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LIMITLESS

Own Your Stage: Evolving Sessions into EXPERIENCES

PRESENTED BY

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# What's Up I'm Dane!



- BA-Marketing (Univ. at Buffalo) & NASM CPT/PES
- Collegiate & Professional Football Player (AFL)
- 12 Years & Counting in the fitness industry
- From Mopping Floors to Regional Management overseeing over 8 clubs and over 50 coaches
- TV Coach w/ Daily Burn, Total Gym, and QVC
- Creator of the Fit Pro Gameplan Career System & Clubhouse



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# *Housekeeping & Agreements*



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## *Bottom Line:*

*By choosing to be here, it means you're ready to play and dive in. Do what you need to do to be present for yourself and each other.*



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# Own Your Stage: Evolving Your Sessions in EXPERIENCES

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## *What's Ahead*

*I. A Good Workout vs. A Memorable Consistent Fitness Experience*

*II. Your Primary Persona (Revisited)*

*III. Story Structure*

*IV. The STORY of Your Sessions*

*V. Wrap and OVERTIME!*



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## *What's Ahead*

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*V. Wrap and **OVERTIME!***



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# Own Your Stage: Evolving Your Sessions in EXPERIENCES

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## *Icebreak: R-P-S Tournament*

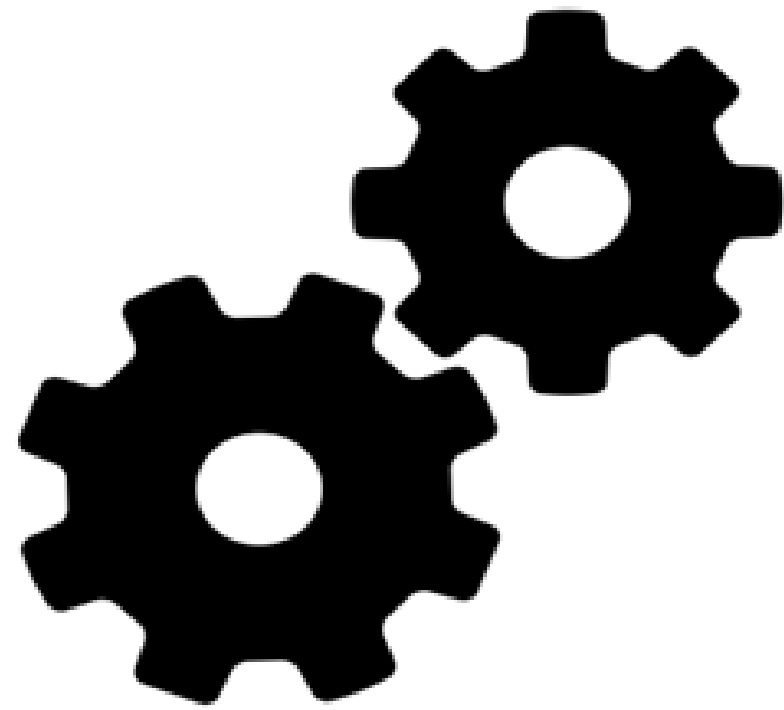
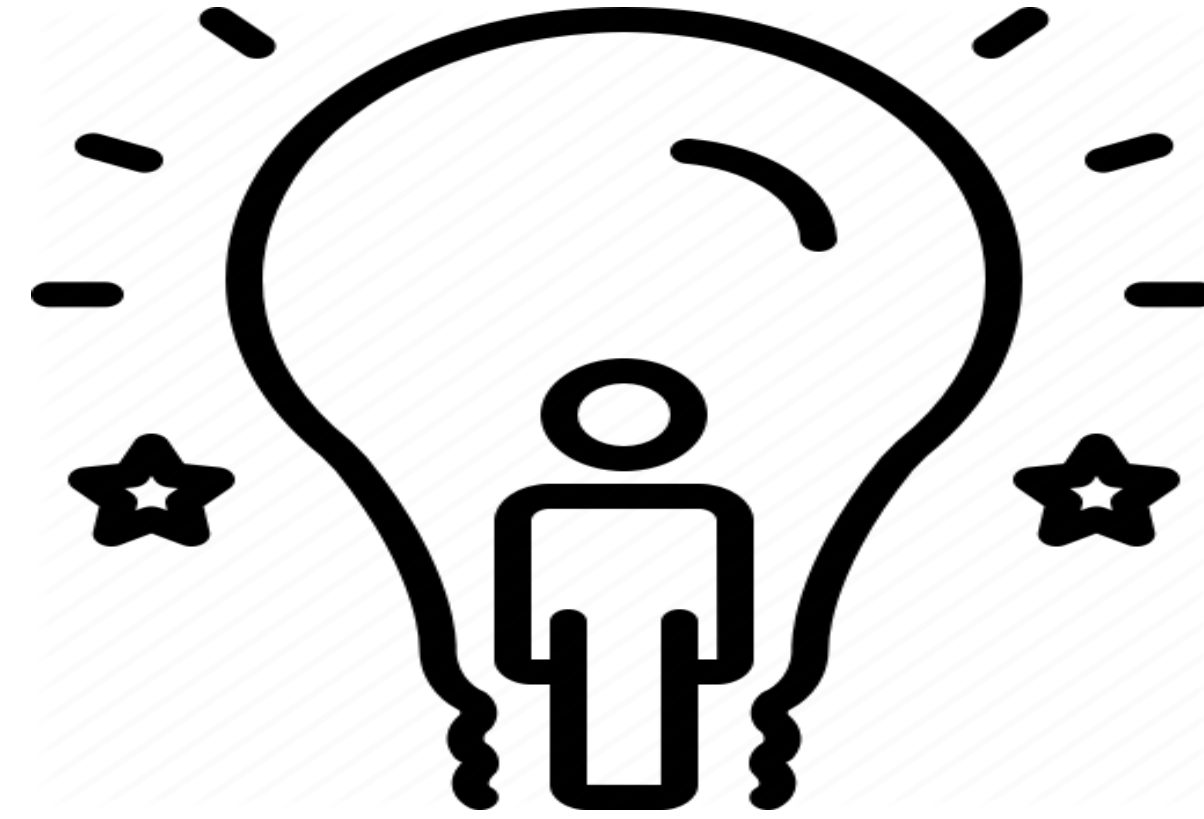
But first we have to separate into  
teams!



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# Your Primary Persona aka “Know Thyself”

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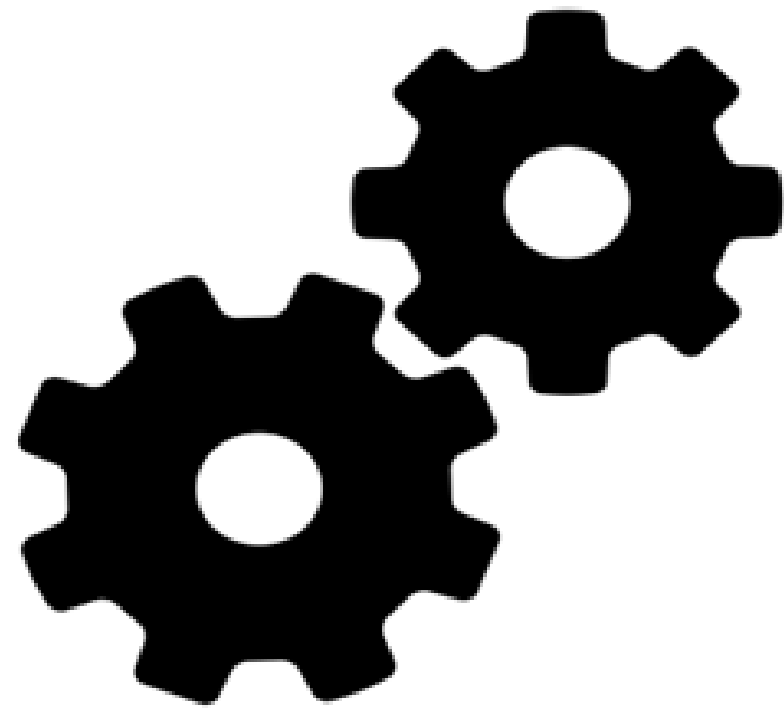
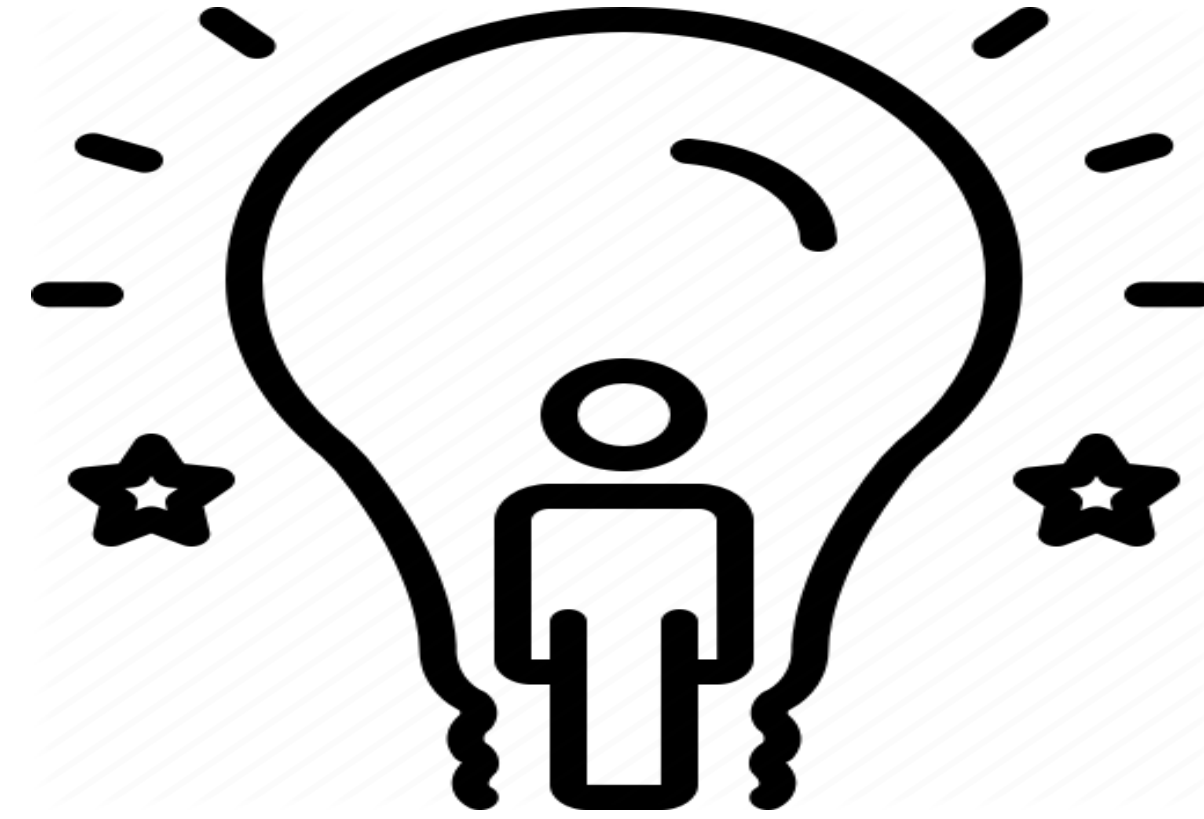
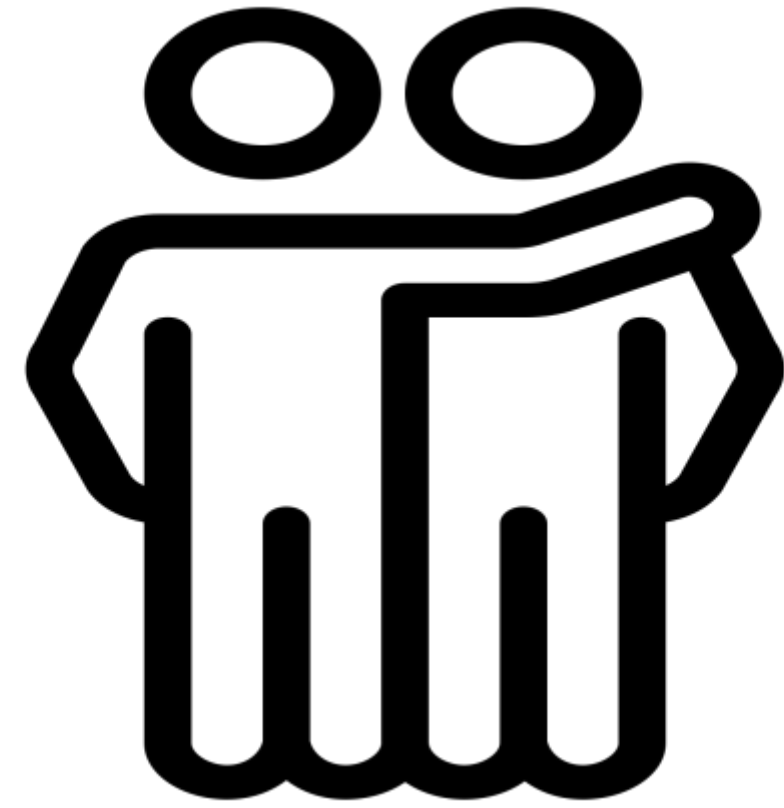


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# LET'S SEE WHO'S IN THE ROOM!

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## *Icebreak: R-P-S Tournament*



**VS.**



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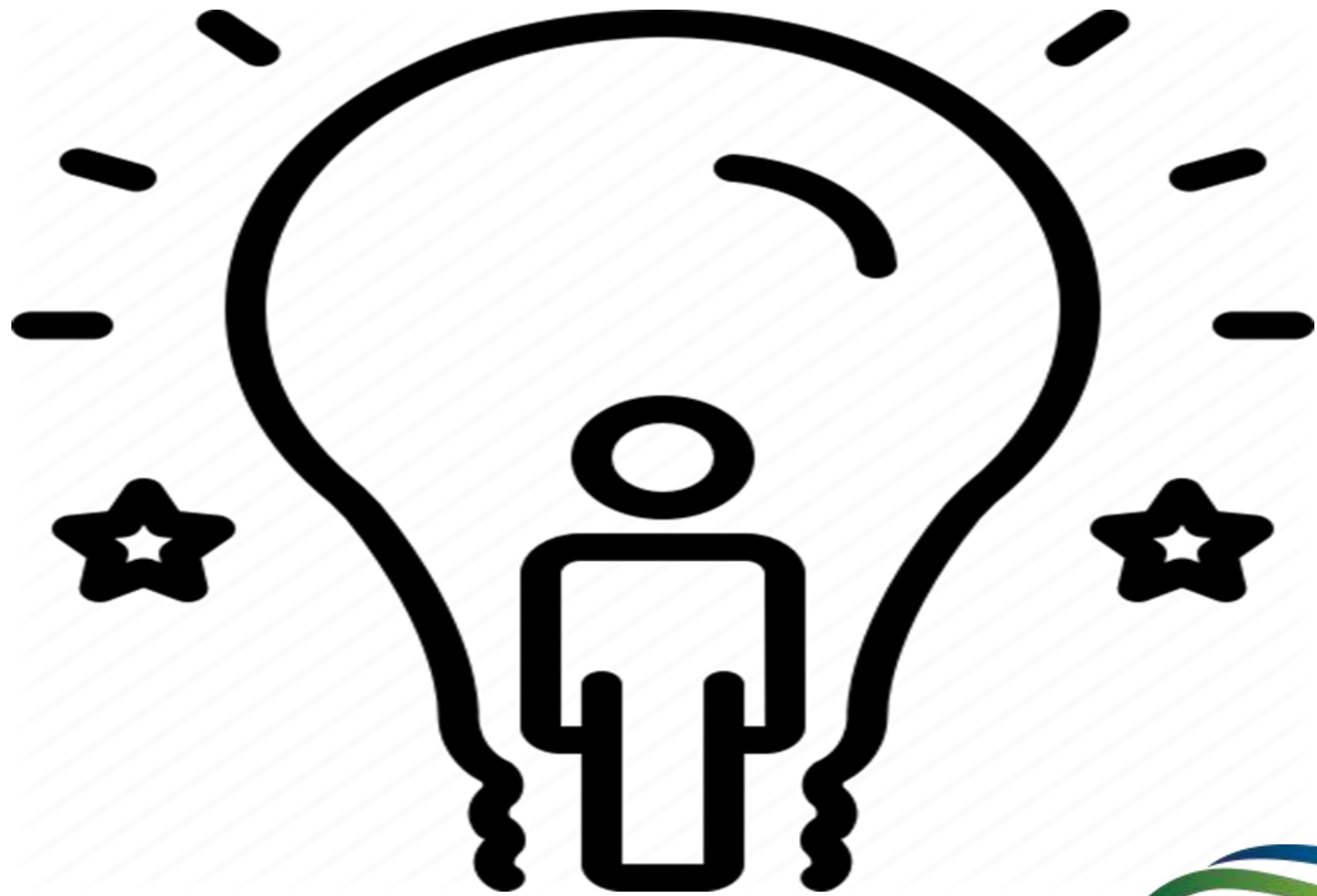
# Own Your Stage: Evolving Your Sessions in EXPERIENCES

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## *Icebreak: R-P-S Tournament*



VS.

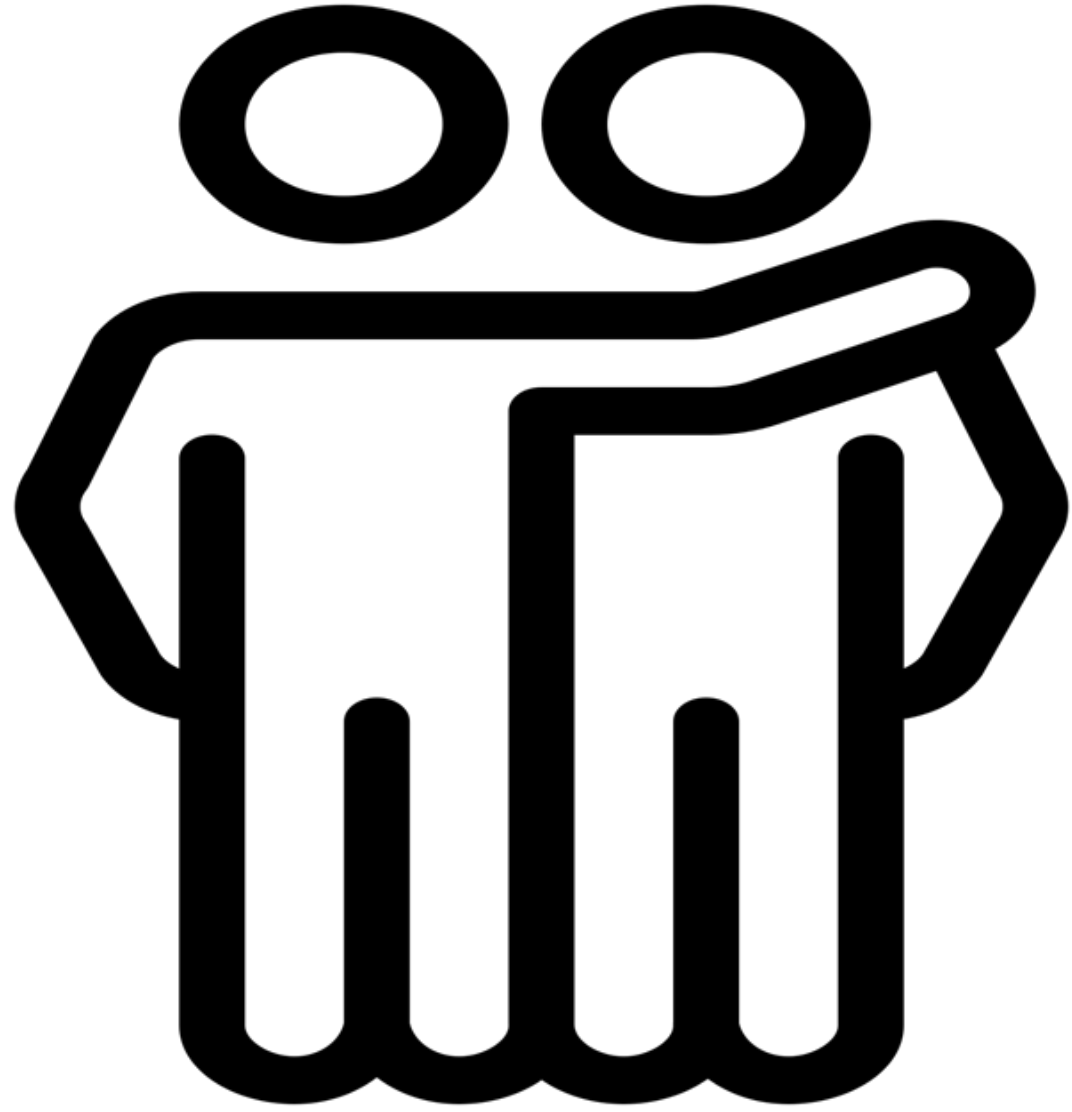


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## *Icebreak: R-P-S Tournament*



VS.



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***Icebreak: R-P-S Tournament***

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***SEMIFINALS***



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***Icebreak: R-P-S Tournament***

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***FINAL ROUND!***



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# A Workout vs. Fitness Experience

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***Being a good instructor/coach is NOT good enough in today's market.***

***This is what you are SUPPOSED to be already.***



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# A Workout vs. Fitness Experience

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## A Workout:

- Can be found anywhere by anyone
- More options now more than ever
- Everyone is there for something to do instead of being there to do something

## A Fitness Experience:

- Can be found **unique to the coach** and **environment** created
- Like a restaurant that is a “**best kept secret**”
- Is **memorable** and evokes the loyalist of actions



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# A Workout vs. Fitness Experience

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## Workout:

- Participants will seek a lower cost or something new of interest
- Will not see value in consistency of a program
- Will view as punishment, "torture", or something "they are supposed to do."

## Fitness Experience:

- Will **invest time and income** to keep consistent in their lives
- Are a **larger in retention** and stronger aides in client acquisition
- **Will view as part of the success systems of their day, wellness, and life!**



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**Good news folks...**

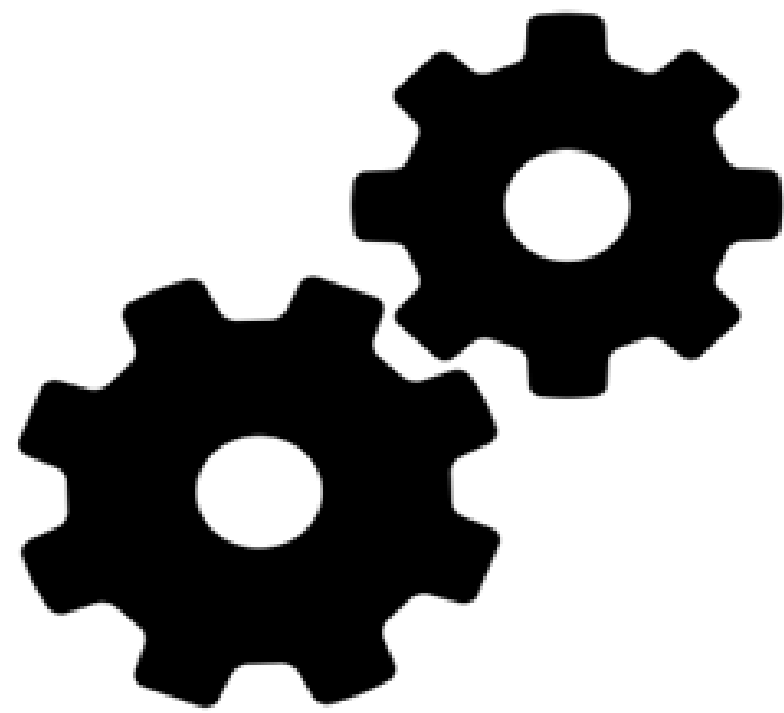
***There is a consistent and replicable formula to creating a memorable Fitness Experience again and again.***



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# Your Primary Persona...Revisited

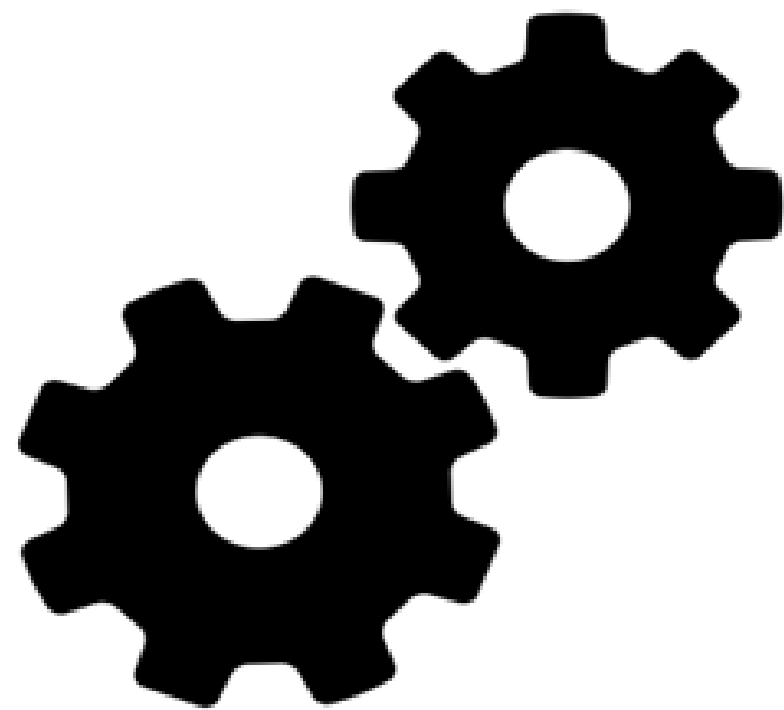
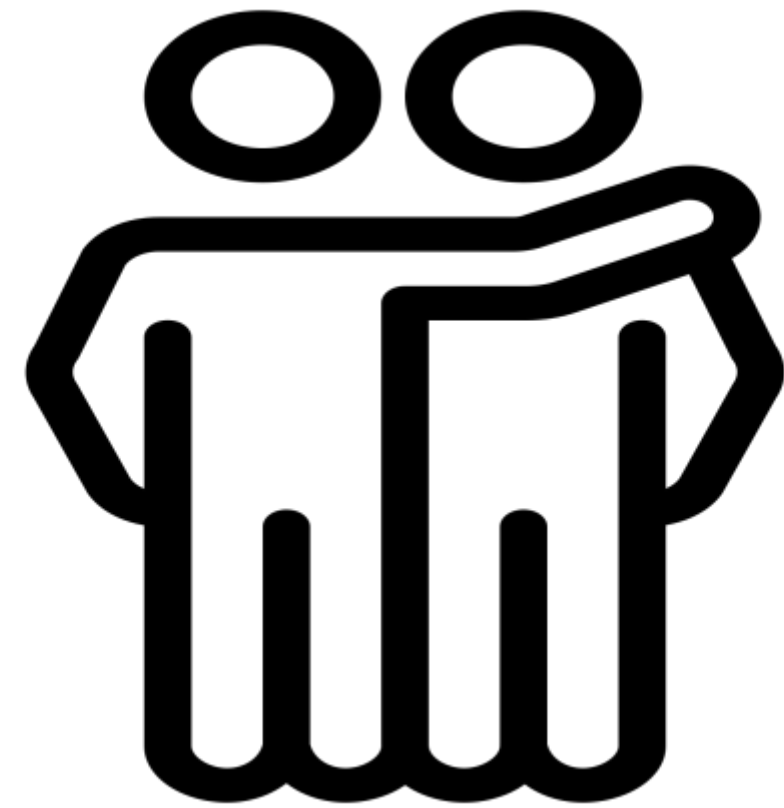
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# GO FIND YOUR SECONDARY PERSONA!

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# Story Structure Part 1

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## *Let's Play "Guess That Show?"*

Hospital in Seattle, WA where cataclysmic bad things happen all the time and the doctors are caught in emotional love stories with one another.



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# Story Structure Part 1

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## *Let's Play "Guess That Show?"*

New England family, with a talking dog, and evil toddler gets into whacky shenanigans with their neighbors and citizens of the city.



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# Story Structure Part 1

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## *Let's Play "Guess That Show?"*

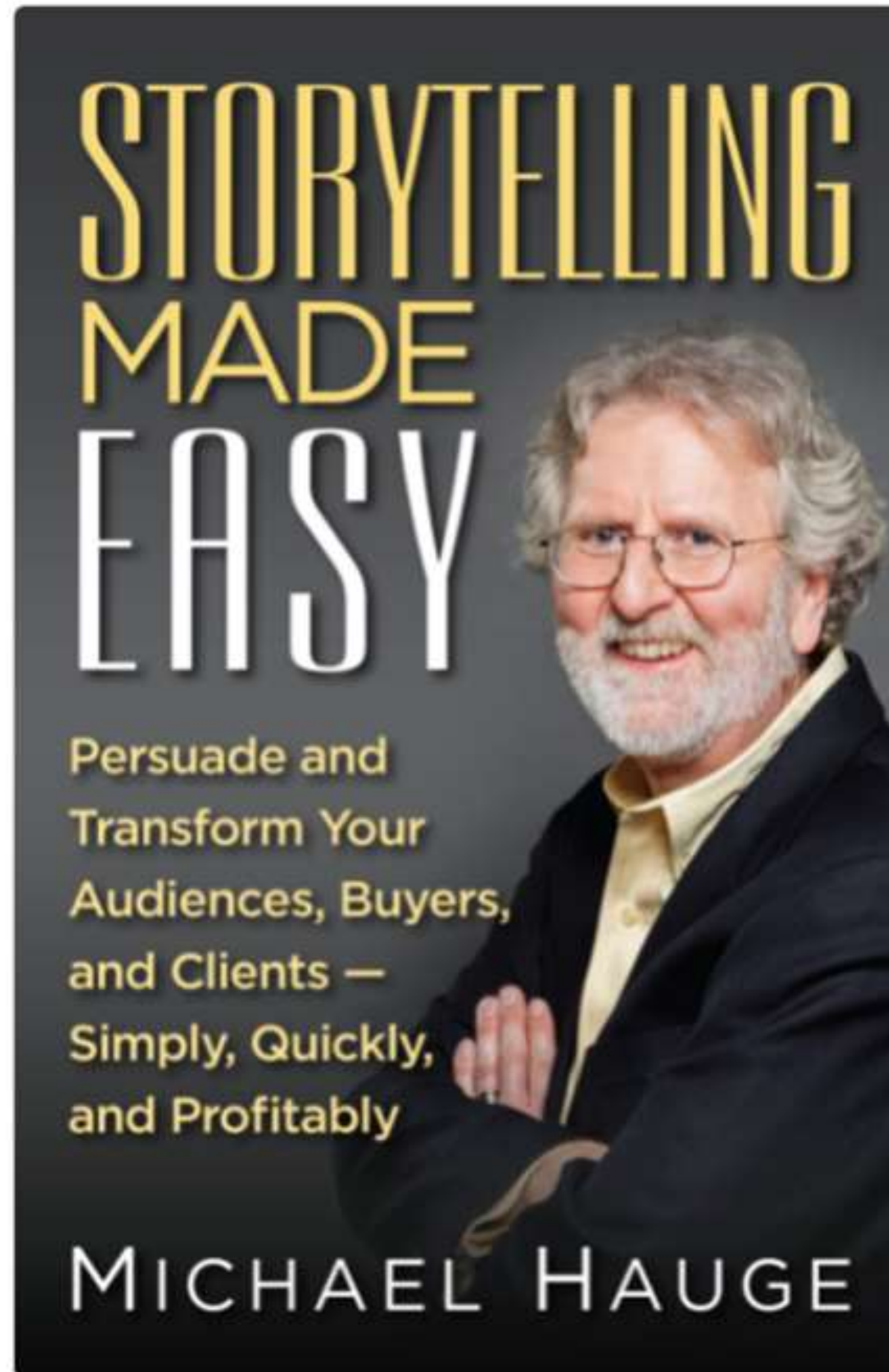
Fitness instructors ride a stationary bike broadcasting their performance to a screen on different bikes to people across the world.



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# Story Structure Part 1

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The best TV shows  
ALL run on the  
SAME basic  
episodic formula.

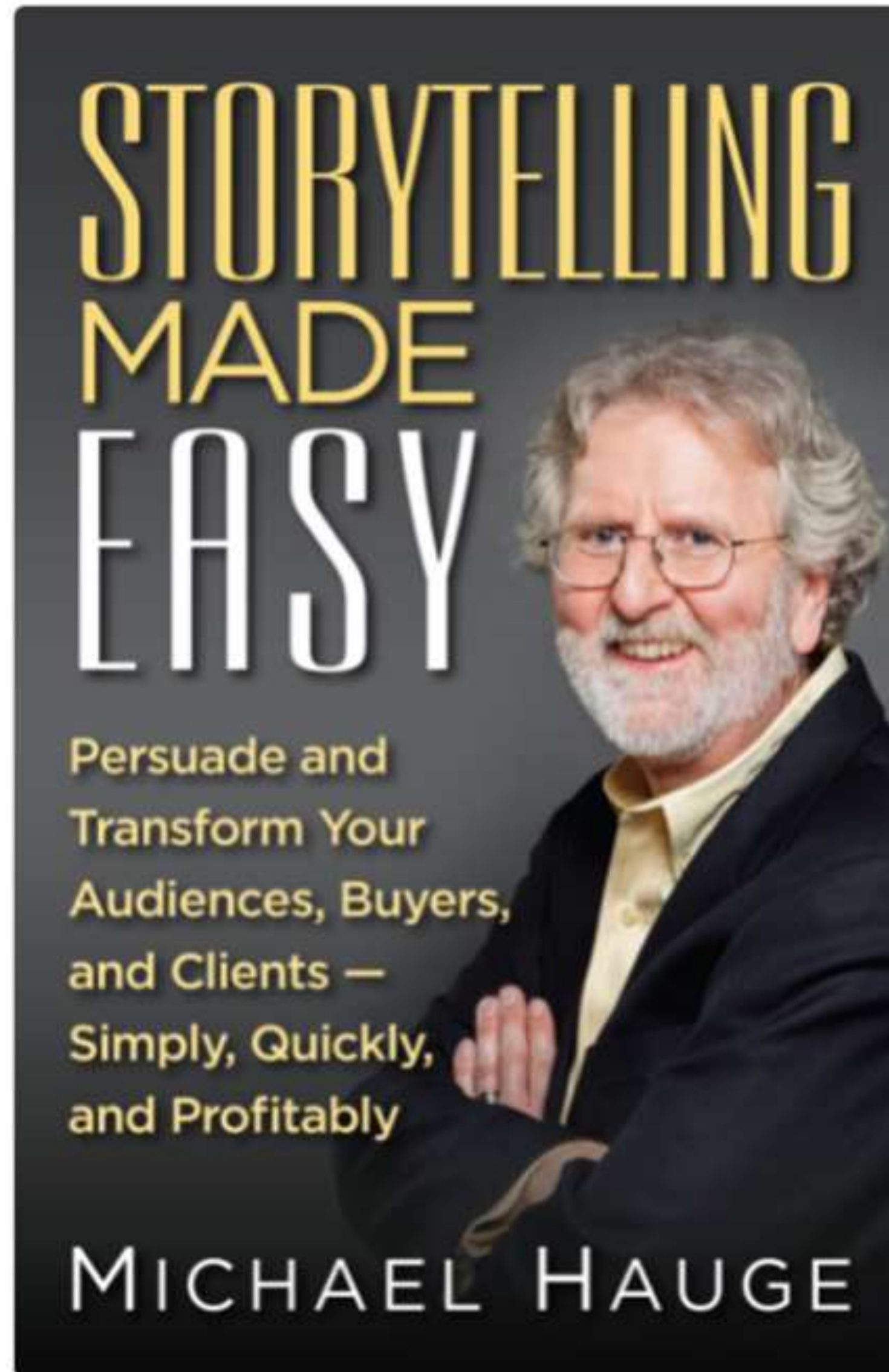


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# Story Structure Part 1

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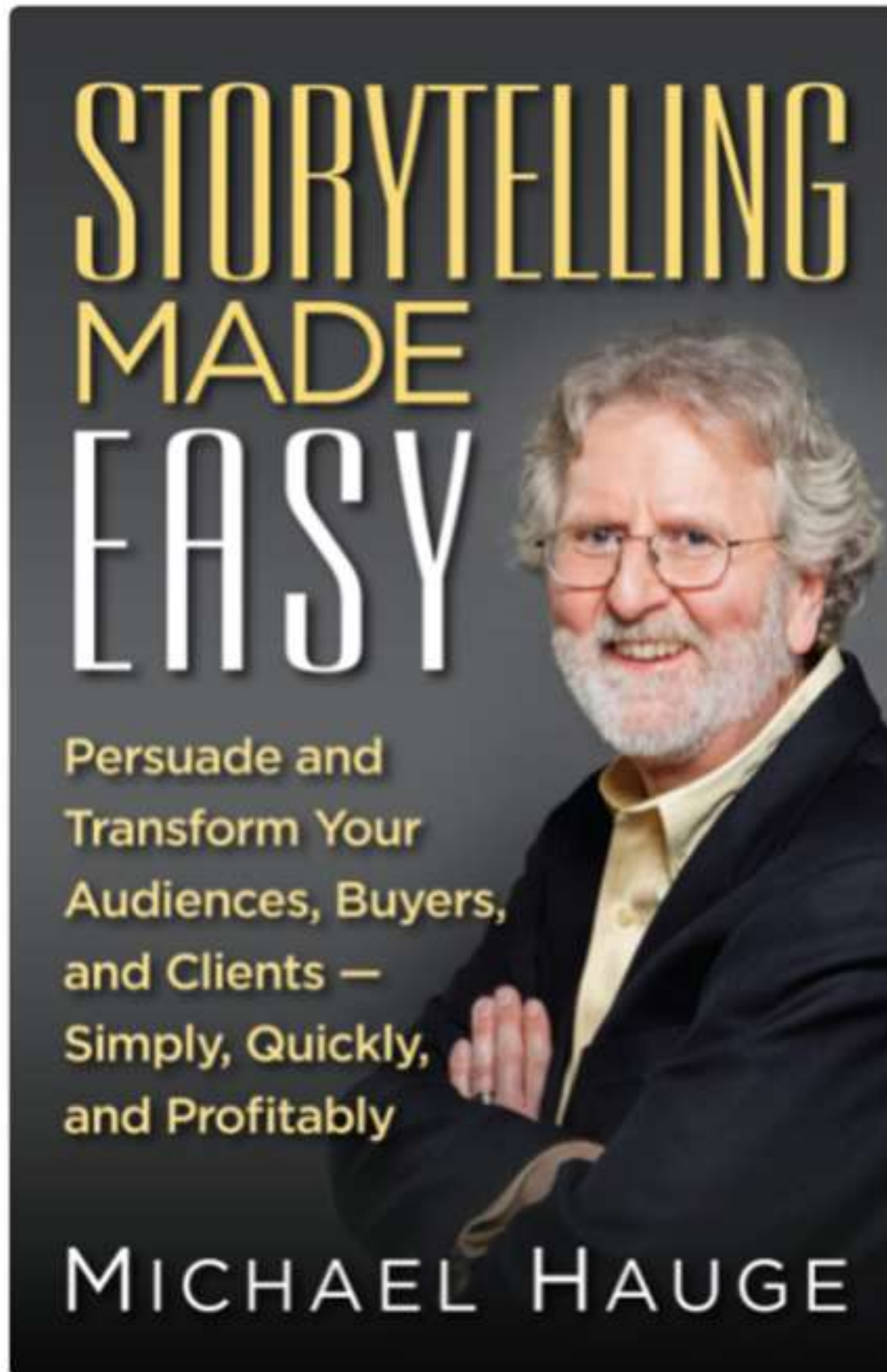
There DOES NOT  
need to be  
innovation...quite  
the contrary



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# Story Structure Part 1

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CLOSED Episodic Series

Vs.

SERIALIZED Episodic Series



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# Story Structure Part 1

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*The best TV shows ALL run on the SAME basic episodic formula.*

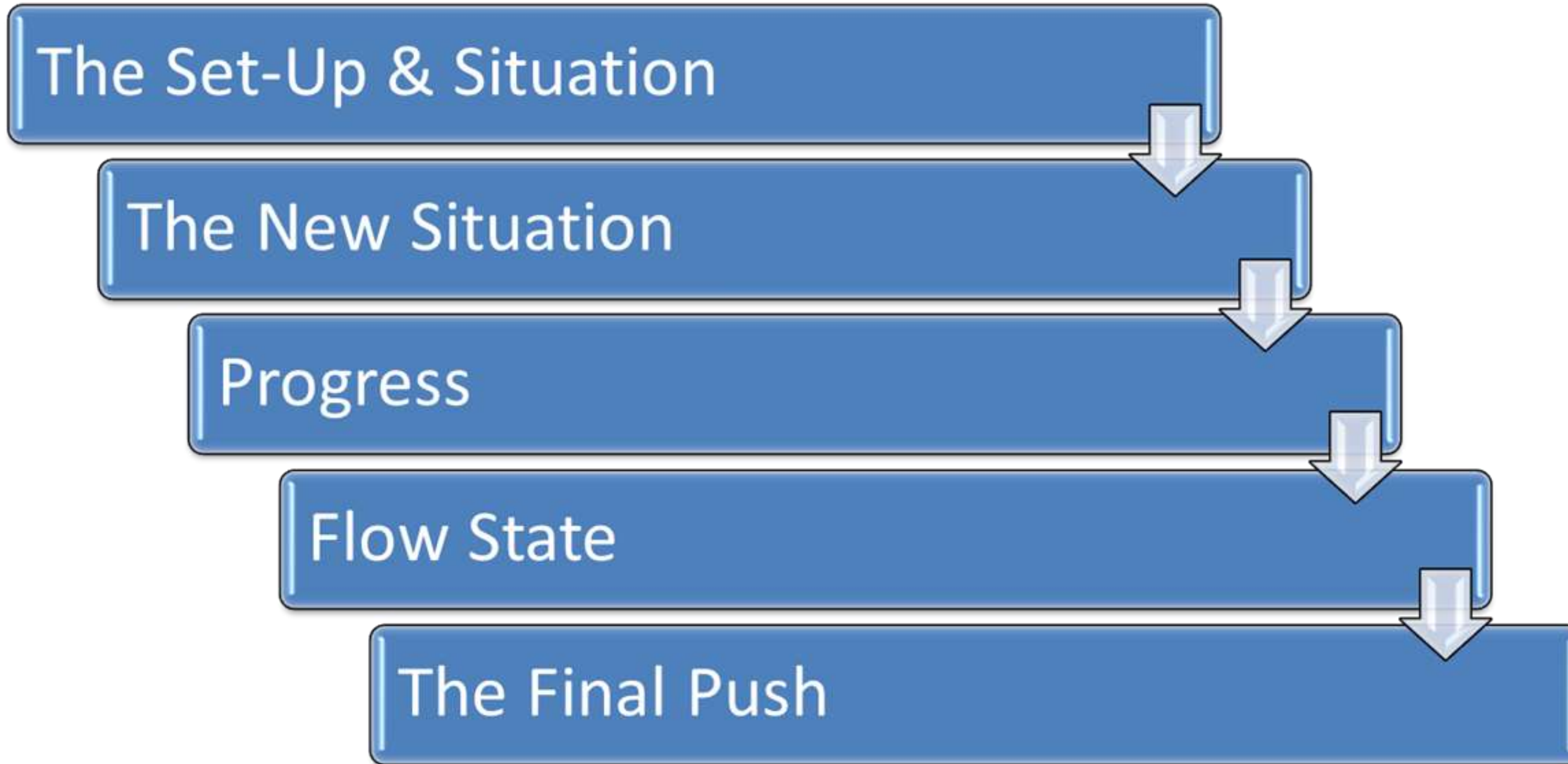
*Your sessions are just an closed episodic TV show and can follow the same formula.*



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# The STORY of Your Sessions

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# The STORY of Your Sessions

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## The Set-Up & Situation

The opening 10% of your screenplay drawing the reader/audience in.

## Turning Point #1: The Opportunity

The hero begin pursuing a visible goal that will carry them to the end of the episode.



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# The STORY of Your Sessions

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## The Set-Up & Situation

This is your intro and “buy-in” into class

How do they need to be prepared for success?

## Turning Point #1: The Opportunity

PRECISE & CONCISE coaching here

No need for big motivational cues

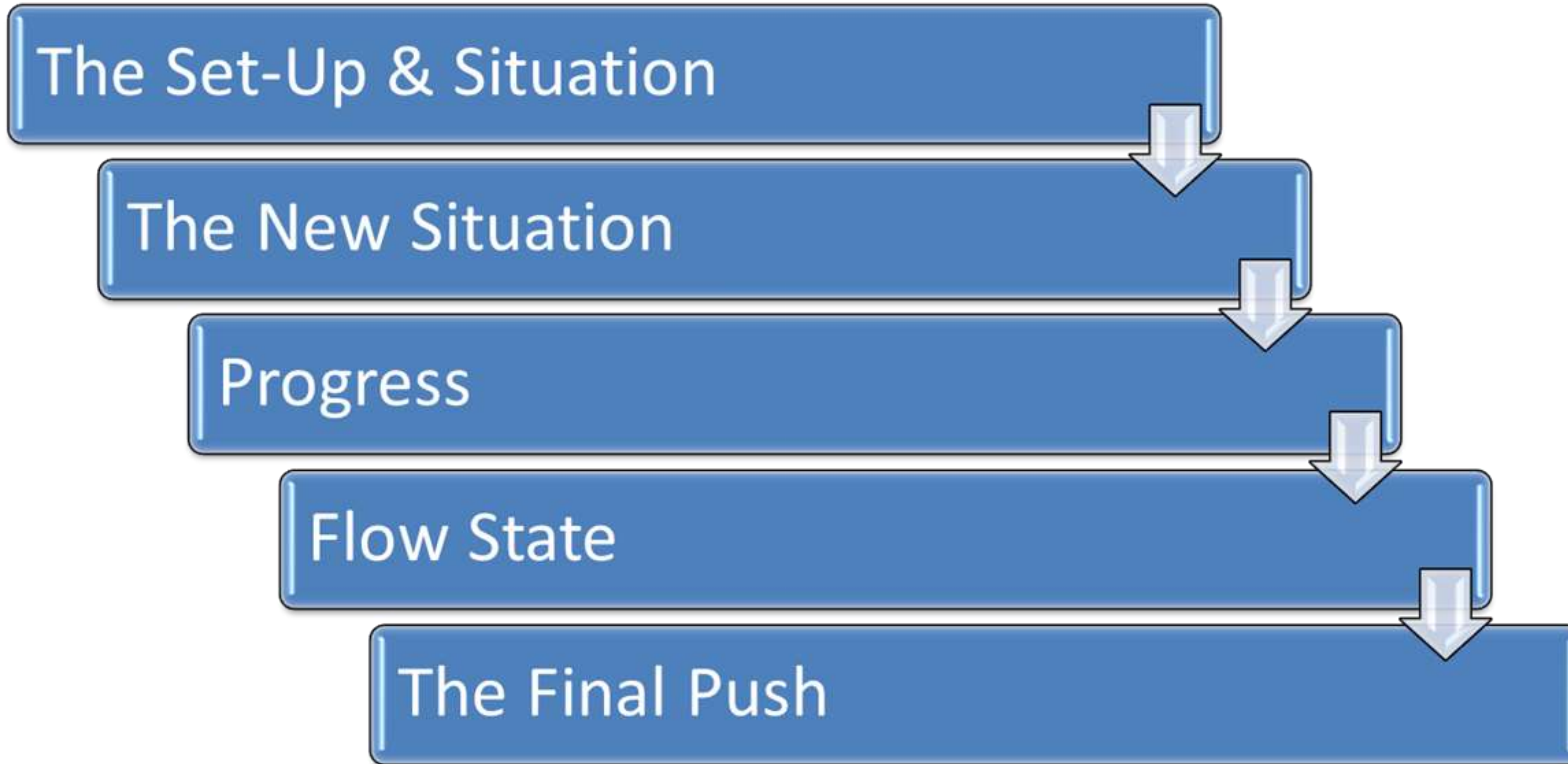
“This was a good idea.”



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# The STORY of Your Sessions

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# The STORY of Your Sessions

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## The New Situation

As conflict starts to build, they begin to realize they're up against far greater obstacles than realized.

## Turning Point #2: Change of Plans

Something must happen to your hero that will transform the original desire into a specific, visible goal with a clearly defined end point.



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# The STORY of Your Sessions

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## The New Situation

Invite them into a challenge or a brand new effort movement requirement

Getting them out of “1st gear”

## Turning Point #2: Change of Plans

A significant push or challenge that capitalizes on their warm-up

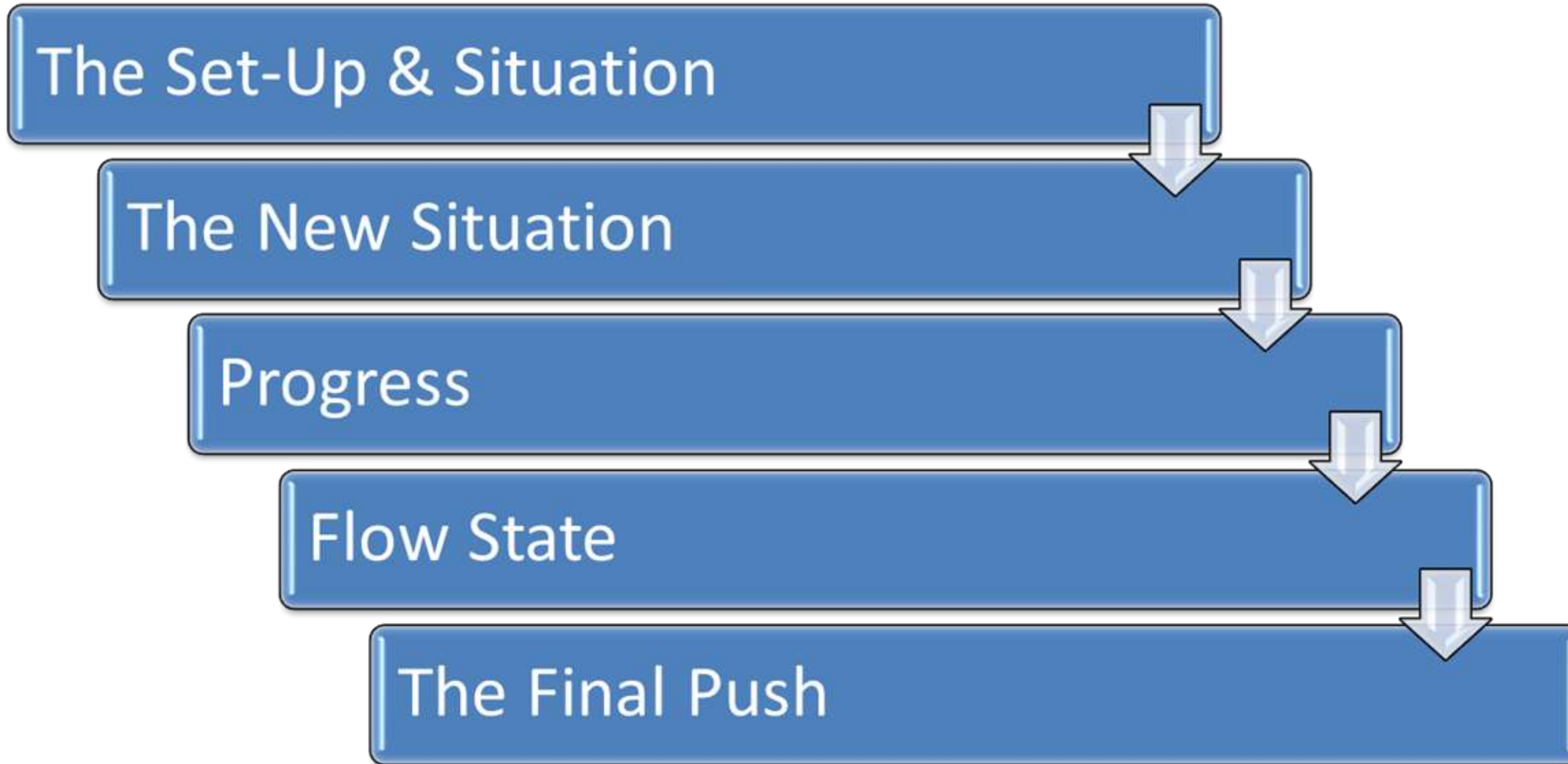
Primary Persona Takeover: Lean into who you are as you dive them deeper into the “sweatier” parts of the workout.



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# The STORY of Your Sessions

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# The **STORY** of Your Sessions

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## Progress

For the next 25% of your story, your hero's plan seems to be working as they take action to achieve the goal

## Turning Point #3: Point of No Return

At the exact midpoint of your screenplay, your hero must fully commit to the goal.



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# The STORY of Your Sessions

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## Progress

The structure and intent of the class has fully formed.

Expectations forward are mentally and emotionally agreed upon

## Turning Point #3: Point of No Return

A congratulatory moment of what just happened and what's ahead

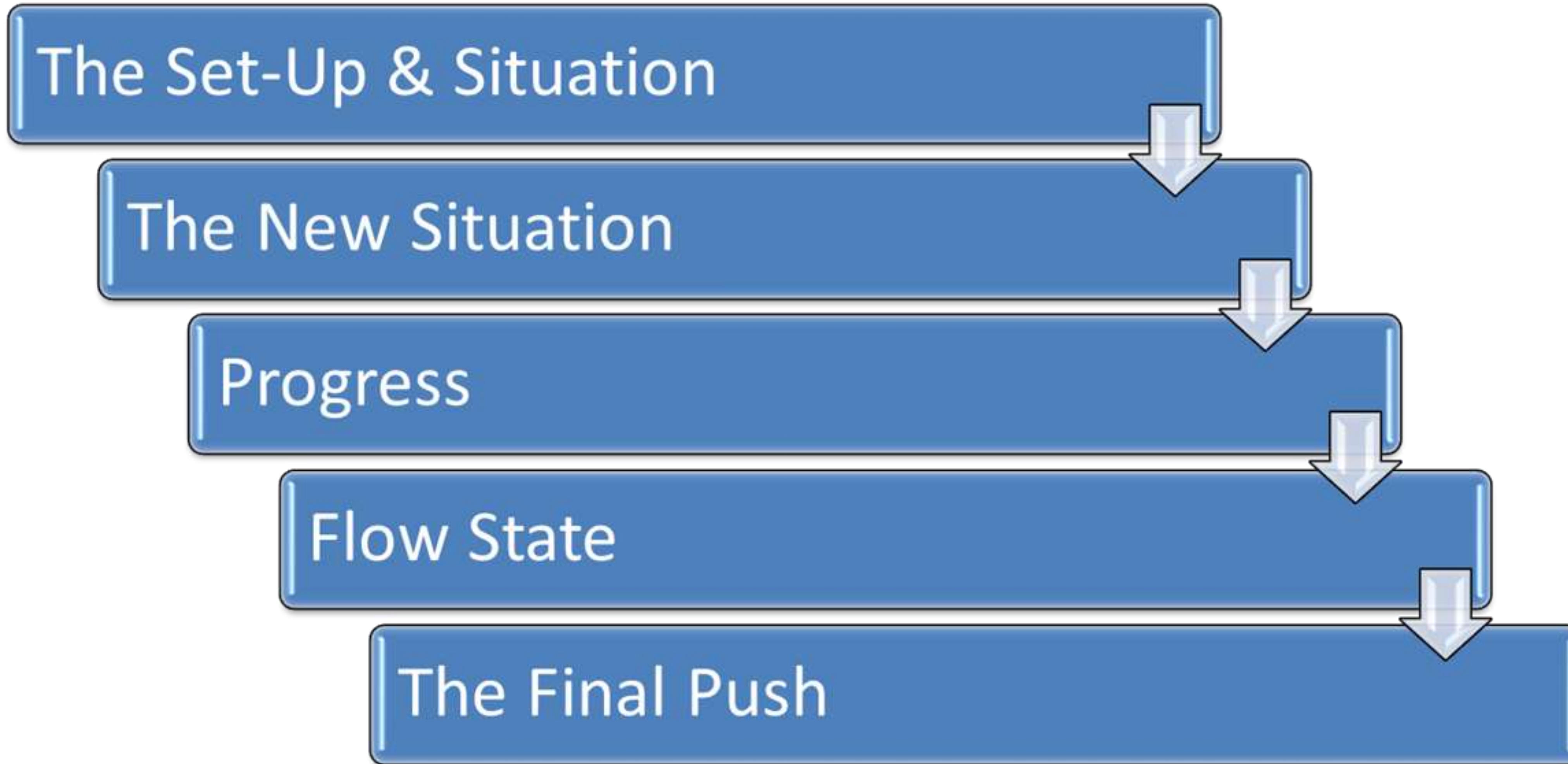
“We might as well finish what we started.”



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# The STORY of Your Sessions

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# The STORY of Your Sessions

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## Flow State (aka Collective Efervescence)

The opportunity to let your participants OWN what they are doing.

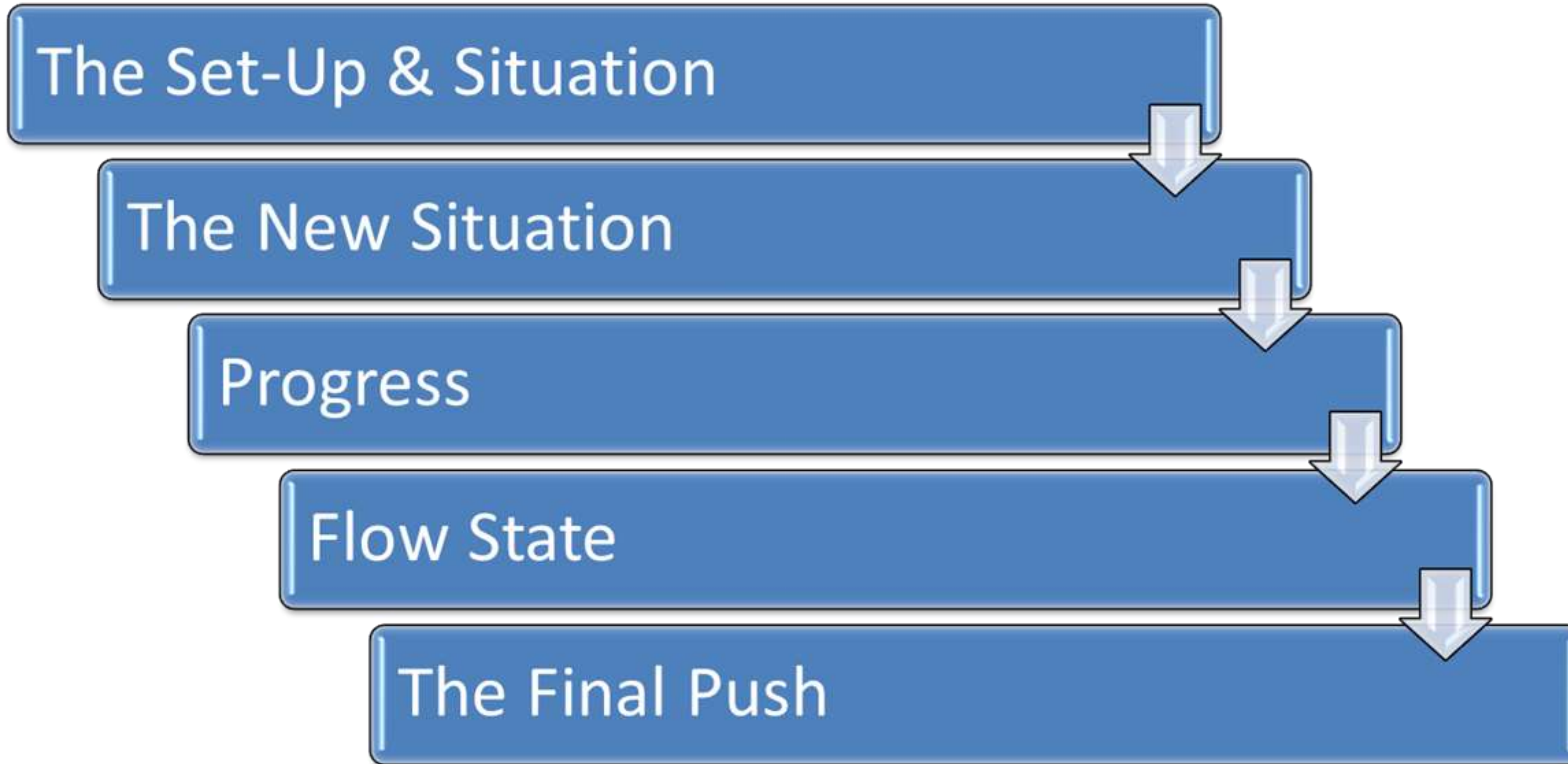
- Simple choreography
- Choice of effort
- Limited narration
- Big music leadership
- Let them figure their own sh\*t out
- Give them a relatable reality check.



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# The STORY of Your Sessions

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# The STORY of Your Sessions

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## The Final Push

Your hero must now risk everything they have, and give every ounce of strength and courage they possesses, to achieve the ultimate goal.

## Turning Point #5: The Climax

The hero must face the biggest obstacle of the entire story. The outer motivation must be resolved once and for all.



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# The STORY of Your Sessions

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## The Final Push

The finish line is in sight and this leads to the culmination of all that came before.

## Turning Point #5: The Climax

The peak of the workout where they need to give their all out effort to finish being the hero of the story.

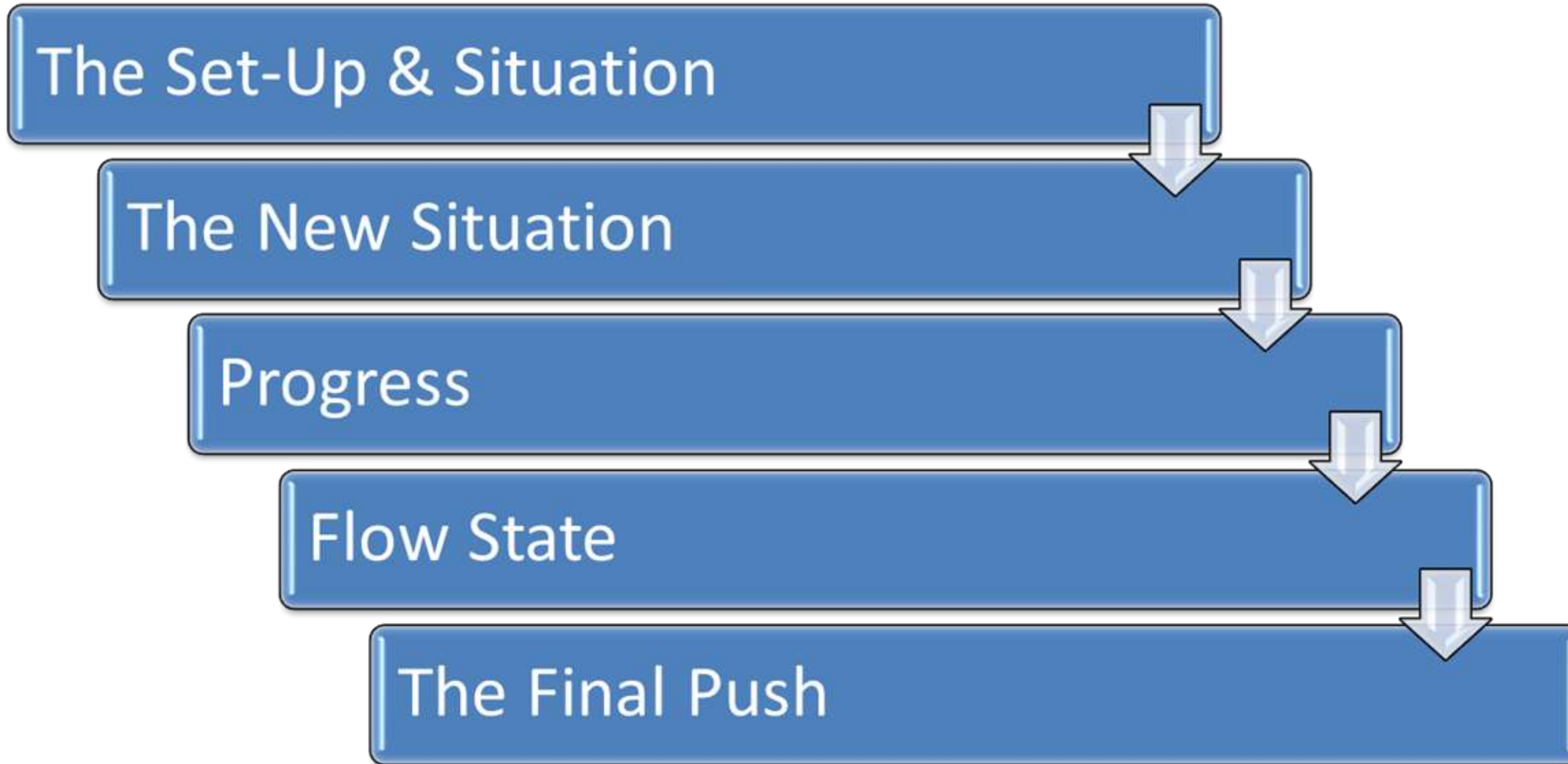
Your biggest motivational cues live here



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# The STORY of Your Sessions

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# The STORY of Your Sessions

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#1: The Opportunity

#2: Change of Plans

#3: The Point of No Return

#4: Collective Efervescence

#5: The Climax



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