



BADASS
BY BOUNCE DANCEFIT

BASIC TRAINING

TEACHER MANUAL



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“ Introduction to Bounce DanceFit”

BADASS

BADASS. Brought to you by Bounce dancefit.

This combat, cardio & conditioning class will have you getting into shape in style. This easy to follow session will have you toning muscles, burning calories, improving your balance and jamming out all to the beat of BADASS tunes.

We are taking our love for dance fitness to a whole new level.

Build your Confidence
Be Fierce

Find Your Inner BADASS 🦊

BadAss is a choreographed Dance fitness class designed to make you fit while you enjoy different style of street dance.

This class focuses on all elements of fitness, conditioning, cardiovascular, flexibility, coordination and balance.

This class is inspired by Bounce DanceFit which looks at different aspect and styles of Street Dance. All of this is brought to a fun level emphasising the aerobic aspect of it for a workout out that will get your muscles toned like never before. All of the choreographies are easy and fun to follow, making it ideal for all people who like dance but don't want to miss out an amazing workout. It is fit for every level of fitness and type of dancer. Get your groove on from with BadAss.

This 45-minute dance class offers a constant energetic cardio workout that will keep you sweating in style.

Why is it very popular? Because it is fresh, modern, catchy, engaging, challenging and current. This class will guarantee you and your students a full body workout.

| What will BadAss do to you and you students?

- Help you to lose weight
- Boost memory function
- Make you more flexible
- Increase your energy
- Help muscles toning
- Improve coordination
- Reduce stress/depression
- Help you to make friends
- Get you active
- Build confidence

“ About Us ”

| **BadAss** it is a revolutionary new dance fitness workout, where you will sweat and have fun to the latest hip hop and pop music. The international dancer and leading fitness teacher Franco Conquista, based in London, England, created bounce DanceFit.

Franco's passion for dance and exercise goes way back to when he was a little kid. He says, he doesn't remember exactly when he started dancing, the only thing he remembers is that he would start dancing to any type of music he would hear. Franco initially started dancing Ballroom and Latin dance as well as playing saxophone. Music has always been a huge deal for him. After ballroom he studied Jazz, Contemporary, Ballet and Street dance. He then moved to London and attended at Rambert School of ballet and contemporary dance – arguably one of the best schools in London and Europe.

He has performed for the Royal Opera and Sadlers wells in London as well as national and international tours with dance companies. The passion he has for dance encouraged him to take an ETM and Level 3 PT so he could then bring his knowledge and passion to fitness classes.

Based on the success of Bounce DanceFit Franco decided to launch BadAss as a group exercise and he started offering instructors certifications in the UK and around the world.

"BADASS is a Dance/Fitness class and it will change the way you look at a workout. It is fun, effective and for "Everyone". The class has got a commercial Pop/R&B root, and the choreography is fun and easy to follow. This is a total workout, combining element of dance, fitness, cardio, muscle conditioning, balance and flexibility. All of this combined with an amazing boost of energy will make you feel awesome each time you leave the class."

This new addictive class was created so that it is easy enough for ages and level of fitness.

BadAss Formula

Fitness Styles:

Punch

Boxing is a great upper body aerobic exercise which gets the heart pumping. Its most important function is to use the chest, shoulders, arms and lat muscles to combine one force. These muscles combined create the most power during your punches from all of your upper body muscles.

Adding punches to your workout routine helps to increase hand eye coordination. This in turn Will give you a faster reaction time, increase your speed and improve your coordination.

Benefits of punching

- * Enhanced cardio vascular health
- * Better hand eye coordination
- * Decreases stress
- * Tones arms
- * Strengthens upper body muscle.
- *

Combat Kicks

Combat kicks are great exercises to help increase tone and flexibility to your hips, glutes, legs and core

In this sections we take you through some basic self defence moves. But unlike a traditional martial arts class Badass has you striking to the beat of the music to keep you motivated whilst giving you a more efficient workout

Benefits of combat kicks

- * Improves speed, stamina & endurance
- * Promotes better Flexibility in hips and legs
- * Greater Core strength
- * Builds Self confidence
- * Improves balance

Balance

Balance exercises improve your ability to control and stabilize your body's position. This type of exercise is particularly important for older adults as our balancing skills tend to decline as we get older. But balance exercises can benefit people of any age, including people who have gained or lost a lot of weight or those who become pregnant, which can throw off your center of gravity. These exercises are also important for reducing injury risk

Benefits of balance exercises

- * Reduces risk of injury
- * Strengthens back, core, legs, hips and glutes
- * Improves joint stability
- * Improved agility levels
- * Promotes better coordination

Conditioning

Body conditioning refers to exercises that increase your strength, speed, endurance or any other physical attribute. One of the main aspects of a body-conditioning exercise is how it affects your muscle tissues. All conditioning exercises include some form of movement or resistance training. As this resistance is placed on the muscles, microscopic tears develop in the tissues, activating cells that build up the muscle tissues and conditioning the muscle group for similar exercise movements in the future. This can be achieved by doing repetitions of exercises such as squats, lunges and crunches

Benefits of conditioning

- * Improved endurance
- * Improved body strength
- * Improved speed
- *

Cardio

Cardio exercise is any exercise that raises your heart rate. Cardio exercise uses large muscle movement over a sustained period of time keeping your heart rate to at least 50% of its maximum level. This can be achieved with dance, aerobic exercise and high intensity exercises.

Benefits of cardio

- * Weight loss
- * Strengthens heart
- * Strengthens lungs
- * Improved energy levels
- * Promotes better sleep
- *

BADASS Dance Styles

Hip Hop

Hip hop dancing is thought to have officially begun in New York City during the late 1960s and early 70s. A dance form meant to be popular in the original sense of the word, meaning that it was for the people and not for the academy, hip hop moves were inspired by complex rhythms and the down-to-earth movement style of African dancing. Music and movement came together to form a new art. The roots of hip hop on the East Coast are widely known, but there is also a West Coast hip hop history from which many of the most well-known hip hop moves originated.

Commercial

Commercial is a strong and sexy style with element of Street Dance and sometimes jazz. a lot of the dancers on music videos MTV are classed as commercial dancers. Routines will be danced to the latest pop, r'n'b and chart music. Think Ciara, Rhianna, Britney, Beyonce, Lady Gaga. Not only you learn how to strut and dance like a true diva the class is great for getting fit and boosting self confidence.

House

It's impossible to say where house dance (or "housing") began or what exactly it's inspired by – the expansive footwork, body isolations (especially neck and torso rolls), and liquid fluidity seem to borrow equally from jazz, b-boying, New Jack Swing, salsa, and African dance. Arising with house music in the late '70s and early '80s, House dance places an emphasis on smoothness, funk, and movements that accentuate the music's various rhythmic elements.

BadAss Training

Our goal is to provide people with a new fun and effective dance fitness program, which is current, fresh, exciting, addictive and refreshing. In order to provide people with the best quality class, we need teachers to have a fully understanding of techniques and body awareness in order to maximise the workout and minimise the risk of injury.

During the training day you will be able to

- Understand and demonstrate the BadAss steps and styles.
- To be able to construct choreography in the BadAss formula.
- Understand and demonstrate effective cueing skills
- Understand and demonstrate effective leadership and presentation skills
- Understand and demonstrate how to motivate class participants
- Practice street dance techniques/choreography
- Understand and demonstrate observation skills with positive and constructive feedback

Becoming a BadAss teacher is about the right passion and skills to make the ultimate workout enjoyable for everyone.

What are we looking for?

We are looking for people with energy, personality, enthusiasm and leaders.

What are the most important features to be a great teacher?

Passion
Understanding of Music
Understanding of choreography
Friendly
Lively
Energetic
Education
Fun spirit

Timetable for 1-Day Workshop:

10:00 am till 18:00 pm

10.00 - 10.30 Welcome & introduction

| 10.30 - 11.15 BadAss Master Class

11.15 - 11.30 Break

11.30 - 12.15 Class Structure/ Technique

12.15 – 13.00 Basic Steps/ Choreography/ Cueing/ Levels

13.00 – 13.45 Lunch

13.45 – 14.15 Music

| 14.15 – 15.00 Create BadAss Choreography

15.00 – 15.30 Working Break – Practice Choreography

15.30 – 16.30 Teach Choreography

16.30 – 17.00 The Next Step – Licence Opportunities

16.30 – 17.00 Q&A, Feedback & Evaluation

Please note the above timings will vary and you will have been sent a timetable when booking with correct start and end time.

| BadAss is committed to ensuring all learners are fully supported throughout the training and therefore have all relevant policies and procedures in place to ensure this. Please contact us for access to these or if you have any questions regarding any support you may require.

“ Class Structure ”

Music: Pop, Hip Hop, R&B, House, Funk, Disco

Style of Dance: Hip Hop, House, Commercial

Clothing: Comfortable, fitness clothes and shoes

Class Structure

Our approach to dance is slightly different from other dance classes. We don't want to stop the music and teach the participant the steps. Instead we want to keep the music on as much as we can and get the students to learn the steps by doing a repetition of the same steps. The first time the participants perform the move will be at a slow pace and as they get used to the move the pace and intensity will increase. This way we are guaranteeing a complete total body workout. The classes will be changing monthly, therefore the students will have a chance to learn the choreography and get comfortable doing them.

Warm up

This may be between one or two tracks depending on the length of your class and level of your participant.

Main section: this will be made of many short routines designed on specific music. First routines will be very basic and energetic to warm up the class with a routine and get them confident and then the level will increase.

Cool Down

This will be with a slightly longer track of about 5 minutes to bring the heart rate down and do the stretch.

Always have your playlist ready before class and set it in a way that the participants can have an effective cardio workout.

| BADASS choreography are usually made of 4 different steps:

- 1)Introduction
- 2)Verse
- 3)Chorus
- 4)Bridge

This may vary depending on the music and the style.

“Teaching Skills”

Cues

Cues are vital in order to be a successful BadAss teacher. In order to effectively instruct the class you will need more than demonstrating and communication. The success of a class involves cues at an appropriate time so participants are prepared to move into the next step. We aim to get people to learn the steps and so the choreography with the music on, meaning you won't be giving them instructions prior the actual choreography starts. In order for them to know what to do and where to go, teachers must have good cueing knowledge. Teaching an exceptional class, means to have an understanding of your body language in order to guide students in the right way and to do so in a safe way.

In BadAss we aim to get the participants use to look out for cues rather than hear the cues. When you start a BADASS class it is very important you have a big vocabulary of cues and make sure your participants know them, because new participants will not know the cues or where and when to look out for them as they will be focused on learning new movements. What we recommend is that every once in a while you show or remind them of the cues you use the most and to tell them when to recognise you, drawing attention because the movement is about to change.

It is also important that as you are performing the movement you ensure the class is following and keeping out with you. Cues have a critical impact on efficiency and enjoyment of your class. We suggest you to practice your cues prior a class on your own, that way you will be ready and confident to cue and direct the class in the right direction at the right movements.

There are 2 Different Type of cueing

- Verbal
- Non-Verbal

Verbal cues

It is very important to communicate your intentions with verbal cues effectively.

- Name of the style
- Directions
- Timing
- Safety
- Choreography breakdown
- Use a microphone if possible and also make a clear shift in your face expression to reinforce your cue.
- Keep your cues short and clear.
- Take into consideration the music and the lyric.
- Make sure you don't talk too much and don't overcorrect participants.

Non-Verbal Cues

- Show the next movement 2-4 counts before.
- Emphasises the change in your body (bigger step)
- Facial expression
- Draw the attention on you to warn them the step is about to change.

It is important as a teacher that you show enthusiasm in your facial expression when cueing, as well as good quality voice and good technique when performing steps. Always make eye contact with the whole class and smile as you perform steps and give cues. Also make yourself a master at recognising bad techniques so that you can give general instructions to help everyone to improve their technique to have a better execution of the steps. That way your participants will enjoy more the workout as well as feeling pleased for the new moves achievement.

Music

Music is a vital part of BadAss. We will make sure we will provide you with the best and most effective playlist. As a BadAss instructor you will receive 10 new choreographies every 6 weeks. You will have to provide your own music. BADASS choreographies can have phrases of 2 counts, 4 counts or 8 counts and the step will usually change every 32 counts. You will learn more about this structure at the training.

Setting up a BadAss

After completing the basic level BadAss certification, it is very important that you are confident in getting your BadAss classes started. We will support all the instructors with marketing material, and press material to help advertising their classes in the market.

It is important to understand the importance of promoting and marketing your classes in order to get your career started. Social media such as Facebook, Instagram, Twitter, YouTube and more have played a significant role in the marketing business. These forms of media are free of charge, which are highly recommended in order to have an effective marketing and advertising action plan. There are various fitness groups on online where instructors can easily start looking for covers and permanent classes as well as building your own network.

Launching your first class can be a discouraging task, if you are not familiar with marketing and advertising. Here are a few ideas that will help you find out how marketing works and what is working for instructors around the globe right now.

First thing approach gyms in your area and give them your CV. Offer them a “Free Taster Class”. This is an excellent way to catch their attention and it is a useful tool when promoting you as an instructor. Most of the time these taster class will be not paid, however they will build up your network, confidence and recognition.

Search engine are also a great way to search for available positions, fitness events and more. We recommend to always contact them asking for potential opportunity to present BadAss for their event. Here you will be able to raise awareness about BadAss and promote yourself as BadAss instructor. Always bring with you business cards, flyers and marketing material to all events. These events also lead in potential business and networking pathways with other local business and companies.

Listed below are some recommend places to where try to display your marketing material:

- Community Centers
- Dance Centers
- Gyms
- Local Businesses
- University and Collages

These are great place to try and get your classes started as well as finding people to attend your own classes.

In fact one other way to get your BadAss classes started is to rent a studio and launch your very own class. Advertise your classes on the above mentioned social media sites and offer a taster class to new participants. Also offer a free referral promotion, as this way you existing participant will be more likely to bring friends. Networking with everyone in your circle is the best way to start. Your networking potential might be bigger than what you think.

Health and Safety

Peoples' Safety

Safety is among our priorities. Suitable clothes and shoes are just as important as all the other requirements for a safe and effective workout. BadAss class should be taken with trainers. Participants should not take the class without appropriate shoes or not shoes at all. This program requires a lot of jumping, stomping and travelling.

It is also important to wear clothes that allow skin breathing and ventilation. Also always check that there are no wet spot on the floor. Always make yourself familiar with the sound system and have with you both CDs and audio auxiliary for both iPods and iPhones. If you are using a microphone make sure you have batteries with you and make sure the system works well. We suggest you to always arrive 15 minutes before the class in order to accomplish this.

Class Safety

It is your responsibility to make sure the room it is clean and free of props and weight on the way to ensure the class is safe and fun.

Once people are set and ready to start, always introduce yourself to the new participants and make sure they are all spaced out well as some of the BadAss moves are big and could get on the way of other people.

It is also important that the participants have space awareness and are aware of their surroundings so no accident may occur.

License and Trademark

Only active licence BadAss instructors who have signed the BadAss Agreement have the right to use the BadAss trademark. Licensees are legally required in order to use the BadAss trademark.

Please contact us immediately if you become aware of any unauthorised and illegal use of the BadAss trademark.

The use of BadAss in your trademark or your Company name it is not allowed. For example BadAss centre.

You should name your company something else and then advertise that it offers BadAss classes.

The BadAss trademark is meant to identify only product and services offered by BadAss. The use of BadAss trademark may be used to advertise and promote by licensed third parties under an approved form or in accordance with the BadAss requirements.

Please help us to make sure the BadAss trademark is used legally and also to ensure no confusion may occurs.

If you have any questions regarding the use of the BadAss trademark, please do not hesitate to contact us. Thank you.