

# Culture, Coaching & Clarity — Elevating Your Community Through People and Programming

**Instructor:** Jenn Hogg, Director of Group Exercise, East Bank Club

## 1. Welcome & Course Overview

### What You'll Learn

- How to cultivate a group fitness culture that drives performance and retention
- Best practices for hiring, onboarding, and coaching instructors
- Strategies for building a class schedule grounded in data and member needs

### Course Description

Culture is the heartbeat of a great group fitness program. In this course, Jenn Hogg shares her proven framework for building programming that inspires, instructors who thrive, and communities that stay connected. Through a mix of leadership, operational, and coaching insights, you'll learn how to align your people and offerings with your club's mission—and elevate member experience in the process.

## 2. Meet Your Instructor



Jenn Hogg is a 5-time US National Aerobic Gymnastics Champion, fitness consultant, and Master Trainer for CORE Health & Fitness. With experience as a former studio owner and group fitness leader at Equinox, she now serves as the director of group exercise at East Bank Club in Chicago. Jenn specializes in aligning talent, programming, and brand vision through strategic leadership and education.

## 3. Key Terms You Need to Know

**Group Fitness Culture:** The shared values, behaviors, and tone set by instructors and programming

**Onboarding:** The structured process of training and integrating new instructors

**Scorecard:** A system for evaluating instructor performance based on preset criteria

**Trend vs. Truth:** Evaluating whether popular fitness trends align with your club's mission

**Programming Clarity:** Offering schedules and class formats that are easy for members to navigate

## 4. Course Roadmap

Module No.	Title	Duration
1	Culture and Community – The Why	10 mins
2	Talent Recruitment & Development	15 mins
3	Schedule Architecture, Trends vs Truth	15 mins

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### 5. Module Deep Dives

#### Module 1: Culture and Community – The Why

**Overview:** Learn how culture sets the foundation for group fitness success and why defining your “why” matters.

**Key Concepts:**

- Culture influences member behavior and instructor standards
- A clear purpose connects programs to the club’s larger mission
- Community creates emotional bonds that drive retention

**Action Exercise:** Define your group fitness “why.” How does it align with your club’s purpose?

#### Module 2: Talent Recruitment & Development

**Overview:** Attract, onboard, and coach instructors to build consistency, confidence, and alignment.

**Key Concepts:**

- Hire for passion and personality—skills can be taught
- Clear expectations and mentorship build trust and performance
- Use scorecards for feedback and accountability

**Action Exercise:** Draft a 30-day onboarding plan that includes mentorship, feedback, and performance criteria.

#### Module 3: Schedule Architecture, Trends vs Truth

**Overview:** Create a schedule that serves your members, not just your team or trends.

**Key Concepts:**

- Let data guide scheduling decisions
- Differentiate trends from sustainable formats
- Avoid over-programming: clarity over chaos

**Action Exercise:** Review your group fitness schedule. What one change could improve member experience?

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### 6. Cheat Sheet / Quick-Reference Guide

#### Jenn Hogg's 3 Pillars of Group Fitness Excellence

- Culture: Start with your “why,” lead with purpose
- Coaching: Hire for heart, coach for growth
- Clarity: Let data guide your offerings and keep things simple

#### Instructor Scorecard Sample Metrics:

- Attendance trends over 30 days
- Member feedback (survey or informal)
- Adherence to format guidelines
- Engagement outside the studio (e.g., team meetings)

### 7. Exercises & Practices

#### Your Why Worksheet

**Goal:** Clarify your club's group fitness purpose

**Instructions:** Complete this sentence: “Our group fitness program exists to \_\_\_\_\_ so that members \_\_\_\_\_.”

#### Onboarding Plan Builder

**Goal:** Improve new instructor integration

**Instructions:** List 3 onboarding milestones with associated support (e.g., mentorship, observation, feedback).

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### 7. Exercises & Practices Continued

#### Schedule Simplification Audit

**Goal:** Make your class lineup more user-friendly

**Instructions:** Choose one week and count how many class formats are offered. Could it be clearer?

### 8. Next Steps & Call to Action

**Congratulations! You've completed Culture, Coaching & Clarity.**

**To apply what you've learned:**

- Revisit your group fitness purpose with your team
- Audit onboarding and feedback systems for instructors
- Simplify your schedule and prioritize member clarity