



# ***Lesson Planner***

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# Introduction

## Welcome

Congratulations on your decision to be a leader in the inline skate industry and your community, by providing inline skate lessons taught by you and/or your staff of Certified Instructors.

The ICP (Inline Certification Program) is confident that your current, and future, skating customers will appreciate your dedication to better serve them by providing lessons with Certified Instructors and the ICP Lesson Program. As your students skills develop and their passion for skating grows, you may want to seek out additional programming and educational opportunities. The ICP is continually developing and implementing programs to assist Certified Instructors in helping promote and increase their teaching skills, so they in turn may help the sport grow by educating people about the many benefits inline skating has to offer.

## The ICP

The Inline Certification Program (ICP) operates as an international program for inline skating instructor training and certification. The ICP is devoted to the development of professional inline skating instructors (Certified Instructor) whose purpose is educating the public by the safest, most effective skill-building methods available. The ICP also provides continuing education, curriculum development, and in some countries, insurance for Certified Instructors.

## The ICP Lesson Planner

Teaching people how to safely enjoy inline skating is an opportunity for you to make a positive impact on your community and involves very little overhead. The ICP Lesson Planner is designed to assist you in developing a plan that will insure your customers become more confident skaters.

The ICP Lesson Planner is an instructional "how-to" guide; providing descriptions and recommendations to assist you in developing a highly effective lesson program for you, your staff, and most importantly, your customers. This manual will introduce you to some important elements about getting a lesson plan started.

The three most important elements you should consider when planning, and teaching, an inline lesson are: Safety, Fun, and Learning. These elements should be promoted throughout the lesson.

**SAFETY** includes ensuring your students protective gear and skates are on properly, being aware of the weather and the student's physical and psychological condition. Also, make sure the terrain is suitable for the student's safety and success of the lesson. All skaters, whether highly skilled or beginners, should follow the ICP's Rules of the Road:

*Skate Smart* - by wearing protective gear

*Skate Legal* - by obeying all traffic regulations

*Skate Alert* - by controlling speed and watching out for hazards

*Skate Polite* - by skating on the right, passing on the left, and always yielding to pedestrians

**FUN** is created through a series of positive actions and clear communication. Communication, individual attention, the students Comfort Zone, and the instructors positive attitude will surely enhance each student's skating experience. Having fun activities planned for your students will enhance their learning.

**LEARNING** happens when the teacher provides a constant stream of decisions that affect the students ability to understand what is being taught. People learn by interpreting what they see

(Visual), hear (Auditory), and feel (Kinesthetic). The instructor must be aware of their students progression by continually monitoring and adjusting the students performance and provide the students with positive feedback and exercises that will insure their success.

Also, there are several areas one must consider when implementing a lesson plan. These areas include:

- Lesson Site *(Is the site suitable for the skills being taught?)*
- Lesson Times & Dates *(When are most students available?)*
- Promotional Ideas *(How can I get the word out about my lessons?)*
- Lesson Fees *(How much should I charge for lessons?)*
- The Lesson Curriculum *(What should the students learn?)*

Each of these will be outlined later in the Lesson Planner. Remember, these are only recommendations; guidelines to assist you.

## Lesson Site

- **NOTE: The instructor should always verify that the area is safe and suitable for the skill(s) being taught. The safety of the student should be the primary concern of every instructor.**

### Description

Where you conduct your lessons is critical. As stated in the ICP Level I Manual, "Use the proper terrain for the ability of the students in your class. The selection of proper terrain can enhance or inhibit success."

With that in mind, the terrain for:

- **The Introduction:** a flat area of grass, carpet, or other suitable high-friction surface
- **Beginner Movement:** flat, smooth pavement
- **Beginner Stopping and Turning:** flat to slight incline with smooth pavement
- **Advanced Beginner Movement:** flat, smooth pavement
- **Advanced Beginner Stopping and Turning:** flat to slight incline with smooth pavement
- **Advanced Beginner Stopping (Grass Stop):** flat, smooth pavement "flush" with grass area

Adequate space size should be 50' X 100'. You may need more space for Advanced Beginner Skills and larger class sizes. Your lesson site should also have access to restrooms and beverages.

### Recommendations

- The company parking lot.
- Public Park and Recreation tennis courts, basketball courts, or parking lots\*.
- Parking lot of local business, schools, or churches\*.
- If possible, have a backup covered facility (indoor), in the case of inclement weather. Also, see if this space is available during the winter months.
- If your lessons are "off-site", include a simple map on your promotional pieces and schedules.
- Be sure students know where to park when they arrive at the lesson site.

\*\*\*You will need to get permission from these organizations and possibly provide a Certificate of Insurance (if applicable and available in your country).

# Lesson Times & Dates

## Setting a Schedule

It would be great if your students could meet each time that your lessons are offered. Unfortunately, they probably have other things to do besides skate. Therefore you'll want to select times and days when people are most likely to be available. Week nights and weekends usually work best. Also, take into consideration the temperatures and daylight hours if your lessons meet outside.

## Rain Dates

If you have students pre-registered, contact them as soon as you decide to "cancel" or reschedule a lesson due to inclement weather, they'll appreciate it. Try to set up a lesson for the next day/evening. Offer them the opportunity to attend the next scheduled lesson. If they can't make it, your last resort may be to offer them a private lesson at their convenience, with no additional charge.

## Adding/Deleting Lessons

It's important that you keep lessons on a regularly scheduled basis. However, because this may be something new to you and your community (inline skate lessons), you may find that some lessons fill up and others don't. Try to find out if there is something else going on in your community that is conflicting with your lessons. Allow three lesson times to meet prior to deleting it from your schedule.

As word gets out about your lessons, you may experience the need to add classes. Before doing so, consider the following items: Do you have the personnel? Do you have the space? Is there enough interest to warrant the costs? What timing is necessary? Once you've considered these, proceed with adding lessons at the appropriate times and dates.

## Special Groups

There are a number of youth, social, church, and special groups are continually looking for new and exciting activities for their members to get involved with. Here's a great opportunity to promote your lessons. Invite them to come to one of your regularly scheduled lessons or better yet, set up a special time and date for their group only. Either way, you're sure to see an increase business!

## Recommendations

- Begin by offering 3 lesson times per week (1 week night and 2 weekend)
- Because most people work until 5:00 or 6:00 on week nights, start your lessons after 6:30. The best times to offer lessons on the weekends are mid-morning, 10:00, and early evening, 4:00 - 6:00.
- If a lesson "fills up", you can do one of the following options:
  - Start a waiting list for a class to begin immediately following the "full" lesson.
  - Have an extra Certified Instructor "On Call" working at your location.
  - If it's just one or two people offer them the option of a private lesson.

# Promotional Ideas

## In-store Promotions

There are a number of different ways to promote within the store - posters, fliers, coupons, raffles, etc. Below are several more ideas you may want to try to help promote your stores lessons.

- Display the instructors certificate and their picture in the inline skate department.
- Offer a free Start and Stop mini clinic (15 minutes) on Saturday mornings.

- Offer a discounted price for purchasing 3 lessons at a time.
- Bring a friend to a lesson and receive a coupon for 1 free group lesson, or ½ price on the next lesson they attend.
- Free lesson with the purchase of a pair of skates and protective gear.
- Offer Gift Certificates for lessons.

### **Local Media**

Included in this Lesson Planner is a sample copy of a press release for your Certified Instructor(s) and your store. One way to get “Free” advertisement is to “hook” in the safety message in the press release. Local radio and television stations are constantly looking for news worthy stories. Be proactive and contact them about what your staff and store are doing to ensure that people are being introduced to this hot new sport safely.

### **Other promotional markets**

Below is a list of different organizations and institutions your store may want to approach when promoting outside the store. Some of these may not allow you to advertise, however, there is always the possibility of hand billing “the crowd”:

- Schools. Inquire about providing lessons during the gym period or after school.
- Health Clubs. Contact the Program Director at the club and tie-in your lessons with their programming.
- Local government agencies. Police/Fire/EMT services put on “Safety Days” where people from different professions come to demonstrate safe measures to take in situations. Who’s better equipped to talk about inline skating than your staff of Certified Instructors.
- Park & Recreation Departments. Contact the local P&R area and inquire about providing lessons.
- Local clinics and hospitals.
- Chiropractors and Physical Therapists.
- Colleges.

## **Lesson Fees**

### **Industry Standards**

The amount you charge for lessons will depend on several different factors, including: the area (city and state) where you’re located, whether your students have or need skates and/or gear, and any promotions your store may be offering (see Promotional Ideas). However the standard fee for a 45-60 minute group lesson (3-10 students) is about the same: **\$10-15 per student (USD)**. This **does not** include skate and/or protective gear rental.

One or two people together for a lesson may be considered a *Private* lesson. Use your discretion if you feel it necessary to charge more for the smaller size class. Any more than 10 students, per instructor, will not allow the instructor to provide adequate one-on-one time with each student. This may inhibit your students from receiving the best possible teaching for them to learn, and an unhappy customer is not likely to return.

### **Special Groups**

You may want to consider discounting the price for large groups who pre-book an event with you. Generally, 10-20% off is considered fair. However, you may want to consider a greater discount for groups such as schools or non-profit organizations. If you are going to donate the lessons don’t forget to get a receipt for the amount donated.

## Private Lessons

Most Level 1 Certified Instructors (CI's) charge \$25-45 USD per hour for a private lesson. Level 2 CI's charge anywhere from \$25 to \$75. Again, this depends on your teaching and related experience, where you are located, who your target market is. Most shops allow the instructor to keep the fee from private lessons.

## Instructor Fees

It's a good idea to pay your instructors a nice hourly fee at the onset of your lesson program. As the number of students increase, cut back the hourly wage and give the instructor a percentage of each students fee. This will encourage the instructor to promote the lessons more because they will be compensated for their efforts. More students, more money.

The following is a sample breakdown of the potential income lessons can provide:

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Average number of students/lesson:	5
Average number of lessons/week:	4
Average cost of lesson/student:	\$15.00

### INCOME

5 students/lesson	@	\$15/ student =	\$75/less
4 lessons/week	@	\$75/lesson =	\$300/wk
4 weeks/month	@	\$300/week =	\$1200/month
6 months/season	@	\$1200/month =	<b>\$7200/season</b>

*Total Estimated*      **\$7,200**  
*Income per 6 months:*

### EXPENSES

#### **Instructor**

1 Instructor/lesson	@	\$25/lesson =	\$25/less.
4 lessons/week	@	\$25/lesson =	\$100/wk
4 weeks/month	@	\$100/ week =	\$400/month
6 months/season	@	\$400/month =	<b>\$2400/season</b>

#### **Promotion**

Fliers, ads, store posters, etc.=      **\$1000/season**

*Total Estimated*      **\$3,400**  
*Expenses per 6*  
*months:* \_\_\_\_\_

**TOTAL ESTIMATED PROFIT (6 months):      \$3,800**

# Lesson Curriculum

## **Lesson #1: Beginner Skills**

The goal of the students first lesson will be a safe, fun, and positive introduction to the necessary skills required to participate in the sport of inline skating. Including familiarizing the students with their skates, protective gear, and terrain. The appropriate terrain for such an introduction should take place on a flat area of grass, carpet, or other suitable high-friction surface

Lesson #1 should include the following teaching progressions:

- Introduction of the Primary and Functional Skills
- Introduction of the ICP Rules of the Road (S.L.A.P.)
- Beginner Movement (Striding Stage 1)
- Beginner Stopping (Heel Stop)
- Beginner Turning (The A-Frame Turn)

*Students must be able to successfully execute these skills before moving to Lesson #2.*

## **Lesson #2: Advanced Beginner Skills**

The goal of Lesson #2 is to improve the students balance in motion, provide additional stopping skills and methods of turning. The terrain for learning these skills should start on flat, smooth pavement gradually working up to a slight incline. When the Grass Stop (Advanced Beginner Stopping) is introduced, the instructor should verify that the area is safe and suitable (beware of early morning dew). Encourage the students to practice these skills for several hours before returning for Lesson #3.

Lesson #2 should include the following teaching progressions:

- Advanced Beginner Movement (Striding Stage 2 and The Swizzle)
- Advanced Beginner Stopping (Spin Stop and The Grass Stop)
- Advanced Beginner Turning (Parallel Turn)

*Students should be able to successfully execute these skills before moving to Lesson #3.*

## **Lesson #3: Skill Development and Smart Street Skating Basics**

Lesson #3 will introduce the students to the practical application of the skills they have learned in Lessons #1 & #2, through a “feet on” experience

- Skating up and down hills
- Walking up and down stairs
- How to "roll" water, sand, and other debris on the trail/street
- How to "roll" handicap access curbs, cracks, uneven pavement, and other terrain obstacles safely and comfortably

Remember, this is only a suggested outline for lessons. Several things to take into consideration include

- 1) Some students will learn at a quicker rate than others. CI's will want to encourage these students to return to the class a second time.
- 2) It is the CI's job to closely Monitor and Adjust each student to make sure they are ready to move onto the next set of skills.

- 3) If your classes are geared to learn only 1 or 2 skills per class, each class will be shorter in time and your program can last longer.
- 4) Each class period should allow for 15-30 minutes of practice time. During this time the CI should be politely monitor the students progress and offer positive feedback and additional corrective exercises, when needed. Students appreciate this.
- 5) Very important to: A) Recap with the student WHAT they learned and HOW they did it. B) Encourage practice. C) Invite them to come back.

## **Tracking Forms**

A successful business must keep track of its activities in order to make decisions for the future growth of the company. The following forms are examples of several you may want to use to keep track of your students and your lessons.

### **Waiver and Release Form**

Protecting yourself and your staff is very important. One way to protect yourself from possible law suits is to have each and every student sign a waiver and release form, such as the one provided at the Explain to your students what they are signing and why. Have them sign their initials in the space provided after each point. If someone refuses to sign the waiver, simply refuse to allow them to participate in the class. Children 16 years of age and younger should have a parent, or legal guardian, sign the form. \_

Note: Having students sign a waiver does not limit their ability to seek restitution should an injury arise before, during or after your lesson. Sample waiver provided may not be applicable in all countries.

### **Student Sign-up Form**

This form can be used as a reservation sheet for people to sign-up for a lesson. This can also be a great tool to start, or add to, a mailing list. Your company can use this list for direct marketing to students who may be interested in your company's upcoming events and activities. Remember to get the phone number in case you need to cancel a lesson due to weather or other extenuating circumstances.

### **Weekly Tracking Form**

Using a weekly tracking form will help you in adjusting your lesson schedule. After several weeks of lessons, you will be able to tell if you need to add or delete lessons from your schedule. The following is an example.

# Lesson Sign Up Sheet

DATE: \_\_\_\_\_ LESSON #: \_\_\_\_\_ INSTRUCTOR: \_\_\_\_\_

PLEASE PRINT

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Age \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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