

FINDING YOUR NINJA COACH

A Ninja guide to looking for and
acquiring your ideal Ninja Coach!



Finding great staff is a hurdle that trips up so many Children's Activity Centers in every region and every segment. It is so important to have an established system for **IDENTIFYING** the talent you're looking for, **TARGETING** your talent pool in your hiring strategies, and **ACQUIRING** that talent with low-barrier, high contribution tactics.

The first, and most important, thing to keep in mind when looking for a Ninja Coach:

DON'T LOOK FOR NINJA COACHES

Funny, right? But it's true. If you put out an ad for a Ninja Coach it is likely that you will get few hits, and the attention you attract may not be for the attention you're looking for. Furthermore, I genuinely believe that the term "coach" doesn't speak to what you are actually looking for in your business. Here's what I believe:

COACHES care about the sport.

TEACHERS care about the kids.

While this labeling may seem unfair to truly caring coaches, categorizing candidates like this helps me recognize what character I'm looking for in my search. Coaches typically train kids to play a game and compete to win that game, like a little league baseball team. But in Ninja classes (well, most Ninja classes, anyway) there isn't a competition for kids to play two weeks after their first practice.

In your gym, Ninja teachers are going to work with kids on their own personal development, and in the Ninja Monkey program that growth is going to be measured physically, mentally, and socially. Working with kids on these elements of learning are the attributes of a great **TEACHER**, who is placing the kids before the activity. With that in mind, switching up the job expectations and labels in your candidate search can have a big impact on the talent that funnels into your business.

Here is the breakdown on how to create a hiring strategy for your business that really gets things moving.

BUILD OUT YOUR BASE: A NINJA HIRING HACK...

One of the most common mistakes for Ninja businesses is that they forget that our industry represents a gateway job for most employees. Working for you will be an employee's "first job", or "college job", or "seasonal job", and this will be true for a significant percentage of your workforce. As such, it is our responsibility as savvy business owners to recognize this truth of our industry and work through and around it.

I highly recommend building up your "dugout" or base of employees that are contributing to your business but in a very part time fashion. I like to call these employees **RUNNERS**. They should be totally bought in on culture and trained to help with small tasks in your day-to-day, and they should also be ready to fill in as a sub or even replace a leaving teacher at any time.

Runners are typically younger, energetic, and excited about their "first job", "seasonal job", or "college job".

IDENTIFYING: WHO TO LOOK FOR...

If you're not looking for coaches, who are you looking for?

- **TEACHERS:** Using this label in your online search and hiring strategies has a huge impact in widening your net of potential candidates. What's more, you are more likely to find the PERSONALITIES you are looking when you look for teachers. It is my experience that every applicant interviewed as a teacher has had a strong love for working with children. Since this is my number one requirement, starting here always brings confidence in the interview process.
- **TEACHER'S ASSISTANTS:** These individuals are sometimes UNPAID assistants to preschool teachers, assistant coaches for sports like basketball or martial arts, or activity assistants like the scouting programs or camp counsellors. These are individuals who are already into the idea of working with kids and are simply lending a hand to learn more. Sounds like they need a job with you!
- **KID MENTORS:** Many high-schools and colleges have mentorship programs, where tutoring or after school programming activities are being used to create strong role model relationships with kids. Someone participating in one of these programs, especially as a sports mentor, represents an ideal candidate for your staff.
- **NANNIES/BABYSITTERS:** The key to interviewing nannies or babysitters is trying to determine if they love *working* with kids instead of just watching them. I try to dig deep to see if I can unearth whether they like teaching the kids anything while they're with them, like doing crafts or helping with their schoolwork. The "win" is if that is their favorite part of their nannying or babysitting experience. It can be a mistake to think that because they are a babysitter that they are good at teaching children. Those are very DIFFERENT skill sets.
- **FANS OF NINJA:** It is sometimes a good idea to just search for people who LOVE TO FLIP! If they are into Ninja and into learning this stuff it may follow, though not always, that they would love to learn more and then teach it to kids. Having an enthusiasm for the material is a must in hiring, and *sometimes* that enthusiasm can carry them into becoming a great teacher! You can do a fun post on your gym's Facebook page or even put out an ad.

TARGETING: WHERE TO LOOK FOR THEM...

There are three ways to categorize your hiring tactics, and all of them have yielded results for businesses in the past. Find the ones that work for you and make taking action important in your planning and schedule.

- **ONLINE STRATEGIES**

- **Indeed** – costs a bit of money, but my experience has been that indeed can create a steady flow of candidates. Be very targeted in your job title and create a LOW BARRIER by making sure you don't use words like "expert", or "experienced" in your title as it will turn away qualified candidates who don't think of themselves as experts. It's better to syphon through lots of candidates than not get enough options! I really like these postings:
 - Preschool Teachers Wanted
 - Kids Instructors
 - Want to learn to Ninja?

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CULTURE

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MONK E

LET'S DO THIS...

We gotta start somewhere.

Before getting into Culture, Coaching and Curriculum, let's talk about **WHY YOU WERE HIRED** to work with kids. Every Ninja Squad subscriber is given a list of hiring criteria, which they can incorporate into their own hiring materials, but these are the basics for finding teachers we hope everyone follows:

A "FIT" NINJA COACH

A "Fit" Coach means a person who is in line with the goals of the program/business and exhibits the positive character traits appropriate for a Ninja Coach. In order for **NINJA SQUAD COACHES** to be successful in any gym all Ninja teachers need to have a few basic things in common (in this order):

- 1. ENERGY**
- 2. A LOVE FOR CHILDREN**
- 3. AN ENTHUSIASM FOR THE PROGRAM**
- 4. CLASS MANAGEMENT SKILLS**
- 5. BASIC BODY AWARENESS AND FITNESS (FOR COACH'S SAFETY)**

These are essential elements to growing your Ninja Program. Having a background in Martial Arts, Gymnastics, or Parkour are all GREAT! But they are really BONUSSES to the essential elements above. Teachers who approach the work with a fresh perspective, not clouded by previous teaching or learning experiences, often embrace the program faster and become stronger instructors.

HIRING

We live in a wild time; protecting your company with some upfront employee investment through screening and training is a great way to ensure you have found the fit you are looking for in your business. Upon hiring ANY new coach, here are the RECOMMENDED steps BEFORE they enter the gym:

1. Check any and all references they list
2. Background Check
3. Have them Read and Sign an Employee Code of Conduct or manual

While this may not guarantee safety and fit, it certainly is a great way to get everyone on the same page with basic safety information.



CHEE T

WHAT TO EXPECT IN YOUR TRAINING

This program teaches you how to be an awesome coach by walking you through the material in a variety of ways. We use engaging **videos**, this written **guidebook**, engaging **activity sheets**, fun **quizzes** and, of course, **in-the-gym training**.



Before getting started, make sure you know how to **LOG IN TO THE NINJA WEBSITE!**

Ask your supervisor for the **USERNAME** and **PASSWORD** to your account.

Visit: www.ninjamonkeygym.com or scan this to get started!



On the top right corner **CLICK --> LOG IN**

On the **Homepage**, find and **CLICK --> TRAINING**

Check out the **VIDEO -->**  **GETTING STARTED**



PAN D

ACTIVITY SHEETS

If you have not done so already, be sure to **PRINT OUT** your **ACTIVITY SHEETS!**
*Find the PDF link on the **Getting Started Page**.*

Please **DO NOT LOSE** your **ACTIVITY SHEETS!** IT IS FOR YOU!
Please do not write in the "How-to-Ninja" Book. It is for everyone.

This is your interactive training guide, and will **HELP YOU LEARN FASTER!**
*Use them, and become **AWESOME**.*

COURSES & STATIONS

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HOW-TO-NINJA SAMPLE PAGES

Incorporate Levels in Space: Some of the exercises should be on the floor, some on a mat. Let ninjas crawl, roll, and jump in the same course. This will make the course more dynamic.



Courses can Teach a Single Skill: Break down one skill and use a course to explore different ways of drilling it.



SAFETY VAULT: Low, Mid & High

TEACHING TIP: **BADGE STATIONS!**



When setting up your stations, be sure to refer to the **CHEAT SHEET** to figure out where kids will earn their **Challenge Badge**. Will they earn a Monk badge? Or a Chee T badge? Make sure they always ...

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**NINJA WORD
OF THE MONTH!**

CONFIDENCE:

A ninja has **CONFIDENCE** when they approach a task, goal, or obstacle without **FEAR**. We grow confidence with practice and patience. *Color in a bring back for a **BADGE!***



VIDEO

NINJA

CHEAT SHEET

EVERY MONTH, you will receive a complete **CHEAT SHEET** for your coaches, including a walk through video and station ideas! **PLUG & PLAY!**

CHARACTER CHAT



FOCUS: To think about only ONE THING.

WARM UP

ANIMAL WALKS: bear walks, crab walks, horse gallops, skips...

BALANCE CHALLENGE

BOSU BALL (or Cushion)



WEEK 1: Tree Pose 5 Ninjas

WEEK 3:

WEEK 2:

WEEK 4:

STATION IDEAS

ROLLING: Ninja Rolls through a Hoop!



STRENGTH CHALLENGE

LUNGE Walks on the BEAM!



EVENT BADGES:



ROLLING



RUNNING



FLIPPING



SWINGING

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