



COACHING AND TEAM DEVELOPMENT

BUILD COACHES WHO LEAD THE ROOM AND CREATE MEMBER BUY-IN.

A practical guide for stronger coaching standards, sharper sessions and better member trust.

WORKSHOP

STANDARDS

TEAM EDUCATION

MEMBER TRUST



BEFORE YOU READ THIS

Use this as a team development framework. Adapt the examples to your coaching model, timetable and member base.



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EXECUTIVE SUMMARY

Coaches are the human layer of the business. When the team understands the standard, the class experience becomes easier to repeat and easier to trust.

THE ROOM REMEMBERS THE COACH.

01

STEP 1: SET THE COACHING STANDARD

The coach is not just there to run a timer. They lead the room, shape energy, protect safety and create member confidence.

RULE: The coach sets the standard before the workout starts.

CORE STANDARD

FOCUS	WHAT TO DO
Presence	Be visible, calm and in control before class begins.
Clarity	Explain the session in plain language.
Names	Use names and make people feel seen.
Energy	Bring the room up without forcing fake hype.



Members trust the session faster when the coach looks prepared and leads with confidence.

02

STEP 2: UNDERSTAND THE ROOM

Good coaching changes based on who is in front of you. Different members need different forms of leadership.

RULE: Coach the people, not just the workout.

MEMBER LENS

FOCUS	WHAT TO DO
New member	Give confidence, clear direction and reassurance.
Experienced member	Give standards, intent and performance cues.
Quiet member	Create connection, check-ins and a reason to keep showing up.
Competitive member	Give specific feedback and accountability.



A strong coach can read the room and still keep the session simple.

03

STEP 3: BRIEF, DEMO, COACH, CONNECT

A strong class has a repeatable rhythm from the first hello to the final member leaving.

RULE: Great delivery is repeatable.

SESSION RHYTHM

FOCUS	WHAT TO DO
Brief	Explain the goal, flow, timing and scaling.
Demo	Show key standards and common mistakes.
Coach	Move with purpose and give useful feedback.
Connect	Follow up with members before they disappear.



The rhythm gives coaches confidence and gives members a more consistent experience.

04

STEP 4: CREATE MEMBER CONFIDENCE

People stay when they feel capable. Great coaches make hard training feel achievable without removing the challenge.

RULE: Confidence is built through clarity and useful progressions.

CONFIDENCE TOOLS

FOCUS	WHAT TO DO
Scale well	Give options without making people feel less than.
Cue simply	Use one useful cue at a time.
Notice wins	Call out progress that members might miss.
Follow up	Check in after hard sessions or milestones.



Confidence keeps people returning because the challenge feels possible.

05

STEP 5: TURN STANDARDS INTO HABITS

A workshop only matters if the floor changes afterwards. Shared language and simple reviews make the standard normal.

RULE: Train the coaching system, not just the individual coach.

TEAM HABITS

FOCUS	WHAT TO DO
Shadowing	Let new coaches watch strong delivery before leading.
Scorecard	Review briefing, demos, floor presence and connection.
Monthly theme	Pick one coaching focus for the whole team.
Debrief	Discuss what worked and what needs improvement.



Standards become culture when the team reviews them regularly.