



ADAPT Head Culture Coach

Title: Head Culture Coach (aka Lead Fitness Instructor)

Reports to: Director of Training

Pay Type: Salary + ADAPT TIER System + Commission

Pay Range: \$40,000.00 - \$65,000.00 per year

Schedule: Full Time

Job Summary/Overview:

The ADAPT Head Culture Coach is responsible for the leading, developing and overall management of training staff and the group class members. They are responsible for articulating our methodology succinctly to our staff/clients/members at all times while in the facility. They develop training strategies and oversee the training sessions while fostering member development and cultivating a strong culture that is FUN, MOTIVATED, and UNITED. This role is ideal for a fitness professional with leadership experience and a passion for helping others achieve their health and fitness goals.

What We'll Accomplish Together:

As a team, we're committed to offering excellent professional services that help clients/members do more of the things they love. Your role and the work you do every day is at the very heart of our mission. This includes:

- Performing quality, training sessions that meet client/member needs within scope of practice and in accordance with training certification guidelines.
- Customizing training services within ADAPT's policies, protocols, and approved modalities to craft truly personalized sessions.
- Safeguarding the client/member experience, maintaining client confidentiality and upholding our commitment to safety.
- Embracing the ADAPT's core values of inspiring, educating and empowering.
- Protecting our workplace culture by recognizing and supporting team goals and building positive relationships with team members/peers.

What It Takes To Succeed:

We only succeed together, so we're looking for people with the passion and experience to be amazing. Those who thrive in this role are:

- **Well-skilled professionals** who have a minimum of 500 hours of group class training and/or personal training sessions. You'll also need to hold and maintain a nationally accredited certification within the movement science industry. A reference check will also be necessary.
- **Thirsty for knowledge**, seeking continuing education to build on their modality mastery

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- **Clear communicators** who can effectively identify each clients/members needs, set clear expectations, and stay connected to the client/member throughout the session to achieve the goals of each service.
- **Total body care champions** who can recommend follow-up visits and additional services and products as needed to help clients/members pursue their wellness goals.
- **Great teammates** who show up on time ready to jump in wherever needed to get the job done.
- **Outstanding Customer Service**, capable of demonstrating the Golden Three customer service qualities: Empathy, Patience, Active Listening. As well as having other proficient serviceable qualities such as Problem-Solving Skills, Product Knowledge, Positive Attitude, Adaptability, Time Management and Proactive Follow-up.

Major Tasks and Responsibilities:

- **Team Leadership and Strategy**
 - Ensuring the ADAPT experience for staff/clients/members by maintaining the standards set by ADAPT's Mission Statement / Values, Standards and Expectations.
- **Training Program Development**
 - Design, implement, and manage fitness programs, including but not limited to SMALL and GFC training sessions.
 - Ensure programs meet the fitness goals of a diverse range of members, from beginners to advanced athletes.
 - Continuously evaluate and update training programs to reflect current fitness trends and scientific research.
- **Staff Management**
 - Hire, train, and supervise fitness coaches and personal trainers.
 - Provide mentorship and development opportunities for staff, including regular feedback and evaluations.
 - Schedule staff shifts, ensuring coverage for all classes and sessions.
 - Lead by example by demonstrating professional conduct, punctuality, and an exemplary work ethic.
- **Member Engagement including Member Liaison and Client Retention**
 - Foster a welcoming and inclusive environment for all gym members.
 - Conduct fitness assessments and help members set and achieve personal fitness goals.
 - Address member inquiries, feedback, and concerns in a professional manner.
 - Monitor member progress and adjust programming to ensure positive results and retention.
- **Facility Management including Health & Safety, Inventory, and Facility Maintenance**

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- Maintain a safe and clean environment, ensuring all equipment is in proper working order.
- Collaborate with facility management on budgets, equipment needs, and space utilization.
- Ensure all safety protocols and industry standards are followed.
- **Sales and Promotion**
 - Assist in promoting fitness programs to attract new members and retain existing ones.
 - Collaborate with marketing teams to organize fitness events, challenges, or community outreach programs.
 - Upsell group fitness sessions and other ADAPT services.
- **Performance Tracking & Evaluation**
 - Monitor member progress, track results, and report outcomes to management.
 - Analyze membership data and adjust programs to improve member satisfaction and retention.
 - Stay informed about fitness trends and continuously improve the facility's offerings.

Essential Job Requirements:

- Experience:
 - 5+ years of experience in fitness coaching in group and individual settings, with at least 2 years in a leadership role.
 - Excellent understanding of exercise science, anatomy, and proper form.
 - Writing and implementing exercise programs/prescriptions.
 - Ability to teach and demonstrate exercises clearly and safely.
 - Knowledge of exercise modifications and alternatives for participants with varying abilities.
 - Energetic, enthusiastic, and able to engage participants of all fitness levels.
 - Working with special populations.
 - Time management and organizational skills to run classes smoothly and punctually.
 - Ability to create playlists or select music that enhances the workout experience.
 - Experience using fitness tracking software, technology and other fitness ancillary services is a plus.
 - Knowledge of current fitness trends, training methods, and industry standards.
- Preferred Education:
 - B.S. in Exercise Science or related Health Science degree or higher degree.
 - Certified in Personal Training, Group Fitness, or related field (e.g., ACSM, ACE, NASM, NSCA preferred)
 - CPR/AED Certification
- Regular interaction with a diverse group of members, staff, and management in a dynamic, fast-paced environment.

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- Organizational skills and ability to manage multiple responsibilities simultaneously.
- Strong leadership, excellent communication skills, and a passion for health and fitness.
 - Public speaking skill and comfort leading group and private exercise sessions as well as lectures.
- Excellent customer service and motivational skills.
- Proven track record in program development and member engagement.
- The role may require early mornings, late evenings, and weekends to accommodate member schedules.
- Prolonged periods standing and moving throughout the facility to demonstrate clientele programmed movements.
 - Must be able to lift up to 100 pounds at times.

Compensation Package:

- Includes competitive base pay, commission, and performance bonuses (ADAPT TIER System)
- Additional compensation:
 - Aflac ACC (Accidental Insurance) option
 - Facility memberships for both staff and loved one
 - Product/service discounts
 - Training & Development- We provide substantial paid training, certifications, and support to ensure your success
 - Industry education drop-in class reimbursement
 - ADAPT will pay the CEU for specific certifications based on Trainer/Coach TIER, webinars or training that aligns with job roles and is found to be valuable for staff to attend and bring back information
 - Paid Time Off and Company Holidays (Thanksgiving, Christmas, New Years, etc.)
 - Flexible schedule that works around educational or personal goals or further practitioner goals (such as Personal Training)
 - Fitness casual dress-code
 - Passionate, collaborative work environment
 - The opportunity to learn every aspect of the business to eventually become a Manager/Partner if desired

Overview:

You were the leader on the playground or the captain in gym class. The one whose team everyone wanted to be on. The one who balanced a take-charge attitude with an ability to make each person feel important and necessary. The one who was the go-to when any sort of problem or question arose.

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Today, you're still a mentor and a master at guidance. You expect the best from those around you, and you work with them to achieve it. You're passionate about fitness, and your enthusiasm is palpable and pure.

That's why we want you as a Head Culture Coach at ADAPT. We're looking for people to lead. To listen. To love what they do. And then to share it -- with the coaches in their facility, and with members entrusting the health of their bodies to you.

You'll lead a team of engaged professionals who have a passion for fitness and helping our members achieve their goals in a FUN, MOTIVATING and UNITED environment!

www.trainadapt.com

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