

TEAM  BEACHBODY®

EMERALD TO DIAMOND

LEADER GUIDE



TRAINING AND COACHING EMERGING LEADERS

WELCOME TO THE EMERALD TO DIAMOND GUIDE TO DEVELOPING NEW DIAMONDS.

Helping your Emerald Coaches develop the leadership skills to get them to Diamond will be one of the most satisfying jobs you can have as their upline leader. If you have led a Coach Basics Group for your Team, you will see this is the same process. It will require your commitment to post and comment daily in a private Facebook page that you create, assess the goals and activity of the participants, and meet weekly through a video conferencing platform. Additionally, this program also introduces the concept of hosting a Coaching Opportunity call or webinar to be held by the leader intermittently throughout the program.

How to get started

- Download and read all the program documents
- Invite Emerald Coaches to participate
- Pick a start date for your Group
- Send applications to those who are interested and select participants
- Create a private Facebook page for your Emerald to Diamond Group
- Send prerequisites to Emerald Coaches

WHO TO INCLUDE

This training is for Emerald Coaches and above, however, not every Emerald Coach is ready to become a Diamond Coach. If your Emerald does not have the skills yet, they will find it frustrating to keep up with the activities while they build their own Team. Emerald Coaches should demonstrate consistent daily behaviors and a commitment to helping people with our fitness programs and attracting business- building Coaches. It is suggested that you use an application process and screen your applicants. It is better to have a small group of prepared Emerald Coaches than a large group that may include those who are not ready. It is highly suggested that, at a minimum, the participants should have completed a Coach Basics program and have recruited business-building Coaches on their Team.

Your participants can include your personally sponsored Coaches along with others on your Team. Pair up with another leader(s) on your Team and your Coaches will be able to hear from a variety of viewpoints and see differing styles. It will also allow flexibility and delegation with the various training components.

APPLICATION TO PARTICIPANTS

Doing the work it takes to get to Diamond will require effort and commitment that not everyone is prepared to give. We recommend that leaders utilize an application process that will help you determine the level of commitment from those who show interest. Many will raise their hands to participate, but few will be willing to do the work or demonstrate the consistency it takes to succeed. It is important that you are clear on expectations and selective in whom you allow into your Group. Most leaders tend to have the greatest success with small groups who work together to motivate one another and hold each other accountable. We have created a sample application for you to review so you can create your own to fit your particular style.

[Sample Emerald to Diamond Application](#)

USING THE DAILY GUIDE

The Daily Guide provides you with 60 days' worth of content that can be broken into two 30-day modules. Be sure that you read it ahead of time so you know what the upcoming assignments will be. You will want to take the time to personalize the content and add your own style and wording. Your Team will want to know what worked for you and others on your Team and this will give you the opportunity to add that in.

LENGTH OF PROGRAM

It is suggested that this program run for the entire two modules. The intention of this training is to build strong Diamond Coaches with the skill set to develop business builders. Hopefully you will find the content to be rich in leadership skills that push your Coaches to become more confident and stretch beyond the basics.

FORMATTING THE CONTENT

Remember that your Coaches need to learn in various formats. We have given you the content for your daily posts in the Daily Guide, but it is highly suggested that you mix up the delivery format. Video and pictures make the posts more visually appealing, so look for pictures that you can add each day. You can usually find many options simply by searching a topic in Google and clicking on images if you don't have any yourself.

ADDITIONAL CONTENT TO ADD

Many leaders have added additional action steps to each post. For example, you might want to ask the participants to report daily:

- The names of the people they spoke to
- Number of hours they worked
- Their workout and shake
- The names of their Coach prospects
- A simple lesson from their personal development

USING FACEBOOK FOR POSTING

Prior to starting your Group, set up a private Facebook page for the training. You will want to be sure to lock the posts so that the participants are not able to make posts, but can only comment on the daily post. Each day, pin that day's content to the top of the page, so it is easy to find and comment on. Consider also posting each day's content in the file section with a descriptor so that Coaches do not have to search for the post on the page.

Do you have to use Facebook for delivering the content? Absolutely not! Some very successful leaders have also used an email responder to deliver the content and then respond to questions and assignments on their Facebook page. Do what works for you!

Check out applications like Hootsuite to preload your daily content. All the content is available in Excel to make it even easier to upload if you are using such a service.

WEEKLY VIDEO CONFERENCE CALLS (ZOOM)

Each week it will be very important to connect with your Coaches on a video conference call. This time each week is valuable for building relationships, recognizing achievements, and reinforcing topics that will build Coach confidence. It will allow you to get to know your Coaches on a much more personal level. Follow the same format each week and the call will be a breeze. Each week you will want to cover the following items:

- Recognition – SC points, recruiting, invites to Opportunity Call, etc.
- Tools – give them information on a specific program or product that will help them be confident in inviting
- Inspiration – a Coach Success Story or motivational message
- Information – important dates and times for Team and corporate events and trainings
- Education – pull a topic from the week's posts and dive deeper or have them teach it, role play, or answer questions, etc.
- Call to action – have them get off the call each week with a specific action you want them to take and report back in the Facebook group within 24 hours

Most Coaches have found success using Zoom (www.zoom.us) as a reliable platform for video conferencing, but there are others as well. A simple search of the Internet will help you find a good fit for you if you want to use something other than Zoom.

COACH ENGAGEMENT

A program like Emerald to Diamond is very similar to running a health and fitness Challenge Group. You will need to provide the encouragement and support necessary to keep your Coaches engaged in the activities, posting daily, and participating on the video conference calls. Their success will depend upon it.

ACCOUNTABILITY

Being part of this training is a great way for your Coaches to have accountability and support to help them build their Team. A great activity to kick off the training would be to have your participants pair up with each other to create success partners. You can do this for them, or have them do it amongst themselves after the first video conference call.

PERSONAL DEVELOPMENT

Daily personal development is an essential part of the 3 Vital Behaviors and it is included in this training. There are some great books and audio to choose from. We recommend *Failing Forward* and *The 15 Invaluable Laws of Growth* by John C. Maxwell, as both have been quite popular with Coaches. There are very few posts in the content of the Daily Guide, so it is important that you discuss the book you choose on your weekly video conferencing call. It can be as simple as allowing 5 minutes on each weekly call to share the key takeaways from the reading. Or on the day off that is written into the program, you may want to have participants share a takeaway from their learning that week.

GOAL SETTING AND TRACKING

The Business Activity Tracker (BAT) is a vital component to the success of your program. Setting weekly goals is a must for anyone who is trying to build a business and grow their influence by building a Team. The BAT is the best way to put a goal into action by tracking activity that gets results. You will want your participants to send you a copy of their BAT each week prior to your video conference call. It is important for you to follow up with your Coaches if you see discrepancies with their goals and actions. They will appreciate your guidance and support.

SUCCESS CLUB

Success Club is a great way to measure the strength of an emerging leader. It should be a mandatory benchmark for not only participating in the program but also staying in the program. It demonstrates that the Coach is actually inviting and selling our health and fitness programs. If you think about it, if they aren't successful, how will they be able to help others be successful?

COACHING BUSINESS OPPORTUNITY EVENTS

The path to Diamond Coach requires confidence and skill in recruiting. It is usually still quite challenging for an Emerald Coach to know what to say to Coach prospects. One of the most effective ways to help your Coaches in this program is to hold routine Coaching Opportunity Calls. Just like having a Challenge Group for your Coaches to invite their customers to, they need an opportunity event to invite their Coach prospects to. You can deliver an effective opportunity event in several formats, such as video conferencing calls, conference calls, webinars, or live in-person events. Please look at the Daily Guide and mark your calendar appropriately for the days you will be hosting this event. This is extremely important as the content will refer to the Coaching Opportunity Events and you will want to be in alignment with these posts.

Do not be intimidated if you have never hosted a Coaching Opportunity Event before. Included with this guide is a link to the customizable [Coaching Opportunity Presentation](#) and [Presenter Guide](#) that you can use along with a simple outline you can follow.

DIAMOND COACH BUSINESS MODEL

The [Diamond Coach Business Model](#) is a tool for your Coaches to visually track their progress on sponsoring the Coaches needed to rank advance to Diamond. It gets introduced during the first week of the training but you will want to refer to it frequently.