



NCFIT THE NCFIT10

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NCFIT COACHING
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#TEAMNCFIT



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The NCFIT10 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 NCFIT10 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 NCFIT10 will make you better. Mastering the NCFIT10 will make you great.

1. OUR CARDINAL “RULE” - HAVE FUN, SMILE OFTEN, AND BE YOURSELF – maybe even become 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.

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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.

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 for 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 remain 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.

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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 everything. Be all in with everything that you do.