



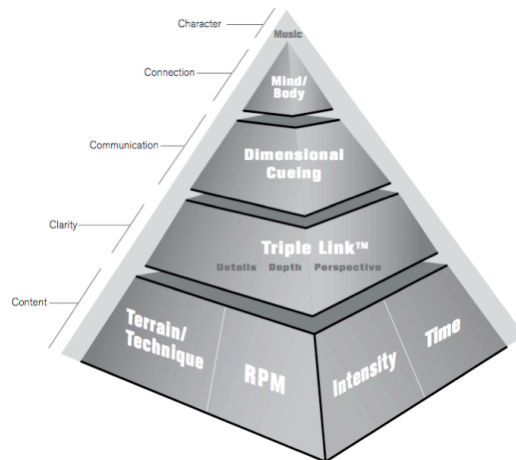
SCHWINN FITNESS

Schwinn Cycling: The X Factor

Everyone knows that a great cycling instructor should be well-trained, motivating, inspiring and a great coach. But, what are those characteristics that are harder to define that set the exceptional instructors apart from all the rest? In this workshop, you will learn what some of the important eXtras are that can take your coaching to the next level, and how to perfect your use of these skills in your own settings with your own students. Be inspired, and amplify the X Factor in your teaching and your classes!

1. Coaching Evolution

A. Good



1. Content – Have I been clear about what they are supposed to do?
2. Clarity – Have I given them context around what I am asking for?
3. Communication – Am I reaching everyone in what I say and do?
4. Connection – Am I facilitating the mind/body connection?
5. Character – Have I selected/used my music to enhance the experience?

B. Better

1. Capable
2. Consistent
3. Confident
4. Comfortable
5. Controlling

C. Best

Je ne sais quoi – An indefinable, pleasing, elusive quality.

2. The X Factor

A. Identity

1. They know their sharp points and personal “brand DNA”.
2. They don’t please everyone, and are willing to lose some to gain others.
3. They are sharply focused on what they can deliver, not what others can.
4. They play offense, not defense.
5. Their students describe them in a very similar and sharp way.
6. They are popular because people know what to expect.
7. They own their story and stretch to improve upon it.

Questions:

1. Describe your teaching identity.

Jay is a no-nonsense instructor who teaches a straight forward, challenging, authentic cycling-style workout. He expects supportive team-work and interaction in his classes, and you will always be clear about what he wants, when he wants it and how long he wants it for.

2. What words would your students use to describe you?

<i>Personable</i>	<i>Authentic</i>	<i>Team-Oriented</i>
<i>Athletic</i>	<i>Clear</i>	<i>No nonsense</i>
<i>Consistent</i>	<i>Interactive</i>	<i>Friendly</i>
<i>Forceful</i>	<i>Caring</i>	<i>Challenging</i>

3. Listen to or watch your a/v recording, then answer these questions:

What were you most pleased with?

What were you least pleased with?

Does your self-evaluation change your perception of your identity?

Who do you want to be more similar to and less similar to and why?

Can you answer the “From...To...” statement?

What 3 specific things would you change for next time?

What 3 specific things would you amplify for next time?

What did you do that opposes your identity?

What did you do that amplifies your identity?

B. Bravery

1. They are curious, open and excited for innovation and change.
2. They are willing to look at their strengths and weaknesses.
3. They are focused relentlessly on the nuances.
4. They are interested in other classes/instructors without being sidetracked.
5. They have a mentor and inspirer even if that person is not as good.
6. They are not threatened by the competition and instead supportive.
7. They are unafraid of difficult students, situations or opportunities.

Questions:

1. What have you done in the last 3 months that demonstrates your bravery?
2. Struck up a conversation with a challenging student or member?
3. Tried something in class you knew might be great, but was a bit scary?
4. Took someone else's class and focused on all the learning opportunities?
5. Focused on fine-tuning something that was not easy, but subtle?
6. Pushed to learn something innovative but not necessary?
7. Asked for feedback from your students, fellow instructors or managers?

C. Community

1. They recognize classes should not be people working out together, alone.
2. They create an environment for sharing, comparing and competing.
3. They initiate connections on a sincere and deeper level.
4. They don't allow anyone to go unnoticed, even if it is easier.
5. They create a culture, a cueing style and an attitude of interaction.
6. They recognize new students are the lifeblood of the community.
7. They nurture an environment of support and acceptance.

Questions:

1. What do you do to build community in your classes?
2. What's the single greatest reason a newbie would return to your class?
3. How many regular students' names do you know?
4. What's currently happening in your class that is an obstacle to community?
5. What more can you do to build and facilitate interaction in your classes?

Schwinn® Cycling: The X Factor

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Stage/ Time	Music	RPM/ Terrain / Technique		Intensity / Elapsed Time			MPower™	Mind/ Body		
W/U 4:11	Do it Right Daft Punk (4:11)	80-100	Seated Flat	Easy	0:00	2:00	Observation Notice easy and moderate wattage numbers.	Association Feel intensity change. Commit to your intensity.		
		80-100	Seated Flat	Moderate	2:43	4:11				
1 10:37	Next To ME (Manhattan Clique Mix) (4:27) Emeli Sande Timeless (Club Mix) (6:10) Danny Corten	60 - 70	Seated Hill	Moderate	0:00	1:15	Goal Make first half of the hill tougher and greater distance than second half of the hill. Challenge Beat highest wattage on intervals in last two attempts, even if you cannot hold it for the same amount of time.	Dissociation Business at the front, party at the back. First half of the hill starts off cold, wet, challenging, uninspiring. Second half of the hill becomes warm, bright, more challenging & more inspiring. You fight to lead the other riders to the top.		
		60 - 70	Standing Hill	Moderate	1:15	2:32				
		60 - 70	Seated Hill	Moderate	2:32	3:00				
		60 - 70	Standing Hill	Moderate	3:00	3:22				
		60 - 70	Seated Hill	Moderate – Hard	3:22	4:27				
		60 - 70	Standing Hill	Hard	0:00	2:45				
		60 - 70	Seated Hill	Hard	2:45	4:15				
		60 - 70	Hill Sprint	Anaerobic	4:15	6:10				
2 5:00	One More Time Daft Punk (5:00)	70-90	Seated Flat	Easy	0:00	2:30	Observation Notice how easy & moderate wattage numbers have changed.	Association Prep body for intervals ahead. Challenge your teammates.		
		70-90	Combo Flat	Moderate	2:30	5:00				
3 13:30	Too Close Distance Remix (4:01) Alex Clare Lose Your Self Larry Callahan & Selected of God ((3:16) Holdin' On (Skrillex & Nero Remix) Monsta (3:57)	80-110	Flat Sprint	Anaerobic	0:00	1:30	Goal Establish highest wattage on intervals in first two attempts. Challenge Beat highest wattage on intervals in last two attempts, even if you cannot hold it for the same amount of time.	Association This is pure intensity. No escaping your feeling or your pain or your thoughts. Sit in them, and use your teammates energy to help get you through. This is what makes you stronger. Your body craves this to bust past your normal plateau. Sit out the middle 2 intervals if you can't give 100%.		
		70-90	Seated Flat	Easy	1:30	2:30				
		80-110	Flat Sprint	Anaerobic	2:30	4:01				
		70 - 90	Seated Flat	Easy/Mod	0:00	1:00				
		80-110	Flat Sprint	Hard to Anaerobic	1:00	3:16				
		80 - 110	Flat Sprint	Anaerobic	0:00	1:50				
		70-90	Seated Flat	Easy	1:50	2:38				
		80-110	Flat Sprint	Anaerobic	2:38	3:57				
4 3:53	Heaven (iTunes Season) Emeli Sande (3:53)	70-90	Seated Flat	Easy	0:00	2:15			Observation Stay below previous easy and moderate wattage numbers.	Association Connect with instructor and let them know your intensity.
		70-90	Stretches	Moderate	2:15	3:53				
5 12:30	Believe In Something (The Beatthies Remix) (Feat Zhana) Damien J Carter & Michael Maze (6:09) Platium Chains Michael Wood (6:09)	60 - 70	Seated Hill	Moderate	0:00	2:00	Goal Make first half of the hill tougher and greater distance than second half of the hill. Challenge Finish the workout with mileage as close to your goal as possible.	Dissociation The first half of the hill think about all the people that have made your life challenging, and what you have learned. The second half of the hill, think about all the people who encouraged you.		
		60 - 70	Standing Hill	Moderate	2:00	4:00				
		60 - 70	Seated Hill	Moderate	4:00	6:09				
		60 - 70	Seated Hill	Moderate – Hard	0:00	2:00				
		60 - 70	Standing Hill	Hard	2:00	3:17				
		80-100	Seated Flat	Moderate	3:17	4:17				
		60 - 70	Hill Sprint	Anaerobic	4:17	6:09				
6 7:00	Closer – BONUS TRACK Deadmau5 (7:00)	80 - 100	Seated Flat	Easy/Moderate	0:00	4:20	Observation Notice how easy & moderate wattage numbers have changed. Hold Back Until you need to make the move.	Dissociation Finish It “Can You see it?” “Can your Go For the Victory?” “Can you Be the best that you can Be?”		
		80 -90	Combo Flat	Moderate/Hard	4:20	7:00				

