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NCFIT COLLECTIVE
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NCFIT COACHES BRIEF

BRIEF

GENERAL INTRODUCTION

This document outlines the expectations and best practices of the NCFIT Coaching Team. All NCFIT coaches must deeply know and understand the content of this manual. If you have any questions about the content of this manual, please reach out to your manager. This is an internal document and not meant for distribution.

NCFIT ON PROFESSIONAL COACHING

NCFIT is home to some of the most talented coaches in the world. Over the years, we have established a rich history of coaching excellence. You are now part of that team and part of that tradition. At NCFIT, we do everything in our power to set the highest standard for professional coaching. Coaching at NCFIT is an amazing privilege. As coaches, we are leaders. We lead our members along their fitness journey. We also lead in a much deeper sense. We lead by setting the best example for those around us. We lead in community and camaraderie. We lead our members through all of life's adversity by cultivating positivity and sharing our passion. This brand of the leadership does not depend on your title or level of tenure. It depends solely on your character. Leadership is an affirmative choice to do the right thing for the right reason...simply because it is the right thing to do. This level of care and excellence are guiding principles for NCFIT. Similarly, care and excellence should be guiding principles in everything you do. We are NCFIT.

NCFIT ON PROFESSIONAL DEVELOPMENT

At NCFIT, we provide our coaches with a wide range of development opportunities, and we pride ourselves on facilitating growth for our coaches both in and out of the gym. The cornerstones of our professional development are our culture of feedback, our observation & feedback loop, and the in-depth content available through the NCFIT App. Through this development framework we will help mold you into one of the best coaches in the world. But at NCFIT – we want more than that. We are pursuing a much deeper level of development. Much more than just refining our coach's skills...we seek to help define their lives. At NCFIT, our goal is to inspire, lead, and educate our team along life's journey while also layering in world class technical skills. We firmly believe that great people make great coaches. We are interested in hiring great people, pushing them toward their goals, and watching them achieve greatness in all aspects of their lives.

NCFIT COACHING MISSION & VISION

NCFIT COACHING MISSION & VISION

OVERALL MISSION

We will achieve the highest levels of greatness and fulfillment, both personally and professionally, through embodying an unrivaled level of care and relentlessly pursuing excellence.

OVERALL VISION

We will foster and evolve a team culture that progresses, retains and attracts the world's most caring, dedicated, and talented professional coaches.

The NCFIT Coaching Pyramid is a theoretical model of the path toward coaching excellence. In this model, each level must be firmly solidified before the next level can be fully realized.

1. **COMMITMENT TO CARE, EXCELLENCE, GROWTH, & TRUST** – Our Core Values
2. **BASELINE EDUCATION** – Mastery of the Basics & Getting in Your Reps on the Floor
3. **INTENTIONAL PRACTICE** – Planning, Repetition, & Coach-to-Coach Guidance
4. **FURTHER REFINEMENT** – Formal Observation, Feedback, & Development
5. **SPECIALTY KNOWLEDGE** – Special Skills & Subject-Specific Courses

At NCFIT, we've adopted three characteristics for coaches and classes, respectively, that are essential to ensuring the best possible experience for our members. These essential characteristics are the baseline expectation across our entire coaching organization and the bedrock of our team.

ESSENTIAL CHARACTERISTICS OF NCFIT COACH

1. **CARING** – Very simply, we care deeply. We care about our teammates, members, facilities, and community. We care about our craft. We care about creating a positive experience for everyone coming through our doors. We demonstrate an uncommon level of care. Our care informs everything we do, think, and say. We care.

2. **EXCELLENT** – We consider ourselves professionals and our relentless pursuit is one toward excellence. Excellence manifests in our attitudes, actions, and decisions. We display excellence on and off the floor, whether or not anyone is watching. We strive to rise above and set the bar at all times and in all situations. We do the right thing because it is the right thing.

NCFIT COACHING MISSION & VISION

3. POSITIVE – Having a positive attitude is essential to fostering a healthy and productive environment for our members and within our coaching team. As coaches, we have the privilege to share in the joy of community and the celebration of life, health, and fitness with our members. Similarly, we display unwavering positivity in the face of adversity, fear, and defeat. A positive outlook uplifts, elevates, and supports our own spirits and the spirits of those around us.

ESSENTIAL CHARACTERISTICS OF NCFIT CLASS

1. ENGAGING – Our classes are fun, positive, and compelling. We measure our own engagement by asking ourselves...would I want to take my own class? We strive to create an environment that provides all members a great workout and allows our members to leave feeling better than they arrived, emotionally and physically.

2. WELL-PLANNED – We plan our classes because we care. We think about the how, why, when, and where for every class. We consider all of our members from the newest to most experienced. We are creative in bringing the movements, workouts, and methodology to life. We plan ahead in order to provide the best possible experience for our members. We plan to further our own growth and development.

3. INCLUSIVE – Our classes are inclusive in scope and nature. We provide a well-rounded experience from start to finish. We educate, entertain and inspire on and off the floor. We introduce and include our new members in our community from first exposure. We provide meaningful scaling options and ensure all members know. We welcome all ages, kinds, and levels of fitness into our community.

THE NCFIT EXPERIENCE

THE NCFIT EXPERIENCE

INTRODUCTION

There's a lot to think about when you are taking the floor to coach. We prepare our classes in advance to ensure the best possible experience, and we are constantly thinking about the members and movements. How am I going to teach X? What do I need to do if Y happens? How many athletes am I planning for? What does my timeline look like? The list goes on and on...there's a lot of detail to cover. I think sometimes we forget to think about the overall experience and how it all comes together. If I asked you, I am sure that we would all "know" what we want the member experience to be, but it's time we defined it. Being on the same page here is critical, and it will help ensure that we continue to deliver amazing classes.

When it comes down to it, there's four major elements that we want to define the NCFIT Experience every single day. Within each one of these elements there's an endless amount of interpretation and room for creativity but at these (4) core elements need to define the member experience. Let's dive in.

1. SMILES & FIVES – The greeting. The first impression. The vibe. As the members walk into the gym, it's always SMILES & FIVES. Coaches and front desk associates should greet members by name with a big smile and hi-five. As quickly as we see a member walk in, they should be greeted and recognized. This is the best way to ensure the experience starts off on the right foot. We want to set the tone for the day the second members walk in gym...this is the best hour of their day. It's always all good & the vibes are always right. We want the feeling to be contagious – this is the place to be and we are going to get after it!

2. ALWAYS ENGAGING – During class, coaches are ALWAYS ENGAGING. We are actively coaching, correcting, moving, motivating, and engaging throughout. This is the embodiment of active coaching...you must be "on" from minute 0 to minute 60. Being "on" is directly reflected in your energy and engagement with the members. The goal should be to connect with every member at least 2x -- at least once with a smile and five and at least once with feedback on their movement. Make it a personal goal to give every single member feedback on their movement every single class – help them move safer, better, faster. Make sure that they leave knowing you gave them your all. Be on you're A-game from start to finish...no days off.

3. LOUD & FUN – Music can move and inspire. It's a huge part of a great class – let's make sure it's LOUD & FUN when the action starts. Music should be playing nearly the entire day. Between classes and during specific portions of the class, the volume should come down to an appropriate level. But even pre-class the music should be on and helping to add to the mood. When

THE NCFIT EXPERIENCE

it's time to workout you have some flexibility with what music you play but it better be something loud and fun. Make sure you are creating an exciting and fun workout environment.

4. END ON A HIGH NOTE – Coaches can make a great experience even better with a quick and powerful closing. Every class should end ON A HIGH NOTE and a clear transition that ends the experience. There's nothing more awkward than coaching an amazing class and having the experience fall flat because you ran off at the end of class without saying anything. Creating a moment that closes out the experience is important to signify the end of the class and provide a smooth transition.

How each of these come to life will vary based on each coach's personality. But no matter your style, everyone's coaching performance should reflect these four elements. This is our standard for the member experience, and this is what sets us apart from everyone else. Let's make sure we bring it every day.

THE NCFIT 10

THE NCFIT 10

The NCFIT 10 outlines the ten most important concepts and practices for our coaches to adopt. Many of these “rules” are simple in concept but much more difficult to practice consistently...every interaction, every class, every day. Similarly, although each concept may on the surface appear simple; there are an endless number of layers and variables associated with each. A common characteristic among the best coaches in the world is their ability to practice these ten simultaneously, consistently, and relentlessly. They make it look easy – it is not.

As a coaching staff, we strive to adhere to the NCFIT Ten at all times. We hold ourselves (and our teammates) to the highest standards. We strive for excellence in everything we do. We are reminded that “how we do anything, is how we do everything.” We realize this is a journey and every day is an opportunity to push forward. No matter who you are, what level of certificate you hold, or where you’re at in your journey...intentionally practicing the NCFIT Ten will make you better. Mastering the ten will make you great.

1. OUR CARDINAL “RULE” – HAVE FUN, SMILE OFTEN, AND BE YOURSELF – maybe the bigger version of yourself! Our members are here to have a good time, and for many, this is the best hour of their day. Do everything you can to make it an awesome experience...educate, entertain, and inspire with everything you’ve got. Present the kind of class that you would want to take. Be the coach you would want to be inspired by. If you wouldn’t want to take your own class...what makes you think our members do?

2. WE WANT TO SET A NEW STANDARD FOR PROFESSIONAL COACHING. As such, we are always well-prepared, professionally dressed, and always display a positive attitude. When you put on the NCFIT shirt you’re making a statement by committing to an uncommon standard of excellence. You’ve earned the opportunity to coach alongside some of the best...now, show the world what you’ve got.

3. OUR MEMBERS ARE THE LIFEblood OF OUR COMMUNITY. As coaches, we must be approachable and accessible to our members always – we are never ‘bothered’ by them. It is our duty to be actively invested in the fitness, health, and overall well-being of our members. We must deeply and genuinely care. The member experience and their overall well-being always come first.

4. AS COACHES, WE ARE LEADERS OF THE COMMUNITY. It our duty to build strong relationships and bring people deeper into our community. Coaches should develop strong bonds with members during class and outside of class in the

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4. AS COACHES, WE ARE LEADERS OF THE COMMUNITY. It our duty to build strong relationships and bring people deeper into our community. Coaches should develop strong bonds with members during class and outside of class in the time pre and post workout. We use the names often, introduce new members, and welcome guests. We avoid promoting cliques or factions, and we rise above any drama. We always take the high road. We also strive to create an environment that is inclusive, open, and safe for all.

5. BEING WELL-PREPARED MEANS THAT WE ARE PLANNING FOR AND AWARE OF UNIQUE CIRCUMSTANCES. At the start of every class, we ask for injuries or conditions, and we are prepared with a plan to scale athletes. The ultimate goal is to provide an appropriate experience for everyone...no matter their level of skill, experience, or current state. Our job is to ensure that the athletes are well-informed, properly scaled, and moving safely.

6. WE RESPECT THE TIME OF OUR MEMBERS AND FELLOW COACHES, AND WE ENSURE ALL MEMBERS ARE CHECKED-IN TO CLASS AND ACCOUNTED FOR THROUGHOUT CLASS. Again, this comes down to being prepared and aware. We begin and end class in a timely manner and efficiently manage our timeline. This is a skill and takes practice...it’s not just luck. Running over or ending class early shows a lack of preparation and respect. Not knowing who is in the room or losing track of an athlete shows a lack of focus. Be prepared. Stay focused.

THE NCFIT 10

7. DEMYSTIFYING MOVEMENT IS PART OF THE ART OF COACHING. Coaches should be able to provide clear demonstration and instruction on all movements. If you don't have a skill, you should be working on it or have a plan how you will show the skill. Through our demonstration and teaching we must share insight for all ability levels. This is also a skill and becomes an artful balance between speaking to both the newer and more experienced athletes. Finding the right balance takes practice. When it comes time to do work – we are active in ensuring the workout is appropriate for all. We scale loading, volume, and movement appropriately based on ability level of the athlete. We push and pull athletes at their physical and psychological thresholds but ultimately, we want the athlete to have fun, get a great workout, move well, and learn something.

8. NCFIT COACHES PRACTICE “ACTIVE COACHING” EVERY TIME THEY TAKE THE FLOOR. We are active and invested in correcting, providing praise, and creating an exciting atmosphere throughout workout. We move with purpose and remains engaged for the entire class. Speak, stand, and move like you mean it. We don't become distracted or checked out. We display passion and purpose always.

9. NCFIT COACHES REMAIN PROFESSIONAL AT ALL TIMES. We never use threatening words, actions, or gestures...ever. There is always a better way to make your point. When using humor, we are careful to ensure that it is appropriate and will not hurt any of our members. If there is any shred of doubt about whether something might be appropriate or not...we refrain. Occasionally stressful situations might arise, we always remain calm and always take the high road.

10. NCFIT COACHES COACH – STRAIGHT UP. Coaches do not eat, drink, or do anything else during class that distracts from coaching. If you are eating, you are not coaching. If you have your hands in your pockets, you are not coaching. These types of distractions and actions during class show the members a lack of interest. How you do anything is how you do anything. Be all in with everything that you do.

PROGRAM PHILOSOPHY & OVERVIEW

PROGRAM PHILOSOPHY & OVERVIEW

NCFIT offers three main programs, NC60 – NC45 – NC30. Each of these programs are brought to life at our locations in a group training environment and led by an NCFIT coach. In addition to our three main programs, we also maintain two auxiliary programs, NCCompete and NCBurn.

PROGRAMMING PHILOSOPHY

GENERAL OVERVIEW

I. All of our programming is specifically designed to be effective, inclusive, scalable, and fun. Across all of our programs, we employ functional movements and different levels of intensity to elicit an appropriate stimulus based on each program charter.

II. All of our programs deliver an extremely effective workout presented by an expert coach in a group environment; however, the movements, loading, and degree of variance and complexity differ across all three (NC60 – potential for most variance / complexity; NC45 – moderate variance / moderate complexity; NC30 – least varied / least complex).

MISSION

We will achieve and exceed the fitness goals of all of our members through consistently providing excellent coaching and developing strong community.

OUR PROGRAMS

1. NC60

NC60 is our spin on high intensity training, and it doesn't get any better! The NC60 program offers athletes the opportunity to gain exposure to the widest degree of complexity, loading, and variance. In our NC60 program, all movements, loads, and time domains are fair game. Workouts are highly varied in duration, format, and type. Each session begins with a general warm-up, followed by a skill review, skill session or specific warm-up. The high intensity workout comes next, and athletes need to be ready for anything! NC60 is perfect for anyone interested in high intensity training but can be scaled for any ability level whether newer or more advanced athletes.

PROGRAM PHILOSOPHY & OVERVIEW

2. NC45

NC45 offers daily strength and skill training along with a fun and effective metcon-style workout. NC45 incorporates daily strength-based movements that build a solid foundation. The movements and workouts in NC45 focus squarely on building a strong base and providing daily exposure to strength training. Each NC45 session begins with a general warm-up, followed by a skill review, then a strength component coupled with the workout. For newer athletes, this program is a fantastic introduction to complexity, loading, and variance. For more experienced athletes, NC45 helps develop mechanics, consistency, and intensity in foundational strength and moderately complex movements.

3. NC30

NC30 is the ultimate high-energy conditioning training. Workouts typically last anywhere from 10 to 20 minutes and always incorporate simple yet potent movements. NC30 combines bodyweight, row-bike-run, and simple weight lifting movements for each workout. Each session begins with a general warm-up followed by a skill review and finally the workout. NC30 workouts will improve your conditioning regardless of skill level and can be performed in nearly any location with very little equipment. NC30 serves as the perfect option for athletes who are time-restricted, entry-level, or on the road.

4. NCCOMPETE

NCCOMPETE is competitive track programming designed by the NCFIT. NCCOMPETE pays homage to NCFIT's rich history of success in the sport of fitness while paving the way forward for a new breed of competitor. The goal of this program is twofold: first, to provide our athletes the foundation and specific tools they need to succeed in competition, and second, to grow a strong community of like-minded athletes eager to better themselves physically, mentally, and emotionally. NCCOMPETE is intended for athletes that want to compete in the sport of fitness.

5. NCBURN

NCBURN is our special spin on fast-paced interval training. Workouts for NCBURN involve very little equipment and can be performed almost anywhere -- at the gym, at home, or on the road. Every workout involves four different station rotations. Athletes work through each station for a short period of time then move to a new station. Workouts will always challenge athletes to push themselves through the burn! NCBURN is perfect for athletes looking for high-energy interval training, want to focus only on conditioning, or need a quick workout that they can do anywhere!

FEEDBACK & COMMUNICATION

FEEDBACK & COMMUNICATION

At NCFIT we proudly stand behind and support a culture of feedback. The “feedback culture” we are referencing deals much less with formal systems and procedures and much more with bedrock on top of which everything else is laid. We define a feedback culture as an environment characterized by trust, care and excellence where openly giving and receiving praise and/or constructive guidance is part of the everyday norm.

1. THE CHARACTERISTICS OF THE ENVIRONMENT

A. TRUST. There can be no room for questioning motives or intentions. We must firmly believe in each other and our mission. We all need to be confident that even the tough decisions and conversations happen in trust. The best way to establish trust is through care.

B. CARE. Care must be the motivation of everything we do. This is impossible to teach, and it cannot be faked. We go the extra mile because we care. We want the people around us to excel because we care. We are open and receptive to feedback because we care.

C. EXCELLENCE. The pursuit of excellence manifests through care. We are always seeking to improve ourselves, our craft, and our teams. Excellence means that we always put forth our best effort in everything that we do. No matter if it's cleaning or coaching, we are doing so with all of our effort.

2. GIVING & RECEIVING OPENLY

Feedback culture means that sharing one's thoughts and feelings in a productive manner is part of the day to day. Sharing is a normal occurrence and not just a reaction to an 'event'. Through the establishment of trust, care, and excellence we understand that this sharing is meant to better one another. It comes from a place of care. It takes place between relationships characterized by trust. It is given in the pursuit of excellence. No one is above feedback. Our goal is to make it okay to talk with one another about our craft and how to improve.

3. PRAISE & CONSTRUCTIVE GUIDANCE

In the most successful manifestations of this culture, both praise and constructive guidance are shared equally. We must carefully balance praise and constructive guidance. We want to motivate and encourage while also providing clear guidance on how we improve. This is a delicate balance and will only be successful through trust, care, and excellence in open, two-way communication.

GETTING THE MOST OUT OF THE BRIEFS

GETTING THE MOST OUT OF THE BRIEFS

This section provides additional information on what to look for, how to best use and what information to extract from the NCFIT Briefs. We expect our coaches to be extremely well prepared for every class they coach. Essential to their preparation should be a detailed review of the NCFIT Brief. The NCFIT Brief will not only assist in running a great class but also aid in your long-term professional development. We encourage you to make the most out of the briefs every single day. Review, plan, and execute.

HIGHLIGHTS

POINT 1 // ATHLETE GOAL – Overall feel of the workout / athlete goal

POINT 2 // COACH FOCUS – Major teaching / coaching focus for the day

POINT 3 // TOTAL TIME – Total time that you will need for strength / skill and workout

INTRO

- Introduces overall flow of the day
- How does the day compare vs. 1-2 days prior
- What are we looking to accomplish in today's workout
- How might the experience feel for beginners vs. experienced athletes
- Where should the coach spend most of their teaching time today
- What are the critical elements a coach needs to focus on to run a great class
- What are any standout elements or "must knows" -- timeline, special w/u, finisher
- Are there any equipment, staging, or staggering suggestions
- Occasionally this section dives into the deeper sides of coaching (motivation, inspiration, etc.) and provides insight into how to take a class from good to great

STIMULUS

- What is the desired feel / result of the particular workout
- What are we looking at for general ranges of scores or loads
- Key elements for most stimulus descriptions are...
 - TIME, LOAD, VOLUME, MAJOR MOV'T FUNCTION, and OVERALL FEEL
- The stimulus description gives you indicators of both how the workout should be looked at by the both coach /athlete and how it should feel for the athlete

GETTING THE MOST OUT OF THE BRIEFS

TIMELINE

- Simple and broad stroke
- This is a suggestion on how to best spend your time
- Most important elements are how long you need for the workout / strength portions
- Use the timeline to help plan your classes and stay on track

WARM-UP

- Please reference the warm-up and use to get your athletes ready for the day's work
- When appropriate, please adjust the warm-up as needed to fit the need of your athletes, space, or equipment
- Will often provide a suggestion for both a general (get sweaty) and specific warm-up (build skills)
- Warm-up will almost always include transition to teaching or highlight key points of performance for movements
- For days with significant barbell work or gymnastics work, a warm-up will include teaching progression or loading plan

TEACHING

This section should be used primarily used to develop a teaching plan for the key movements and help the coach better teach, see, and correct movement...

- Progressions and key focus
- Discuss focus for movement for that day based on loading / volume / structure
- Common POP and Common Faults (plus how to correct)
- How to approach a movement for beginner or advanced
- How to appropriately load for heavier lifting
- Breakdown scaling options in-depth and provide multiple options

We can also use this section to highlight specific examples of the foundations of effective coaching based on that day's workout...

- Teaching & Demo
- Seeing
- Correcting
- Group / Time Management
- Presence & Attitude

GETTING THE MOST OUT OF THE BRIEFS

SCALING

- Section will provide loading & volume guidance for workouts as well as movement adjustments
- Movement adjustments are particularly important for more complex movements or workouts that have high volume of that movement
- With more common movements offer creative/diverse scaling options based on the desired stimulus of the workout

MAKING THE MOST OF YOUR CLASSES

MAKING THE MOST OF YOUR CLASSES

This section provides additional guidance on how to make the most out of your classes. This section is meant to help coaches understand the different portions of a class and the focuses for each. Please also reference the NCFIT 10 as well as the NCFIT Experience for a greater understanding of the overall class experience.

INTRO

- Introduce the overall flow of the day to the athletes
- Welcome athletes to class, smile and set a positive tone for class
- Based on the number of athletes and their skill level adjust your intro accordingly for both length and content
- Use athlete names and introduce yourself to new members and guests
- Explain the workout and discuss a plan for scaling movements / loading
- Ask athletes for any injuries or conditions you need to know about before workout

STIMULUS (ADDRESS DURING INTRO)

- Explain the desired feel / result of the particular workout
- This information should be provided during the intro but you should also think about this throughout the class – teaching, scaling, and workout

TIMELINE

- Class should start and end on time always
- Use the time pre and post workout to build relationships with athletes
- Use of time should be appropriate based on the workout and the focus for that particular day...use your time wisely!

WARM-UP

- Please reference the warm-up and use to get your athletes ready for the day's work
- Warm-up is also a great time to evaluate movement and get to know members
- Use the warm-up to help athletes clean up movement and set a positive tone
- Music during a warm-up is important, keep it light and fun. Not workout volume.

MAKING THE MOST OF YOUR CLASSES

TEACHING

- Teaching should be prioritized based on focus for that day – consider the complexity, loading, and reps on how you teach a movement
- The first step to effective teaching is a clear and precise demo of the movement followed by a focus for the athletes
- For more complex movements, teach using a progression. Break down the movement into simple steps to follow
- Each movement in every workout should at least have a focus for the athletes. More complex movements will have more time dedicated to them

SCALING

- Scaling is an essential element to what we do – the overall goal should be to provide an effective, fun, and appropriate workout for all athletes
- With new athletes, scaling is absolutely essential – please be especially mindful of new athletes or deconditioned athletes. Adjust workouts accordingly
- Athletes and coaches should have an active dialogue about the reps, loading, and movements. Coaches should check in with all athletes before the workout
- Scaling is not something to be ashamed of...it is a practice that we use to ensure everyone has the best possible experience. With this in mind, some athletes may be sensitive to scaling and coaches should be aware of that possibility

SKILL/STRENGTH

- The skill or strength portion of class can be intended either as practice or training.
- During this portion of the class, the coach should be very active in engaging the athletes and providing feedback on an athlete's movement. We want to improve movement for safety, improve movement for efficiency and encourage athletes
- Coaches should help athletes through this portion of class by trying to give every athlete at least one thing to think about

MAKING THE MOST OF YOUR CLASSES

WORKOUT

- Before the workout begins, coaches should make sure all the athletes have all the necessary equipment and feel comfortable with the workout
- Coaches should review the workout one more time before the workout begins
- Coaches set a positive tone and make sure the athletes are ready for a great workout
- Coaches should play appropriate music – the music should be inspiring and at an appropriate volume for the workout
- During this portion of the class, the coach should be very active in engaging the athletes and providing feedback on an athlete's movement. We want to improve movement for safety, improve movement for efficiency and encourage athletes
- Coaches should help athletes through this portion of class by trying to give every athlete at least one thing to think about
- Coaches should remain engaged the entire time and coach actively from the start to finish of the workout

CLOSING

- Once the workout ends, coaches should congratulate the athletes and bring the experience to natural end either with a transition or cool down
- Coaches always help the athletes clean up and give praise to the athletes for a job well done on the workout
- Where appropriate, coaches should lead the athletes through the cool down or finisher – these are great times to build community and get to know your athletes better
- When the end of class is approaching coaches should let the athletes know that the work for the day is done and they are free to get cleaned up

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DOCUMENTS ADDENDUM



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RATING	POSITION	TYPICAL MINIMUM & EXPERIENCE	CLASS EXPECTATIONS	KNOWLEDGE	TEACHING & DEMO	SEEING & CORRECTING	PRESENCE & ATTITUDE	GREATER BIZ OBJECTIVES
1-2	ASSOCIATE COACH	Entry Level 0-1 years of experience CFL1 (Coaches NC30 and NC45/ observes CrossFit)	Majority of classes AVERAGE or better. Starts /ends class on time. Coach is positive, engaging and energetic. Asks for injuries and uses names. Teaches important movements with simple direction, checks for safety, and scales athletes.	Understands basic technical principals, theories, and concepts needed to coach individuals. Understands the basic definitions provided in the CF L1.	Developing teaching skill of foundational movements. Able to show most movements and guide athletes on how to accomplish.	Able to see difference between proper and improper movement. Recognizes gross faults. Can provide cues to correct gross faults.	Positive, engaging, and energetic both in and out of class.	Invested in own classes, community and membership
3-4	COACH	Entry Level 0-2 years of experience CFL1 (Coaches NC30 and NC45 / leads limited CrossFit classes)	Majority of classes GOOD or better. Previous levels plus...higher level teaching, seeing, correcting. Teaches effectively and demos well. Group management is developing	Previous levels plus... Understands basic technical principals, theories, and concepts needed to coach group classes.	Previous levels plus... Develops higher level teaching of foundational movements. Uses progressions to teach movements and has plan for movements without progressions.	Previous levels plus...able to provide multiple corrections for gross faults. Can identify subtle faults. Understands triage.	Previous levels plus... develops positive community environment both in and out of class. Gets to know members and invests time and energy in that pursuit.	Previous levels plus...team player, goes the extra mile, reliable, and displays leadership potential.
5-6	SENIOR COACH	Journey Level 2-4 years of experience CFL2 / Pursuing CFL3 SME exposure 1-2 (Coaches all classes)	Majority of classes GOOD or better. Previous levels plus... highly effective teaching, seeing, and correcting. Able to manage large and small groups effectively. Creates an exciting environment. Develops community before, during and after class.	Previous levels plus... Complete understanding of theories and principles in CF. A wide application of technical principles, theories, and concepts in CF. Invests in own self-learning and pursues outside education.	Previous levels plus... Provides above average teaching of foundational movements and other movements. Teaching is imaginative, thorough, and practicable, and consistent with organization objectives. Begins to develop own methods for teaching.	Previous levels plus...able to see and correct both gross and subtle faults in movement. Can provide multiple corrections for both. Can effectively triage and prioritize.	Previous levels plus...stands out as pillar of the gym community. Represents the organization in providing excellent experience both in and out of gym. A leader among coaches.	Previous levels plus... completes all tasks in timely, logical and professional manner. Failure to achieve results may affect classes and location.
7-8	SENIOR STAFF	Authority Level 4+ years of experience CFL3 SME exposure 2+	Majority of classes VERY GOOD or better. Previous levels plus...significant skill in leading large and small groups. Teaches all movements expertly. Presence and attitude reflect status as empathic and effective leader. The class experience is top notch.	Previous levels plus... understanding of greater concepts of fitness, health, and nutrition. Has the ability to advise membership on same and develop junior staff. Achieved L3 and understands higher level topics and theory.	Previous levels plus...Can teach with a high degree of effectiveness any and all movements that relate to CF. Highly developed teaching skill in other areas. i.e. powerlifting, oly, endurance, & nutrition.	Previous levels plus...can identify root causes for faults and provide best possible corrections. Displays advanced level or triage and prioritization. Can guide junior coaches on more effective cueing.	Previous levels plus... standout leader in local community as well as for members and coaches alike. Frequent inter-organizational and outside member contacts. Represents the organization proudly at all levels.	Previous levels plus... contributes to the completion of specific class and location objectives. Failure to obtain results or poor decision making or recommendations would typically result in serious loss.
9-10	PRINCIPAL	Industry Expert Level 6+ years of experience CFL3 or CFL4 CF Seminar Staff SME exposure 2+	Majority of classes VERY GOOD or better. Previous levels plus...expertise in all aspects of coaching and leadership. Mastery of the tangible and intangible elements of a great class.	Previous levels plus...exhibits an exceptional degree of ingenuity, creativity, and resourcefulness as a coach. Applies and/or develops highly advanced theories and concepts. Viewed as an expert in the direct field of fitness and movement.	Previous levels plus... Develops information which extends knowledge in the field. Information may form the basis of newly developed concepts, theories, and services/products.	Previous levels plus...most advanced level of seeing and correcting. Can work at macro and micro level within class. Mastery of triage and prioritization. Effectively utilizes support coaches and develops better coaches.	Previous levels plus... standout leader in organization. Prime external spokesperson for the company on significant matters. Often instrumental in attracting and obtaining major new business.	Previous levels plus... designs and develops new applications resulting in new services or business opportunities. Serves as a top consultant to management in long-range planning concerning new or projected areas of improvement and advancement. Poor decision making or recommendations would have a long-term negative effect.

NCFIT COACH INTERVIEW PROCESS

OBJECTIVE

To attract, develop, and retain the best professional coaches in the world. At NCFIT, we are obsessed with coaching. We eat, drink, and sleep coaching. The job of our coaches is to provide the best experience to our members every single day. Early alarms and late nights don't phase us – we are focused and committed. In an industry plagued with mediocrity, we strive to set a higher bar. Simply put we are professionals, and we are investing heavily in progressing our coaches to new heights. Through a culture of excellence and a dynamic coaching development framework we arm our coaches with the tools and resources they need to excel and evolve. If you're ready to go from JV to Varsity...read on and apply. If you're content with mediocrity...keep scrolling Instagram.

CANDIDATES FOR EMPLOYMENT

- Candidates must have a current Level 1 Certificate and CPR/First Aid Certificate
- Experience required will depend on position applicant is applying for – Apprentice, Intern, or Coach

INTERN / APPRENTICE INTERVIEW PROCESS

STEP 1 – All candidates for employment must first submit their resume and completed application.

STEP 2 – Candidates will be considered for the intern and apprentice programs based on current need, fit in the organization, and qualifications.

STEP 3 – If deemed a good fit and needs demand, applicant be considered for an offer to join the apprentice/intern program based on their experience. At this point, Coach Director, Head Coach and Manager will all convene to discuss appropriate role for candidate.

COACH INTERVIEW PROCESS

STEP 1 – All candidates for employment must first submit their resume and completed application. Applicants for coaching roles must have at least 1 year of coaching experience.

STEP 2 – Coach applicants first meet with Coaching Director or Head Coach to determine if applicant is proper fit. This meeting occurs in person and does not involve any formal coaching. This step is all about determining whether the applicant is a good fit for NCFIT and serves as a review of the applicant's experience. If not deemed a good fit, interview process will end.

NCFIT COACH INTERVIEW PROCESS

STEP 3 – If deemed a good fit, applicant will next be asked to secondary 1-3 classes with Head Coach. Prior to stepping on the floor, candidate will be provided with the session plans and clear expectations for secondary assignment. Head Coach will evaluate candidate on fit, performance, and experience. If not deemed a good fit, interview process will end.

STEP 4 – If deemed a good fit, applicant will next be asked to secondary a class with Head Coach then immediately lead 1-3 classes with Head Coach. Prior to stepping on the floor, candidate will be provided with the session plans and clear expectations for assignments. Head Coach will evaluate candidate on fit, performance, and experience. If not deemed a good fit, interview process will end.

STEP 5 – If deemed a good fit but coaching needs improvement, applicant will be asked to repeat Step 4 will specific focuses. Most candidates should go through multiple lead interviews to assess their ability to implement feedback. Candidates may be asked to coach at different locations and with different coaches. Prior to stepping on the floor, candidate will be provided with the session plans and expectations for assignments. If not deemed a good fit or coach does not make the necessary improvements, interview process will end.

STEP 6 – If deemed a good fit, applicant will be considered for an offer based on their experience. At this point, Coach Director, Head Coach and Manager will all convene to discuss appropriate role for candidate.

APPLICANT EVALUATION CRITERION

- All applicants will be evaluated on their application and resume, pertinent experience, and overall fit within the organization.
- In addition to application and resume, pertinent experience, and overall fit within the organization, all coaching applicants in lead and secondary roles will be evaluated on the following criteria:

TEACHING

- The ability and skill to provide education to others on mechanics, movement and methodology. This includes understanding and knowledge of the points of performance and movement progression. Teaching strategies should be appropriate for the particular athlete's need. The transmission of knowledge should be logical and understandable.

NCFIT COACH INTERVIEW PROCESS

DEMONSTRATION

- The ability and skill to show, breakdown, and repeat both proper and improper movement patterns for the purpose of teaching or correcting. Demonstration involves awareness of your own movement and any potential faults in your movement. Effective demonstrators practice their own movement as well as work relentlessly to improve their movement.

SEEING & CORRECTING

- The ability and skill to recognize and distinguish proper movement vs. improper movement and provide feedback to improve movement. This includes the ability to see both gross and subtle faults in dynamic and static positions as well as provide meaningful correction. Cues to correct movement should be short, direct, and actionable. Cueing strategies should be diverse including verbal, visual, and tactile corrections and, in general, move from least invasive to more invasive. Correcting movement necessarily involves a mature understanding of the concept of triage as well as a careful balancing of correction and encouragement.

GROUP & TIME MANAGEMENT

- The ability and skill to lead large and small groups through a holistic, smooth, and appropriate experience. Class management includes awareness and understanding of the space, time, equipment and people.

PRESENCE & ATTITUDE

- The ability and skill to create a unique, memorable, and well-rounded experience through tangible and intangible elements – personality, tone, engagement, environment, etc. Presence and attitude are equally objective and subjective; however, paramount to both is the ability to positively lead and impact large and small groups through care and community.

COMMUNICATION DURING INTERVIEW

- After every stage in the interview process, the Head Coach should report back to Coaching Director and General Manager via email about the status of the interview, observations and suggested next steps
- Once status is communicated and NCFIT parties aligned, Head Coach will be directed on next steps for communication with the applicant by Coaching Director.

APPRENTICE GUIDE

OBJECTIVE

To provide aspiring coaches with a basic introduction to the tools and trade of professional trainers. We will accomplish this by inspiring, training, and developing these individuals and instilling the core principles of NCFIT. The NCFIT apprentice program is unpaid and lasts 90 days. Apprentices must be a current paying member at NCFIT or currently serve NCFIT in some other capacity. The program is based around observation of classes and conversation with NCFIT coaches. Apprentices are not coaches, employees, or contractors and do not serve in any official capacity on behalf of NCFIT. Acceptance to the program is based on successful application, and all candidates must apply. This agreement between NCFIT and the apprentice serves as the framework for the company's apprentice program.

CANDIDATES FOR THE PROGRAM

- Candidates are pursuing or have their Level 1 Certificate
- Candidates must attend all necessary meetings, complete predetermined benchmarks, and comply with all aspects of the program
- Candidates must dress, act, and comport in a professional manner at all times

PROGRAM OVERVIEW

1. Candidates will communicate their availability at the outset of the 3-month program.
2. Candidates must commit to at least 1/day a week
3. Candidates are responsible for checking in with head coaches and completing all assignments throughout the program
4. Candidates are expected to dedicate at least 2 hours each session
 - A. Candidates are expected to observe a class each session (not actively coach)
 - B. Candidates are expected to spend at least an hour working with coaches and owners on improving the facility and community
5. Daily assignments will be given to participants by site-lead or coach
6. All assignments must be accomplished in order to participate and stay in the program
7. At any time, the program may be discontinued by either NCFIT or the apprentice
8. If the apprentice is terminating the program, they must notify the appropriate site-lead

APPRENTICE GUIDE

APPLICATION PROCESS

1. All candidates must apply through our careers page at [NC.FIT/Careers](https://nc.fit/careers). Candidates must submit the following:
 - A. Completed online application
 - B. Resume including all relevant experience
 - C. Two (2) personal references (name and contact info)and community
2. Applications should be sent to info@nc.fit with the title *"Apprentice Application / Candidate's Name"*

APPRENTICE EVALUATION PROCESS

1. Evaluations will consist of spot feedback as well as a regularly scheduled, formal evaluations with site-lead
2. Formal evaluations with site-lead will be conducted at the site-lead's discretion

INTERN GUIDE

OBJECTIVE

To provide aspiring coaches with the tools needed to properly begin their journey as a professional trainer. We will accomplish this by inspiring, training, and developing potential coaching candidates and instilling the core principles of NCFIT. The NCFIT intern program is a progressive learning experience. NCFIT seeks individuals who are passionate and committed to the overall community with the intention of joining our team of coaches. This is a paid internship reserved for select candidates (\$15/hr) and includes a free membership while participating in the program. Acceptance to the program is based on successful application, and all candidates must apply. This agreement between NCFIT and the Intern serves as the framework for the company's Intern program.

CANDIDATES FOR PROGRAM

- Candidates are pursuing or have their Level 1 Certificate
- Candidates must attend all necessary meetings, complete predetermined benchmarks, and comply with all aspects of the program
- Candidates must dress, act, and comport in a professional manner at all times
- Candidates must dress in NCFIT uniform during all intern hours

PROGRAM OVERVIEW

The intern program consists of 20 hour intervals each with specific goals and expectations. The minimum time in the program is 20 hours. The program will have 5 phases. The minimum time in each phase is 4 hours. Interns are expected to also dedicate time in the internship to facility maintenance and community building. For every 2 hours observing, the intern is expected to commit 1 hour to general maintenance. The maximum time in program is 100 hours. Check-ins are required with the lead coach every 20 hours.

1. PHASE 1 – METHODOLOGY & OBSERVATION I

- A. NCFIT STANDARDS – Overall culture and community
- B. OBSERVATION OF CLASSES – Focus on overall feel and flow

1. PHASE 2 – METHODOLOGY & OBSERVATION II

- A. NCFIT STANDARDS – NCFIT class and coach protocols
- B. OBSERVATION OF CLASSES – Focus on teaching and demonstration

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3. PHASE 3 – GROUP TRAINING I

- A. **NCFIT STANDARDS** – Foundations of effective coaching
- B. **OBSERVATION OF CLASSES** – Focus on seeing and correcting

4. PHASE 4 – GROUP TRAINING II

- A. **NCFIT STANDARDS** – Building better classes
- B. **LESSON PLANNING** – Briefs, timelines, and presence/attitude

5. PHASE 5 – GROUP TRAINING III

- A. **NCFIT STANDARDS** – Practical application of skills
- B. **GROUP MANAGEMENT** – Leading warmups, parts, or full classes

Length of each phase and overall program will vary based on experience, commitment and overall development. At any time, the program can be discontinued by either NCFIT or the intern. If the intern is terminating the program, they must notify the appropriate site-lead. In addition to on floor hours, the intern is required to take at least one class per week and spend time adding value to the facility or community.

APPLICATION PROCESS

1. All candidates must apply through our careers page at [NC.FIT/Careers](https://nc.fit/careers). Candidates must submit the following:

- A. Completed online application
- B. 100-word statement about interest in program, motivation, and experience
- C. Resume including all relevant experience
- D. Two (2) personal references (name and contact info)

2. Applications should be sent to info@nc.fit with the title *“Intern Application / Candidate’s Name”*

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INTERN EVALUATION PROCESS

1. Evaluations will consist of regular spot feedback and monthly formal evaluations
 - A. Weekly – Spot feedback and touch base with intern and lead (progress review & focus)
 - B. Monthly – Formal sit-down with site-lead (30 min. status meeting & stage review)
2. Formal evaluations will be recapped via email and sent to the candidate for their records
 - A. Email will include the following information:
 - I. Update on progress to date
 - II. Evaluation of current stage for candidate
 - III. Confirmation of forward looking schedule
 - IV. Date of next formal meeting

ADDITIONAL REQUIREMENTS

1. Administrative training will take place throughout the internship program
2. Interns may be asked to assist with/learn about administrative tasks and gym operations
3. Administrative tasks will include but are not limited to merchandise and inventory management, facility and equipment upkeep, membership inquiries, membership processing, and general knowledge of membership software
4. Interns may be asked to assist front desk with signing members into class as well as processing retail transactions and handling member inquiries

NCFIT INTERN PHASE OUTLINE

1. Duration and depth of each phase will vary based on candidate's background, experience, and aptitude.
2. Leads are advised to cover all material with interns over the course of the internship.
3. Interns should expect to spend the majority of their time learning, practicing, observing, assisting, engaging, and finally leading. Interns should also expect to help out around the gym at the lead's discretion. This will include, but will not be limited to, front desk and maintenance duties.
4. Please refer to the intern agreement for more detail or email us at info@nc.fit

INTERN GUIDE

In general, the phases should follow the following structure:

1. PHASE 1 – METHODOLOGY & OBSERVATION I

A. NCFIT STANDARDS – OVERALL CULTURE AND COMMUNITY

- I. *Key Focus: Gaining a deeper understanding of community and culture of NCFIT overall and specific site*
- II. Introduction to NCFIT - who we are and what we do
- III. Importance of care and commitment to excellence
- IV. Review and understanding of NC60, NC45, NC30 and 'why'
- V. Review and understanding of NCFIT Culture Deck
- VI. Review and understanding of NCFIT Handbook, Coach's Manual, and NCFIT Coach Non-Negotiables
- VII. Review emergency action protocol and what to do in case of injuries
- VIII. Review expectations of intern and role within gym
- IX. Site specific gym, culture and community overview
- X. Introduction to site specific staff and review of schedule
- XI. Site specific walkthrough - policies, front desk/admin, written and unwritten rules, expectations of coaches, etc.

B. OBSERVATION OF CLASSES – FOCUS ON OVERALL FEEL AND FLOW

- I. *Key focus: gaining a deeper understanding of the overall class environment, different 'phases' of class, how the coach interacts with the members, defining care and excellence*
- II. Intern coach is expected to observe classes from sideline (or shadow the lead coach), take notes, and make own observations
- III. Site lead should share the essential characteristics of NCFIT coach and classes
- IV. Site lead should share programming and class plans with the intern coach
- V. Intern coach is expected to know daily workouts and review plan
- VI. Intern coach is expected to show up early for class and stay after class to engage with coaches and community
- VII. Site lead should intro the intern at the start of every class if the intern is new to the community
- VIII. Post-class, intern and site lead should spend at least 10-15 mins reviewing notes from class

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- IX. Questions should be higher level and focus on how, why, when and where (big picture review of class). Focus here is the craft of coaching in a group training environment. Site lead should reference the class briefs and focus on planning and preparation as keys to leading effective classes

2. PHASE 2 – METHODOLOGY & OBSERVATION II

A. NCFIT STANDARDS – NCFIT CLASS AND COACH PROTOCOLS

- I. *Key focus: gaining an in-depth knowledge and understanding of the NCFIT class and coach protocols*
- II. Understanding the ‘why’ behind our protocols and our goal of being the very best in the world through care and excellence
- III. Understanding the NCFIT Coaching Pyramid
- IV. Understanding the essential characteristics of NCFIT class & coach (why are these important)
- V. Introduction to the foundational coach & class criteria:
 - 1. TEACH & DEMO
 - 1. SEE & CORRECT
 - 3. GROUP & TIME MANAGEMENT
 - 4. PRESENCE & ATTITUDE
- VI. Role of coach as facilitator – goal is to educate, inspire, and entertain while leading through an effective workout in a safe environment

B. OBSERVATION OF CLASSES – FOCUS ON TEACHING AND DEMONSTRATION

- I. *Key focus: observing all types of classes and learning how to teach and demonstrate movement effectively*
- II. Intern is expected to observe classes with specific focus on teaching and demonstration
- III. Intern is expected to know the movements in the daily workouts as well as do own research on how to teach and perform
- IV. Intern is expected to recognize their own faults in movement and actively practice to improve
- V. Knowledge of all nine foundational movements of CFL1 along with POP, progressions, common faults, and corrections

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- VI. Knowledge of all movements found in NCFIT movement library
- VII. How to teach and demonstrate effectively (both simple and complex movements)
- VIII. How to effectively demo a movement you cannot perform
- IX. How do you teach movements that do not have a progression (squat, press, deadlift, etc.)
- X. How do you teach movements that involve a progression (push press, jerk, clean, etc.)
- XI. How do you meaningfully teach movement to a diverse group (elite to beginner)
- XII. Teaching in a group setting – basic intro

- 1. DEMO
- 2. FUNDAMENTAL POP
- 3. FOCUS OF TEACHING
- 4. PROGRESSION / REPETITION

- XIII. Understanding the common pitfalls in teaching: over-talking, not enough movement, no demo, no progression
- XIV. Observation of all types of classes and the application of teaching movement in various timelines
- XV. Lead coach should work with the intern on teaching skills in small group environment

3. PHASE 3 – GROUP TRAINING I

A. NCFIT STANDARDS – FOUNDATIONS OF EFFECTIVE COACHING

- I. *Key Focus – understanding deeply the foundations of effective coaching and how to bring to life an effective class*
- II. Review in detail each pillar of effective coaching – intern should deeply know and understand what each entail, how to effectively bring to life, and why we consider it foundational
- III. Reinforce role of coach as facilitator -- goal is to educate, inspire, and entertain while leading through an effective workout in a safe environment
- IV. Outline our 3 pillar programs (60,45,30) and discuss the program specific goals for each as well as best practices for each style class

- 1. **OVERALL** - Help all individuals, with any level of experience, to achieve their fitness and health goals by providing an inclusive, safe, fun, and effective workout and environment

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2. **NC30** - Basic yet potent movements, 10-25 min metcon, basic equipment typically does not include barbell
3. **NC45** - Foundational strength plus metcon, introduces moderate complexity and moderate loading
4. **NC60** - Opportunity for the most variance and most complexity but scalable to any level

V. Outline an example workout for each program and a rough overview of how each class comes to life (intro, warmup, skill, workout, closing)

1. Spend time talking about role of the coach before/after class
2. Spend time discussing role of coach in greater team

B. OBSERVATION OF CLASSES – FOCUS ON SEEING AND CORRECTING / SECONDARY COACH

- I. *Key Focus – reinforce teaching and demo while introducing seeing movement and offering feedback to improve movement via correcting*
- II. Observe classes and focus on when, where, and why coach offers corrective feedback, positive reinforcement, or stops movement
- III. In this phase, intern should actively engage, offer soft corrections and become more active on floor within class (secondary coach role) – especially during warm-up and teaching portions of class
- IV. Depending on development, intern may also be asked to teach and/or demonstrate movement, intro class, administer warmup, etc.
- V. Seeing – what, why, how, and when
 1. Focus on seeing/recognizing gross faults and discuss minor faults – deeply understand the most common POP and faults
 2. Concept of triage – what are you looking at first / what are you correcting first and why
 3. Introduce seeing movement in static positions – where to stand, where to look, where/how to correct
 4. Introduce seeing movement in dynamic positions – where to stand, where to look, where/how to correct
- VI. Correcting – what, why, how, and when
 1. Discuss how to effectively correct movement in workout

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2. Triage, prioritize, and focus – looking to correct any safety faults first then efficiency. Focus on one fault at a time.
3. Short, actionable, direct cues – examples of effective cues
4. Verbal, visual, tactile – typical sequence of cues (least invasive to more), but when do you need to step in and stop movement?

4. PHASE 4 – GROUP TRAINING II

A. NCFIT STANDARDS – BUILDING BETTER CLASSES & PRACTICAL APPLICATION

- I. *Key focus – roles of lead & secondary coach, class planning, & administration*
- II. Reinforce all of the essential characteristics covered in phases I-III
- III. Highlight the importance of planning classes and use of the session plans – the pursuit of excellence and mastery of basics never ends!
- IV. Intern should know the session plans inside-out and thoroughly understand workout, warmup, etc.
- V. Reinforce role of coach as facilitator -- goal is to educate, inspire, and entertain while leading through an effective workout in a safe environment. Highlight specifically:
 1. **PRESENCE & ATTITUDE** - The vibe, creating a feeling
 2. **GROUP MANAGEMENT** - The flow, smooth operation
- VI. At this stage, intern coach should a very active participant in class...
 1. Engaging members, creating the atmosphere, helping the lead coach in all aspects of class
 2. They should be comfortable offering soft corrections and sharking around the room during warmup teaching, workout
 3. Leading small pieces of class or leading less complex classes with the guidance of head coach
 4. For leading any portion of the class, the intern should have a clear plan and a timeframe in mind (winging it is unacceptable)

B. PLAN & LEAD – PRESENCE/ATTITUDE, PLANNING & LEADING CLASSES

- I. *Key focus – applying briefs and class plans to classes and testing skills*

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- II. Intern coach will be expected to have a clear plan for any lead roles – all plans should be reviewed with head coach prior
- III. Intern coach will be evaluated on their ability to lead group classes or portions of group classes

5. PHASE 5 – GROUP TRAINING III

A. NCFIT STANDARDS – BUILDING BETTER CLASSES & PRACTICAL APPLICATION

- I. *Key focus – leading classes and ability to implement feedback*
- II. At this stage, the intern coach should have a keen understanding of all criteria, policies, and philosophies of coaching for NCFIT
- III. This stage focuses almost exclusively on leading large portions of class or full classes
- IV. Key to success here the implementation of feedback from phases prior and from specific observation during phase 5

B. PLAN & LEAD – PLANNING & LEADING CLASSES

- I. *Key focus – applying briefs and class plans to classes and testing skills*
- II. Intern coach will be expected to have a clear plan for any lead roles – all plans should be reviewed with head coach prior
- III. Intern coach will be evaluated on their ability to lead group classes or portions of group classes
- IV. Head coach will provide clear and concise feedback, both positive and constructive, along with actionable steps for improving

JOB DESCRIPTION

POSITION: Head Coach

FULL TIME/PART TIME: Full-Time Exempt (40 hrs. per week)

JOB SUMMARY

The role of the Head Coach is one of leadership through and through. HC must possess the tangibles and intangibles of a great leader. HC are responsible to manage their team of coaches, community of athletes, and soup to nuts fitness operation. They must do so through unrivaled care and excellence. The HC ultimate goal is to build community and define culture while helping his/her team perfect their skills and deeply understand the core values of NCFIT. HC must possess in depth knowledge of fitness/health, stand as a pillar in the community, guide their team toward new heights, and lead the gym to greatness.

NECESSARY QUALIFICATIONS

- Current CrossFit L2 Certificate; achieved or pursuing CrossFit L3 certification (preferred)
- 3+ years of experience leading CrossFit classes or operating a CrossFit facility
- Active CPR and First Aid Certification

NECESSARY SKILLS

- In depth knowledge of CrossFit, fitness, health, and nutrition – the tip of spear
- In depth knowledge and skill in leading CrossFit classes – we want the best in the world
- High level interpersonal, time management and organizational skills – professional mindset
- Strong leadership skills and inspires action in those around them – leads by example always
- Creative thinking, dispute resolution and problem-solving skills all finely honed – cool under pressure
- Capable of thinking globally but acting locally in considering greater business goals and objectives

JOB REQUIREMENTS

- Lead daily classes (~20 hours on floor coaching per week)
- Observe, develop and lead site specific team; and curate overall program offering (~10 hours per week)
- Manage daily maintenance, equipment, repairs and cleanliness of the facility (~10 hours per week)
- Formal distribution of hours will be set by line manager
- Meet weekly with General Manager and Chief Fitness Officer
- Handle member inquiries, provide information about program, and track attendance
- Retain members through creating and promoting a world class, positive, and fun environment
- Plan and facilitate community events calendar along with GM

JOB DESCRIPTION

- Organize class scheduling to ensure all classes appropriately staffed along with GM
- Identify, recruit and train new team members along with GM (front desk and FT/PT coaches)
- Assist in certain marketing and business development objectives along with GM
- Support the rotational weekend class schedule

COMPENSATION

NCFIT provides competitive compensation packages for its employees. The compensation offered is based on multiple factors including years of experience, leadership/management abilities, positive performance evaluations and overall expertise. Compensation includes a competitive base salary, health benefits, as well as potential for bonuses. In addition, success in this position includes but is not limited to hiring, coaching, training and developing team members to achieve high performance objectives.

Want to enjoy a workplace where you can be yourself, be heard and be respected while having a job that challenges you? This is the place. With more than 20 locations worldwide (and growing), NC FIT, Inc. offers unique competitive benefits to its team members while focusing on their career development and growth.

NC FIT, Inc. is an Equal Opportunity Employer

JOB DESCRIPTION

POSITION: Coach

Status: Full-Time Exempt (40 hrs. per week)

JOB SUMMARY

At NCFIT, we are obsessed with coaching. We eat, drink, and sleep coaching. The job of our coaches is to provide the best experience to our members every single day. Early alarms and late nights don't phase us – we are focused and committed. In an industry plagued with mediocrity, we strive to set a higher bar. Simply put we are professionals, and we are investing heavily in progressing our coaches to new heights. Through a culture of excellence and a dynamic development framework we arm our coaches with the tools and resources they need to excel and evolve. If you're ready to go from JV to Varsity...read on and apply. If you're content with mediocrity...keep scrolling Instagram.

NECESSARY QUALIFICATIONS

- 2+ years of fitness experience
- 1+ years of full-time CrossFit coaching experience
- Current CrossFit L1 Certificate
- Active CPR and First Aid Certification

NECESSARY SKILLS

- In depth knowledge of CrossFit, fitness, health, and nutrition – the tip of spear
- In depth knowledge and skill in leading CrossFit classes – we want the best in the world
- High level interpersonal, time management and organizational skills – professional mindset
- Strong leadership skills and inspires action in those around them – leads by example always
- Creative thinking, dispute resolution and problem-solving skills all finely honed – cool under pressure

JOB REQUIREMENTS

Primary Responsibilities include, but are not limited to...

- Leading and coaching group fitness classes through care and excellence (NC60, NC45, NC30)
- Add value to local and greater community through relentless positivity, engagement, and passion
- Assist as needed with facility improvements, cleanliness, maintenance, individual projects, and implement other initiatives under direction of line manager
- Attend team meetings, coaching summits, and other company events
- Handle member inquiries, provide information about our program, and track attendance
- Help plan and facilitate community events that take place throughout the year

FULL-TIME COACH

JOB DESCRIPTION

- Greet members and visitors entering the facility to provide a great first impression
- Know and understand all program offerings and manage the process of signing up new members
- Maintain cleanliness and tidiness of the facility by performing necessary duties
- Help manage retail responsibilities and perform basic inventory keeping along with front desk
- Full-time position is 40 hours per week (25 coaching hours & 15 Support Hours)
- Support the rotational weekend class schedule

COMPENSATION

NCFIT provides competitive compensation packages for its employees. The compensation offered is based on multiple factors including years of experience, leadership/management abilities, positive performance evaluations and overall expertise. Compensation includes a competitive base salary, health benefits, as well as potential for bonuses. In addition, success in this position includes but is not limited to hiring, coaching, training and developing team members to achieve high performance objectives.

Want to enjoy a workplace where you can be yourself, be heard and be respected while having a job that challenges you? This is the place. With more than 20 locations worldwide (and growing), NC FIT, Inc. offers unique competitive benefits to its team members while focusing on their career development and growth.

NC FIT, Inc. is an Equal Opportunity Employer

JOB DESCRIPTION

POSITION: Coach

STATUS: Part-Time

JOB SUMMARY

At NCFIT, we are obsessed with coaching. We eat, drink, and sleep coaching. The job of our coaches is to provide the best experience to our members every single day. Early alarms and late nights don't phase us – we are focused and committed. In an industry plagued with mediocrity, we strive to set a higher bar. Simply put we are professionals, and we are investing heavily in progressing our coaches to new heights. Through a culture of excellence and a dynamic development framework we arm our coaches with the tools and resources they need to excel and evolve. If you're ready to go from JV to Varsity...read on and apply. If you're content with mediocrity...keep scrolling Instagram.

NECESSARY QUALIFICATIONS

- 2+ years of fitness experience
- 1+ years of full-time CrossFit coaching experience
- Current CrossFit L1 Certificate
- Active CPR and First Aid Certification

NECESSARY SKILLS

- In depth knowledge of CrossFit, fitness, health, and nutrition – the tip of spear
- In depth knowledge and skill in leading CrossFit classes – we want the best in the world
- High level interpersonal, time management and organizational skills – professional mindset
- Strong leadership skills and inspires action in those around them – leads by example always
- Creative thinking, dispute resolution and problem-solving skills all finely honed – cool under pressure

JOB REQUIREMENTS

Primary Responsibilities include, but are not limited to...

- Leading and coaching group fitness classes through care and excellence (NC60, NC45, NC30)
- Add value to local and greater community through relentless positivity, engagement, and passion
- Assist as needed with facility improvements, cleanliness, maintenance, individual projects, and implement other initiatives under direction of line manager
- Attend team meetings, coaching summits, and other company events
- Handle member inquiries, provide information about our program, and track attendance
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NAME OF COACH _____

NAME OF EVALUATOR _____

DATE/TIME _____

LOCATION _____

CLASS TYPE _____ # OF ATHLETES _____

EVALUATION KEY

- Observe class & take notes
- Answer prompts & assign grade
- Meet with coach 1-on-1 within 48 hours
- Discuss evaluation & collab on Takeaway
- Scan (as PDF) all material & keep originals
- Email PDF versions to coach & coach director

OBSERVATION NOTES

INTRO

note time
(ex: 0-5)

WARM-UP

time

TEACH/SKILL

time

WORKOUT

time

CLOSING/POST

time

INTRO/PRE

	Y	N	N/A
Was the coach on the floor at least 5 minutes prior to class?	Y	N	N/A
Did the coach start class on time?	Y	N	N/A
Did the coach greet athletes as they arrived to class?	Y	N	N/A
Was the coach dressed properly for class? (FIT PRO, NEAT, WATCH)	Y	N	N/A
Did the coach effectively intro the class/workout?	Y	N	N/A
Did the coach ask for injuries?	Y	N	N/A
Did the coach effectively use names of the athletes in class?	Y	N	N/A
Did the coach intro any guests or new members to the class?	Y	N	N/A
Did the coach set a positive tone for class?	Y	N	N/A

WARM-UP

Did the coach administer an effective warmup based on the workout?	Y	N	N/A
Was the warm-up demonstrated/explained effectively?	Y	N	N/A
Did the coach check-in with members during the warm-up?	Y	N	N/A

TEACH/SKILL

Did the coach effectively demo the movements in the workout?	Y	N	N/A
Did the coach effectively teach the movements through movement and/or progression?	Y	N	N/A
Did the coach provide adequate instruction based on the complexity, loading, reps, etc.?	Y	N	N/A
Did the coach provide effective and logical scaling options for the movements?	Y	N	N/A
Did the coach call or see an adequate amount of reps of the movement pre-workout?	Y	N	N/A
Did the coach effectively correct movement through the teaching portion?	Y	N	N/A
Did the coach provide adequate guidance to both experienced and inexperienced athletes?	Y	N	N/A

WORKOUT

Did the coach provide adequate guidance on the workout?	Y	N	N/A
Did the coach effectively scale the workout to preserve the stimulus?	Y	N	N/A
Did the coach create an exciting workout environment? (music, motivation)	Y	N	N/A
Did the coach make sure that the room was setup safely and efficiently?	Y	N	N/A
Did the coach actively work around the room?	Y	N	N/A
Did the coach identify and correct gross faults?	Y	N	N/A
Did the coach identify and correct subtle faults?	Y	N	N/A
Did the coach employ triage effectively at a class-wide level?	Y	N	N/A
Did the coach employ triage effectively at an individual level?	Y	N	N/A
Did the coach administer cues and correct movement effectively?	Y	N	N/A
Did the coach provide positive reinforcement where appropriate?	Y	N	N/A
Did the coach display a relentless energy during class for coaching and motivating?	Y	N	N/A

CLOSING/POST

Did the coach provide praise to athletes post-workout?	Y	N	N/A
Did the coach create a community bonding experience post-workout?	Y	N	N/A
Did the coach provide adequate time to cool down and clean-up?	Y	N	N/A
Did the coach effectively close out the class/experience and transition people out?	Y	N	N/A
Did the coach provide extra information that added to the experience post-workout?	Y	N	N/A

INTRO

P/A	N/A	1	2	3	4	5
GM	N/A	1	2	3	4	5
Overall		1	2	3	4	5

WARM-UP

T	N/A	1	2	3	4	5
D	N/A	1	2	3	4	5
S	N/A	1	2	3	4	5
C	N/A	1	2	3	4	5
P/A	N/A	1	2	3	4	5
GM	N/A	1	2	3	4	5
Overall		1	2	3	4	5

TEACHING/SKILL

T	N/A	1	2	3	4	5
D	N/A	1	2	3	4	5
S	N/A	1	2	3	4	5
C	N/A	1	2	3	4	5
P/A	N/A	1	2	3	4	5
GM	N/A	1	2	3	4	5
Overall		1	2	3	4	5

WORKOUT

T	N/A	1	2	3	4	5
D	N/A	1	2	3	4	5
S	N/A	1	2	3	4	5
C	N/A	1	2	3	4	5
P/A	N/A	1	2	3	4	5
GM	N/A	1	2	3	4	5
Overall		1	2	3	4	5

CLOSING/POST

P/A	N/A	1	2	3	4	5
GM	N/A	1	2	3	4	5
Overall		1	2	3	4	5

OVERALL

Based on notes + observation, overall score for class is...



x _____
Signature of Evaluator Date

x _____
Signature of Coach Date

NAME OF COACH _____

NAME OF EVALUATOR _____

DATE/TIME _____

LOCATION _____

CLASS TYPE _____ # OF ATHLETES _____

CLEAR & ACTIONABLE.

- Use this form to takeaway actionable steps to help improve class presentation.
- Feedback should revolve around Teaching, Demo, Seeing, Correcting, Group/Time Management, and Presence & Attitude.

NCFIT COACH TAKEAWAY

CLASS SCORE

Based on notes + observation, overall score for class is:

1 2 3 4 5

1. General Notes & Thoughts...

2. Based on this class, what are 2-3 things the coach did particularly well...

3. Based on this class, what are 2-3 things the coach could have improved...

4. Identify 2-3 Actionable Steps to Further Growth & Development...

OVERALL

Based on notes + observation, overall score for class is...

12345

x _____
Signature of Evaluator Date

x _____
Signature of Coach Date

NAME OF COACH _____

MAIN LOCATION _____

DATE _____

NO. OF CLASSES A WEEK _____

BE HONEST & VULNERABLE.

- These evaluations can be challenging. Answer each question as best you can.

SELF-EVALUATION

1. Give a brief snapshot of the current stage in your journey and identify a goal on your radar...

2. What is your strongest asset and why? (can be technical, theoretical, social, emotional...)

3. What area needs the most improvement and why? (can be technical, theoretical, social, emotional...)

4. Teaching & Demonstration: *Explaining workouts, use of progressions, scaling, simple teaching, teaching through movement, showing movement, different types of movement (WL / GYM / M), high skill v. low skill, beginners v. experience, etc...*

A. What is your strongest asset? Why?

B. Where can you improve most? Why?

5. Seeing & Correcting: *Spotting flaws, gross v. subtle, static v. dynamic, providing corrections, types of cues, poor movers v. good movers, athlete personalities, experience levels, types of movements, etc...*

A. What is your strongest asset? Why?

B. Where can you improve most? Why?

6. Presence & Attitude: *Energy levels, being invested, creating relationships, having fun, being yourself, creating excitement, inspiring all types, consistent v. inconsistent, good days v. bad days, balancing roles, etc...*

A. What is your strongest asset? Why?

B. Where can you improve most? Why?

7. Time Management & Group Managemet: *Staying on timeline, safety concerns, room setup, balancing time, different skill levels, dealing with issues, dealing with members, creating a flow, transitioning smoothly, creating an experience, etc...*

A. What is your strongest asset? Why?

B. Where can you improve most? Why?