

BLACK BELT LEADERSHIP

GUIDANCE ON LEADERSHIP DEVELOPMENT

Introducing the GOLD Team to Your Martial Arts School



Many school owners have a leadership team, but lack specific curriculum to follow. In this month's NAPMA package, we've included the beginning of a comprehensive curriculum, known as the GOLD Team program. GOLD stands for Guidance on Leadership Development. The GOLD Team program includes drills to enhance your leadership team, written discussions and lectures to help guide you.

What is the GOLD Team Program?

The GOLD Team program was created by NAPMA to provide martial art schools with thorough guidelines on how to create a solid, high-quality leadership team. In future months, your NAPMA packet will contain lessons complete with written discussions and drills to use in your GOLD Team class. The lessons found in the monthly NAPMA package include valuable information that will help you train your students to become excellent leaders. The drills provide hands-on training relating to the lesson covered. If you plan on offering a leadership team program in your school, or currently have one in place, the GOLD Team program will help you take your school to the next level.

Who Can Use the GOLD Team Material?

The GOLD Team program is for everyone who wishes to train students to assist and teach in classes along with a variety of activities that go on during operating hours. The program was designed for students ages 9 and above. The program content will be beneficial to your entire team although there may be certain operational duties you teach, but choose to not let your junior students actually perform (such as answering your phone).

The Benefits of Running a GOLD Team Program

We all need quality instructors, assistants, and leaders in our school. As we grow, the need for additional help and the building of bench strength increases. The GOLD Team program provides you with the information needed to develop a quality team of assistants to help as your school size increases. The GOLD Team program also enables you to provide your students with a program that will build their leadership skills outside of the martial art school. This increases your school's value!

Do I Need to Start New Classes for the GOLD Team?

The GOLD Team program is structured in such a way that you could create a stand-alone program that runs separately from your other classes if you desire. You can easily add the GOLD Team program into your National Black Belt Club, Master's Club, or Black Belt Classes.

How Often Does My GOLD Team Need to Meet?

If you are launching a stand-alone GOLD Team program, you may decide that the team will begin by meeting several times in the first month, and then meet for a monthly seminar after that. As your team gets larger, you may determine that meeting once a week is more appropriate. The monthly curriculum you're given in your NAPMA package may be split-up into four bite size segments to be used in your weekly class. A weekly class works well with

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larger teams to ensure that each member receives thorough training.

If you were to add a GOLD Team class to your schedule it could meet as often as once a week. If you have a specialty class such as a demonstration team class that currently meets once a week, consider rotating your GOLD Team class every other week.

How often your team meets will really depend on how many team members you have, as well as what your goals are for your program.

How Do I Get My GOLD Team Program Started?

To successfully start your GOLD Team program, you'll want to take some preliminary planning steps. Begin by determining who is eligible, program benefits, cost to participants and when the team will meet. Once you have determined these details, then you are ready to organize your promotional strategies, create member assignments and implement an attendance tracking system for team members.

Below are the recommendations to help you get started:

Determine Who Will be Eligible to Join

It's recommended that you make your program available to students ages 9 and above. Some younger children may not understand all of the information exchanged and the comprehensive content of the program. You're encouraged to make advanced level students eligible first and then follow with your intermediate level if necessary. It is not advisable that you allow beginners to join because they need to focus on their basic training first.



Create GOLD Team Benefits

Have your GOLD Team members stand out by giving them a special patch, uniform or distinguished collar to wear on their uniform (such as ribbon around the lapel of the uniform.) Increase the prestige of the GOLD Team by making each new member's induction a special event. You may coordinate a special night several times a year to make the presentation or tie it in with testing or an awards night.

Should You Charge for GOLD Team Program?

One option is to charge an annual fee for program participation. Most schools will find that \$295 - \$349 is about right. Consider including a copy of the ACMA Instructor's Certification Manual for anyone who joins your GOLD Team or simply use the ACMA Manual as an additional source of Gold Team material. It will provide another resource to promote instructor professionalism and teaching consistency. A second choice is to add \$25 a month to the student's basic membership tuition for the program. If you already charge an extra \$25 a month or so for your National Black Belt Club or advanced programs, you may choose to include the GOLD Team program as a benefit in those programs. However, if you decide to create a stand-alone GOLD Team program then you could charge more than the extra \$25 a month. The choice is yours.

Selecting Your Class Time Hours

Weekend mornings, such as Saturdays, usually work best for weekly GOLD Team classes. If you plan to have your GOLD Team class once per month, then you may want to have the class at a later time on Saturday, because you'll need more time to cover all the material.

Organizing a Promotional Strategy

To help create interest in your Gold Team program, we've included a custom leadership poster for you to hang in a highly visible area of your school. Once you have an adequate size team established, you can begin your GOLD Team classes. Here are some steps to help you market your program successfully:

- Create interest in your GOLD Team program by hanging your GOLD Team poster in a highly visible area of your school.
- Have the GOLD Team uniform you've chosen with a patch and/or collar displayed at the front counter for everyone to see.



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- Use the special invitation provided for you on your NAPMA CD-ROM to invite prospective GOLD Team members to a class. You may schedule conferences the same day to go over program details. If your future team member is a child, be sure and ask the parents to attend, as well.
- Announce the establishment of the GOLD Team program at the end of each class, at testing, awards night, and other events to generate interest.
- Send out direct mail pieces to all active and inactive students explaining what the program is about. This is good for two reasons, the first is to generate interest in the program, and the second is to inform everyone about the program so that they understand that all assistants at your school are receiving specific training.

Monitor Your GOLD Team Attendance

One of the easiest methods for monitoring your GOLD Team program participation is by using a special GOLD Team tracking card, like the one included on this month's CD-ROM. Whenever a team member assists in class, they must turn their card in to the head instructor before class. The instructor marks a star on the card and writes the date underneath it. When the team member takes a GOLD Team class, the head instructor makes a check mark on the card and writes the date underneath it. This gives you a paper trail to use for any references.

GOLD Team Members Assisting Hours

The number of hours you require your team members to assist in will depend on their age as well as how many chapters of the leadership team material they have successfully completed. It may also be based on the number of team members versus the number of classes that require an assistant. Begin by giving juniors under age 12 just one assisting hour per week or for each completed chapter of the GOLD Team program. Older team members can be given two hours of assisting per chapter completed. These hours can be evenly distributed between assisting in the classroom and assisting with special events and activities.

GOLD Team Member Assignments

It is best to give each team member a weekly or monthly assignment for when they assist at the school. For example, some of the younger team members may be assigned to be a greeter for one month, which means they greet everyone that walks into the school, sit with the students

as they wait for class and assist new students by showing them around. Here is a list of suggested assignments you could give out to your team members:

- **Greeter** - welcomes everyone who walks into the school, sits with the students as they wait for class and assists new students by showing them around the school.
- **Attendance Tracker** - helps take care of the attendance tracking system; may include marking attendance cards, filing, etc.
- **Floor Monitor** - keeps the deck free from clutter, puts away targets, helps keep children off the training floor, and helps minimize classroom distractions.
- **Classroom Assistant** - holds targets, works with small groups, and helps coach students who need assistance in the classroom.
- **Instructor Assistant** - helps directly with the classroom material by leading warm-up drills, classroom drills, demonstrating techniques and other duties assigned by the head instructor.
- **School Assistant** - helps with a variety of management operations such as answering the phone, making retention calls, and assisting the program director or school manager.

**Note: Some students may have more than one assignment when necessary. It is best to have a calendar with each team member's name and their assignments listed, including when they assist, how long they assist, and their duties.*

The GOLD Team Program

The Guidance on Leadership Development Program is over 28 chapters of lessons complete with thorough lectures and drills. These chapters are split into six sections covering pedagogy (the science of teaching), management, leadership, communication, professionalism, and personal development. NAPMA will release new chapters in the NAPMA Now private magazine that includes your lesson plans complete with a lecture and drills to use in your GOLD Team classes.

Included in this month's packet is the lesson plan on the first section known as pedagogy. Pedagogy is the science of teaching and is probably the most effective material you can provide to future martial arts instructors. Use this lesson plan as your introduction in the first GOLD Team class.

Part II

Pedagogy will be the main topic covered in the GOLD program for almost the entire first year. The art of effective teaching in the martial arts classroom includes combining good instructional skills with leadership talent.

It is important that you explain the concept of pedagogy and how it relates to martial arts instruction. Describe how an instructor's purpose when teaching is to take their role seriously to ensure that their class learns. A good martial arts instructor should be educated on the latest teaching methods and understand how to lead effectively.

A great instructor understands that their role includes mentoring, role modeling and skilled instruction through leadership knowledge.

This is where the GOLD Team program comes into play. The members must be taught the proper process for teaching. It would be a mistake to assume that people who want to assist in class can do so effectively without proper education or development. It takes a significant amount of training on subjects that relate to leadership in order for one to become an asset as a leadership team member. Assistant instructors who participate in the GOLD Team program will prove to be more effective and valuable than those who don't.



Dear Student,

We are pleased to announce that our school is launching an exciting new program called Guidance on Leadership Development (GOLD). The GOLD program's central focus will be on teaching students ages 9 and above valuable leadership skills through martial arts training.

The GOLD program will incorporate a team of select students known as GOLD Team members. Acceptance onto the GOLD Team will be based mainly upon attitude and attendance. These students will receive extra school-related benefits and will be able to attend special classes that teach personal development, effective communication, leadership skills, motivation, how to teach our school's belt curriculum to other students, and much more.

GOLD Team members will be considered the leaders of our school and will be trained to assist in classes along with our professional instructors. This will greatly increase the GOLD Team members' knowledge of how to perform and apply their own martial arts techniques, as well as provide many additional leaders to assist the regular students during classes. That's a true win-win!

We are extremely proud to add the prestigious GOLD program to our school's ever-growing list of benefits. In the near future, specific GOLD Team information and qualifications will be released. GOLD classes will be added to our schedule and our first round of team members will be nominated.

We'll keep you posted!

Best Regards,

David Smith
Master Instructor



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Lesson 1: An Introduction to the First Stage of the GOLD Team Program

This lesson can be covered in a 45 minute GOLD Team session. This lesson is a lecture that is intended to give the GOLD Team members an introduction to the purpose of the program along with a brief discussion of what is going to be taught in the first portion of their training.

- Explain the key purposes for the GOLD Team program.
- The GOLD Team program will provide you with education on important leadership topics.
- The program will give you the necessary steps to being an effective instructor.
- The program will also educate you on other important topics relating to leadership including management, leadership, professionalism and personal development.
- The GOLD Team program will lead you towards future success that may include the opportunity of becoming a staff member.

2. Give a Brief Description of How Your GOLD Team Program Will Operate

- Include how often the team will meet and what is expected of each team member.
- Explain how the program will be organized relating to attendance and participation tracking and how the assignment will be given out to team members.
- Also include anything else you feel is important for your GOLD Team to know.

3. Describe the First Section of the GOLD Team Program that Will Cover Topics Relating to Pedagogy

- Pedagogy is the science of teaching.
- Discuss the importance in knowing that teaching is a science that must be studied and practiced in order to become a better, more effective instructor.
- Pedagogy relating to the GOLD Team program describes how specific teaching methods, along with

specific leadership skills, make up the recipe for a good martial arts instructor. These descriptions will be covered one by one in the upcoming Gold Team material.

4. Explain Why Pedagogy is Important to Martial Arts Instructors

- Martial arts instructors should know how to properly teach students. They will learn how to use a variety of drills when teaching class, instruct using the four-steps to teaching technique, focus on the three stages students go through as skills develop and how to conduct private lessons.
- Martial arts instructors should also know how leadership skills help them become more effective when teaching. The topics include how to effectively correct a student, how to keep students focused in class, the importance of giving students individual attention, and the benefits of positive reinforcement.

5. Review This Lesson with Your GOLD Team Members and Ask Them the Following Questions:

- Why is the GOLD Team Program important?
Answer: to train each team member with the goal of developing quality assistants and instructors.
- What is pedagogy?
Answer: the science of teaching.
- Why is pedagogy important for martial arts instructors?
Answer: pedagogy will provide team members with methods and lessons on how to be an effective instructor.
- What kind of topics, relating to pedagogy, are going to be covered during the first stage of the GOLD Team program?
Answer: the "Four Rules to Teaching," the "Three Stages of Development," "Using a Variety of Drills," and "Conducting Private Lessons."

This is your first GOLD Team lesson plan. Next month, we will provide you with a summary of "The Four Rules of Teaching", which includes your lecture material and the drills to use for your class. ▲