

MAYHEM AFFILIATE

OVERVIEW

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Athlete Goal Setting (and Higher Member Retention)

With the end of the year quickly approaching, now is the perfect time to encourage your athletes to set goals for next year. Setting goals encourages athletes to hold themselves accountable and can help them push through when motivation may otherwise start to fade. By having something to work towards, with a clear direction, athletes will be more motivated to show up day after day.

Translation: higher member retention and more revenue for you, the gym owner.

This resource will provide two different methods to promote athlete goal-setting at your gym, along with some helpful information that you can share with your athletes on how to set their personal goals. You can choose to do one method, both, or do your own variation.

METHOD 1 - ATHLETE CHECK-INS

Encourage athletes to sign-up for a private, one-on-one check-in where they can discuss their goals and get feedback from a coach. These sessions only need to last 15 minutes. Use an online scheduler like Acuity or Calendly to handle sign-ups. By doing so, athletes should be able to choose which coach they want to meet with and each coach should be able to set their own availability. This makes it super easy for everyone to schedule.

Some example questions for the check-in:

- * How are things going with your fitness?
- * What are you most proud of accomplishing in the last 3 months?
- * What have you struggled with most?
- * What are your top goals for your health?
- * What are your top goals in CrossFit?

Dive deeper here and ask questions to learn more about their goals and get them to think more about them.

If your gym offers nutrition coaching, you can also ask some questions related to nutrition. This can help lead to a discussion promoting that part of your business.

Coaches can then ask, “What is one thing we could do to help you with these goals?”

This is a great way to learn areas where your gym could improve to better suit the needs of its clients. For example, maybe you don’t currently offer nutrition coaching, but many of your members tell you that it’s something they’d be interested in. Now you can work on adding this offering for your members, since you know the need is there. Outcome: happier clients and an increased revenue stream.

At this point, the coach can work with athletes on creating their S.M.A.R.T. goals and coming up with a plan to achieve them. The end of this resource fully explains this process.

During these meetings, coaches should log meeting notes and keep them in an organized location, either in a file or online. Coaches can reference these notes and continue to check in with their athletes in the future. Consider offering some kind of incentive to motivate your coaches to want to hold these sessions and for them to give their full effort in them. For example, at the end of the year, coaches could get a \$20 bonus for anyone who has been on their check-in roster for more than 6 months. So if a coach has 25 people on their list for 6 or more months, they just made an extra \$500 at the end of the year.

I know what you’re thinking... I have to pay them \$500? And if I have 4 coaches doing this, that could be an extra \$2,000? But look at it this way. Your coaches will be more incentivized to continue these check-ins with their athletes regularly, which has the potential to hugely increase your membership retention, so you’ll make more money through memberships overall. Just budget ahead for it so it doesn’t hit you all at once. It’s motivating, fulfilling, and a huge win for athletes, coaches, and owners.

As one final important note on this method: having these types of meetings can be a great addition for each new member at your gym. Don’t wait for the new year to start! If you schedule a meeting with each new athlete as they join, and continue to check in with them throughout their fitness journey, you’ll see higher retention rates and happier members year-round.

METHOD 2 - ATHLETE GOAL BOARD

Another fun thing you can do is to put up an athlete goal board. This is a whiteboard on the wall at the gym with “Athlete Goals” at the top, fully dedicated to this purpose. After it’s up, send athletes the Goal Setting information below (it’s at the bottom of this resource) and then ask them to write three SMART goals on the board under their name.

For the first week or two, during the whiteboard discussion, coaches should briefly discuss the importance of goal setting. They can also help encourage members to participate in the Athlete Goal Board by asking individual athletes after class if they’ve written their goals yet and handing them a marker if they haven’t.

Note: if anyone wants to remain anonymous, they can simply put an initial or alias.

As the year progresses, any time an athlete achieves one of their goals from the board, they put a checkmark next to it. It’s truly AWESOME to see how excited athletes get after they PR a lift or achieve a new gymnastics milestone and proudly walk to the board and check it off with a HUGE smile on their faces. It is a great motivator and really brings the community together as everyone congratulates them.

Hopefully, these two methods are helpful for your gym or feel free to come up with what works best for you.

Lastly, here is some information that you can share with your athletes on goal setting.

SHARE THE NEXT 2 PAGES WITH YOUR ATHLETES

Note: towards the bottom it says “If you’re unsure of how to come up with a plan, no problem. We’re here to help you!”. I recommend that you provide details here on how athletes can get help on goal setting and forming a plan to achieve their goals.

ATHLETE HANDOUT: SETTING GOALS

With the new year quickly approaching, now is a great time to set some goals for next year. Goal setting is an incredibly effective process because it can help provide clarity, focus, and motivation for both the future and the present. By having something to work towards, with a clear direction, athletes are better able to organize their time and efforts and are therefore more successful at accomplishing new milestones in their fitness journey.

WHAT KIND OF GOALS SHOULD YOU COME UP WITH?

If a coach were to ask a class what their CrossFit goals are, you will likely hear things like “I want to get stronger” or “I want to get better at pull-ups”. These are both great goals, but they lack the specifics to help truly motivate someone to achieve them.

When coming up with your goals, make sure that they are S.M.A.R.T. goals. This stands for:

SPECIFIC
MEASURABLE
ATTAINABLE
RELEVANT
TIME-FOCUSED

Let’s dive into each of these a little more.

SPECIFIC

Clearly define your goals. Provide the details! By knowing precisely what you want to achieve, you’ll know where you have to concentrate your efforts. If your goal is to get stronger, for example, in what lift(s)? What weights would you like to hit? Have a specific target.

MEASURABLE

This means that the goal is defined in a way where progress can be tracked and the completion of the goal can be objectively marked as complete.

It’s important to be able to track progress toward your goals. For example, if your goal is to back squat 200 pounds, log each of your back squat sessions, along with the reps and weights you hit. Also, note PRs (personal records) that you hit along the way.

ATTAINABLE

When coming up with your goals, ask yourself whether or not they are truly realistic and achievable. Everyone wants fast progress, but the best results come at a consistent and gradual pace.

Be honest about your current fitness levels. For example, if your goal is 10 strict pull-ups, and you currently can’t do any, would a smaller goal be better? You don’t want to overwhelm

yourself. Stress kills motivation.

You can avoid injury and frustration by turning your large goals into a series of smaller ones. Having a series of small wins can be really motivating and lead to huge accomplishments. Each time you accomplish a goal, set a new one. So, in the example above, start with a goal of one strict pull-up, then 3, then 5, and so on.

RELEVANT

Make sure that your goals align with your values and long-term objectives. Ask yourself if you're headed in the right direction.

TIME-FOCUSED

Set a date for your goal. When would you like to achieve it? This will vary greatly depending on what you want to achieve and your current fitness level. Again, be specific and realistic about the date.

NOW WHAT???

Now that you know how to create your goals, WRITE THEM DOWN! It's important to be able to see them regularly to help really push you to achieve them. And don't be scared to share them with others. Tell your coach, your gym bestie, your spouse, your dog...anyone! Saying it out loud gives it more meaning and provides more motivation.

Next, you'll need the plan to get there. As the saying goes, "A goal without a plan is simply a wish". Think about what you need to do in order to make this goal happen. For example, if your goal is to get 10 unbroken strict pull-ups, you could plan to do three sets of max rep strict pull-ups twice a week.

If you're unsure of how to come up with a plan, no problem. We're here to help you! Just ask a member of our team for help.

Lastly, remember that goals are always evolving. Don't beat yourself up if you don't manage to hit a goal by your target date. If this happens, take some time to redefine your goals based on the level of progress you have attained. Likely you will have achieved some progress, and that's a win! CrossFit isn't about tearing yourself down. It's about becoming the best version of yourself through positive changes.