

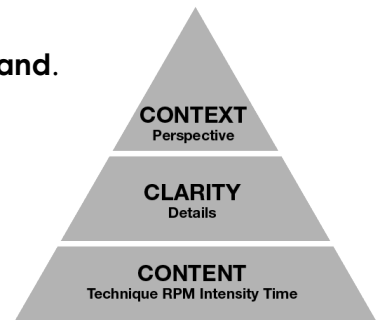


# Schwinn® Cycling: Ride or Die – Killer Vibe to Connect to your Tribe!

You know when you're with your tribe you will "ride" ANY stage drill with them or "die" trying. Learn techniques for getting into your riders' heads to push them farther than they thought possible. Understand the importance of creating that connection not only to the work but to each other to harness the power of a team. You can be strong alone, but you will be stronger together.

- The CULT – ure of Group Fitness
  - Riders need to **identify** with your **brand**.
  - The **culture** and **community** you create around your fitness brand is how they will connect.
  - The **key** to creating strong culture & community is to understand the **difference** between the two.

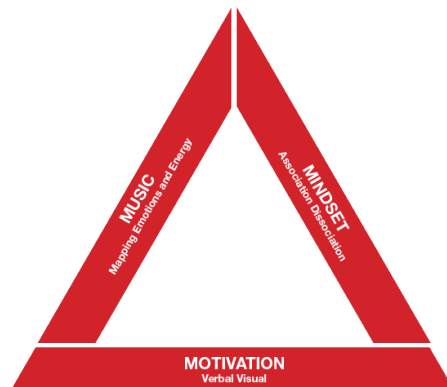
- Culture
  - How your riders **engage** directly & indirectly with you and your **brand**.
- Schwinn Culture
  - A: \_\_\_\_\_
  - B: \_\_\_\_\_
  - C: \_\_\_\_\_



- Community
  - Created by **enhancing** the level of **engagement** between the coach, the riders & each other.
- Schwinn Community
  - **Dimensional** cuing
  - Motivational Tools of **Engagement**
  - **Mindset & Music** Mastery

## CULTURE

- Dress & Gear
- Impeccable Riding Form
- Know your Lane
- Solid Class Plan
- Honest with Time
- True Work vs Fillers
- Music Timing/Mapping
- Accurate use of Cycling & Anatomical terms
- 'Why' Explanations
- Educational PSAs



## COMMUNITY

- Welcoming Environment/Music
- Open Stance Greetings
- Rider Focused Cueing
- Audience Focused Playlist
- "We" vs "I" statements
- Voice volume & Tone Variety
- Invite vs Command
- Personal Stories
- Visual Language & Eye Contact
- Off the Bike Connection
- Engaging/Energetic Music