



TEAM ICG®

COACH BY COLOR®

IMPLEMENTATION GUIDE



LIFEFITNESS
FAMILY OF BRANDS

WHAT IS COACH BY COLOR?

PUT SIMPLY, IT'S A UNIVERSAL METHOD FOR ACCURATELY MONITORING A RIDER'S INTENSITY.

A riders' colour zone will be a product of their output in relation to their Functional Threshold Power (FTP). Every rider will have an individual FTP personal only to them, and as such every rider will be riding a bike with a console personal to them and their ability.

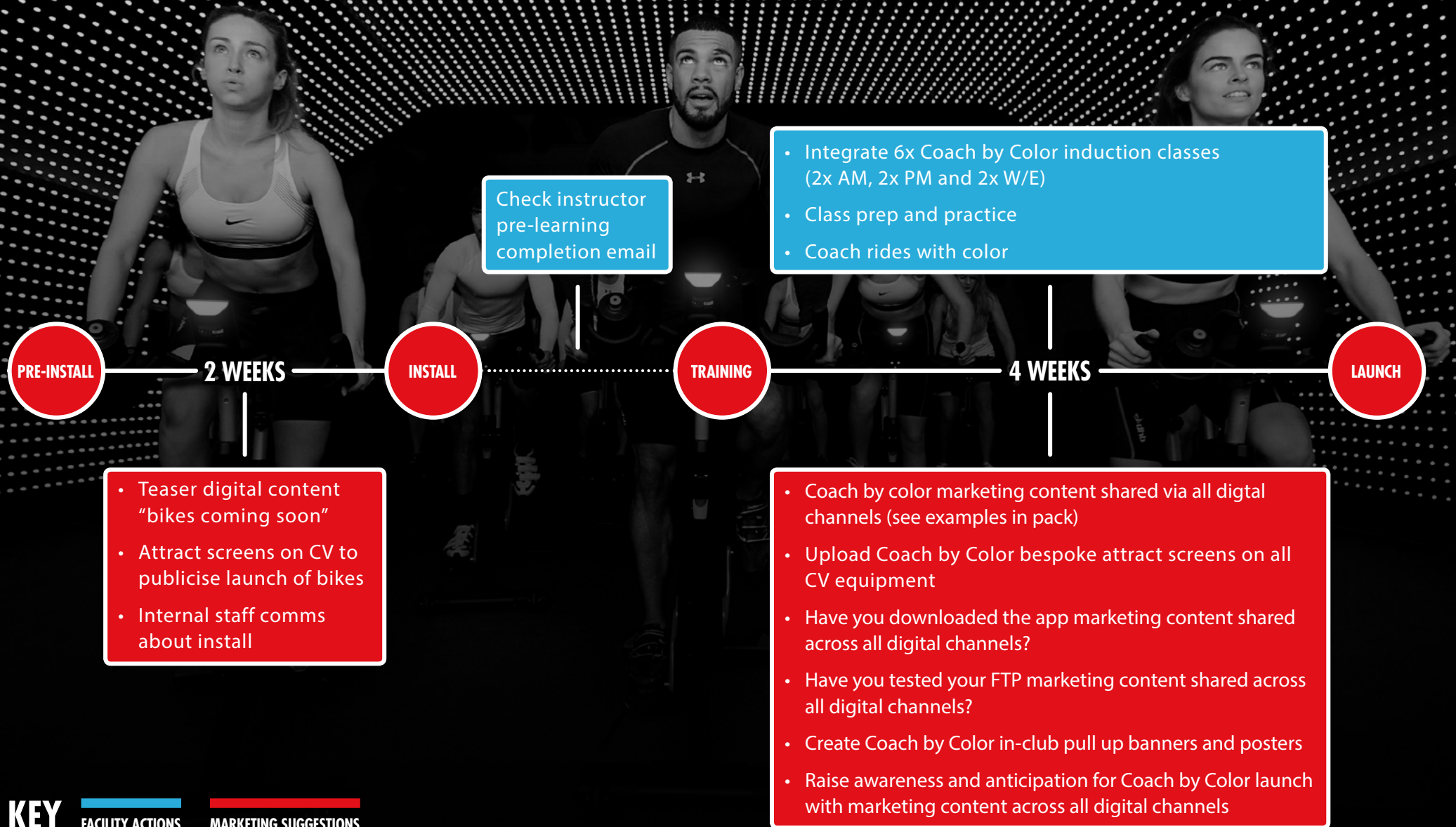
This guide has been created to support your implementation of the ICG® Coach by Color® programme and to set you up with all of the tools to make it a success within your facility.

There is a wealth of information and assets available from ICG that can help you raise awareness of your ICG offering. Within this support pack you'll find examples of these in use; from marketing collateral to social media posts and in-club advertising, the information and assets provided are designed to help clubs to boost attendance and engage more members, PTs and instructors in the ICG experience.

There is also an accompanying zip folder containing many of these assets – if you have not been sent this please contact uk.marketing@lifefitness.com



























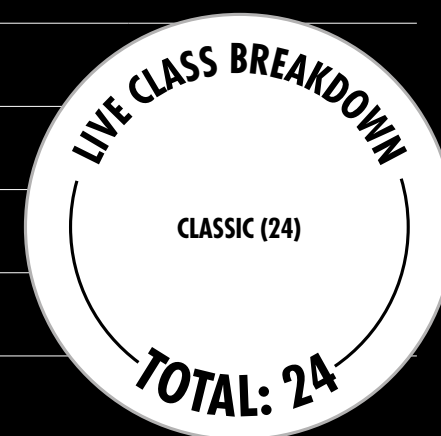
IMPLEMENTATION TIMELINE



TRANSITIONING TO COACH BY COLOR

KEY  CLASSIC

STUDIO TIMETABLE – ORIGINAL						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	 06.15 – 07.00		 06.15 – 07.00			
 07.15 – 08.00				 07.15 – 08.00		
					 08.15 – 09.00	 08.15 – 09.00
 09.15 – 10.00		 09.15 – 10.00		 09.15 – 10.00	 09.15 – 10.00	 09.15 – 10.00
	 10.00 – 10.45		 10.00 – 10.45			
		 12.00 – 12.45				
 13.00 – 13.45						
 18.15 – 19.00	 18.15 – 19.00	 18.15 – 19.00	 18.15 – 19.00			
 19.15 – 20.00	 19.15 – 20.00	 19.15 – 20.45	 19.15 – 20.00	 18.45 – 19.30		























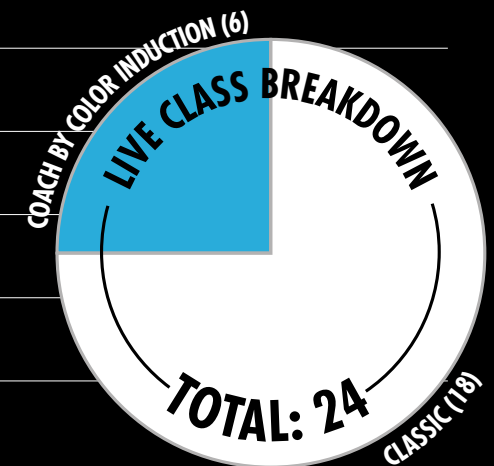
TRANSITIONING TO COACH BY COLOR

Find out more about Coach by Color induction session objectives and agenda by clicking [here](#).

KEY  CLASSIC  COACH BY COLOR INDUCTION

STUDIO TIMETABLE – INTEGRATED COACH BY COLOR INDUCTION SESSIONS

























MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	 06.15 – 07.00		 06.15 – 07.00			
 07.15 – 08.00				 07.15 – 08.00		
					 08.15 – 09.00	 08.15 – 09.00
 09.15 – 10.00		 09.15 – 10.00		 09.15 – 10.00	 09.15 – 10.00	 09.15 – 10.00
	 10.00 – 10.45		 10.00 – 10.45			
		 12.00 – 12.45				
 13.00 – 13.45						
 18.15 – 19.00	 18.15 – 19.00	 18.15 – 19.00	 18.15 – 19.00			
 19.15 – 20.00	 19.15 – 20.00	 19.15 – 20.45	 19.15 – 20.00	 18.45 – 19.30		

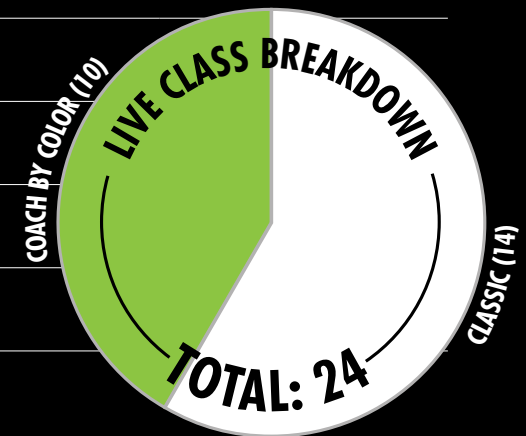


TRANSITIONING TO COACH BY COLOR

KEY  CLASSIC  COACH BY COLOR

STUDIO TIMETABLE – INTEGRATED COACH BY COLOR SESSIONS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	 06.15 – 07.00		 06.15 – 07.00			
 07.15 – 08.00				 07.15 – 08.00		
					 08.15 – 09.00	 08.15 – 09.00
 09.15 – 10.00		 09.15 – 10.00		 09.15 – 10.00	 09.15 – 10.00	 09.15 – 10.00
	 10.00 – 10.45		 10.00 – 10.45			
		 12.00 – 12.45				
 13.00 – 13.45						
 18.15 – 19.00	 18.15 – 19.00	 18.15 – 19.00	 18.15 – 19.00			
 19.15 – 20.00	 19.15 – 20.00	 19.15 – 20.45	 19.15 – 20.00	 18.45 – 19.30		



DIGITAL ASSETS

We have created the following suggested attract screens and web banners for you to use when implementing your ICG Coach by Color programme.

All assets can be downloaded from the zip folder provided and edited. Please note attract screens are for use on Life Fitness discover consoles.



IMAGERY

There is a wide range of ICG® imagery available to accompany your posts, examples of which are shown below. You can access the ICG image library via [Life Fitness' Mac site](#). Instructions on how to do this - alongside the images shown below - can be found in the zip folder.

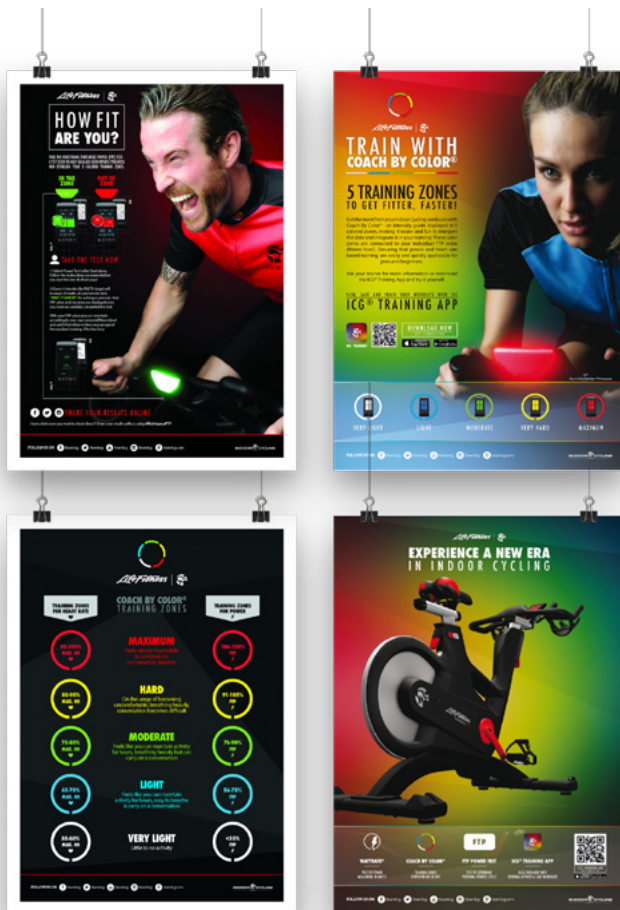


POSTERS AND PULL-UP BANNERS

We know having pull-up or roller banners in your facility are a great way of displaying information in-club to members.

We have a range of artwork for posters and banners that you can access and print to use in your facility, all of which are accessible via [Life Fitness' Mac site](#).

Artwork files for the examples displayed below are also available in the accompanying zip folder.



There is a different version of this poster for the IC5 and IC6 bikes.



There are different versions of this banner depending on which ICG bike you have.

SOCIAL MEDIA

The following social media posts have been created as suggestions of content you can use to promote your new ICG programme. This content can be shared as it is or edited to add your facility name and to match your brand tone of voice.



SUGGESTED SOCIAL MEDIA POSTS

- “ We are excited to announce we will be launching the new ICG #CoachByColor programme xxx (add date) and we want you to come and try it! We are running Coach by Color induction sessions for you to come and try the new #indoorcycling experience and see how amazing it is! Book your place now.
- “ Many of you have asked what is #CoachByColor and put simply it's a universal method for accurately monitoring a rider's effort. Your personal FTP score allows you to ride in the colour zones which match your intensity levels and it is all personal to you. Come and speak to one of the gym staff today if you want to find out more.
- “ What is Functional Threshold Power (FTP for short) and why should you know about it? Find out all about #FTP in the blog post from @TeamICGUK lifefitness.co.uk/blog/ftp-testing
- “ Have you tried one of our new #coachbycolor classes? What did you think? #indoorcycling #TeamICGUK

- “ Have you seen our great new #TeamICG #CBC posters in the gym? These are a quick and easy guide to the #CBC colour zones. What do you think? **(attach image)**



- “ Why not join our Coach by Color induction tonight at 7pm. We promise it will be worth it to know your FTP score! **(attach motivational image)**

SUGGESTED HASHTAGS

Using hashtags to accompany your social media posts will help widen their reach and engagement – here are some examples of commonly used hashtags associated to ICG®, indoor cycling and fitness:

#teamicg	#ICG	#training
#fortheathleteinall of us	#CoachByColor	#workoutmotivation
#sportsperformance	#GroupCycling	#Cycling
#indoorcycling	#lifefitness	#Workout

TEAM ICG UK FACEBOOK PAGE

Our Team ICG UK Facebook page is a great resource of useful content that you can use to share with your members.

[@TeamICGUK](#)

We share top tips video, weekly workouts, indoor cycling specific articles, community news, product information, event information and motivational images. Follow our page to keep up to date with all the latest content.

TEAM ICG

TIME	% FTP	ZONE / COLOR	RPM	POSITION
WARM UP - 12.30				
4.00	60%	ZONE 2	90	SIT
1.00	80%	ZONE 3	105	SIT
1.00	65%	ZONE 3	90	SIT
1.00	95%	ZONE 4	105	SIT
1.00	65%	ZONE 2	90	SIT
1.30	110%	ZONE 5	105	SIT
4.00	35%	ZONE 1	PLS	SIT
SET 1 - 20.00				
1.30	125%	ZONE 5 ON FIRE	105	LSIT
3.00	35%	ZONE 1	105	SIT
1.30	125%	ZONE 5 ON FIRE	105	SIT
3.00	35%	ZONE 1	105	SIT
1.30	125%	ZONE 5 ON FIRE	105	SIT
3.00	35%	ZONE 1	105	SIT
1.30	125%	ZONE 5 ON FIRE	105	SIT
5.00	35%	ZONE 1	PLS	SIT
SET 2 - 15.00				
1.00	150%	ZONE 5 BURN	110	SIT
2.00	35%	ZONE 1	110	SIT
1.00	150%	ZONE 5 BURN	110	SIT
2.00	35%	ZONE 1	110	SIT
1.00	150%	ZONE 5 BURN	110	SIT
2.00	35%	ZONE 1	110	SIT
1.00	150%	ZONE 5 BURN	110	SIT
5.00	35%	ZONE 1	PLS	SIT
SET 3 - 6.30				
0.30	185	ZONE 5 BURN	115+	SIT
1.30	25	ZONE 1	115+	SIT
0.30	185	ZONE 5 BURN	115+	SIT

A great article from Hunter Allen on why you should train with power. <https://www.velopress.com/why-train-with-power/>... Definitely worth a read. #toptrainertips

A great article from Hunter Allen on why you should train with power. <https://www.velopress.com/why-train-with-power/>... Definitely worth a read. #toptrainertips

#TopTips video this week is in answer to a question we received on Facebook page. This was whether to use the aero bars riding on when training on an indoor cycling bike. Our expert Doyle Icg answers this question and what our advice would be. #cyclingtoptips #ThisIsWhatWeDo #TeamICG #TeamICGUK

INDOOR CYCLING

Each new day is a new opportunity to improve yourself. Take it. And make the most of it.

If you are new to performance cycling, or want to understand more about the key metrics you should be tracking in your cycling, have a read of this great blog post from Doyle on the key metrics to track in your performance cycling training: <https://bit.ly/2z6XQs9> #indoorcycling #cyclingtoptips #cyclingkeymetrics #TeamICG #TeamICGUK

LIVE ARENA ANTHEMS

TRACK	SECTION	TRACK NAME & ARTIST	DURATION	ENDING POSITION	RPM
1	A	JUST ONE SECOND - LIVE AT MOSCOWLYN IN THE PARK (LONDON)	4 MIN 12 SECS	SEATED BOARD	90-100
2	A	LOVE - LIVE AT MOSCOWLYN IN THE PARK (LONDON)	4 MIN 12 SECS	SEATED BOARD	90-100
3	B	LIGHTNING - LIVE AT MOSCOWLYN IN THE PARK (LONDON)	4 MIN 12 SECS	SEATED CLIMB	90-100
4	B	TALENTED - LIVE AT MOSCOWLYN IN THE PARK (LONDON)	4 MIN 12 SECS	SEATED CLIMB	90-100
5	B	TIME - LIVE AT MOSCOWLYN IN THE PARK (LONDON)	4 MIN 12 SECS	SEATED CLIMB	90-100
6	B	THE POWER - LIVE AT MOSCOWLYN IN THE PARK (LONDON)	4 MIN 12 SECS	SEATED CLIMB	90-100
7	B	EASY - LIVE AT MOSCOWLYN IN THE PARK (LONDON)	4 MIN 12 SECS	SEATED CLIMB	90-100
8	B	BRAND NEW - LIVE AT MOSCOWLYN IN THE PARK (LONDON)	4 MIN 12 SECS	SEATED CLIMB	90-100
9	B	ATTENTION - LIVE AT MOSCOWLYN IN THE PARK (LONDON)	4 MIN 12 SECS	SEATED CLIMB	90-100
10	B	ALL OVER THE WORLD - LIVE AT MOSCOWLYN IN THE PARK (LONDON)	4 MIN 12 SECS	SEATED CLIMB	90-100

PLS INDICATES PERSONAL LBS OFFER

Key metrics to track in your performance cycling training |

HARD
On the verge of becoming uncomfortable, breathing heavily, conversation becomes difficult

MODERATE
Feels like you can maintain activity for hours, breathing heavily but can carry on a conversation

LIGHT

80-90% MAX. HR
70-80% MAX. HR
91-105% FTP
76-90% FTP
56-75%

LIFE-FITNESS.CO.UK

COACH BY COLOR INDUCTION SESSION

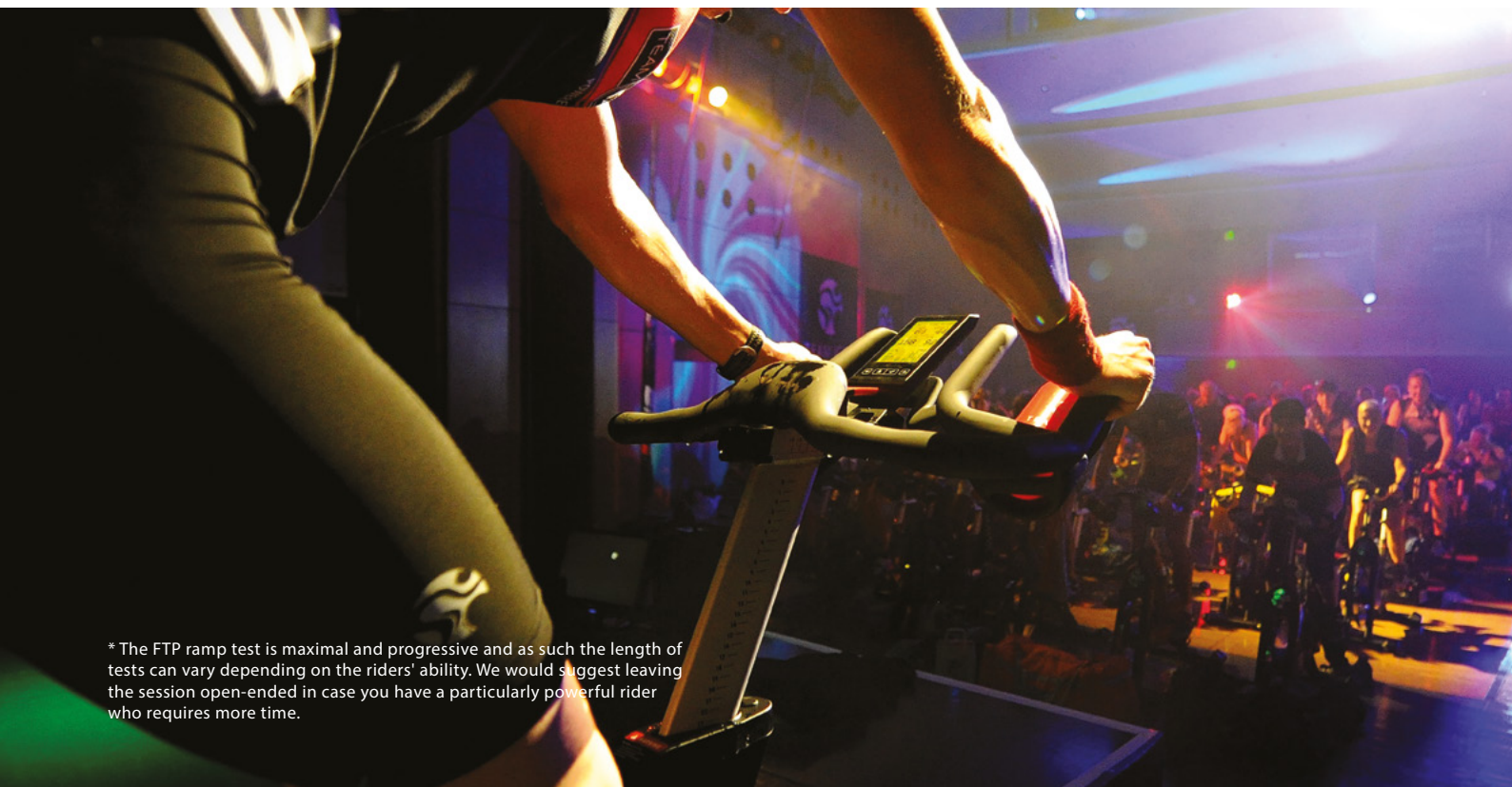
We would recommend running coach by color induction sessions prior to your launch to give members the opportunity to come and try it and understand it before taking part in a full class.

We would recommend running these induction sessions for 1 hour and they should consist of the following components. *

Please advise members to download the ICG Training app prior to attending the Coach by Color induction session.

- Introduce bikes and console
- Bike set up
- FTP ramp test
- Recovery
- Introduce App
 - Have every rider download the ICG Training App and create an account (free)
- Update App details
 - "Edit personal details" in the App menu
- Colour ramp using FTP
 - Ride 2 minutes in white, blue, green, yellow and red with a small breakaway for the last 30 seconds of the final ramp to facilitate the "On Fire" and "Burn" animations
- Summary
 - Complete a review of each summary screen available in the Power Training section
 - Show App summary and how to share workout on social channels

* The FTP ramp test is maximal and progressive and as such the length of tests can vary depending on the riders' ability. We would suggest leaving the session open-ended in case you have a particularly powerful rider who requires more time.



SO WHAT'S NEXT FOR YOUR STUDIO?

Once Coach By Color® is integrated successfully into your indoor cycling studio there are a few next steps you'll have to consider. Here are some that we've encountered that you should plan for and communicate clearly with all staff and instructors to improve your member journey.

- **How to induct new members who join after the programme has been implemented – suggestion of what to include?**

When new members who haven't yet experienced Coach By Color® arrive to a class, how should you process them? There are different suggested approaches with this, but the important thing is to decide on which you will use and ensure that everybody processes newcomers in the same manner. We have highlighted the suggested approaches below:

1

Use a predicted FTP value and allow them to ride Coach By Color® - This approach will immediately immerse the member in to Coach By Color®. However beware, a predicted value that is too low or too high can have a very negative effect on a rider's experience and might lead to them disengaging from the programme before even understanding their own FTP. Really clear guidance from the instructor is essential here in ensuring that the member understands clearly the "fitness level" option, and that the value is PREDICTED. It is more likely to be too high or too low than it is to be accurate and so taking a colour higher or lower as needed is absolutely fine.

2

Use Quick Start and guide effort through descriptive RPE assigned to each colour. This approach is likely what the member expected their experience to be. Referencing RPE in terms of colour and visually displaying the **Coach By Color® poster** will give them an opportunity to experience the bikes and colour but without the risk of an incorrect FTP value.

With either approach, once the session is finished it's essential to review the session with the customer and book them in for a Coach By Color® induction session with an on-site PT or fitness instructor so that they can ascertain their tested FTP value and become familiar with the console features, their bike set up, the ICG Training App and using the Coach By Color® programme.

Decide which approach suits your operation the best and communicate that to all instructors and fitness staff which they should follow with all newcomers to Coach By Color®.

- **How to maintain the value of FTP by introducing quarterly testing?**

Maintaining the value of Power Training in club relies on your members being able to track performance improvements with frequency. Quarterly FTP testing classes can be introduced onto the timetable, replacing a selection of your Coach By Color® classes for the first week of every quarter. Using the 5-minute FTP testing protocol as outlined in the **FTP Pack** will mean that your FTP testing sessions have the structure and feel of a "normal" class with the added benefit of every rider ascertaining an updated FTP which they can then use to drive their training ever forward.

Use the FTP pack and Team ICG UK Facebook page to constantly drip-feed power-based content to your members. Educating your members, instructors, and staff around how FTP can be used to monitor improvements in their fitness levels, as well as basic descriptions for FTP, and standardised and advanced testing protocols, will give you the ability to move your entire indoor cycling offering further forward and away from the competition.

- **Should I identify an ICG Champion within my facility?**

Assigning an ICG Champion within the club that is the go-to "expert" on all of your ICG programmes is a great way to help integrate your programmes with success. The ICG Champion needs to have a thirst for new knowledge, be accepting and excited by the opportunity that new indoor cycling programmes can offer their members, clearly understand the differences in all of the ICG programmes, be considered exceptional in their field, be approachable, and happy to be framed as the local indoor cycling expert. Who is that in your club?

ACCESSING ICG® MARKETING ASSETS

ZIP FOLDER

As part of the ICG Coach by Color Pack, you will have been sent an accompanying zip folder containing many of the assets displayed within this document. These have been provided in varying file formats so where possible, you can personalise the assets with facility-specific information / branding.

The contents of the zip folder are as follows:

- ICG® brand guidelines
- Example workouts
- Posters / leaflets (print-ready artwork)
- Pull-up banners (print-ready artwork)
- ICG imagery
- Mac website access instructions

If you have not received the zip folder or have trouble accessing the files, please contact uk.marketing@lifefitness.com.

MAC SITE

All ICG Facilities can also access [Life Fitness' Mac site](#) to view and download images, videos and marketing collateral to support you in the promotion of your ICG programmes and events.

The zip folder provided includes a step-by-step guide to accessing the Mac site - please contact uk.marketing@lifefitness.com if you have any problems in doing so.

**THANK YOU FOR CONTINUED SUPPORT
WE ARE PROUD TO HAVE YOU AS PART OF TEAM ICG®**

STAY CONNECTED WITH ICG®



@TEAMICGUK



LIFEFITNESS.CO.UK/ICG



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www.lifefitness.sk
www.fitplus.sk

APPENDIX

USE THE BELOW SAMPLE TIMETABLE TO STRUCTURE YOUR APPLICATION OF THE COACH BY COLOR INDUCTION SESSIONS.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1							
WEEK 2							
WEEK 3							
WEEK 4							