

A wide-angle photograph of the Dubai skyline at sunset. The Burj Khalifa is the central focus, with other skyscrapers like the Burj Doha and various other high-rise buildings visible on either side. The sky is a mix of soft pinks, oranges, and blues. The water in the foreground is calm, reflecting the city lights and the sky. The text 'COACHING' and 'CONCIERGE' is overlaid on the water, with 'COACHING' underlined.

COACHING  

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CONCIERGE

DUBAI LIVE

# **TRAINING A HIGH-PERFORMANCE TEAM**

**YOU WON'T DO IT ON YOUR OWN**



**23<sup>rd</sup> October 2012**





29<sup>th</sup> September 2022

**EVERY DAY YOU'RE IN TRAINING TO  
LEAD YOUR TEAM**

**HIGH PERFORMANCE STARTS  
WITH YOU**

# HIGH-PERFORMANCE

- Exceeding expectations
- Productive
- Consistency of high standards
- Efficiency



# WHAT IS A HIGH-PERFORMANCE TEAM

A team who are all highly focused and motivated to achieve a collective goal, and the desire to achieve superior results

# THE PILLARS OF HIGH PERFORMANCE

- Company vision
- People & values
- Roles & responsibilities
- Key performance indicators (KPI)
- Training & development
- Communication
- Reviews / Feedback
- Enjoyment

**IT ALL STARTS WITH A VISION**

# COMPANY VISION

- What are your team a part of?
- Where are you heading?
- What opportunities lie ahead for everyone?
- A stagnant business isn't an exciting business to be a part of

**YOUR TEAM ARE HUMAN**



- Everyone in your team is different
- Different lives outside of the office / remote
- Different challenges and emotions
- Different levels of learning
- What is their vision, are they progressing towards it?
- You must think about others, not yourself
- You are the one who is responsible for their progression and fulfilment within your company

**YOUR TEAM HAVE VALUES**

- Your team have their own goals and aspirations in life
- Values determine your teams, sense of purpose and meaning.
- Your team will be uninspired if they're not aligned to their own values
- The values that your team have change over time, it's important to revisit them.
- Without communication you will never know where your team are at

**COLLECTIVE HIGH STANDARDS**



## M10 Coaching standards

The set of coaching standards has been compiled by the M10 team. In order to maintain the high level of coaching that we are known for, it is important that everyone agrees to work to the same level of standards.

**1. Approachable**

Always make yourself available to help anyone when they are at M10.

**2. Attentive**

Listen to members and clients, show high levels of attention to detail.

**3. Being early for clients**

We agree to be at the gym at least 10 minutes prior to every coaching session.

**4. 24 hour reply time** to emails and communication.

**5. Adaptable** to client personalities (chameleon).

If a client is different to us, we make every effort to adjust to ensure that they feel comfortable and valued.

**6. Engage with all clients** and members.

Regardless if a client trains with another coach, we agree to engage with all members and build relationships.

**7. Summarise and set objectives** at the end of every coaching session.

**8. Make the sessions client focussed** as opposed to self.

We agree to spend more time focussed on our clients than we do ourselves.

**9. Always be interested in clients** and listen.

**10. Progression focussed.**

Our clients are at M10 to progress, we are known for our ability to do so. We agree to always be looking for ways to help our clients to progress.



### Coaching Concierge Standards

As we develop as a team, it is key that we all operate at the highest level, delivering the same standards for all of our clients. This document sets out the minimum standards and expectations for the service that we deliver.

1. We do not put down or critique other business coaching programmes
2. We do not poach clients from other coaching programmes
3. Always bring high energy and be extremely encouraging to all CC clients
4. Appreciate that all CC Build clients are in the development stages of their journey, and that it will take some time for them to adjust to the pace of the programme.
5. Always go above and beyond for our clients
6. Always direct our clients where they need to be inside the website. We encourage our clients to learn.
7. Always be presentable on zoom calls (clear background, plain t shirts, no noise, and secure WIFI connection).
8. Be on time for live calls and 121 calls
9. We always follow up after every 121 call.
10. Practice what you preach, delivering the highest level of coaching, looking after your own health and fitness, and displaying your own brand with high standards online.



**YOUR TEAM ARE VERY CAPABLE IF THEY  
HAVE CLARITY OVER THEIR ROLE**

# ROLES & RESPONSIBILITIES

- Your team need to know exactly what their responsibilities are
- They need to know what your expectations are of them
- They need to know what they are being measured on
- Their roles and responsibilities provide them with purpose and accountability

# ROLES & RESPONSIBILITIES

- To make sure (data collection)
- To record (tracker forms)
- To understand (education and systems)
- To provide (standards)
- To monitor (systems)
- To communicate (team)
- You will be required to (tasks)

**ACCOUNTABILITY**

### Personal Success

I will be successful in my role when (please list 3 points)

- 
- 
- 

### Development of your role

What are your own goals within your role? (Please list below)

- 
- 
- 

To develop within my role, the key areas that I know I need to develop and would like to improve are.

- 
- 
-

# **TRACKING PERFORMANCE**

# KEY PERFORMANCE INDICATORS

- What are you measuring your team's performance on?
- What are they working towards?
- What is any bonus structure, reward or progression of role based on?



# KPI'S TO CONSIDER

- Company turnover / profit
- Check in rate
- Client retention rate
- Results achieved
- Sales converted
- Number of applications
- Messages sent
- Proposed calls
- Booked calls

# TRACKING KPI'S

|    | A                            | B                       | C                        | D                    | E          | F                      | G                       | H                   | I          |  |
|----|------------------------------|-------------------------|--------------------------|----------------------|------------|------------------------|-------------------------|---------------------|------------|--|
| 1  | Reporting week Monday>Sunday |                         |                          |                      |            |                        |                         |                     |            |  |
| 2  | Week Commencing              | Client Calls<br>(Bryce) | Total Clients<br>(Bryce) | Check-ins<br>(Bryce) | Check-in % | Client Calls<br>(Adam) | Total Clients<br>(Adam) | Check-ins<br>(Adam) | Check-in % |  |
| 3  | 25th July                    | 5                       | 29                       | 25                   | 86%        | 2                      | 26                      | 24                  | 92%        |  |
| 4  | 1st August                   | 3                       | 28                       | 25                   | 89%        | 2                      | 26                      | 25                  | 96%        |  |
| 5  | 8th August                   | Holiday                 | 27                       | 23                   | 85%        | 5                      | 26                      | 25                  | 96%        |  |
| 6  | 15th August                  | 7                       | 28                       | 27                   | 96%        | 4                      | 30                      | 27                  | 90%        |  |
| 7  | 22nd August                  | 6                       | 32                       | 29                   | 91%        | 2                      | 30                      | 28                  | 93%        |  |
| 8  | 29th August                  | 8                       | 34                       | 33                   | 97%        | 2                      | 31                      | 30                  | 97%        |  |
| 9  | 5th September                | 9                       | 37                       | 34                   | 92%        | 2                      | 31                      | 30                  | 97%        |  |
| 10 | 12th September               | 7                       | 37                       | 37                   | 100%       | 4                      | 32                      | 27                  | 84%        |  |
| 11 | 19th September               | 8                       | 38                       | 37                   | 97%        | 7                      | 32                      | 30                  | 94%        |  |
| 12 | 26th September               |                         |                          |                      | #DIV/0!    |                        |                         |                     | #DIV/0!    |  |
| 13 | 3rd October                  |                         |                          |                      | #DIV/0!    |                        |                         |                     | #DIV/0!    |  |

**THE START POINT IS KEY**

# ONBOARDING

- Everything they need to know
- What your expectations are
- What you will be supporting them with, and when
- How the training will be delivered
- Set clear timeframes

# NEW PT SET UP

## New PT set up

The following is a breakdown of the process that new PT's need to go through as they start their journey at M10.

1. New tops (Jemma or Ellie to order) must be ordered one month in advance. As new PT their size.
2. Agreement (their copy) Jemma or Ellie will create this ahead of their arrival.
3. Set up email address for new PT
4. Keys and alarm to the gym (Ellie or Jemma to supply)
5. Let them know opening times of gym and that we have a security firm who do open and close
6. Team meetings (set dates)
7. Provide them with Mentorship dates and explain that he is expected to attend.
8. Ask Ellie to set them up as a user on the PTM website
9. Go through code of best practice
10. Go through new coaching standards.
11. Go through gym membership and Personal Training packages and prices for walk ins.
12. Explain what happens when a walk in comes into the gym off the street (take details, email contact and phone, explain structure using the prices on the reception). If the girls are in, always pass on to Jemma or Ellie.
13. Explain that they must let us know one month in advance for any holidays. Add dates for their holidays to wall chart in office.
14. Dress code at M10 (black shorts or black tracksuit bottoms)
15. Supplements and how we do our record keeping (book)
16. Supplements in the gym and giving to their clients. Explain that everything must be recorded.
17. Go through our terms, PAR Q, client questionnaires, medical symptom questionnaires and programme templates.
18. Explain the interpretation of our client questionnaires and M10 Matrix
19. Explain the system from consultation through to client signing up  
Ellie enquiry to Joe and then to Ellie and the PT.
20. Explain the process from meeting client for session one and our levels of professional etiquette for the session.
21. Explain that they must speak to all members on the gym floor and get to know everyone.

22. Keep gym tidy and report anything to Jemma or Ellie
23. Provide them with assessment information (what they need to know) Provide assessment sheets and foundational structure (what we expect as a minimum)
24. Provide them with programme set up (templates)
25. Explain our communication process with clients immediately after assessment (send programme and diet out etc)  
Time frame 24 hours turn around
26. Explain that they must be in the gym at least 10 minutes before each session
27. Explain that they must wrap up all sessions before moving into next sessions
28. Make sure they are fully aware of our coaching etiquette (understanding our coaching standards)

29. Book in a mentoring meeting with senior M10 coaches across their first week. At least one hour every day for the first two weeks. Spread mentoring throughout the team.
30. Support new PT in structuring the calendar for the first few weeks. When to shadow PT's, when meetings are, when to train, when to have mentoring sessions, when to join PTM calls etc

**TRAINING**

# TRAINING AND DEVELOPMENT

- It's your responsibility to train your team fully
- You can't expect someone to deliver according to your standards and expectations, if you don't teach them
- Your own systems need to be in place before you hire
- You must provide an educational framework
- Set realistic training time frames (3-6 months minimum)
- Clear training phases
- Expect to be busy during the training phase



# TRAINING AND DEVELOPMENT

- What will your team need to learn?
- How will you provide the educational material?
- How will you assess work (Loom / Zoom recordings)
- Set training days
- Set homework and review

# TRAINING AND DEVELOPMENT

- First week every day
- Every other day for first month
- Twice a week 2<sup>nd</sup>/3<sup>rd</sup> month
- Once a week 6 months onwards (depending)

My Drive > Onboarding new PT's 

| Name                                                                                                                 | Owner      | Last modified          | File size |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------------------|-----------|
|  Client Programmes & Resources                                                                                       | Jack Haigh | 18 Jun 2022 Jack Haigh | —         |
|  Diary & Invoices                                                                                                    | Jack Haigh | 18 Jun 2022 Jack Haigh | —         |
|  Documents                                                                                                           | Jack Haigh | 18 Jun 2022 Jack Haigh | —         |
|  Brand Guidelines M10 team.pdf      | me         | 17 Jun 2022 me         | 4.3 MB    |
|  Client Lifestyle & Nutrition Pack  | Jack Haigh | 18 Jun 2022 Jack Haigh | 166 KB    |
|  M10 Coaching standards.pdf         | me         | 17 Jun 2022 me         | 55 KB     |
|  M10 Code of best practice.pdf      | me         | 17 Jun 2022 me         | 50 KB     |
|  Matrix.pdf                         | me         | 8 Nov 2019 me          | 151 KB    |
|  New Client Dashboard             | Jack Haigh | 11 Jul 2022 Jack Haigh | 262 KB    |
|  New Client Training            | Jack Haigh | 11 Jul 2022 Jack Haigh | 12 KB     |
|  New PT set up.docx             | me         | 27 Jun 2022 me         | 10 KB     |

**WORKING AS A TEAM**

# COMMUNICATION

- Encourage your team to think about everyone else
- Touch points / connection points
- Visibility
- Provide communication platforms where your team are all involved in daily conversations (SLACK)
- CC in emails
- Listen
- You won't always be right

**VULNERABILITY ON BOTH SIDES**







# APPRAISALS

- The ability for your team to be heard
- The ability for you to share any feedback (positive or negative)
- Gives you insight into how to run your business more efficiently

# APPRAISAL STRUCTURE

- Ask your team member to review their own performance
- Ask if they are happy in their role (listen)?
- Review their role according to their job description
- Do they need anything from you in order to progress?
- Is there anything that they feel you could be doing better (listen)?
- Set clear targets for the month / quarter ahead

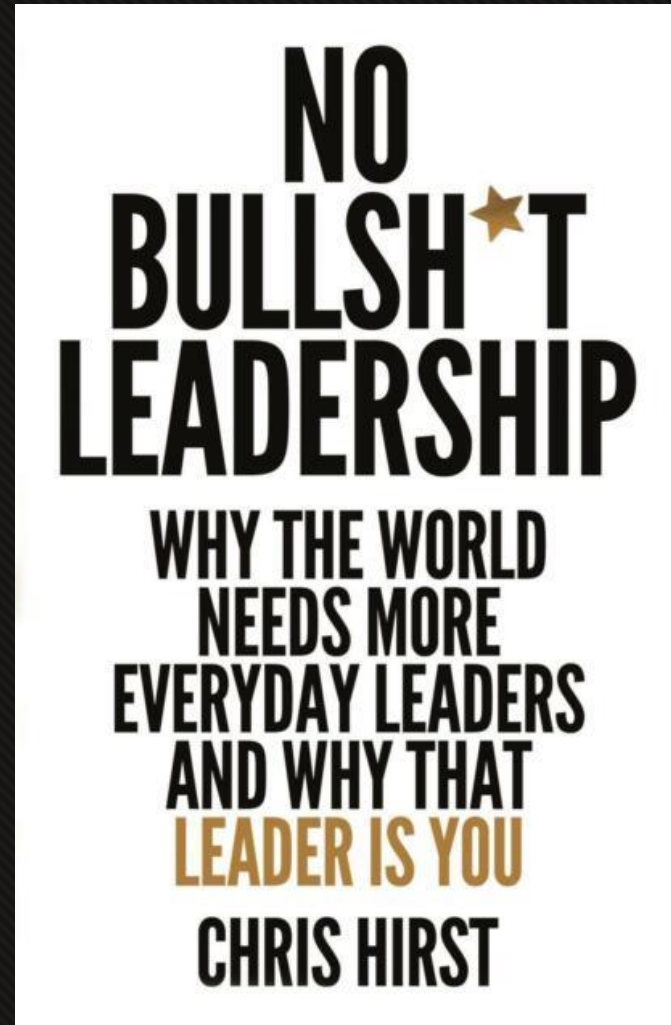
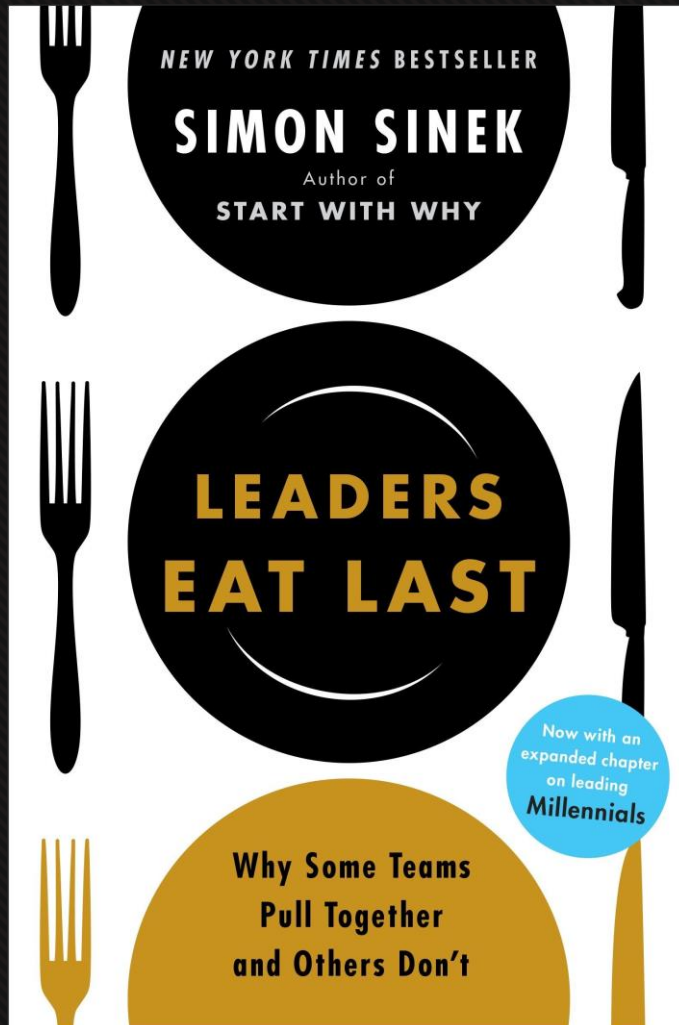
**LEADERSHIP NEVER STOPS**

# WHAT I'M WORKING ON

- Removing myself more from the day to day
- Micromanaging in certain areas
- Not being reactive
- Being more considerate of my energy
- Appreciating how far we've come
- Refining the company vision

# DEVELOPING LEADERSHIP SKILLS

- Listen and learn from high performers in business and sport
- Study personal development and human behavior
- Hire mentors
- Join business networks
- Listen to podcasts
- Read books (and apply)
- Spend time in high performance environments (hotels)





'A refreshingly honest reminder of what the path to business success  
really looks like . . . It's an amazing tale' **Bill Gates**

# SHOE DOG PHIL KNIGHT

**A MEMOIR BY THE CREATOR OF NIKE**

'The best book I read last year. Phil is . . . a gifted storyteller'  
**Warren Buffett**

**NO.1 BESTSELLER  
THREE MILLION COPIES SOLD**

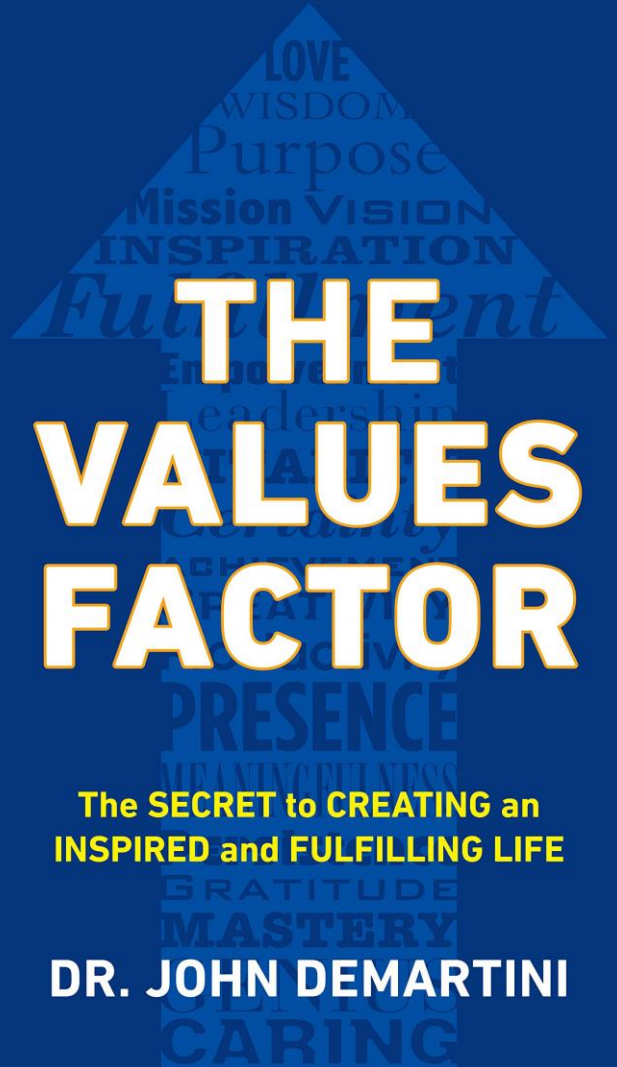
Why some companies  
make the leap ...  
and others don't

# GOOD TO GREAT

**JIM COLLINS**

Co-author of the bestselling  
**BUILT TO LAST**





# THE VALUES FACTOR

The SECRET to CREATING an  
INSPIRED and FULFILLING LIFE

DR. JOHN DEMARTINI

COACHING

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## Coaching Concierge Build



Anyway a [#bigwin](#)

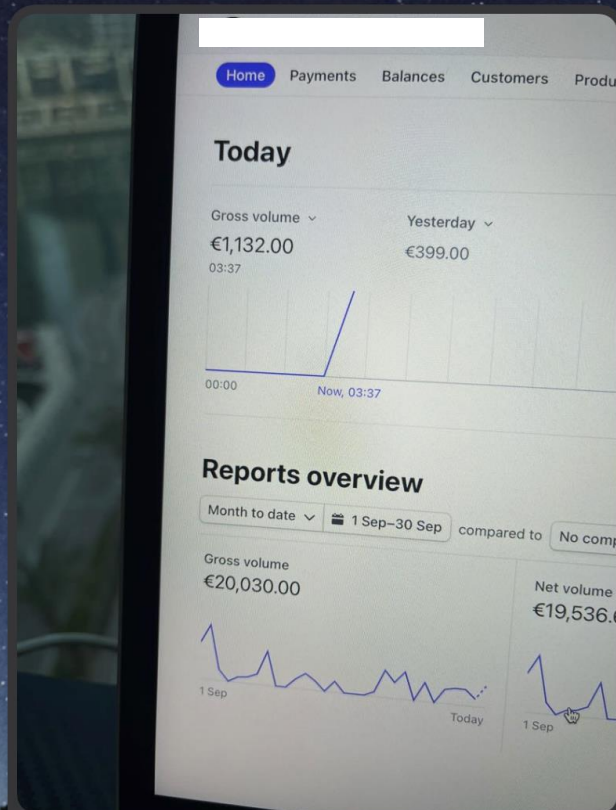
After looking at my financials this morning, I've still managed to increase my online coaching income from £880 in June to £2412 in August 🎉🌟

Before joining Coaching Concierge my biggest month was £8k and that was a combination of PT (35 hours) and online coaching.

This January I took in £15,580 from online coaching alone

February £9,392

March I'm on £2,397 💪



€20,030.00

06:38

Nearly 18 months to the day we 1st started. 0 clients 0 income to 20k

Thank you 🙏

06:40



Gross volume

35,5K £

7 Jan – 3 Feb



19:02

50k is coming fast

19:02



19:02



And a special mention goes out to @markcolesm10 ;  
you've literally changed my life, thank you is all I can say.  
You've given me the ability to level up my mind, my life and  
my business with the utmost integrity; I'll be forever  
grateful.

|                       | BUILD                                                                            |
|-----------------------|----------------------------------------------------------------------------------|
| Length                | Minimum 6 months                                                                 |
| Plan                  | 121 on boarding call with one of our performance coaches                         |
| Support               | 3 X group calls per week (1 hour)                                                |
| Training              | Library of trainings and resources covering all topics listed on the 5K road map |
| Templates and systems | Provided for you inside the portal                                               |
| Support               | 1 x support call per month with one of our performance coaches                   |
| Communication         | Private Facebook channel to engage with the 5k coaches' network.                 |
| Live events           | 3 x Coaching Concierge live events (London & Dubai)                              |

|                       | SCALE                                                                               |
|-----------------------|-------------------------------------------------------------------------------------|
| Length                | Minimum 6 months                                                                    |
| Plan                  | Bespoke 121 6-month master plan with Mark and Sarah (CMO)                           |
| Support               | 3 X group calls per week (1.5 hours)                                                |
| Training              | Advanced library of trainings and resources helping you to scale to 25K months plus |
| Templates and systems | Provided for you inside the portal                                                  |
| Support               | Unlimited access to the team                                                        |
| Communication         | Slack                                                                               |
| Asset review          | Reviewed by the team within 48 hours                                                |
| 121 Access to Mark    | 4 days per week                                                                     |
| Live events           | 3 x Coaching Concierge live events (London & Dubai)                                 |
| Technical web support | Access to our specialist web support team                                           |

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# WHAT'S NEW

- Asana accountability system. Check in and task management.

Created on 30 Jun

🕒 All tasks

☰ Filter

↕ Sort

🔗 Public link: Off

## Onboarding (DATE)

+ ...

✓ Watch the Onboarding Videos

8 🗨️ ▶

✓ Join the Facebook Group

✓ All Communication

+ Add task

## Weekly Check-ins

+ ...

✓ CLIENT Weekly Check-In

👤 4 Sep

+ Add task

## KPI Trackers

+ ...

✓ Fill in KPI Tracker

👤 1 Sep

+ Add task

## September tasks

+ ...

✓ Add new lead magnet

✓ Research, interview and hire first coach

✓ Increase frequency of emails

+ Add task



# WHAT'S NEW

- Introduction of new specialists
- Content planning workshops
- Graphic design & video workshops
- Copywriting workshops
- Personal Development and High-Performance workshops

# WHAT'S NEW

- 121 work with of our specialists (SCALE)
- Automate and integrate CRM systems (SCALE)
- Inner circle guest interviews covering business & high performance

# WHAT TO DO NEXT

COACHING  

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