as many strikes as possible on their "drum kit."
- Participants should have 6' x 4' of space

- Mats should be parallel to the front of the room with enough space to step backward in an unobstructed lunge
 - Participants should be able to extend both arms straight out to the sides with Ripstix®
 - NOTE: The majority of movements in a POUND® class should strike the mat when/if striking all the way to the floor. It is the responsibility of each Pro to respect the wishes of the Venue owner/manager when it comes to striking off the mat and directly onto the floor. When teaching at a Venue that does not permit strikes to land on the floor, choreography can and should be modified by simply keeping movements that cannot strike the mat off the floor (aka “air drumming”). The use of mats in POUND® Unplugged class not only provides floor protection but also absorbs a portion of each Ripstix® strike’s impact.
7. The benefits of listening to (1) and becoming a part of the music (2) and how this is combined in a POUND® Unplugged class
 8. The benefits of drumming with others
 9. Where to get Ripstix (*The Label* and, for participants, [POUNDFIT.com/shop](https://poundfit.com/shop))

#2 CLASS DESIGN

Inspired by the Earth’s elements and the process of transformation, POUND® Unplugged is set within a 30-minute ROCK + RESET class structure.

ICONS should outline the 20-minute v 10-minute, hi-fi and lo-fi class structure unique to a POUND® Unplugged class experience and then define and explain each section.

ROCK

- Intense cardio, high-repetition endurance and challenging strength training exercises
- Designed to challenge class physically as well as mentally by introducing them to high-intensity challenges
- The ROCK section of class transports the whole person to a new space, just in time for the transition into the RESET section that follows

ICONS should read the excerpt about “Exercise snacks” and close this section by bolstering confidence in the 20-minute ROCK section’s ability to offer a multiplicity of benefits, both physically and to long-term program adherence.

THE TRACKS FEATURED WITHIN THE ROCK SECTION ARE PRE-CHOREOGRAPHED BY POUND® HQ AND CAN BE FOUND ONLY INSIDE *THE LABEL*.

RESET

- The last 10-minutes of class, designed to leave participants with a lasting experience and plethora of benefits
- Rhythmic breathing exercises and a guided meditation
- Physical challenge still exists, however dramatically shifts to less voluntary and more autonomic processes
- The most notable challenges of the RESET section are to the mind and spirit

ICONS: *“Practicing mindfulness, or tuning into our thoughts, our body and/or the present moment, has been shown to lower levels of perceived stress and increase levels of self-control, emotional awareness and distress tolerance.”*

PROS ARE PROVIDED WITH BREATHING TRACKS, MEDIATIONS AND INSTRUCTIONAL GUIDELINES INSIDE *THE LABEL* TO SUPPORT THEIR LEADERSHIP OF THE RESET SECTION OF CLASS.

ICONS: Tell a vivid story of the progression of a POUND® Unplugged class, the POUND® Unplugged Journey, and how the class structure is essential to the program’s success and benefits. Share that fill-in-the blank Class Design templates can be found inside *The Label* and should be used after today’s training to put together their first class.

DRILL: Direct participants to the Class Design template example on page 13 and complete the template together using the ROCK and RESET tracks from today’s training. Give participants confidence in knowing that they will be able to quickly search for these tracks by name and filter ROCK choreography by a ‘training tracks’ filter.

- Flow Track: Bebe by The Polish Ambassador
- Heat 1: Fuga by ASCO

- Heat 2: Green Light by Lorde
- Ground 1: Royal by Clo Zinger
- Ground 2: God by Sinjin Hawke & Zora Jones
- Rhythmic Breathing: Box Breathing 01
- Meditation: Rising from the Ashes

#3 ELEMENTS

ICONS should uncover the elements of a POUND® Unplugged class and explain how they are each inspired by an earth element.

Discussion: Ask participants if there was a particular class element that they feel drawn to? Was there an element they enjoyed the most during the training's interactive? Was there an element that made them uncomfortable, in a way they expected or did not expect?

DRILL: Ask participants to stand and, one by one, coach them into each of the elements and move them through a technique that helps them to better understand the look and feel of that element

FLOW

- What it looks like
- What it feels like
- Flow technique: Inhale/Exhale

HEAT

- What it looks like
- What it feels like
- Heat technique: Jack Riff (with the alternating arms in Fuga's choreography)

GROUND

- What it looks like
- What it feels like
- Ground technique: Triple Bird Dog in a plank position and Toms in a seated ground position

AIR > BREATHING

- What it looks like
- What it feels like
- “Technique” > 4 count inhale and 4 count exhale with single taps in center (seated)

AIR > MEDITATION

- What it looks like
- What it feels like
- “Technique” > simply guide participants to place their Ripstix® down beside them, place their hands on their knees in a legs crossed position with palms facing up, close their eyes and focus on slow nasal breathing for 15-30 seconds

#4 CHOREOGRAPHY

THE GOAL: In this section ICONs are introducing Sheet Music - what it is, why it was created, and where to find it in *The Label*. By the end of this lecture, Pros should understand the different components that combine to create POUND® Pods and how POUND® Pods combine to create Sheet Music. Pros should possess a confidence in the value Sheet Music brings to their choreographic memorization and class preparation processes.

ICONs should provide ample opportunity to practice reading Sheet Music throughout the training day. POUND® Pods are graphic representations of the choreography that occurs within a track. Together, a series of POUND® Pods create POUND® Sheet Music. Sheet Music is read from left to right, just as you would read a book. **Sheet Music is designed to complement the Instructor Track Videos found in *The Label* as a secondary learning tool.**

ICON: Use Presentation Slides (found in ICON Resources) to support the delivery of this section

8-COUNTS

The number listed in the top of a POUND® Pod represents the number of 8-counts a specified technique is performed. Whole numbers, as well as fractions, are listed here. 8-counts are counted on the beat of the song.

DRILL: Lead class through the counting of two 8-counts out loud. The speed at which an 8-count is recited depends on the song's tempo.

DRILL: Play the POUND® Unplugged track *Bebe* by The Polish Ambassador. Allow participants to listen and encourage them to try and first find the beat of the song. Then, lead participants into the counting of four 8-counts out loud, along with the music.

TECHNIQUE AND DIRECTION

The words listed in the middle of the POUND® Pod represent the technique, the choreographed movement being performed.

DRILL: Lead participants through two 8-counts of RAINBOW in Heat Position at 1-count/movement.

Share that there are many techniques in POUND®'s choreography and some contain reference to direction. R = participant's right, L = participant's left, C = center, RCL = participant's right, center, left.

DRILL: Lead participants through two 8-counts of RAINBOW (R) ***Their RIGHT*** in Set position at 1-count/movement.

STRIKE PATTERN

The bottom of the POUND® Pod contains the strike pattern, which is often on the downbeat in the music. Strike patterns include the absence of a strike (typically with 'INTRO', 'OUTRO' and 'TRANSITION' techniques), single tap, double tap, 'RIFF' and 'POUND'.

DRILL: Lead participants through two 8-counts of DOWN/UP in Heat Position with a single strike at 1-count/movement.

DRILL: Lead participants through two 8-counts of DOWN/UP in Heat Position with a double strike at 1-count/movement.

DRILL: Explain that a 'R' in the bottom of the POUND® Pod stands for a RIFF strike pattern. Emphasize that anytime a Pro reads the work 'RIFF' or sees the 'R' strike pattern, they should first reference the Instructor Track Video in *The Label* to learn exactly what is going on in the choreography. 'RIFF' and 'R' can be thought of as 'unicorns' – something special in the choreography that cannot be easily described. Lead participants through two 8-counts of DOWN/UP in Set position with a RIFF strike pattern (alternating single and double strikes) at 1-count/movement.

DRILL: Explain that a 'P' in the bottom of the POUND® Pod stands for the POUND® strike pattern. Lead participants through two 8-counts of DOWN/UP in Heat position with a POUND® strike pattern at 1-count/movement.

SPEED

Choreographic speed can be understood to increase as symbols move from the top-left of a POUND® Pod to the top-right (similar to a speedometer in your car). POUND® has 4 regularly occurring choreographic speeds.

DRILL: Explain that a ~ on the top-left of the POUND® Pod indicates 4-counts/movement. Lead participants through two 8-counts of DOWN/UP in Heat Position at 4-counts/movement.

DRILL: Explain that a | on the top-center of the POUND® Pod indicates 2-counts/movement. Lead participants through two 8-counts of DOWN/UP in Heat Position at 2-counts/movement.

DRILL: Explain that the absence of speed symbols indicates 1-count/movement, the song's tempo/basic unit of speed. Lead participants through two 8-counts of DOWN/UP in Heat Position at 1-count/movement.

DRILL: Explain that a // on the top-right of the POUND® Pod indicates 1/2-count/movement. Lead participants through two 8-counts of DOWN/UP in Heat Position at 1/2-count/movement.

VERTICAL LINE BREAKS

Vertical line breaks between POUND® Pods represent a change in technique. Additionally, these line breaks often separate musical phrases (e.g., chorus, verse, bridge, etc.)

PUTTING IT ALL TOGETHER

DRILL: Ask participants to grab their manuals, find a partner (or small group) and stand near one another. Have everyone turn to page 21 in their digital or printed manuals where they will find the Sheet Music for the Flow Track. Share that you will be performing the first two lines of Sheet Music for the Flow Track, *Bebe*, by The Polish Ambassador as they watch and follow along in their manual's Sheet Music.

Together with their partner, they will move their finger along the Sheet Music, Pod-by-Pod, as the track progresses. You will help them keep up by shouting out technique names, strike patterns and other helpful hints. Everyone is encouraged to count the 8-counts out loud. Turn on the music for the Flow track, *Bebe*, by The Polish Ambassadors.

IMPORTANT NOTE: Be sure the volume is not so loud that Pros can't hear you shout out technique names, speed, strike patterns and other hints to help them follow along. After you've performed the first 2 lines of *Bebe's* Sheet Music, ask participants if it is all starting to come together and make more sense. If necessary, repeat the drill, this time asking participants to shout out technique names, speed and strike patterns as you go along (e.g., "What's next?").

DRILL: Lead participants through the entire Flow track, *Bebe*, by The Polish Ambassadors.

Share that they will continue to practice reading Sheet Music throughout the rest of today's training day. They can find a nearly identical POUND® Pod blog in the Learning Center of *The Label* after today's training. Remember, Sheet Music is complementary to the Instructor Track Videos in *The Label*. Pros will learn everything they need to know about a track's choreography simply by watching the videos. Sheet Music is designed to aid the learning process.

HOW WE TEACH

THE GOAL of this section is to detail the 3 specific ways POUND® Unplugged Pros lead class and, as a consequence, elevate their instruction. Committing to these 3 approaches to instruction, Pros place the emphasis on the students, their safety, success and enjoyment, and promote an inspiring and unforgettable class experience. ICONs should share the WHY behind How We Teach and detail each of the 3 approaches to instruction.

1. Mirror Image instruction allows us to engage in more meaningful connections and be in the “audience” of our Posse’s “rock show”
2. Strategic cues maximize visibility and instructional effectiveness and promote the overall class experience. Pros emphasize visual cues over verbal cues, when vision is not impaired, to allow music to come to the forefront of the class experience
3. Every Body: by preparing participation and movement options that highlight the ability in ALL of our class participants, Pros create safe, inclusive, and inspiring places to UNPLUG

ROCK // HI-FI

THE GOAL of this section is to clearly define the ROCK portion of class and provide a framework for Flow, Heat, and Ground instruction through demonstration and practice.

ICON: *“The first 20-minutes of a POUND® Unplugged class, ROCK encompasses the elements of water, fire and earth.”*

- WATER: serves as a warm up for the body and mind, setting the tone for class and allowing participants to tune into their bodies and channel their thoughts and focus to the present moment
- FIRE: follows water with two heat tracks: high-intensity, cardio-driven tracks that quickly increase the class’ intensity to test both physical and mental fitness
- EARTH: follows fire with two Ground tracks that move class to the mat to work through a series of focused, challenging exercises that promote core stability, strength, and mind-body connections. The first ground track is prone

or side-lying and the second is seated or supine.

FLOW

THE GOALS of this section are to further define the Flow position, introduce the foundation cues - the Movement Spectrum and Exaggerated Movement, and move them through an example of Flow track choreography while applying their new understanding of POUND®'s movement options and instruction through practice.

- Flow: What, why and how (position set-up)
- What is the Movement Spectrum and why it's so effective and impactful

IMPORTANT NOTE: ICONs must lead all choreography from this point forward to THEIR RIGHT, the training participants' left-side. This is to help Pros acquire left-lead muscle memory, what they will be using to lead their classes, and begin experiencing choreography as POUND® Unplugged Pros.

DRILL: Practice moving through the options of the Movement Spectrum using a few key techniques from the Flow track, *Bebe*.

- Opener
- Down/Up
- Press Squat
- Warrior Washer
- Tri Drop

DRILL: Run *Bebe* by The Polish Ambassador, empowering Pros to make choices in their own movements using Movement Spectrum options.

DRILL: Move participants through technique tips and any coaching to form that is needed.

ICON: Introduce the Foundation Cue, Exaggerated Movement. Explain its importance and share a call to action to begin practicing making their movements both big and sharp, with respect to the option they are moving at/demonstrating within

the Movement Spectrum.

HEAT 1 & 2

THE GOALS of this section are to further define the Heat position, introduce the foundational cues, Speed & Hup-Hup (double tap), and move them through examples of Heat track choreography while applying their new understanding of POUND®'s foundation cues through practice.

- Heat 1: What, why and how (position set-up)
- Heat 2: What, why and how (position set-up)
- Heat 1 vs. Heat 2: How are they different? How are they the same? How do they complement each other?

DRILL: Move Pros through the Movement Spectrum options in a squat technique and a lunge technique

- Squat: Down/Up
- Lunge: Down/Up

ICON: Provide any coaching that is needed for safety and instructional success.

DRILL: Breakdown key techniques within the Heat 1 track, *Fuga*, and demonstrate Movement Spectrum and low-impact options

- Bar Squat
- Bar Jumpout
- Jack Riff
- POUND

ICON: Introduce the foundation cue, Speed

- Speed cue: what, why and how

DRILL: Lead Pros through a Bar Jumpout at 2-counts/movement for two 8-counts and then progress to 1-count/movement

for two additional 8-counts.

DRILL: Run *Fuga* by ASCO, empowering Pros to make choices in their own movements using Movement Spectrum options and follow along with the Speed cues that you demonstrate.

ICON: Provide any coaching that is needed for safety and instructional success.

DRILL: Run *Fuga* by ASCO a second time, empowering Pros to make choices in their own movements using Movement Spectrum options and follow along with the Speed cues that you demonstrate. This second run of *Fuga* should be played to run straight into *Green Light* by Lorde.

DRILL: Run *Green Light* by Lorde, demonstrating Movement Spectrum options, the Speed cue and emphasizing Hup-Hup cues.

DRILL: Breakdown key techniques within the Heat 2 track, *Green Light*, and demonstrate Movement Spectrum and low-impact options

- Glider
- Crouch
- Tri Jack Riff
- Jumping Jack

ICON: Introduce the foundation cue, Hup-Hup

- Hup-Hup cue: what, why and how

DRILL: Lead Pros through a progression that starts with a single tap for two 8-counts and moves to a double tap for two additional 8-counts.

DRILL: Run *Green Light* by Lorde, empowering Pros to make choices in their own movements using Movement Spectrum options and follow along with the Speed and Hup-Hup cues that you demonstrate.

GROUND 1

THE GOALS of this section are to further define the Ground 1 position, explain the importance of room set up and teaching standing for Ground tracks, and introduce the final foundational cue, Verbalizing Direction.

- Ground 1: What, why and how (position set-up)
- Space set-up: What, why and how (heads and shoulders to the center of the room)
- Teaching standing + emphasizing verbal cues: What and why

DRILL: Lead Pros through *Royal* by CloZinger as if they are students in your class, demonstrating how the track is set up, techniques are demonstrated on the mat and instruction is led standing.

ICON: Break down the standing instruction versus prone participation experience.

ICON: Introduce the foundation cue, Verbalizing Direction

- Verbalizing Direction: What, why and how

DISCUSSION: How is Verbalizing Direction different in Ground tracks? Why is Verbalizing Direction an important cue for Ground tracks?

DRILL: Break down key techniques + their Movement Spectrum options on the Mat. Discuss and practice how the techniques would be cued using the Verbalizing Direction cue.

- Cat Cow
- Down Dog Plank
- Punch Windmill
- Triple Bird Dog

DRILL: Guide Pros to their feet and break down key techniques + their Movement Spectrum options a second time, this time standing. Discuss and practice how the techniques would be cued using the Verbalizing Direction cue.

- Cat Cow
- Down Dog Plank

- Punch Windmill
- Triple Bird Dog

DRILL: Lead Pros through *Royal* by CloZinger, practicing standing instruction and the cue, Verbalizing Direction. Once the track ends, ask them to return to being ‘class participants’ and lead them through the transition from the Ground 1 track to the Ground 2 track, demonstrating the key techniques in *God* as you would before leading the track itself in a regular class setting.

DRILL: Lead Pros through *God* by Sinjin Hawke & Zora Jones as if they are students in your class, leading instruction standing.

GROUND 2

THE GOALS of this section are to further define the Ground 2 position, reiterate the importance of room set up and teaching standing for Ground tracks.

- Ground 2: What, why and how (position set-up)
- Space set-up: What, why and how (feet in to the center of the room)
- Teaching standing + emphasizing verbal cues: Reiteration of what and why

DRILL: Break down key techniques + their Movement Spectrum options on the Mat. Discuss and practice how the techniques would be cued using the Verbalizing Direction cue.

- Bicycle
- Bar Double Leg Lift
- Bar Toe Touch
- Bicycle 100's

DRILL: Guide Pros to their feet and break down key techniques + their Movement Spectrum options a second time, this time standing. Discuss and practice how the techniques would be cued using the Verbalizing Direction cue.

- Bicycle
- Bar Double Leg Lift
- Bar Toe Touch
- Bicycle 100's

DRILL: Lead Pros through *God* by Sinjin Hawke & Zora Jones, practicing standing instruction and the cue, Verbalizing Direction. Once the track ends, ask them to return to being 'class participants' and lead them through the transition from Ground 2 into the RESET section of class.

DRILL: Lead Pros through the transition from Ground 2 into the RESET section of class. Guide them into a legs-crossed position on their mats with Ripstix on the ground on either side of them. Placing their hands on their knees with palms facing upward, invite them to close their eyes and focus on bringing their breathing rate and volume down. As they do this, their goal is to work toward a light, slow and deep breath that inhales through the nose and exhales through the nose or mouth.

THE GIG

Next, ICONs should review the guidelines of 'the gig' (aka being a Pro) as shared on page 46 of their training manual. ICONs should aim to deliver this content in their own words and in a way that is light and is lasting + memorable.

PRO INSTRUCTOR STATUS

1. POUND® Unplugged name, mark and logo
2. Press Guidelines
3. Expos + Conventions

VIDEO: PERMITTED POSTING GUIDELINES

1. To help maintain the integrity of the brand and to protect the investment of our licensed Pros, POUND® asks that videos of choreography be limited to 15 seconds or less. Before posting pictures or videos online, it is strongly advised that signed photo release forms from your participants are obtained.
2. In addition to staying in touch with HQ and your ICON, after today's training, participants will be eligible to join the 'Official POUND® Pro' group on Facebook. This page is an amazing resource for old and new Pros alike! Post,

comment and search through past conversations to spark new ideas, gain answers to questions you didn't even know you had, and receive on-going support from your global POUND® Pro family.

GET IN TOUCH WITH HQ

1. Write to POUND® HQ info@poundfit.com with any questions, comments, feedback or success stories.

RESET // LO-FI

THE GOAL of this section is to clearly define the RESET portion of class and provide a framework for rhythmic breathing and meditation instruction through demonstration and practice.

ICON: *"The last 10-minutes of POUND® Unplugged class, RESET features the final element of air. The RESET section of class shifts focus and intensity inward. The RESET section can be taught using the tools provided in The Label."*

AIR

- Rhythmic Breathing
- Guided Meditation

ICON: *"RESET is FOCUSED. It's INTENTIONAL. It can feel, sometimes with time, like COMING HOME."*

RHYTHMIC BREATHING

ICONS should explain what Rhythmic Breathing is and its numerous, important benefits.

- What is Rhythmic Breathing?
- Potential benefits
- Factors that affect the way we breath
- Safety considerations

- What is Light, Slow and Deep breathing?

DRILLS:

1. Explain and demonstrate Light, Slow and Deep breathing.
2. Lead class into a minute of practice, breathing light, slow and deep.
3. Review the steps of Rhythmic Breathing class instruction
4. Explain the options for participation: No participation, Ripstix® only, Breathing only, Ripstix® & Breathing
5. Lead participants through the 6 steps of Rhythmic Breathing class instruction using Box Breathing 01.
6. Break down the Box Breathing 01 exercise and explain the intention behind it (physical and emotional).
7. Repeat steps 5 & 6 with 2 In, 1 Out.
8. Run the last few 8-counts of the Ground 2 track, God, into the 2 In, 1 Out exercise.

MEDITATION

ICONS should explain what Guided Meditation is and its numerous, important benefits.

- What is mediation?
- How meditation changes our brains
- The benefits of mediation (what it increases and decreases, all in positive ways)
- How to “prepare” to meditate

DRILLS:

1. Review the ‘Meditation Basics’
2. Lead participants through the meditation, Rising from the Ashes
3. Break down the mediation and explain how the intention matched the intention of the Box Breathing 01 exercise and the overall class intention from the training’s interactive earlier in the day - bringing everything to a natural and fulfilling conclusion.
4. Explain that you will be leading everyone through the entire RESET section to provide a start-to-finish example and

bring the training closer to its fulfilled ending.

5. Lead class through a second rhythmic breathing exercise - 2 in, 1 out - to give them an idea of the range of exercises that exist for them to choose from. After leading class through 2 in, 1 out move straight into a second (and final) meditation, Still in the Moment. After the mediation ends, continue leading them through to the end of class so they have one last example of how to thoughtfully bring everything to a close.

THE LABEL

THE GOAL is to clearly, vividly, and confidently communicate *The Label's* resources and the undeniable value it offers. *The Label* lecture should feel like a review, as an ICON's ultimate goal is to speak about *The Label's* features consistently throughout the training day. A successful *Label* lecture leaves Pros with very few questions, eager to log in and explore its features after the training day ends.

ICONS should move through *The Label* as laid out in the POUND® Unplugged Training Manual, adding in their own 'voice' and testimonies to best ensure the lecture is both engaging and motivating.

ICON: *"The Label is your ultimate resource for on-going education and tools to support successful class instruction. With new resources being added each month, an active Unplugged Label membership allows a Pro to maintain their license to teach and grow their classes and career."*

Monthly Releases: Each month, Pros on *The Label* will receive either 2 brand new ROCK tracks or 1 new ROCK track and 1 new class resource (e.g., a new rhythmic breathing exercise, meditation script, or marketing materials). *Label* membership also unlocks all previously released and active Unplugged materials.

INSIDE THE LABEL

- Dashboard for all you need to know
- 'Hi, [NAME]'
 - My Account
 - Basic info, addresses, billing and password management
 - My PROfile

- Second option for accessing + updating My PROfile in addition to the Dashboard
- My Trainings + Edu
 - Upcoming and previous Trainings, Band Practices, Workshop, Courses and Mentorship details
 - Digital certificates of completion
- ROCK Choreography section
 - Includes video instruction
 - Sheet music
 - Direct music Download
 - POUND® provides a link to download music directly to your computer with each piece of choreography released in The Label. NOTE: If a Pro is teaching at a Venue that does not provide music licensing coverage to their instructors, the Pro will need to look into carrying their own.
 - ICON: Anytime a fitness instructor teaches using music by an original artist, music licensing coverage is required. If your Venue does not provide music licensing coverage for their instructors, Pros will need to look into carrying your own. Coverage availability may vary by region. Examples of some licensing entities: ASCAP, BMI, SESAC, etc
- Breathing Library section
 - Includes video instruction
 - Written instruction
 - Direct music download
- Meditation Library section
 - Includes video instruction
 - Written script (with Bahasa, French, German, Italian and Spanish translations available for many)
 - Audio download that can be played in class (instead of speaking the meditation yourself)
- Class Design templates and class instruction education (e.g., class introductions)
- Marketing + Promotion materials
 - Both digital and for-print
 - Many are designed to be customized by Pros .
- Pro Skills continued education & connection opportunities
- Pro Shop featuring exclusive Pro merch and Ripstix® packages
 - Includes a Pro Perk section that features discounts from POUND® and POUND®'s friends in the industry

LABEL MEMBERSHIP OPTIONS

- The monthly membership grants your first 30 days of access for just \$1 and then only \$29.99/mo after
- The annual option gets you 12 months of access for the price of 10! The annual amount of \$299 is billed automatically with this option
- Internal pricing may vary
- If you're already a current *Label* subscriber: Log in to *The Label* and unlock new POUND® Unplugged content for only \$5 additional a month or \$50 more annually if an annual subscriber to *The Label*

FIRST-TIME SUBSCRIBERS

When you first log in to The Label as a first-time subscriber, you will receive an email with a 15% discount code. This one-time-use code can be used on Pro Merch AND Ripstix® packages anytime during your first 30-days on The Label. After the first 30-days, Label Pros receive a standing 10% discount on purchases, using the code featured on the Pro Perks page.

POUND® VENUES

Facilities that offer POUND® classes are called 'POUND® Venues.' The process of becoming a Venue is easy and requires no financial commitment (FREE!). Simply have your Venue owner complete the online Venue Enrollment Form (poundfit.com/venue-enrollment-form), agree to follow a few important Venue guidelines (like only hiring licensed POUND® Unplugged Pros to teach POUND® Unplugged and using only official Ripstix® as tools in class) and get ready to ROCK! There are a number of benefits to signing the Venue agreement, including:

- The ability to purchase Ripstix® packages
- Visibility on poundfit.com's "Find a Class" search query
- Access to *The Label's* Venue Resources where they can access marketing and promotion materials, purchase Ripstix packages, enroll additional venues, read our venue specific blogs, and more.

NOTE: A venue agreement only needs to be filled out for in-person classes at a physical location. When Pros go to add a Virtual Class, *The Label* does not require that a Pro select a venue.

THE EXPERIENCE

THE GOAL of this section is to help Pros first take a step back and consider the overall class and how they can elevate the experience for their participants. The next goal is to then zoom back in and review the foundational 'checklist' of an Unplugged class.

ZOOM OUT

- Intention + theme + vibe = Class goal
- Class environment
- Inspiration from Feng Shui

ICON: "We are travelers on a cosmic journey, stardust, swirling and dancing in the eddies and whirlpools of infinity. Life is eternal. We have stopped for a moment to encounter each other, to meet, to love, to share. This is a precious movement. It is a little parenthesis in eternity." - Paulo Coelho

ZOOM IN

- Class Introduction
- Class Design
- Gratitude, praise and farewell

TAKING CARE

THE GOAL of this section is to emphasize the importance of acceptance, encouragement and compassion within POUND® Unplugged class leadership and provide Pros with tips on how to navigate what can sometimes be emotional class experiences. In addition to the tips provided in their manuals, inside *The Label*, Licensed Mental Health Professional,

POUND® Unplugged Advisory Board Member and ICON, Jess McKee, shares additional insight. This is the final segment of learning for the day. ICONs have the opportunity to touch the hearts and souls of their training's Pros as they deliver this lecture. Training should finish with the value that sits at POUND®'s core and drives everything we do and say – our endless desire to unleash the permission to rock in others.

ICON: *"There was only one variable that separated the people who have a strong sense of love and belonging and the people who really struggle for it. And that was, the people who have a strong sense of love and belonging believe they're worthy of love and belonging. That's it. They believe they are worthy." - Brene Brown, a researcher and storyteller who has spent two decades studying courage, vulnerability, shame and empathy.*

NEXT STEPS

THE GOAL is to summarize the training's key learnings and leave Pros with a clear understanding of their next steps as well as how to get in touch with POUND® HQ (info@poundfit.com). In this section, ICONs should clearly communicate the next steps Pros should take after completing today's training in a way that feels simple, manageable, and empowered.

NEXT STEPS

ICONs should clearly outline the steps that follow training, directing Pros to page 45 in their manual as an on-going reference. A special emphasis should be put on these steps as they are the steps to launch a POUND® Unplugged career. It is extremely important that Pros know how to get signed to *The Label*, purchase Ripstix® packages and register their Venue. Please also emphasize POUND®'s social media accounts and the value of connecting with their new POUND® family.

- Get signed to *The Label*
- Return to your Unplugged Training Manual
- Set an Intention + complete your first Class Design
- Practice and enjoy the process - have fun!
- Find + register your Venue
- Add your classes to your PROfile inside *The Label* (and POUND®'s Find a Class page)

- Promote using the materials available to you inside *The Label*
- Say in touch > info@poundfit.com

Finally, ICONs should share one last celebratory remark, expressing sincere gratitude for their participation in the training day and bring everyone together for a group picture. After the group picture, direct everyone to the training evaluation link and encourage them to complete the eval before leaving + unlock the 20% discount on merch that they receive for completing.

*****ICONS ONLY*****

As an ICON, you will face many questions in a variety of settings (working a booth at an event, speaking with your Posse after class, a Facebook message from a Pro, etc.). Here is a list of questions you may receive from consumers, gym managers, studio owners, Pros, etc. and corresponding responses.

POUND®

WHEN WAS POUND® CREATED? POUND® officially launched in 2011.

WHAT ARE POUND®'s CORE VALUES?

- WE BELIEVE in the power of music and the freedom of rocking out.
- WE SUPPORT unleashing aggression, discovering new talents, and awaking new senses.
- WE ENCOURAGE sampling new forms of movement, uncovering new rhythms, and tapping into new ways of listening.
- WE PROMOTE camaraderie, friendship and bonding.
- WE BELIEVE in loving our bodies while improving them.
- WE BELIEVE in handing you the Permission to Rock!

WHO IS THE POUND® POSSE? We call our community the POUND® Posse. These are individuals who promote POUND® in some way, shape or form. You'll find them in our POUND® classes, working out at home with our online platform, Backstage or with our DVDs, reading our blogs, wearing our apparel, cooking our recipes, or engaging with our brand in any other meaningful way. Some of our Posse members are inspired to teach POUND® as POUND® Pros.

WHO IS A POUND® UNPLUGGED PRO? A POUND® Unplugged Pro is an individual who has attended and successfully completed an 8-hour POUND® Unplugged Training, as evidenced by a POUND®-issued Certificate of Completion and their membership to *The Label* - POUND®'s exclusive instructor platform. Becoming a POUND® Unplugged Pro is a powerful thing. This means the Pro can teach POUND® Unplugged classes to participants anywhere in the world. To teach, POUND®

Unplugged, Pros join *The Label*, purchase Ripstix®, and register every location they teach at as a Venue.

IS POUND® A GLOBAL PROGRAM? Yes. POUND® is a global brand with Pros teaching in over 108 countries!

THE CLASS

WHAT EQUIPMENT DO I NEED? All you need are Ripstix® and a yoga mat. Specifically designed for POUND® Unplugged, Ripstix® are lightly weighted exercise drumsticks that get you ripped. Ripstix® intensify each POUND® Unplugged Element with light, peripheral resistance that not only works the shoulders, biceps, triceps, forearms, and back, but also dramatically increases the amount of instability in the body. In a 30-minute class experience a participant will complete hundreds of Ripstix® strikes.

I HAVE AN INJURY. CAN I PARTICIPATE IN A POUND® CLASS? Participants should always consult a physician **before engaging in any new exercise program**. Physician consultation is especially important if you have a known injury or medical condition.

I AM PREGNANT. CAN I TAKE A POUND® CLASS? It is possible to attend POUND® while pregnant. Many do! Our workout is highly modifiable and can be regressed to low-impact. It's a Pro's goal to keep all their participants safe and comfortable throughout the workout, while also ensuring they leave feeling like they were given an appropriate challenge.

With that said, all expecting birthing people should let their OBGYN know they're considering taking class **BEFORE attending**. Their OBGYN will be able to provide safety guidelines for their body and individual pregnancy during the workout. Participants should let their OBGYN know that the workout focuses on variations of squats, lunges, abdominal exercises, glute bridges and lightly-weighted arm movements holding Ripstix®, 1/4 pound each. POUND® is rhythmic, so participants' feet are moving and their heart rates are elevated. If needed, the movements in class can always be performed seated in a chair. Safety and comfort come first! Once their OBGYN approves their class attendance, our biggest notes as Pros should be that the participant listens to their body, starts slowly, owns their own workout, and has fun! We recommend expectant birthing people give their gym and POUND® Pro a heads up that they're coming so they can be prepared to modify the workout accordingly.

WHERE CAN I FIND A CLASS NEAR ME? Visit poundfit.com and use our “Find a Class” search query.

POUND® UNPLUGGED TRAINING

WHAT DO I RECEIVE WHEN I ATTEND POUND® UNPLUGGED TRAINING?

1. 5 pieces of ROCK choreography to help launch your POUND® Unplugged classes
2. Your own set of Ripstix® and a downloadable POUND® Unplugged Training Guide and a digital Certificate of Completion
3. Pros joining *The Label* for the first time will receive a 15% one-time discount on Pro Merch and Ripstix® Packages
4. Current and new Pros can also unlock a one-time 20% merch-only discount when they complete the training’s post-training survey.
4. Access to all of POUND® Unplugged’s choreography and content in *The Label*
5. Continuing education credits

ARE THERE PREREQUISITES TO ATTENDING POUND® UNPLUGGED TRAINING? There are no prerequisites to attend POUND® Unplugged Training. However, it’s worth noting that many gyms require a Group Fitness Certification before they can hire you to teach.

HOW MUCH OF TRAINING CAN I MISS? To successfully earn the Certificate of Completion and license to teach, no more than one hour total of POUND® Unplugged Training may be missed. If a participant arrives late and/or misses more than an hour of the training, they may remain, but will not earn their Certificate of Completion or invitation to *The Label* until the time missed is made up with a member of POUND® HQ’s Pro Success department.

THE LABEL

WHAT IS THE LABEL? *The Label* (named after a record label) is POUND®’s online instructor network and resource center for licensed POUND® Unplugged Pros. *The Label* is imperative for a Pro’s career success since this is where all new content

is delivered.

HOW MUCH DOES *THE LABEL* COST? Pros have the option of either \$29.99/month or \$299.99 annually. If already a current *Label* subscriber: Log in to *The Label* and unlock new POUND® Unplugged program content for only \$5 additional a month or \$50 more annually if an annual subscriber to *The Label*! *International pricing may vary.

IMPORTANT NOTE FOR ICONS ONLY (updated February 15, 2024): For Mexico, Lebanon, and Turkey ONLY: New Pros that log into *The Label* from Mexico, Bolivia, Lebanon, Turkey or Egypt will be presented with different pricing than our base (\$29.99/month and \$299 annually) - Mexico or Bolivia: \$19.99/month or \$199 annually; Lebanon, Turkey, or Egypt: \$14.99/month or \$149 annually. Please only present this discounted pricing for in-person trainings in these specific regions when you know everyone in attendance is from one of these two regions. Do not present this difference in cost in a virtual training but instead offer them \$29.99/month; \$299/year pricing as *The Label*'s base price. Pricing will automatically update according to the Pro's login location. Note: If an existing Pro in Mexico, Lebanon, or Turkey would like to take advantage of this pricing, they should email info@poundfit.com.

DO I HAVE TO BE ON *THE LABEL* TO TEACH POUND®? *The Label* is essential for career longevity and success. *The Label* is your ongoing license to teach POUND® Unplugged. *The Label* not only provides Pros with the content they need to complete a virtually endless number of Class Design options, but it also provides access to 2 new instructor releases each month (in addition to all active + previously released content) to help ensure their classes are fresh for a long time to come.

IS POUND® UNPLUGGED A PRE-CHOREOGRAPHED PROGRAM? Yes, POUND® Unplugged is a pre-choreographed program. POUND® takes special care each month to curate music, tracks, and instructional resources with worldwide appeal. POUND® creates choreography and instructional guides that ensures a safe, captivating and effective POUND® Unplugged experiences for every participant across the globe.

CAN I CREATE MY OWN CHOREOGRAPHY TO TEACH IN POUND® UNPLUGGED CLASSES? In POUND®, we think of ourselves as a worldwide band that beats as one. Whether you take class in Australia, Europe, or the US, you get the same experience and share the same movement language. In this way, our Pros and Posse are united across the globe and it allows our participants to feel like they're connected to something bigger – because they are! For this reason and others, teaching POUND® Unplugged choreography as delivered through *The Label* is important to the success of a Pro's classes

and the continued growth of the POUND® Unplugged program worldwide for years and years to come. If a Pros feels they must choreograph their own choreography, it MUST first be approved by POUND® HQ. Private, password protected video files of choreography for approval should be sent to info@poundfit.com. POUND® HQ will either approve the choreography as it is submitted or respond with notes that need to be applied to a new recording of the choreography before it can be approved.

DO I GET A DVD OF NEW CHOREOGRAPHY RELEASES? POUND® is digital and everything a Pro needs can be accessed through *The Label* with an internet connection. This is because POUND® believes their Pros should be able to access their instructor content anytime and anyplace. Pros can login to *The Label* from any computer, tablet, or smartphone that has internet access.

HOW LONG ARE MY CLASSES THAT I LIST ON THE LABEL VALID FOR? Classes listed on *The Label* are valid for one year. Pros will be asked to verify their class after a year.

CAN I CANCEL OR FREEZE MY SUBSCRIPTION TO THE LABEL? A cancellation or freeze can be initiated through *The Label* by going to My Account > Manage Subscription. Please allow 30 days notice to cancel/freeze monthly or annual subscriptions. POUND® HQ will allow a courtesy one-time freeze of up to 90 days.

CAN THE PRO DISCOUNT ON BACKSTAGE BE APPLIED TO WHAT I'VE ALREADY PAID FOR? The promo code found in the Pro Perks section of *The Label* can be used when a Pro first signs up for Backstage or when their monthly/yearly subscription renews. Please email info@poundfit.com with further questions.

POUND® VENUES

WHAT IS A VENUE? AND/OR IS THERE A LICENSING FEE FOR MY GYM? POUND® Unplugged Pros teach at Venues (named after a concert venue). Official POUND® Venues are facilities committed to upholding the POUND® Unplugged class experience, hiring official POUND® Unplugged Pros, and using Ripstix® in class. Venues range from traditional fitness facilities like gyms, recreation centers, and studios to non-traditional settings like public parks or churches. The process of becoming a Venue is easy and requires no financial commitment or licensing fee. Simply complete a "[Venue Enrollment Form](#)" on the

poundfit.com website. Once approved, Venues gain a number of benefits, including:

1. The ability to legally add POUND® Unplugged classes to their class schedule
2. Access to free marketing materials and program support
3. Visibility on the poundfit.com's "Find a Class" search query

WHERE CAN I FIND A TRAINING NEAR ME? Visit poundfit.com and check out our global training schedule under the "Instructor Training" tab.

HOW DO I HOST A TRAINING? Hosting a training is a simple process. If your facility meets the criteria below, please fill out the [Host A Training request form](#) and a member of HQ will be in touch. Host Criteria:

- Facility located within 25 miles of a **major** metro city and airport in a given market
- A group fitness room with full length mirrors and exercise mats that can accommodate a minimum of 20 people comfortably
- A group fitness room available for 9 consecutive hours on a Saturday or Sunday
- Willingness to actively promote the training once it is confirmed
- An understanding that a minimum of 15 signups may be required for the training to be held. POUND® actively co-promotes to help fulfill this requirement.
- If 15 participants are not met, the training may be canceled and/or rescheduled to a future date when demand merits
- Adequate, free on-site parking is most ideal, or off-site easily accessible parking must be available
- Adequate space for a projector and projector screen
- A robust sound system with an auxiliary cable to hook up an iPod or iPad
- Once a training reaches 5 registrants, POUND® offers one free comp spot at the training for an instructor of the host's choice. If 30 participants enroll, a second comp spot may be given.

RIPSTIX®

WHERE DO PROS PURCHASE RIPSTIX®? Ripstix® packages are sold in sets of 15, 25 and 50 and can only be purchased through the Pro Shop on *The Label*.

US Shipping: In the US there are multiple shipping options spanning from two business days to standard ground shipping, which takes approximately 5 to 10 business days based on where the Pro is located. Pros can select their preferred shipping method upon checkout (cost differs depending on location and shipping option selected).

Shipping Outside the US: Pricing will automatically update to include region-specific duties and taxes. There is a single shipping option outside the US and shipping can take 10-14+ days.

CAN RIPSTIX® BREAK? Ripstix® are very durable, but they're not indestructible. Like any piece of fitness equipment, Ripstix® are subject to wear and tear. Ripstix® have a 90-day warranty from date of purchase. How a Pro cares for their Ripstix® can make a big difference on how long they last.

CAN HAND WEIGHTS BE USED INSTEAD OF RIPSTIX®? A major benefit of the workout is hearing your body's physical exertion and gaining movement intelligence. This is lost with hand weights. Importantly, POUND® choreography (and its choreographic speed) is tested to be safe with Ripstix®. High-repetition exercises performed with heavier weights may lead to premature fatigue or even injury. Participants can safely cross-train in another, non-POUND® class with heavier weights.

CAN RIPSTIX® BE LONGER OR HEAVIER? They're designed to closely mimic the physical and auditory experience of using standard drumsticks. Proper progressions through the workout over time allows participants to build strength and mobility. This means that, eventually, they may not need or want longer Ripstix® to strike the floor. POUND® may consider making slightly heavier Ripstix® in the future, but, as is, the weight of Ripstix® is ideal to minimize strike force on the ground and the safety and efficacy of the current program.

DO RIPSTIX® COME IN ANY OTHER COLORS? CAN THEY BE DECORATED?

Currently we represent our brand only with green Ripstix®. There is one exception and that is in Madonna's Hard Candy Fitness where we've released red Ripstix® exclusively for "POUND®: Rock Hard." FUN FACT! Ripstix® don't glow, but they do reflect black light – a fun thing for special events at your Venue ("Glow POUND®," anyone?).

HOW CAN I PREVENT HAND/WRIST IRRITATION? Proper handgrip is one way to avoid blisters, calluses, and hand/wrist pain. You may also use tools like workout gloves or finger tape to shield your skin. We recommend limiting hand jewelry (particularly rings) to minimize hand injury. POUND® does NOT recommend wrapping Ripstix® themselves as this may

accelerate their breakdown.

CAN I RESELL RIPSTIX®? Pros may NOT resell Ripstix®; however, your participants can purchase their own pair from poundfit.com. Please reach out to info@poundfit.com with any questions.

OTHER QUESTIONS

DOES POUND® AFFECT FLOORS? The POUND® Unplugged format is designed to keep approximately 80% of strikes on a yoga mat or off the floor altogether. Most gyms nowadays have bamboo or rubberized floors, both of which are POUND®-proof. But, if your flooring isn't a hardwood or rubberized and you have concerns about Ripstix® damaging the floors, the remaining 20% of strikes can be kept off the floor with just a few small adjustments to the way class is taught. Some measures that facilities have implemented to protect their floors:

- Room set up is key. Mats should parallel the mirrors/front of the group fitness room so that the majority of strikes still land on the mat. Pros can introduce mats as “drum kits” and share that strikes should only land on their mats during class.
- Structuring classes with POUNDtracks that keep Ripstix® off the ground and/or with Pros that cue technique strikes off the floor. How a Pro cues their classes can go a long way to keep floors safe. This cueing strategy is emphasized during Pro Training.
 - Careful consideration strike placement should be cued the Ground positions, as the choreography in these positions is closest to the floor and may be more aggressive in nature
- Additional mats can be added/layered to provide a larger “drumkit” and protect the floor. Some gyms use two mats, side by side, to create a large rectangle for their participants to POUND® in. Other gyms use octagon shaped mats, again, to ensure 360-degrees of floor protection around each participant. Regardless, mats should be heavy and sticky so that they do not slide across the floor.

HOW IS POUND® DIFFERENT FROM OTHER DRUMMING PROGRAMS? POUND® differs widely from other drumming programs. Here are a handful of examples that set POUND® apart:

- **EQUIPMENT.** First, we use specially designed weighted drumsticks called Ripstix®. The Ripstix® becomes a weighted extension of the arm, making the workout even more effective than drumming with regular drumsticks. Second, we

don't ask participants to drum on any other objects. This allows us to minimize equipment and space needs while maximizing physical range of motion (because participants' movement is not limited or restricted by hitting an object).

- MUSIC. POUND® is known for our edgy, heavy and forward-thinking music. We take great care to select the next big hit before the general public knows the song exists. We do this to set our Pros apart. Pros become the musical trendsetters at their Venues.
- INSTRUCTION. POUND® Unplugged class is a rock show experience so we teach our Pros to lead a top-notch, safe and effective class that fosters participant enjoyment, results and adherence.