



Schwinn® Cycling: The “HARD” Conversation

In our time crunched society, no one ever wants to leave class feeling like they didn't get enough. Riders and instructors are constantly looking for new ways to 'up the ante'. Unfortunately, many rumors exist regarding how to make class tough. In this whistle blowing workshop, we'll shine the light on the top 5 ways instructors and riders are attempting to make class harder, what's actually happening and what to do instead. Learn how to avoid the temptation of using these ineffective methods and replace with solid strategies to keep your class challenging in all the right ways.

Times are HARD

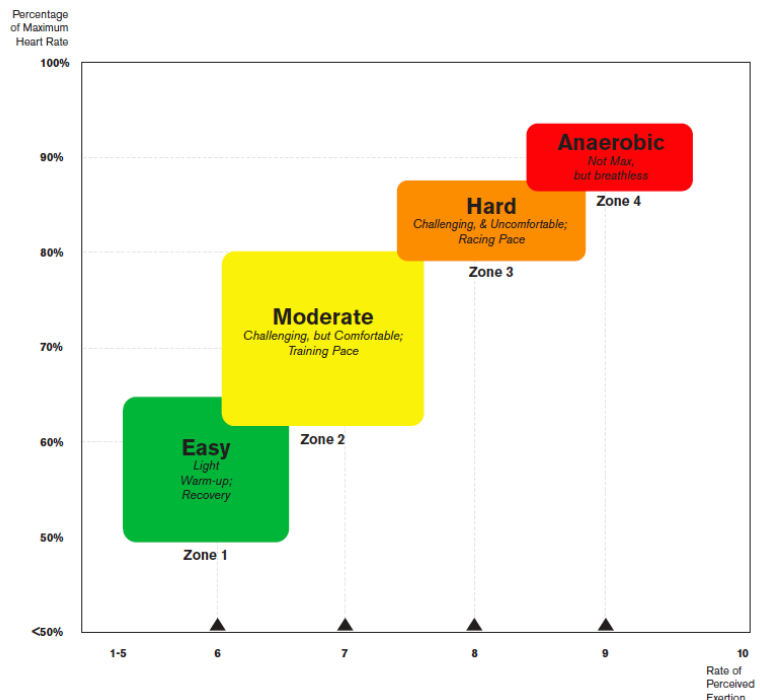
- Cycling Popularity
 - Indoor & Outdoor
 - Big Box & Boutiques
 - Technology & Talk
- Experience Variability
 - Workout vs. Show
 - Personality vs. Performance
- Your Dichotomy
 - Popular vs. Right

They want HARD

- Hard = Worthwhile
- Hard = Performance
- Hard = Results

What is HARD?

- Hard → Complicated?
- Hard → Relentless?
- Hard → Intensity?



You'll Give 'Em HARD

The Attempt		Example		The 'Thought'		The Reality		The Fix	
Artificial Heat	<ul style="list-style-type: none"> Heated studios Sweatshirt/Long sleeves Not turning on fans 	<ul style="list-style-type: none"> Sweat = Intensity Sweat = weight loss 	<ul style="list-style-type: none"> Sweat does not indicate intensity Sweat = hydration levels & cooling efficiency Any weight loss is water-weight and will quickly come back 	<ul style="list-style-type: none"> Avoid using 'sweat' as intensity indicator in cues Ventilate studios for comfort Encourage appropriate clothing for comfort & performance Reminders to hydrate throughout ride 					
Added Activities	<ul style="list-style-type: none"> Push-ups Lifting Weights (on bike) Dancing 	<ul style="list-style-type: none"> Variety is needed I need to keep class 'fun' Everyone else is doing it! Increased efficiency (two-for-one) Easy to increase heart rate 	<ul style="list-style-type: none"> Available overload ≠ effective strength gains Loss of cycling power = less effective cardiovascular training Losing the promise, authenticity and the appeal (for many) 	<ul style="list-style-type: none"> Variety through design & delivery Use Mind/Body, Motivation & Music to keep participants engaged Use Motivation techniques to keep participants engaged Explore fusion class options (on & off the bike) 					
"Special" Techniques	<ul style="list-style-type: none"> "Hover" "No-Bounce" Prolonged standing Fast legs Ankling Single-Leg Drills 	<ul style="list-style-type: none"> "Feel the burn" That's what the PROs do Validation through "authenticity" I need to "correct" imbalances 	<ul style="list-style-type: none"> Complication ≠ Intensity Risk vs. Reward Waste of time 	<ul style="list-style-type: none"> Simplify technique (big picture 1st, dial in specifics as needed & when appropriate throughout class) Indoor Cycles ≠ Outdoor Cycles Authenticity balanced with variety 					
Demanding Content	<ul style="list-style-type: none"> Dictating resistance Specifying heart rate # Specifying power/wattage # 	<ul style="list-style-type: none"> It's what I learned The most popular teachers do it I don't know what to say I don't get it, so I fake it! 	<ul style="list-style-type: none"> Resistance is not universal Heart rate is not universal Heart rate + Wattage is more informative Hard to feel successful 	<ul style="list-style-type: none"> Use the intensity equation Coach feeling first (descriptions) Resistance is an individual choice Learn to coach vs. demonstrate 					
Unrealistic Class Design	<ul style="list-style-type: none"> Tabata, Tabata, Tabata HIIT is hot Hard is what they need Sprinting is a must Limited recovery 	<ul style="list-style-type: none"> Keep up the reputation as the 'hard' instructor I need it, so do they! Recovery is a waste of time! 	<ul style="list-style-type: none"> Diminished broad based appeal Lack of success for many participants; no en ramp for inclusion Lack of results for a variety of reasons 	<ul style="list-style-type: none"> Provide clarity and context for riders to make smart choices Understand how recovery (during and between workouts) affects your ability to work 'hard' Understand the effects of steady state & mixed intensity work (incorporate both) Try your workouts out before you do them with a group 					