

## **CycleQuest Studio Guiding Principles for Instructors**

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This document outlines the expectations of CycleQuest Studio instructors and also provides tips and guidelines to follow to create a motivating and enjoyable indoor cycling experience for all customers.

### **Instructor responsibilities**

- Try and arrive to class at least 15 minutes before the class start time. Remember that not only do you have to change into your workout clothes, get your own music, bike, stereo, and video setup, but there may also be a few new customers that need to be setup on the bike properly, have the bike computer explained to them, and instructed on what their expectation of the class should be. Also before class is the best time to connect with them on a personal level, learn their name, what their fitness goal is and answer questions they may have about the class and the studio. *This is the most important aspect of the studio that sets us apart from other indoor cycling studios – that we are customer focused and make sure all beginners are setup properly on the bike and made to feel comfortable in the class.*
- All classes should start on time and you should not wait for customers that are running late. At the end of class remind them to gently drop their handlebars and seat, and wipe down their bikes and any wet spots/puddles on the floor with the paper towels and anti-bacterial soap on each side of the class.
- Remind them of the type of class it is (Beginner 45 minute, 60 minute, Cycle/Core. Be sure to start and finish your classes on time allowing for at least 10 minutes of warm up before hard drills that take you breathless, and finishing your last working song in time to allow for 5-7 minutes of cool down and stretching before official end of class.
- Don't forget that for early morning 5:45am and lunch time classes to give the option for riders to go for 45 minutes or to stay for a full 60 minutes for those that have to shower and go back to work. So have a playlist that accommodates both.
- When transitioning to the smaller studio please remind customers not to walk on the yoga mats with their shoes because the mats will easily tear. Ask customers to wipe down their mats after use and leave them out to air dry.
- Keep all of your routines and drills on the bike safe. Don't attempt anything that could cause any kind of short or long-term injury. Riders should be in control of and balanced on the bike at all times. If you have any doubt about if a routine is safe or not please talk to me before trying it.

### **MindBody Online class scheduling**

- Keep a close eye on the class schedule that is put out 2 to 3 weeks in advance. If you are on the schedule and need a sub let me know ahead of time and I will find a sub for you.
- There are many factors involved in how I select instructors for classes. No instructor owns a particular class on the schedule and changes can be made depending on individual instructor availability and schedule flexibility, customer feedback, instructor effectiveness on teaching the class per these guidelines, and financial business decisions. Talk to me personally about any questions you may have about the class schedule.

### **Know your audience**

- For classes on the schedule that are listed as Beginner, be sure to identify who is taking the class for the very first time, introduce yourself and make sure that they are setup properly on the bike. Even those that haven't taken a class in a long time should get this same attention. True beginners to indoor cycling and those starting a new fitness program find it hard being out of the saddle for long periods of time (2 minute or more) so keep those long extended climbs and jogs

to a minimum. Always give options and alternatives for those that can't do the routine you are asking them to do. For those experienced riders, give them the workout they came for. You'll get a feel for what they want. *A great instructor has the ability to teach to all levels of fitness in the same class and have everyone get their own workout that they came for.*

- Remember to pay attention in Mindbody Online to who is registering for your classes and to identify all new customers. Make it a point to learn everybody's name that takes your classes. You can easily do this when the classes are smaller and by being at the front desk when they sign in.
- Your class profile that you have prepared should not be totally determined until the start of class when you have determined who is in attendance. Who is in your class, their level of fitness and their expectation should determine how you instruct that particular class.

### **Music and voice sound level**

- Be aware of the sound level of your voice and how it is projected when you are giving instruction and to turn down the music when necessary so everyone in the class can hear you, and then to turn the music up loud enough to feel the driving beat when needed. *This is the most important tip to remember if you want to connect with the class and motivate them to work hard.* If you have a big class spread across the studio it is mandatory to mic up so everyone on the side and back of the studio can hear your instruction through the speakers. Ideally for a very small class that is directly in front of you, if you are not mic'd up, when you give instruction the music should come down every song, when not giving instruction the music should be cranked up every song!
- Always instruct to the rider in the studio that is the furthest away from you. If you have a smaller class you may want to ask them to all take a bike in the front row. As a participant in the class, feeling that driving beat is one of the most motivating factors in pushing harder in your workouts. Turning down your music during your very specific instruction and then turning it back up is a very effective way to keep your class flowing with everyone understanding what you want them to do.
- Speaking of music, please get the clean versions of songs especially those with swear words.
- Always ask the class if everyone can hear you through the speakers and if you tend to play your music louder than normal make sure to ask the class if the sound level is ok. It can be very frustrating for those in the class when they can't hear what the instructor is saying.

### **Practice your craft**

- *Give every customer a reason to come back again. Be enthusiastic; let your passion for indoor cycling and your own personality shine through. Be motivating, inspiring and encouraging... and keep smiling!* What is it about your class that is different from everyone else's? It's that connection between instructor and student that make them dedicated to your class. Don't give them a reason not to come back!
- Take other instructors classes to see what inspires you and what doesn't. I encourage all instructors to take as many classes as they like at CycleQuest Studio, even the 2 hour classes. This is a benefit to you and also a benefit to the instructor of the class if you help with setting up new customers on the bike. If you are taking a class and have the opportunity to get to the studio early before it is opened please feel free to open the studio yourself which allows customers to get there extra early.
- Keep your classes fresh by changing up your drills, having a purpose for every routine, making sure the class knows exactly what they should be doing every moment. Give concise instruction using your hands to queue when necessary. Be personable, smile and engage the class in conversation. Take chances and have no fear when it comes to trying something new and unique. Give the big picture of the different ways indoor cycling is a great form of exercise and give the little details of why a certain drill helps with their fitness.

- Remember, you have to bring it every class because you have one chance to make a great impression on new customers. Be creative in the drills you do, keep it fresh and create and sustain high energy in the class right to the end.
- Your music is key to motivating your class. Try not to play the same songs every time you instruct. *Let me tell you from someone that takes a lot of classes – hearing the same songs over and over is a real buzz killer.*
- Your class has to be fun and motivating. When creating the schedule I rely heavily on customer feedback and my own experience when taking your class. I make sure to pass on all comments (good and bad) from customers to instructors. Balance out training, teaching, motivating and having fun.
- Great instructors hone their craft and keep their classes fun with different workout routines. I have stolen a lot of moves and good songs from all of you. When you create your following, those participants don't want to see the same predictable class from you all the time... trust me on this tip.

### **Keiser M3 bikes**

- I want to get everyone on the same page on the Keiser bikes and how all of us will explain the slight difference in resistance from bike to bike. When the bikes were brand new (the bikes that have the flywheel guard) the resistance was basically equal on all bikes. After a couple months of use the gear shifter cable that controls the magnet on the flywheel starts stretching, just like the brake and shifter cables always do on a regular outdoor bike. Depending on the daily use every cable stretches differently than others. To replace the cables would cost more money than it is worth. So what I ask of all of you is to not make a big deal to customers about the difference in resistance between bikes. That means not specifying a particular gear that every rider has to be in, but a range of gears as you give instruction. You can say there is a slight difference in resistance between bikes and that riders should focus on intensity, and feel for how hard they want to work. I like to compare it to the actual gears on your outdoor bike. Outdoors you have no idea what gear you are riding in, but you know how fast you want to go or who you want to keep up with. We need to shift our focus off of specifying an actual gear when instructing and taking a class, and think about a starting point and a range of gears. I'm not saying you can't specify a gear to be in, just keep in mind that some people will be working slightly harder or easier than others and that they should adjust to their own fitness level and fitness goals. What I don't want are certain bikes being pointed out to customers as being bad bikes.

### **Marketing/Promoting the studio**

- If you can think of any way to get our name out there for free or cheap, let me know because we really need to increase our paying customer base. Grab the new postcards and flyers at the front desk and put them up at any restaurant or store you come across that has a community bulletin board.
- Continue to encourage all friends, coworkers and family to create an account and register for classes in MBO before they come to their first class. It is almost impossible to get new customers to create an account after they finish a class, which means their first free class is not recorded and they will most likely get an unearned free class the next time they come back. Also remember to promote any upcoming events at the studio.
- Please help us market the studio any way you can - Facebook is the easiest way. Use the @cyclequeststudio when posting a comment on your own page about promoting your class, or post a comment right on the [www.facebook.com/cyclequeststudio](http://www.facebook.com/cyclequeststudio) page. Even just a simple comment to someone that was in your class helps keep the Facebook page fresh. I have lots of updated postcard flyers you can take to give to friends, put up on bulletin boards of your favorite coffee house or at work.