

Leading for Maximum Performance

with
Sara Kooperman, JD
 CEO, SCW Fitness Education
www.scwfit.com
www.sarakooperman.com



About SCW Fitness

36 Years Strong!

SCW Fitness has been in business for over 36 years and is the largest provider of continuing education conferences in the world, focusing on Group Fitness and Personal Training with an emphasis on execution, leadership, and management.

- **75,000+ organic emails**
- **62,000 cell phone numbers**
- **8,000 annual convention attendees**
- **90% female audience**
- **300,000 organic virtual reaches**
- **7 annual live conventions held in major U.S. cities**
- **90% Drive to our conventions**
- **74% GX / 60% PTs / 27% owners & managers**



10 MANIA® Fitness Pro Conventions



DC MANIA®
February



CALIFORNIA MANIA®
March



FLORIDA MANIA®
May



ATLANTA MANIA®
July



DALLAS MANIA®
August



MIDWEST MANIA®
October



BOSTON MANIA®
December

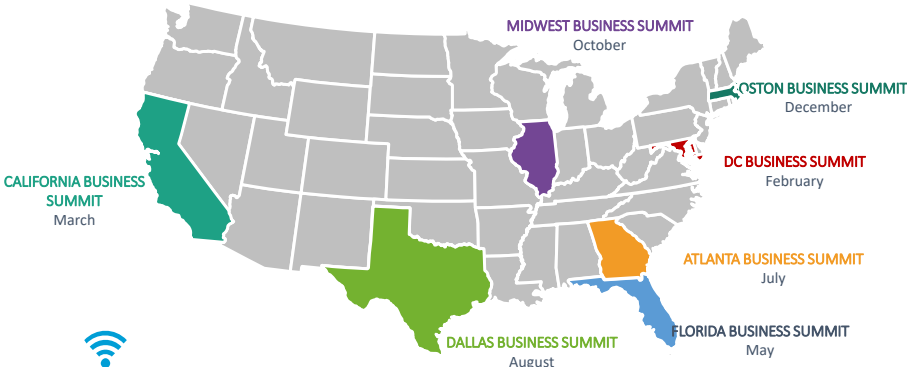


LIVE STREAM MANIA®
May / July / Aug / Nov / Feb




Health & Fitness Business Summit

At Every MANIA® Location



CALIFORNIA BUSINESS SUMMIT
March

DALLAS BUSINESS SUMMIT
August

MIDWEST BUSINESS SUMMIT
October

BOSTON BUSINESS SUMMIT
December

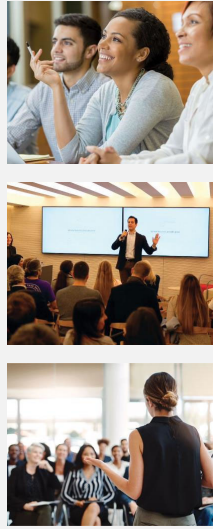
DC BUSINESS SUMMIT
February

ATLANTA BUSINESS SUMMIT
July

FLORIDA BUSINESS SUMMIT
May



LIVE STREAM BUSINESS SUMMITS
May / July / Aug / Nov / Feb

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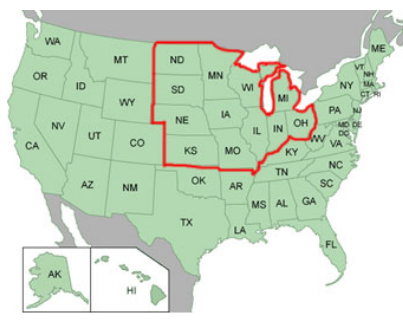
Les Mills Agent

LES MILLS

Midwest



**Sara Kooperman, CEO
2005-2015**



SCW



water in motion



water in motion Platinum

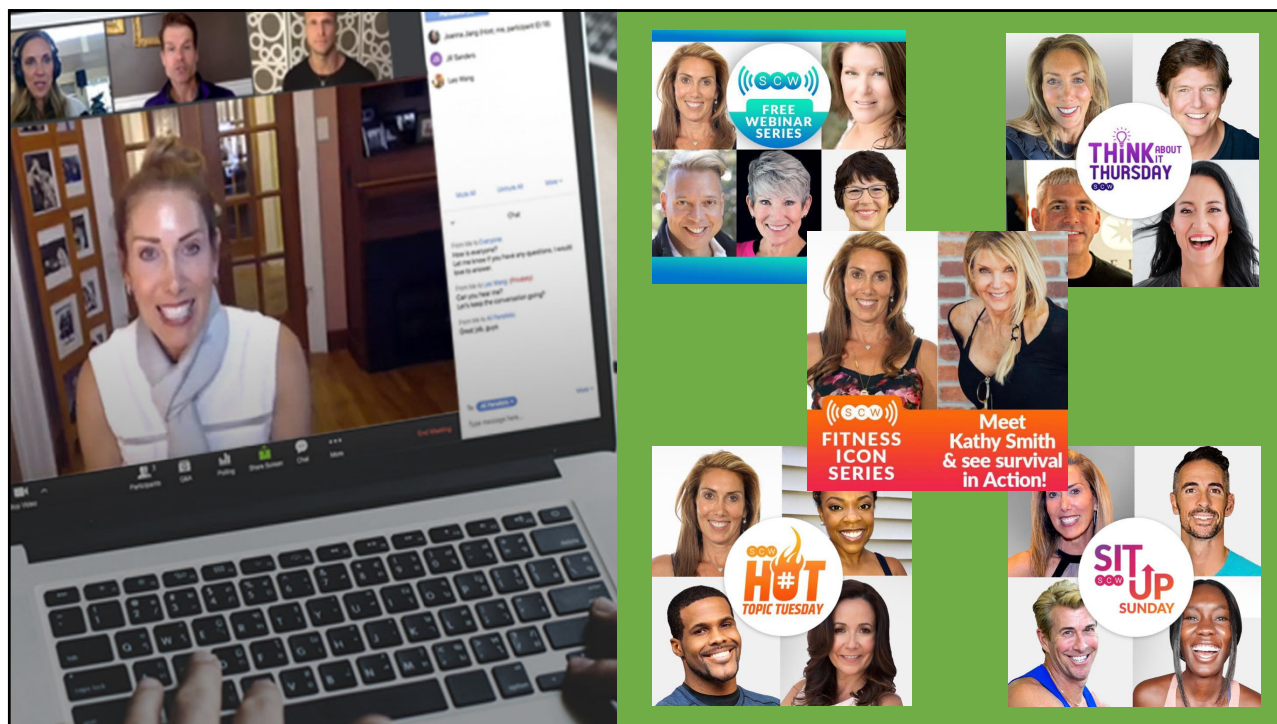


scwfit.com/Online

Live Streaming and Online Sale







- ACTIVE AGING
- ACTIVE AGING NUTRITION
- AQUA BARRE
- AQUATIC EXERCISE
- BARRE
- BOXING
- CORE TRAINING
- FLOWING YOGA
- FOAM ROLLING
- FUNCTIONAL FLEXIBILITY
- FUNCTIONAL TRAINING
- FUNCTIONAL PILATES
- GROUP EXERCISE
- GROUP FITNESS DIRECTOR/STUDIO OWNER
- GROUP STEP
- GROUP STRENGTH
- HIIT
- KETTLEBELL
- KIDS IN MOTION
- LIFE COACHING
- LIFESTYLE & BEHAVIORAL COACHING
- MARKETING & SALES FOR PERSONAL TRAINERS
- MEDITATION
- MIND BODY FUSION
- MOMS IN MOTION
- NUTRITION, HORMONES & METABOLISM
- PERFORMANCE STABILITY TRAINING
- PERSONAL TRAINING
- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
- SOCIAL MEDIA
- SPORTS NUTRITION
- TAI CHI
- WATERINMOTION®
- WEIGHT MANAGEMENT
- YOGA I & II





LIVE STREAM CERTIFICATIONS

35+ NATIONALLY RECOGNIZED CERTIFICATIONS FROM THE COMFORT & CONVENIENCE OF HOME!

scwfit.com/online







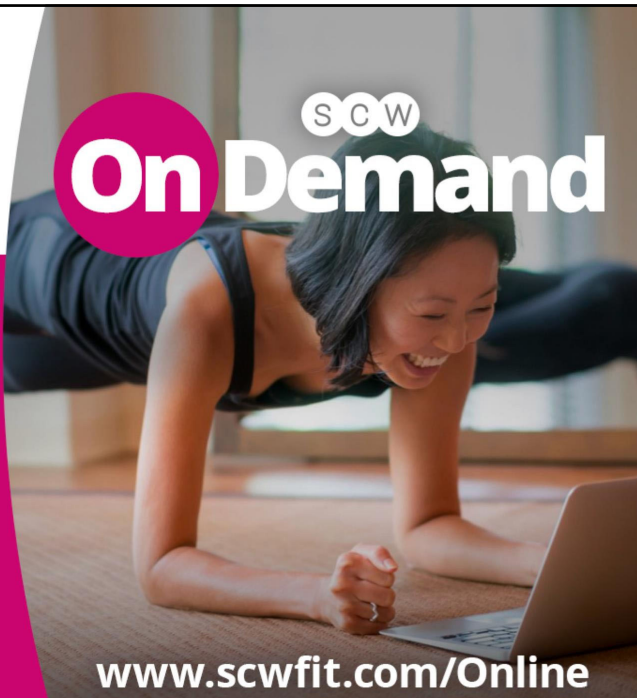

20% OFF!
\$6.58/Month or \$79/year
(Norm. \$8.25 month or \$99/year)

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600+
Educational Videos

150+
Leading Presenters

20+
Fitness & Health Topics Available



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Always On.

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SCW OnDemand

Always On.

SCW OnDemand is an extensive premium video subscription service that puts instant access to over 500 unique workouts right at your fingertips, 24/7. Available on your computer or mobile device, this exciting collection grows every MANIA as our sessions are filmed live with the top Fitness Industry Presenters.

www.scwfit.com/OnDemand

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ONLINE CEC VIDEOS

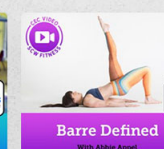
Earn CECs in the comfort and convenience of your home!



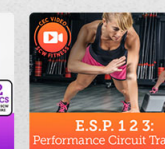
Exercise & Aging
Best Practice Programming
With Sara Koopman, JD



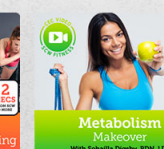
Tab-aqua Bootcamp
With Jeff Howard



Barre Defined
With Abbie Appel



E.S.P. 1 2 3:
Performance Circuit Training
With Irene Lewis-McCormick, MS, CSCS



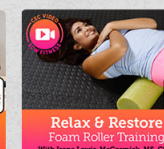
Metabolism Makeover
With Schallia Dugley, YDN, LD



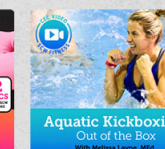
Dynamic Anatomy
With Pete McGill, MS



Flowing Yoga
for Chakra Balancing
With Marlene Johnson



Relax & Restore
Foam Roller Training
With Irene Lewis-McCormick, MS, CSCS



Aquatic Kickboxing:
Out of the Box
With Jennifer Lyons, PhD

200+ More Videos

[**scwfit.com/CECS**](http://scwfit.com/CECS)

Online CEC Videos

Earn CECs at Home.

SCW CEC Online Video Courses allows you to gain continuing education credits (CECs) while broadening your fitness skills. Accepted by SCW, ACE, AFAA, NASM, ACSM, AEA and other organizations, these courses include 24/7 streaming videos (filmed live at conventions), power point presentations, exams and downloadable certificates of completion.

www.scwfit.com/CECS

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A woman with red hair in a yellow and black athletic outfit is performing a sit-up with her legs raised in the air. The background is a solid purple color. In the top left corner, there is a logo with 'SCW' in orange circles above the word 'MANIA' in white and 'NOW' in orange with a play button icon. Below the logo, there is a list of bullet points and a website URL.

SCW
MANIA NOW

- 200 RECORDED SESSIONS from Live Stream MANIA®
- 20 CECS from SCW, ACE, AFAA, ACSM, NASM & NFPT
- 100+ top presenters from around the globe
- 30 days of full access
- NOW at your convenience!

www.LiveStreamMANIA.com/Now

A woman with long brown hair in a ponytail is performing a push-up. She is looking down with a determined expression. The background is a blurred indoor setting. Overlaid on the image is a black circular graphic with white and pink text. The text reads 'CERTIFICATION SMASH' in a stylized font, with 'SMASH' in large pink letters. Below this, it says 'APRIL 16-18' and 'SCW' in a logo. At the bottom, there is a website URL.

**CERTIFICATION
SMASH**
APRIL 16-18
SCW

www.CertificationSmash.com



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AQUA EXERCISE SUMMIT

A Virtual Experience

Saturday, May 1

- 24 Sessions
- 15+ Top Presenters via Zoom
- 8 Hrs CECs: SCW, AEA, AFSA, ACE, NASM & ACSM

www.AquaExSummit.com



Live Stream MANIA®

May 21-23, 2021

SCW LIVE STREAM MANIA
May 21-23, 2021

www.LiveStreamMANIA.com



ONLY \$99
SAVE \$100 WAS \$199

Nutrition COACHING SUMMIT

JUNE 26, 2021

ATTEND IN THE COMFORT & SAFETY OF HOME!

18 Sessions • Top Presenters • 8 CECs • 1 Day Event

NUTRITION COACHING SUMMIT

Saturday, June 19

- Focused Nutrition Programing
- 24 Sessions • 15 Top Presenters
- 6-8 CECs from SCW, ACE, AFAA, ACSM, NASM +
- All-Access Recordings for 30 Days post-event

www.NutritionCoachingSummit.com



ACTIVE AGING SUMMIT

July 24-25

- Focused Active Aging Programing
- 50 Sessions / 28 Industry Expert Presenters
- 15 CECs from SCW, ACE, AFAA, ACSM, NASM +
- All-Access Recordings for 30 Days post-event

www.ActiveAgingSummit.com

Personal Trainer

Apex

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NOW IS THE TIME
FOR CHANGE!

AUG. 28-29

www.TrainerApex.com

MANIA® Is Back... LIVE!

MANIA®

FITNESS PRO CONVENTION

MIDWEST

October 1-3, 2021

MANIA®

FITNESS PRO CONVENTION

DALLAS

November 5-7, 2021

MANIA®

FITNESS PRO CONVENTION

BOSTON

December 10-12

SCW

MANIA®

FITNESS PRO CONVENTION

10

The Reality of Management

- Do what you love, and you won't work a day in your life A LIE!!!!
- I love my job, if I didn't have to work with people
- My goal is to not to strangle my staff

The only thing more overrated than natural childbirth, is the joy of owning your own business.

SCW

"GOOD" Management

- Good management is NOT asking someone to do something
- Good management is seeing that it gets done!
- Can people self-manage?
- These are the managers of the future!



Just do your job

- I asked you to do something
- I told you to do something
- Now I am angry!

- 3 Strikes your out!

- Request

- Require

- Expect



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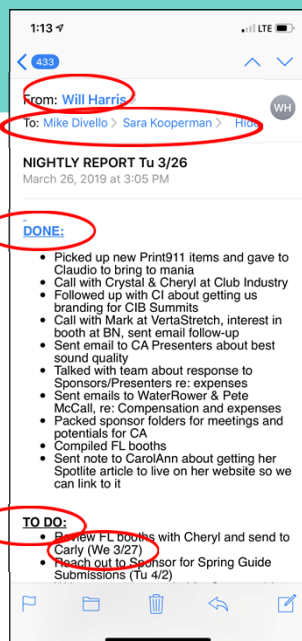
Taking on a Project

- Assigning a project is the same as asking for help
- Assume responsibility
- Having someone “drop the ball” is the same as stopping CPR and walking away



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Nightly Reporting



- Stay On Track
- Plan & Prepare
- Feel Accomplished
- Prepare for the next day

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Dealing with the Difficult

- Being the Bigger Person is exhausting
- But this is why you make the big bucks!
- Stop the insanity
- Elephant in the room
- Blocking the door
- Impairing productivity



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You are now a Manager

- People won't like you
- You will make mistakes
- You will anger your staff
- You will insult your clients
- You will annoy your spouse
- You will alienate your children



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Where do we find the Patience

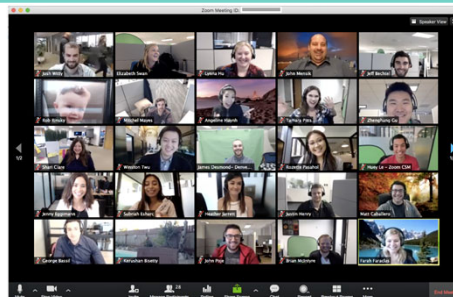
- Rejuvenate yourself
 - Podcast
 - Ted Talks
 - Conferences
- Time off for good behavior
- Daily positive reinforcement
 - Compliments



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Staff Meetings

- Weekly – without fail
- Short – 30 minutes (rarely 1 hr)
- No phones
- Visible
- Use Zoom or Skype

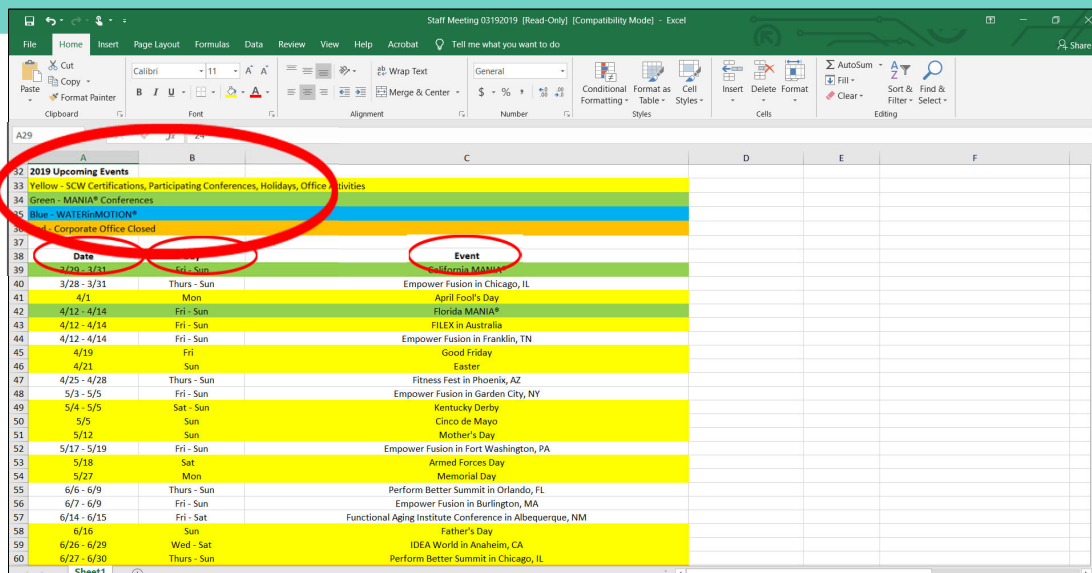


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Weekly Staff Meetings Notes

Staff Meeting 03/19/2019 (Read-Only) - Excel						
ITEM	TOPIC	DETAILS	RESPONSIBLE	DUE DAY/DATE	COMMENTS	
1	General MANIA*	Welcome Bag Order - we will not provide drawstring and drawstring w/bags in CA, for FL, Sean ordered drawstring bags	Creative	Fri 3/15	Front side two-color with design. Sean is working on 2 quotes for t-shirts. Sean	
2	Staff Assistant Shirts	Staff Assistant Shirts - Produce shirts like concert shirts (Black for Staff Assistants and Red for sale to customers)	Creative/Leslie	Fri 3/15	Chris will change dates on back	
3	MANIA* Shirts	Order Fearless and Heroes Shirts (Black and Other Color)	Claudio/Informational	Wed 3/20	Cheri Kulp will assist in Pool Booth if we get enough Door Monitors	
4	California MANIA*	Registration Phone Number - (850) 696-2673, Truck leaves Friday, 3/22 (Claudio prints badges on Wed 3/20 and hires Labor Ready or Staff Member Friend/Child to Stuff on Thurs 3/21), Extreme HIIT Certification by Savvier cancelled on Sunday, Claire Powell working Pool Booth, Cheri Kulp assisting as Door Monitor	Claudio/Creative			
5	California MANIA*	Changing BODYATTACK to LES MILLS GRIT Cardio - change Cvent and printed materials only	Denise/Claudio	Completed	Hiring 1 Labor Ready Worker for Set-up and	
6	California MANIA*	Pipe and drape ordered for California and Dallas MANIA*	Claudio			
7	California MANIA*	Gloves and additional ladder needed for Pipe and Drape	Claudio/Jane	Fri 3/15	No Pool Tent this year from rental company - Mike will bring small pool tent for AV	
8	California MANIA*	Send a confirmation letter to pool participants letting them know they will need to bring pool clothing that will keep them warm while in the pool (e.g. long sleeves)	Claudio/Jane	Fri 3/15		
9	California MANIA*	Send reminder regarding attendees bringing their own mats	Jane	Completed		
10	California MANIA*	Telemarketing Calls	Claudio/Informational	Wed 4/3		
11	Florida MANIA*	Registration Phone Number - (407) 387-8598, Guest Rooms and House Phones dial Ext 8598, Truck leaves Friday, 4/5 (Claudio prints badges on Wed 4/3 and hires Labor Ready or Staff Member Friend/Child to Stuff on Thurs 4/4)	Jane			
12	Florida MANIA*	Telemarketing Calls	David Bertucci	Fri 4/12		
13	Florida MANIA*	David Bertucci will count Projector Screens - determine if we have enough for 2 in Stages Room in Dallas	Will	Fri 3/22		
14	Dallas MANIA*	Begin talks with Sound Off or other companies to assist with dividing International Ballroom	All Staff	Immediately		
		The following is the protocol for all customer service emails: 1) Thank individual for reaching out and				

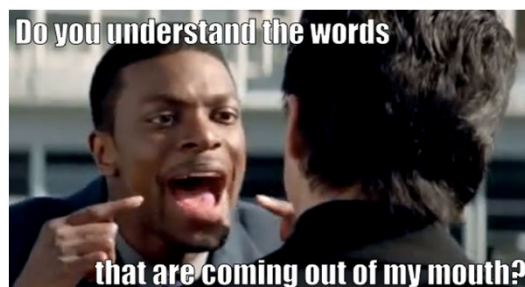
List Upcoming Events



2019 Upcoming Events		
Date	Day	Event
3/28 - 3/31	Thurs - Sun	Empower Fusion in Chicago, IL
4/1	Mon	April Fool's Day
4/12 - 4/14	Fri - Sun	Florida MANIA®
4/12 - 4/14	Fri - Sun	FILEX in Australia
4/12 - 4/14	Fri - Sun	Empower Fusion in Franklin, TN
4/19	Fri	Good Friday
4/21	Sun	Easter
4/25 - 4/28	Thurs - Sun	Fitness Fest in Phoenix, AZ
5/3 - 5/5	Fri - Sun	Empower Fusion in Garden City, NY
5/4 - 5/5	Sat - Sun	Kentucky Derby
5/5	Sun	Cinco de Mayo
5/12	Sun	Mother's Day
5/17 - 5/19	Fri - Sun	Empower Fusion in Fort Washington, PA
5/18	Sat	Armed Forces Day
5/27	Mon	Memorial Day
6/6 - 6/9	Thurs - Sun	Perform Better Summit in Orlando, FL
6/7 - 6/9	Fri - Sun	Empower Fusion in Burlington, MA
6/14 - 6/15	Fri - Sat	Functional Aging Institute Conference in Albuquerque, NM
6/16	Sun	Father's Day
6/26 - 6/29	Wed - Sat	IDEA World in Anaheim, CA
6/27 - 6/30	Thurs - Sun	Perform Better Summit in Chicago, IL

Making sure you are Understood

- Request that they repeat back what you said
- Send a written request with bullet points
- Provide Encouragement – You can do this!



“Winners always want the ball”

- Who wants it more?
 - The job itself
 - The project responsibility
- Maybe not the best skills, but the best attitude
- If you WANT the job – let them know



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ASK for it

- Just do it
- Painful, uncomfortable, ill at ease
- Ask for the job
- Ask for the raise
- Ask for the project
- Ask for the promotion
- If they say “No”, Ask again!



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Schedule Meetings

- Schedule ANNUAL Reviews
- Quarterly Project assessments
- Schedule Departmental Evaluations
- If they don't schedule them, YOU should!



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Annual Evaluations

- Write your own Job Description
- Include List of Responsibilities
- Include Behavior Patterns (friendly, detailed, etc.)
- List what you love to do
- List what you hate to do
- Figure out a better way to tolerate the negative
- Then rate yourself!



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Failure is a Goal

- You WILL fail
- It is NOT terrible
- Always try something new!
- Work towards failure!
- Get STRONGER!



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Train to LEARN not Fail

- Turn Failure into “Learnings”
- Train yourself not to be afraid
- Get used to failure – brush it off
- Try
- Fail
- Learn and Improve!



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Respond don't React

- Thinking how you will feel a week from now about your decision
- Making a decision - 24-hour rule
- Finding YOUR support



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10 HR Reasons People Leave Their Job

1. Relationship with the boss
2. Bored and I'm challenged by the work itself
3. Relationships with coworkers
4. Opportunities to use their skills and abilities
5. Contribution of the words to the organizations business goals
6. Autonomy and independence on the job
7. Meaningful list of employee's job
8. Knowledge about your organization's financial stability
9. Overall corporate culture
10. Management's recognition of employee's job performance



(Inc. Magazine, Jan 2019)

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Girls are raised

- Don't brag
- Be seen and not heard
- Don't get dirty
- Be careful (Launch Pad)
- Play by the rules (don't fight)
- Play to play (house)– no winners
- Be polite
- Be a good girl



SCW water in motion
The new wave in aqua exercises

Boys are raised It's a man's world

- Be a man
- Be tough
- Don't cry
- Never give up
- Don't quit
- If you ain't cheatin', your ain't tryin'
- It's all about winning
- When the game ends, let's party



SCW water in motion
The new wave in aqua exercises

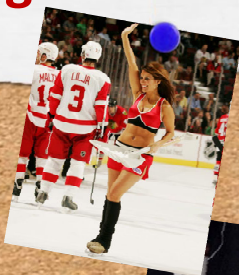
Ask & you shall receive

- In business, “No” does not mean “No”
- It means “maybe”
- It means “later”
- It means test me, try me
- Questioning is not rude
- Ask directly for what you want
- Always negotiate!
- You don’t need to be liked;
You should be respected.



What is the goal?

- Do you want to
BE the trophy?
- Or, do you want to
WIN the trophy?



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