

## **Rewards Systems:**

Inspiring kids, Impressing Clients, Training Coaches, Retaining Students, Better Business

*One person from your party grab a sleeve and some badges... throw it and get ready to play.*

Bio: Ninja guy, Videos guy, Tumbi Trak guy, Podcast guy... Orange Pants guy.

I'm not really into stats. I don't do slides. I LOVE stories. I want to hear yours! I also love gamification and engagement. So be prepared to raise your hands, shout out ideas, and share share share. Don't worry... I'll GIVE you this full lecture at the end. For now, play with me!

I'm going to ask questions. Correct (or fun) answers from the audience mean you get a badge!

Who here has used or uses a reward system in their business? Raise your hand if you teach classes with that system currently. You folks, give yourself another badge. You're making an impact. Everyone else... don't be jealous, you'll get your chance!

Who wants to share (briefly) what they use?

- Ribbons
- Certificates
- Sticker Chart
- Treasure Chest
- Stamps
- Silicone Bands

See the impact of rewards, we all do. But I want to recognize that the gold star of old has a bigger opportunity to make an impact in our business, more than just simple stickers on the wall.

- Inspires Kids
- Impresses Clients (Parents)
- Trains and gives Coaches needed Structure
- Gives your Desk Staff better communication tools
- Builds a Better Business

*A GREAT REWARD SYSTEM will gamify the framework for all your programming while also communicating the fun focused journey of kids in classes.*

## **Let's start with KIDS**

And let's go BIG

What crisis do kids in America face that our industry can make a deep impact (legacy)?  
Obesity Crisis - BADGE

When it comes to kids, what is our industry's main competition?  
Sedentary lifestyle: Devices, Social Media, Screen Time - BADGE

Kids are data hounds. They are hungry for input.

Kids are not designed to be overweight: my kids run everywhere they go! But put a tablet in front of them and they sit and they FEED!

In the past, they had to MOVE to get data! In a field, they go hunting for sticks and spiders. Now, they can sit and data comes to them. And it's FUN!

It needs to be our MISSION to help them find fun with their bodies, to play, to inspire them with the endless games they can conquer with their muscles and imaginations. This is what I call Whole Body Thinking.

How do we inspire them?

We copy video games: We aim for the dopamine.

BADGE TIME: What are some things that video games do that kids love?

Rewards: Sounds, Coins, Prizes, Colors, Shapes

Puzzles (creativity)

Rules

Instant Feedback

Levels: Part of a LARGER JOURNEY

Consistent experience

Characters

Mini Challenges

This is a pretty deep rabbit hole. I want to step away from it and come back at the end...

## **PARENTS**

Data Hounds

Value Seekers

Precious Diamonds

Want to understand the JOURNEY

UNREASONABLE HOSPITALITY: How can we EXCEED their expectations and SURPRISE them? What happens when we do?

They tell their friends. And what happens when they tell their friends? Their friends become your friends!

Who knows what this is called? **Word of Mouth Marketing** - BADGE

## **COACHES**

Need Structure to Succeed

Skill requirements

Progressions

Mobility  
Class Management  
Need Fun to enjoy their Job  
Need Carrots and Sticks  
Need Student Relationship Building Opportunities  
Need Tools to Crush Client Communication  
Need Systems to ensure Brian and Susie teach the Same Class

BONUS: A reward system that can bring instant gratification opportunities  
THROUGHOUT every class, not just on evaluation days or at the end of a session.  
More on this later...

## **BUSINESS**

BRANDING: Creating all the feels  
Jewels on a Tour - giving parents what they want!  
Here is our program synopsis  
Here are the skills we development  
Here is the reward system to celebrate mastery  
Speaking the Same Language  
Front Desk  
Managers  
Coaches  
Kids

## **BACK to KIDS**

Two MAIN Categories of Rewards  
Instant Gratification  
Everyday inspiration  
Culture buy in  
Long Term Gratification  
Mobility  
Structure  
Primary use of Reward Systems

Who can think of the most popular and visually recognizable Long Term Gratification Reward system? **Karate**: Brilliant. Instantly recognize the JOURNEY

Short Term! In the moment inspiration. Fun with the audience. 5 volunteers.

3 people: Trust Fall. Sword for faller, Stars for helpers  
1 person: Strength Challenge. Tuck Hold. Parallettes. 10 bananas  
1 person: Handstand Challenge. 3 tiers. Stars for Each

Did anyone buy someone else coffee or breakfast this morning? **Heart Badge**

Do you feel the engagement? Isn't it so silly and simple?

How long did that take? 30 seconds?

Imagine if you can engage and inspire kids for a few moments every class?

What's the impact on the REST of the class? Do they want to earn a badge?

Magical little moments that we call **LITTLE VICTORIES**

Help develop coping mechanisms - **LITTLE FAILURES**

**Words of Wisdom:** *Rewards are in the moment... and should be a 3 or a 4.*

*When you reward someone at the end of the class, you missed the chance to reinforce the win and inspire the crew, and you open yourself up to big feels and a little bit-o-shame before they walk out the door. Also, if you make the win a 10, then the fail will be a 10. Help them COPE with the lost opportunity.*

*Help inspire kids to stay on the path to the big victories*

Long Term gratification

Ribbons, Certificates for completing the journey, but what about the smaller steps?

LOVE silicone bands for mastery on each event

Events Badges

Challenge Badges

Characters

## **Integration**

Can you find a way to celebrate immediate gratification and long term goal setting in the same place?

Parents see the journey and the value

Coaches have structure, fun, communication tool

Everyone speaks the same language

Management tool - Are Brian and Susie teaching the same class?

You made it to the end! Give yourself another Badge!

Q+A