

How to Run an Amazing Line.



Running a line should be easy, fun, and keep everyone moving and engaged.

Good instructors put people in lines, great ones, run lines with energy and enthusiasm.

- 1) **Lines should be short**, long lines = short attention spans.
- 2) **Everyone has a job**, bouncing, moving, faking, etc. Give frequent reminders and praise!
- 3) **Make every repetition count**. Make sure what they are doing is right!
- 4) **"Don't turn your Back"** after the drill make sure students bounce back in a fighting stance, roll back, or kick back....no walking back!
- 5) **Keep it Interesting**: Change the drill often, communicate, describe, and keep the energy up during line drills.
- 6) **Make Lines without Friends/Enemies/Frenemies**: Keep people who distract each other in different lines, put the same skill levels in the same line, keep higher skill levels together!
- 7) **Take a Second to Tighten Everything up**: Take a moment to address common problems and to motivate everyone to do better on a short follow up round.
- 8) **"Rate Yourself on a Scale of 1 to 10"**: Take a moment to have everyone rate their effort, focus, etc on a scale of 1 to 10. Do the same for yourself.
- 9) **"Fire Yourself"** Enlist students to hold pads and free yourself up to move around and make corrections.
- 10) **Keep Evaluating**: Keep making improvements, making changes, and getting feedback. Remember, "you have not run your best line yet."

How to be a Valuable Assistant



Good assistants show up and follow the direction of their lead Instructor. Great assistants show up and know what to do, and get to work!

- 1) **Put Your Hands UP:** This is not a robbery, but teaching martial arts, Just like making pizzas, it is a two handed job. Avoid hands on hips, behind your back, and definitely not folded.
- 2) **Shark Theory:** Many sharks have to keep moving to keep breathing. We need to keep moving to be a great assistant. There is always something to fix, a belt to tie, someone to help, or something to pick up. Especially when we are in a huddle up, keep an eye out and help keep everyone engaged.
- 3) **3X3 Rule:** We use everyone's name at least 3 times every class, we use 3 points of appropriate contact each class (high fives, fistbumps, pat on the back, etc). Imagine a sign around every student's neck that says "make me feel special". Go out of your way to give good feedback.
- 4) **Be the Prototype:** Display the skills you want to see, give the effort the class should give, use the manners the students should use. They will look at you, and copy what you do, before they look or listen to the head instructor. Be an excellent example!
- 5) **5 Minute Private Lesson:** See someone struggling? Take them to the side and work one on one with them for 2 to 5 minutes, focus on the basics, demonstrate and work together. Come back....and find someone else!
- 6) **Say it with Your Chest:** Make your voice heard by projecting it, like a person giving a speech, or acting in a play, what you say matters and it needs to be heard! Enunciation is key (how you pronounce your words), speak with more than just your mouth. Use your hands, eyes, smile, posture....your body speaks louder than you do!
- 7) **Eliminate Distractions:** You are the keeper of the timer, and stereo when we are transitioning from one drill to another, you are the keeper of the "black wall" before class, help everyone get on task, and be ready for class. While you are there make sure to interact with everyone!

HOW TO STRUCTURE a SUCCESSFUL CLASS



We teach amazing classes, that make the students, parents, and us feel great by:

Having a Plan. If you know what you are going to teach it makes it easy to put together a great class flow, from the warm up to the lesson, and end of class.

Creating rapport: People go where they are celebrated, not where they are tolerated. Speak to everyone who comes in, with a smile, ask sincere questions, and stay positive. Before class, and on the wall before class are vital points of rapport building. When everyone leaves are vital to reinforcing the good work students did, “scheduling” the next class, and reminding people (and parents) how far they have come.

Keep Everyone Moving and Engaged: Idle time is the devils playground. Keep transitions between activities quick, keep everyone moving, avoid long lines, or long time waiting for reps. Avoid having people sit down, give them a task to do instead. Make tasks structured and the younger the student, the shorter the duration.

Keep Yourself Moving: 12 second rule: You cannot stay in the same spot for more than 12 seconds. Don't travel in packs, separate the floor and manage small groups.

Lead Instructors are responsible for steering the class as a whole and keeping the class going, and building the rooms energy and execution.

Assistant Instructors: are responsible for keeping the ship from sinking by “plugging up leaks.” Find students who need extra attention, need to refocus, need a 2 minute private lesson, need a belt, have an issue, etc.

Leadership Team: are there to help get pads, help with transitions, and line ups. They make great examples, can run a 2 minute private lesson with some students, and can help new students, and make groups even.

We are Great Communicators: The ability to get your message across is a skill that needs practice. We have to be able to deliver our message with passion, with age and skill appropriate instructions, with humor, and in a way that draws people in. We avoid monotone or low energy level instruction, remember eye contact, re-focusing techniques, focus anchors, group involvement, and have fun being a dynamic and engaging speaker.

Remember our goal is for everyone, including us to leave sweating and smiling. We want to remind everyone why they choose to train, and parents to feel like they are getting the best deal in town, and why they keep their kids on the mat.

HOW TO BE A PRO AT PUBLIC SPEAKING.



- 1) **Look Like a Pro.** Want people to take you seriously and want to listen to you? Take how you present yourself seriously, come prepared, and project confidence..... even when you are anything but. (Check out our "How to Look Like a Pro" sheet.)
- 2) **Be Prepared:** Look at the Class Plan, know what it is and be ready to present what is on it. It's easy to speak about things you are familiar with.
- 3) **Become a pro at using Body Language:** Also known as non verbal communication. Your hands help paint a picture, your smile can say volumes, eye contact at the right time makes a huge impact, a shoulder shrug, a look to the heavens in triumph, or at your feet in despair all create words you can feel.
- 4) **Turn Up the Volume:** Or turn it down, maybe a pause, a whisper, or a sudden increase. The volume of your voice should rise and fall, gain strength or draw others in closely to hear depending on what you are saying. The quickest way to put someone to sleep is being monotone.
- 5) **Economy of Words:** Lincoln once ended a letter by saying "I'm sorry I did not have time to make this letter shorter." More words do not always mean more understanding, every detail does not need to be included at the beginning of instruction. Start with the concept, and fine tune as you go. Gross motor skills then fine motor skills. *Know your audience: The 4 to 6 year old class should get vastly different and much shorter instruction that the Advanced Adult Class.
- 6) **Keep Re-engaging:** People lose focus. Use eye contact, use names, ask questions with easy answers, ask for people to summarize what you said, use your focus anchors "Easy or Hard".
- 7) **The World is Your Stage:** Practice speaking "in the wild" when you are out shopping, in a line, running errands, at a party, gathering.....anywhere there are people, talk to them. Ask questions and be curious, you will get more comfortable speaking every time you do!
- 8) **Mirror Mirror:** Use your mirror to practice important things you are going to say, or speeches you are going to give. Utilize note cards as well to rehearse your words, as you get better or start to memorize it more, switch to bullet points on a single card.
- 9) **What the Greats:** The internet give you access to all the greatest speaks of time....at least since motion and audio capture were invented. Study them, learn from them, be inspired....but don't copy them. Find your own voice!
- 10) **Use Stories:** The greatest speakers, and teachers have always used stories, or parables to teach and deliver messages that stick. Your life is full of stories, of teachable moments, so is the world around you. Use it to craft amazing lessons!

How to Look Like a Pro.



People will make their mind up about you before you say a word. Make a good first impression to make a faster impact, make your life more successful, and less stressful!

1) **Groomed For Success:** Show up for class clean, smelling good, and properly groomed. Nails trimmed, hair (if applicable) brushed. Avoid looking like you just rolled out of bed, or out of a hangover.

2) **Your Uniform Speaks Louder than You Do:** Especially if it smells like a family of skunks are living in it, if it's got more wrinkles than a basset hound, if it is dirty, or torn. Arrive in or with a clean uniform. Make sure it fits well, and your belt is tied correctly. Think of it like being a General in the Army, or a President about to give a speech. You should look not just presentable...but Presidential!

3) **Breath Mints were Invented for a Reason:** Make sure your words are received well by people's ears.....and noses. Brush those chompers before class, swish some mouth wash, or toss in a breath mint before or between classes. Especially if you will be in close proximity to someone.

4) **Trim those Nails:** Keep your nails trimmed and keep them the least amount of "eagle like" as possible.

5) **Smell Good But:** Remember less is more, don't overpour the senses or cause blood hounds to faint.

*How you take care of yourself, and present yourself speaks volumes. Just looking the part gives you confidence and creates the opportunity for you to be an instructor of impact. People will treat you, how you treat yourself, and take you as seriously as you take yourself.

How to Have Winning Habits.

You are not who you want to be, or what is written on a vision board, or goal sheet. You are what your habits are. Shape your habits to shape yourself. Keep pride in creating, maintaining, and practicing habits that serve you well each day.



- 1) **Start with the End in Mind:** Write down who you would like to become, be specific, and bold with your choice. Now work in reverse to map out what habits it will require to get you from who you are right now to the person you would like to become.
- 2) **The Rule of Three:** Write down three most important goals/tasks you need to achieve today and try to finish them first thing each day.
- 3) **Wake up Early/Do Something Positive:** Get up out of bed, and do something positive for yourself. A walk, a run, meditation, journaling, stretching, working out.....the list goes on. Start the day off by investing in yourself.
- 4) **Be Accountable:** Have a coach/teacher/parent to sit down regularly and review your goals and your progress. Be honest, be accountable, and be coachable.
- 5) **Quarterly Checks:** Every quarter check in on your progress and re-evaluate your habits, goals, etc. See what's working and double down on those habits. See what is not and adjust those goals or your efforts. If something is not working or is causing you to fail.....remove it!
- 6) **Discipline over Motivation:** Remind yourself daily the reason you are working hard. Remind yourself daily that consistency is the key. The person that runs every day becomes a good runner, the person that reads everyday becomes more educated. What do you need to do every day to unlock your success?

How to Choose Your Circle.

You are now becoming the average of the 5 people who are Closest to and spend the most time with. Take a look at how they Speak, think and act, that's who you will speak, think, and act like In the next six months. Choose Wisely!



- 1) **Choose Positive People.** The number one important factor in choosing someone to be in your inner circle is positivity. Look at their last 20 social media posts and count how many positive posts there are vs. negative, listen to the last 20 comments they made about someone else, even better the last 20 things that said to you and count the positive vs. the negative. That will give you a pretty good indication if they are a positive person or a negative person!
- 2) **What Happens when they are in your Gravity.** When you get around this person, do they push you to be a better person, or do they pull you in the opposite direction? That should let you know how much time to spend with them.
- 3) **Where is their Focus.** Are they focused on self improvement, being kind, making good grades...the list goes on. The important thing is, does that line up to where you are trying to go. If someone has no ambition or drive, or is not trying to better themselves, what effect will that have on you?
- 4) **Birds of a Feather.** We have spoken quite a bit about your friends...but what about you? Are you doing your best to be a high value friend? Friendship is not a one sided relationship. Seek to add value in all your relationships. Especially with your inner circle. How can you expect to hold your friends to a standard you don't hold yourself to?
- 5) **Faster Alone vs Farther Together.** You can definitely go faster by yourself....but to go far you need good people to help you along the path. Choose people you enjoy travelling with. Choose people who make the hard work fun, that hold you to a standard and can be held to one also. Your friends and you all trade, share, and give each other the most valuable thing in the world. Your Time. Spend it wisely!

How to be an Ambassador



- 1) **Free Diamonds.** Imagine giving away free diamonds....but no one Showed up for them. Now imagine all the value you get from training at the Academy. How it has impacted you and made a difference in your life. Are you sharing that opportunity with the rest of the town? Being a good Ambassador starts with letting people know about what we are doing at the dojo And inviting them to train.
- 2) **Embody the Academy.** Be the embodiment of what we do and believe here at The Academy. Be kind, be helpful, train hard, hold yourself to a high standard, and Always seek to help others. People will see that and want to find out your secret. Be ready to tell them.
- 3) **Represent.** Wear some academy gear out into the world. It's a great conversation Starter and wonderful way to let people know where you train and why they should too!
- 4) **Be Prepared:** Have a guest card on you and don't be afraid to hand them out!
- 5) **One a Day.** Invite at least one person to train today. There is always someone waiting to be invited, that needs martial arts in their life....but they are nervous about taking the first step. Make it easy for them!
- 6) **Billboard Mentality.** You are a walking advertisement for martial arts. Imagine Being a big billboard that people can see from miles around 24/7. Act like people are watching you, because they are. Act like people are listening to you, because they are.

How to Have Class inside and Outside of the Dojo.



1) **Take the High Road.** Some people will always look to tear someone down. Especially people who are leading, succeeding, or doing something noteworthy. It is natural to take that personally, and it's ok to feel hurt by it. However, leaders must take the high road, don't strike back, don't try to get even, or take time to Stoop down to their level. Mark Twain said it best "Never argue with a fool, they will drag you down to their level and beat you with experience."

2) **Say it to my Face.** Always talk as if someone is in the room with you. Avoid saying things about someone that you wouldn't say directly to their face. Remember that something can be true, but it does not have to be said.

3) **Be a Builder.** Seek to always build people up. They should feel better when they are in your presence. Look for the good in everyone you meet, and always be ready to lend a hand up, when someone is truly and earnestly trying to make a change for the better.

4) **Keep it to Yourself....or at Least Offline.** Keep gossip, arguments, and negativity off of your social media. Remember it is an extension of your reputation and how people think about you. Choose what you share, and who you share it with wisely.

5) **Avoid Mr. Hyde.** In the famous story of Dr Jekall and Mr Hyde, the main character switches between wildly different personalities. One, caring, friendly, and helpful, and the other....a murdering psychopath. If you only exhibit the qualities of a blackbelt on the mat, and are a different person off of it....you are not really a blackbelt yet. Strive to become the person the students think you are, or as the famous quote goes: "Be the Person Your Dog Thinks You Are."

How to Speak Without Saying A Word!



1) **93 Percent.** Most of our communication is nonverbal, in fact up to 93 Percent of our communication is done without ever saying a word. 55 percent of that is through body language, and about 38 percent Through your tone of voice, that only leaves 7 percent for spoken words!

2) **Your Face Doesn't Lie.** You can say all the wonderful things in the world but if the look on your face does not match up, your message will never be well received. Match your facial expressions to the emotions you are trying to convey. It can be difficult when you are nervous to look anything but.....nervous. Take a second to breathe and try to express the emotions you want to deliver with your words, before you ever speak. Practice in the mirror, go through as many different emotions as you can!

3) **Finger Paint, Well, Not Actually.** When you finger paint you use your hands to create art, to literally paint a picture. When we speak our hands do a very similar job. Use your hands to help you illustrate and bring to life your words. Talking about something in the future....point away. Talking about something strong....make a fist!

4) **Put Your Hands in a Box.** Imagine a box from your waist to your shoulders, that's about as wide as your shoulders. That's where your hands are going to roam for most of your speaking and solves the question that plagued Rickey Bobby "I don't know what to do with my hands." Show your palms in an open and inviting manner as soon as you can when you speak, this puts people at ease and helps them listen to what you are saying.

5) **Stick 'em Up.** The only effective communicators that cover their eyes or face are bank robbers! Take off the glasses, hat, or hood before speaking to people. Your eyes tell a story your hands cannot. Look at people's faces when you speak to them, consider their words, and give them all of your attention. Your gaze should be on them, and not what's going on around you....unless there is a bank robber telling you to stick 'em up!

How to be a Bridge Builder



Being a bridge builder, or building rapport is all about learning how to connect with people, about learning about them, and helping them become a connected part of the Academy. People who feel like they are part of something tend to stick much better to those who feel like they are outside of the group.

1) **15 Before.** Class starts at least 15 minutes before...class starts. As people are arriving you have the perfect chance to start connecting and speaking with students. Avoid grouping up with other leaders before class, it creates a disconnect between you and the other students and makes them feel like a smaller part of our team.

2) **Be Interested to be Interesting.** Avoid talking about yourself and all the things that you have accomplished. Instead, focus on the students. Find out about their interests, hobbies, highlights of their day, things they are proud of that day, and things they are looking forward to that day. ***Challenge:** Find out who has pets at the Academy and try and memorize 10 different pets names from the students and check in on their pets by name.

3) **Switch it Up.** Everyone responds to different kinds of praise, correction, and questions. Even tone of voice, and eye contact can make a difference when speaking to different people. Find out what people respond to....and use it! Just like a repairman, you cannot use the same tool for every job!

4) **Three Types.** We need to strive for 3X3 connection in each class to be a good bridge builder. What does that mean? We need to use people's names 3 times each class, give three different praises each class, and three types of appropriate physical touches each class (high fives, fist bumps, pat on the shoulder).

5) **When are You Coming Back.** After class is the same as before class....we are still working to connect. Make sure to tell people good class....without saying good class. Let them know something they did well. "Good kicks today!" "Good focus today." Ask people when they are coming back for your next class, or when are we training together again. Asking people when they are coming back, helps them commit to the next class, and makes them more likely to be consistent.

Of course none of these things will work....unless you actually care. Remind yourself how lucky we are to be able to connect, teach, and grow with so many amazing people!

Goal Planning Sheet

Personal Goals:

1) _____.

Action Steps:

1) _____.

2) _____.

3) _____.

Deadline: _____.

1) _____.

Action Steps:

1) _____.

2) _____.

3) _____.

Deadline: _____.

1) _____.

Action Steps:

1) _____.

2) _____.

3) _____.

Deadline: _____.

Martial Arts Goals:

1) I will obtain my _____ belt this year.

Action Steps: 1) Come to class twice a week, 2) practice two times a week on my own,

2) _____.

Action Steps:

1) _____, 2) _____

3) _____

3) _____.

Action Steps:

1) _____, 2) _____

3) _____

I understand these goals will not be achieved overnight and they will require effort on my part each and every day this year. I also understand that I will need help reaching these goals and I will use the help of the persons listed below to help me reach my goals.

My Goal Mentors:

1)

2)

3)

Students Signature: My signature is my word and proof of my commitment to improvement and personal excellence over the next 365 days _____ Date _____

Instructor Drills:

- 1) **How are you today?** For this drill go around the room introducing Yourself to everyone and building rapport (like we do before each class). The challenge is not to ask anyone “how are you”. Focus instead on asking about Highlights from their day, or weekend, something they are looking forward to Something they are proud of today, open with a compliment.....anything except “How are you” or any other mindless pleasantries!
- 2) **Five Minute Private Lessons:** Grab someone and give them a five minute private lesson on a specific skill, combination, concept, self defense, or kata. Be aware of the time and remember to demonstrate the move, explain it (briefly), drill it, then fine tune it, drill again, and praise the effort and new skill!
- 3) **Shark Theory.** Put out pads or have students line up. Work on how to move through the line and make corrections, give praise or take someone for a five minute private lesson. *Instructors: have some real students sprinkled in the line for real time corrections.
- 4) **Class Tour.** Practice on giving a class tour to new students. How to introduce yourself, how to guide them through the dojo, build rapport with them....and introduce them to new students.
- 5) **Talking to Parents.** Practice talking to parents, guests and visitors in the parents area. Remember to Smile, Project, Be Confident, and Seek to build Rapport...and always invite people to train!
- 6) **Best Drill.** You should have a drill you are good at demonstrating and be able to explain it, and set the class up to do it, and run the drill. Especially if the head instructor needs to leave the floor for a second. Take turns sharing and teaching your best drill with the leadership team.
- 7) **I'm The Captain Now.** Imagine the head instructor is not on the floor yet, before class starts. It's your job to get everyone to their spots and start rapport building. Practice this with the team with varying levels of chaos and people to get on task, use focus anchors, voice volume, and body posture to take charge of the room.
- 8) **Yes And.** Go in a circle around the room telling a story one sentence at a time. Someone will start with one sentence and then pass it to the next person who will say “yes and” then continue the story with their own sentence. Keep going as long as possible.

9) **Ice Breakers.** Ice breakers make most peoples skin crawl....but they help get you out of your shell and start making you connect. This ice breaker is no different. The instructor will call out an emotion and you have to communicate it without saying a word!

10) **Kata Master.** For this drill we will all take turns teaching one small piece of a kata with the 5X5 method. Two times slow with lots of details, two times medium speed with less detail, and once full speed with just counting or following along with no counting.

11) **Coaching Training.** For this drill we will practice coaching students who are sparring. You must give specific information, but not too detailed and stay positive. You have to call one time out during the fight and give advice, corrections to immediately help your fighter....and you only have 10 seconds to do it.

12) **Hot Potato.** Start with everyone in a circle, and one person holding a pad or tennis ball. They will say one superlative like “good work” and pass the pad to the next person who will give another like “Excellent” the game continues until someone cannot think of one within three seconds. Everyone does 5 pushups, and the game continues.

13) **Line Master.** Practice lining the class up by rank, with one person calling out belts and the other helping people find the correct spot. See which group can do it the smoothest and fastest.

14) **Blind Samurai.** Two students will be blindfolded and armed with a noodle, different pads will be put in the ring as obstacles. Leadership students will try to coach the students to move around the obstacles and score a point on the opposing student. First to three points wins.

15) **Line Leaders.** Leadership teams will compete to see who can run the best line. Focus will be on energy, everyone moving, and ability to praise, correct, and motivate the line.

16) **Best Pad Holder.** Leadership team will compete to see who can hold the best pads across different combinations. Start with everyone holding and choose one winner for at least three rounds, and then have the champions compete for a final round and grand champion.

Hickory Academy Class Notes

Keep track of your training, write down important concepts, drills, skills etc. Ask for feedback periodically from your instructors. Review your notes weekly!

Class and Date (Karate/Jiu-Jitsu)	Class Notes: (what did you work on, learn, or have questions about?)
1	
2	
3	
4	
5	
6	
7	
8	
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11	
12	
13	
14	
15	

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Leadership Manual



Name: _____

Date Started: _____

Leaders Mantra Before Class:

___The class you are about to teach is a **gift**.

___You are going to be leading, and **shaping lives**.

___Your attitude and **actions today will influence your students lives**, your life, and countless unknown others **for years to come**.

___I will teach class **today like it is the most important class that I will ever teach.**'

___**Be positive**, lead by example, show the techniques the way you want to see them.

___**Give everyone** individual **attention**.

___**Be clear**, be direct, and be consistent.

___**Teach the entire room**, students, parents, guests, and assistants.



5 Second Rule

Every Leadership Team Member will operate on the “5 Second Rule”.

- 1) Greet Everyone that walks into the training floor within 5 seconds Of their arrival.
- 2) Greeting Students: “Good to see you.’ “Glad you are here.” Use the students name when you greet them.
- 3) Greeting Family Members: “Great to see you!” Extra Points if you can use their name.
- 4) Greeting Visitors: “Welcome to the Academy, we are glad you are here!” Extra Double Bonus Points if you use their names!

Most people make up their minds about us in the first 5 seconds that they meet you. Stack the odds in your favor by:

- Looking Sharp: Gi Squared away, clean, and unwrinkled.
- Groomed: Smelling good, hair (if applicable) neat, fingernails trimmed.
- Acting Sharp: Smile, make eye contact, and be patient.
- Demonstrate what you expect: Reinforce good habits by using them in class. People will look at what you do, before they listen to what you say.
- A picture is worth 1,000 words, and action is worth 1,000 Pictures.