

TIER 01 · AVAILABLE NOW

Tier 01 · Coaching Foundations

The Coach+ Methodology: How Elite Coaches Translate Science Into Sustained Change

Coach+ is Equinox's evolution of personal training — assessment-driven program design, behavior-change coaching, nutrition guidance, and recovery integration delivered as one system. This talk shows how the same methodology that produces results for our most demanding clients can be deployed for high-performing teams.

KEY TAKEAWAYS

- 01** The five integrated services of Coach+: movement assessment, risk stratification, nutrition recommendations, regeneration integration, and monthly reassessment
- 02** Why behavior change — not knowledge — is the rate-limiter for sustained results in busy professionals
- 03** The GSPA framework (Goal → Skill → Practice → Action) as a coaching tool you can use immediately
- 04** How monthly reassessment cycles outperform quarterly check-ins for retention and progress
- 05** What separates a Coach+ certified Coach from a generic personal training program — and why it matters for an organization

AUDIENCE

Senior leaders, HR, and people-strategy functions evaluating wellness investments. Especially relevant for organizations whose previous wellness programs plateaued at 'we offered it.'

FORMATS

- 45-min keynote
- 90-min workshop with live coaching demo
- Half-day intensive with assessment + GSPA practice

SAMPLE AGENDA

- 0–10 min — The wellness gap: why most corporate wellness fails to move metrics
- 10–30 min — The Coach+ five-service architecture, with live examples
- 30–55 min — GSPA in action: a real client journey from assessment to sustained outcome
- 55–75 min — Q&A + how this maps to your organization
- 75–90 min — Workshop: each attendee drafts a personal GSPA

SLIDE OUTLINE

- Slide 1 — Why "we offered wellness" is no longer enough
- Slide 2 — The five integrated services of Coach+
- Slide 3 — Behavior change as the rate-limiter
- Slide 4 — The GSPA framework

Slide 5 — Live client case: 12-month transformation arc

Slide 6 — Monthly reassessment vs quarterly check-ins (retention data)

Slide 7 — What this looks like deployed at your organization

SPEAKER POOL

Coach+ certified Coaches across the Equinox network. Most-deployed: senior PT Educators with 10+ years on the floor.