

ZUMBA® GYM SUPPORT KIT

PROGRAMS | RECRUITING | HIRING



ZUMBA®


WHAT IS ZUMBA® FITNESS?

Zumba® Fitness is the largest dance fitness brand in the world.

- Over 200K locations, worldwide
- Offered in more than 187 countries
- Our HQ in South Florida (USA) has over 200 employees
- Each week, more than 15 million people enjoy Zumba® classes of all types
- Our programs combine cardio, muscle conditioning, balance and flexibility with music and dance
- Our community has raised over \$5.7 million for charitable causes

For almost 20 years, Zumba® has been “spicing up” the global dance fitness arena. Our goal is to fill exercise classes and studios with innovative programming created to get members moving and to get members moving and coming back excited for more.

It's time to make Zumba® part of your class lineup!



WHY RUN ZUMBA® PROGRAMS IN YOUR FACILITY?

- **No strings attached**
Zumba® programs are all license-free to gyms.
- **Bring in new members**
Instructors receive marketing support to create a following and attract new students to classes.
- **Builds community + retains members**
It's a group effort. Our fresh and innovative classes bring members back wanting more.
- **There's a Zumba® class for everyone**
We've grown to offer programs ranging from cardio to strength training and everything in between
- **Solid instructor support**
Our classes are all taught by licensed Zumba® Instructors. Plus, ZIN™ Members receive ongoing support and tools.

OUR PROGRAMS

- **Zumba®**

The original dance fitness party. Designed to bring people together through dance and fitness.

- **Zumba® Gold**

A lower-intensity version of our original Zumba® program. Designed for the older but still active community.

- **Zumba® Kids + Zumba® Kids Jr.**

Created for our younger Zumba® fans. Away for them to burn all of that excess energy.

- **Aqua Zumba®**

Make a splash in our aquatic program. Adds low-impact movement to our high-energy style of training.






- **Zumba® Toning**

For those looking to join the dance party who also want to tone and sculpt.

- **Zumba® Step**

Step it up! Adds an extra level to strengthen and tone the legs and glutes.



Program	Pre-requisite	Training Requirement	Training Time
 ZUMBA®	No pre-requisite Group fitness qualification highly recommended	Zumba® Basic 1	8-16 hours Depending on the region of the world
 ZUMBA gold	ZIN™ Membership	Zumba® Basic 1 + Zumba® Gold (or Jumpstart Zumba® Gold Training)	8-10 hours
 ZUMBA kids  ZUMBA kids jr	ZIN™ Membership	Zumba® Basic 1 + Zumba® Kids + Kids Jr. (or Jumpstart Zumba® Kids Training)	8-10 hours
 aqua ZUMBA®	ZIN™ Membership	Zumba® Basic 1 + Aqua Zumba®	8 hours
 ZUMBA toning	ZIN™ Membership	Zumba® Basic 1+ Zumba® Toning	8 hours
 ZUMBA STEP	ZIN™ Membership	Zumba® Basic 1 + Zumba® Step	8 hours



LICENSED INSTRUCTORS VS. ZIN MEMBERS

We want the best instructors teaching Zumba® classes at your gym. Below you'll find the main differences between licensed instructors and ZIN™ Members. When hiring instructors, search for current ZIN™ Members.

LICENSED ZUMBA® INSTRUCTOR:

- License to teach for 6 months
- Usage of the Zumba® brand name
- Ability to take a Basic 2 training

ZIN™ MEMBER:

- License is on-going and doesn't expire as long as they are a ZIN™ Member.
- Access to Basic Steps and Training review content learned in a Zumba Basic® 1 training- Designed to help instructors teach faster and with more confidence.
- Access exclusive Zumba Original Tracks (only available to ZIN™ Members and not available anywhere else) as well as monthly ZIN™ Volumes and Mega Mixes as a part of ongoing.
- Music and choreo support.
- ZIN Volumes and Mega Mixes received monthly as a part of their music support.
- ZIN NOW + ZIN Play, our digital content delivery platform and mobile app that makes accessing music, or choreography fast, easy and available anywhere, and on the go.
- Ability to post classes on Zumba.com to bring in more new students.
- Access to continuing education through live trainings and online courses as well as Specialty licenses.
- And MORE

RECRUITING INSTRUCTORS

Tips for posting on social media:

Make sure you specifically call-out the type of Zumba® instructor you are looking for (i.e. looking to hire a **Zumba® Gold ZIN Member** to teach in my facility).

- Be specific about the class time and day that you are looking for. (i.e. looking for instructors to teach 2-3 times a week on Monday, Wednesday, Saturday at XX time). This will ensure you receive the ideal instructors applying for the open positions.
- Ask for ZIN ID to ensure instructor is licensed and in good standing before or when they audition with you.

If you need assistance from the Home Office in recruitment of instructors, you can always reach out to gyms@zumba.com.



2 BRANDS, MANY PROGRAM OPTIONS

Zumba® + Zumba® specialties



Ask for current ZIN™ Membership card. Current ZIN members will be able to provide a membership card, proving their ZIN membership. An initial training license lasts for 6 months, and only remains valid past those 6 months when instructors join the ZIN Network.

STRONG by Zumba® + STRONG 30™



Ask for current SYNC Membership. Current SYNC Members will be able to provide a membership card. Current Smembers will be able to provide a membership card, proving their SYNC membership. An initial training license lasts for 6 months, and only remains valid past those 6 months when instructors join the Network.



Zumba® Interview Guidelines

5 Questions to Ask Yourself about a potential Zumba® Instructor Candidate

When interviewing, look for the following characteristics for a good Zumba® and/or STRONG by Zumba® instructor.



1. Properly Dressed- do they wear Zumba® Wear or STRONG Wear to 'look the part' and appear as if dressed in their instructor 'uniform'?



2. Brought all the necessary paperwork for you to review

ZIN/SYNC Member ID Card
Proof of Specialty License (if applicable)
ACE/AFAA/Group Fitness Certified (if applicable)
CPR Certified
Individual Liability



3. Do they ask questions about your facility and members?
4. Do they clearly communicate with you and your staff?
5. Do they seem like they work well with other instructors, fitness professionals, and your members?



Zumba® Audition Guidelines

Zumba® (and all Zumba® programs)

- We suggest asking the instructor to prepare at least a warm-up and 3-4 songs of choreography for an audition (15-20 minutes).
- Depending on how familiar you or your manager are with a **Zumba®** class, you may want to ask the instructor to prepare more or less music and choreography.
- In every **Zumba®** class, there is a mix of Latin and International rhythms. Your instructors should use music that moves and inspires them in their audition and their classes.
- Your instructors can choose to bring in other rhythms to keep a balanced playlist, and continue to inspire your members.
- Your instructors must build a playlist with this music and choreography in mind in order to provide an electric and party atmosphere in every **Zumba®** Class.
- Please note: A true **Zumba®** class is taught using the **Zumba®** Formula for EVERY choreography. In our **Zumba®** Basic 1 training, we teach this formula (known as the **Zumba®** Formula). If your instructors choose to bring in rhythms other than Latin and international rhythms (i.e. hip hop, pop, jazz), instructors must use the **Zumba®** Formula to ensure it is a true **Zumba®** class.

What your Instructors should be teaching in a Zumba® class:

- You should expect to hear our 4 basic rhythms taught in the Zumba Basic 1 training in EVERY Zumba class. These are: Salsa, Cumbia, Reggaeton and Merengue. Examples are linked for you to review below.

Audition Questions	What to look for
Starts the class in an effective matter	Proper introduction, surveys for new participants, makes all participants (especially new ones) feel comfortable before beginning the class, makes any other relevant announcements as required by the facility.
Dancing Skills/ Setting the Zumba® Class	<ul style="list-style-type: none"> • <u>Setting the mood for a Zumba® class</u> • <u>Example of a Salsa song + choreography</u> • <u>Example of a Merengue song + choreography</u> • <u>Example of a Cumbia song + choreography</u> • <u>Example of a Reggaeton song + choreography</u>
Engaging with students	Does the instructor engage the students in the room? Do they face the participants, smile, use their body language, and encourage students to feel the music?
Energy/charisma level	Helps create a fun atmosphere. Your instructor should inspire your members and guests, bring energy to the Zumba® class, and leave your students smiling.
Attentive to the students' needs	The sign of a good instructor is someone who can monitor their students during instruction and make small modifications to ensure the students are as successful as possible.
Teaching skills	Is the class following the instructor? Each instructor should have choreography that is easy to follow and fun. In the event that the students cannot follow, every instructor should be able to alter their choreography as necessary to ensure the students' success.

Audition Questions	What to look for
Are the cues clear and easy to follow?	Instructors are encouraged to build a variety of communication (or effective non-verbal + verbal cueing skills to allow for all different students.
Keeps the flow of the class	A Zumba® class should not stop after every song. The instructor should keep the flow of the class going, by moving into the next song quickly. They should not be stopping after each song to preview new Choreography or breakdown steps.
Demonstrates and explains safety precautions	Helps monitor each student's ability, safety, fitness level and exertion.
Confidence	A good instructor should keep the class light and friendly and interact with students individually. They should feel confident in their ability to lead the class in a fun Zumba® experience, and respect other students and instructors.
Continuing education	<p>Have they attended any of the following continuing education events:</p> <ul style="list-style-type: none"> - Zumba® Convention (ZINCON) - ZIN Jam session (3 hour live choreography session) - Home Office Connect (free con ed day offered to current ZIN members) - ZIN Academy (regional ZIN only events) - E-learning (such as Zumba® with Bursts, Zumba® Glutes, Caribbean Rhythms, Brazilian Rhythms, etc)

GET TO KNOW US

Launched in 2016 by the creators of Zumba® (the largest branded fitness company in the world), STRONG by Zumba® is a unique high-intensity program that is the fastest growing in the fitness industry.

- Available in 165 countries
- Helping change lives in +12K locations
- Over 480K weekly participants
- 3M class searches

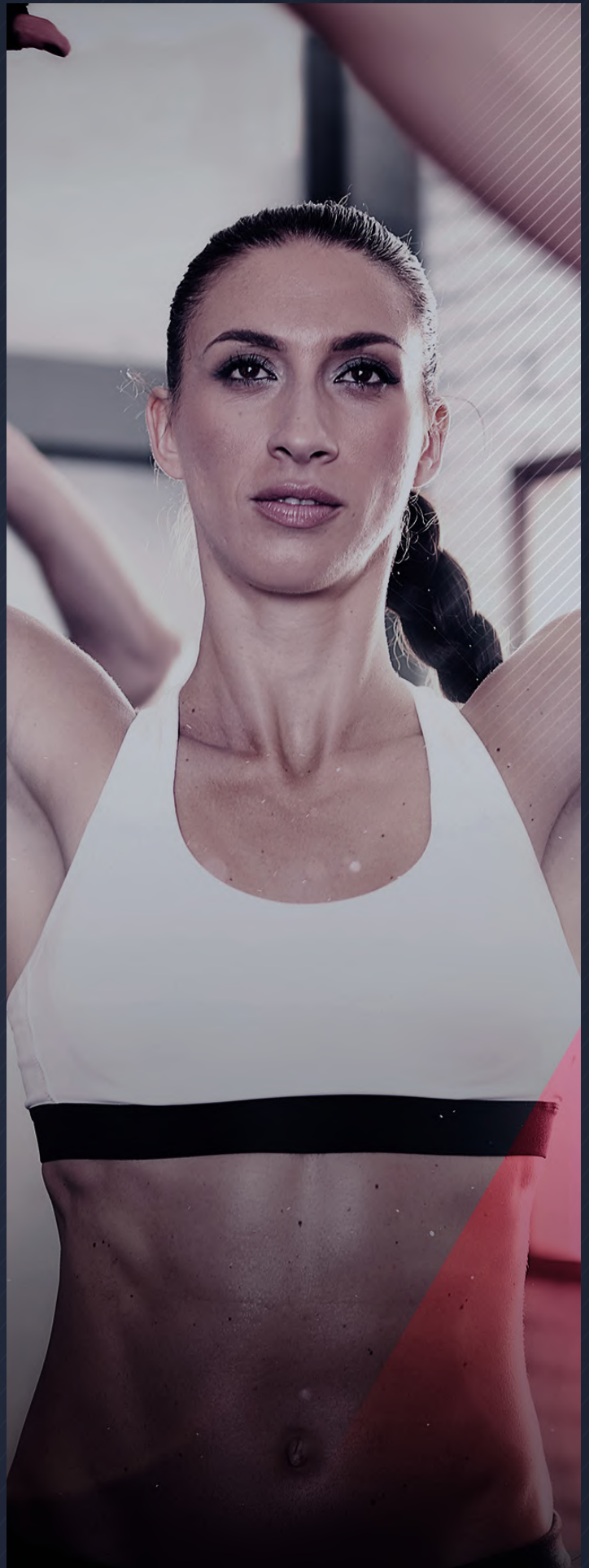


combines body weight, muscle conditioning, cardio and plyometric training moves synced to custom crafted music specifically designed to match every single move. Every squat, every lunge, every burpee is driven by the music, helping to push students to work harder than ever thought possible, all while delivering faster results.

This isn't a dance class. While Zumba® is in the name... it's not in the game!

It's time to stop counting the reps and start training to the beat.

Bring **STRONG by Zumba®** and **STRONG 30™** to your members!



6 REASONS TO BRING STRONG BY ZUMBA® TO YOUR FACILITY

1

NO STRINGS ATTACHED

STRONG by Zumba® is license-free to gyms.

2

SOLID INSTRUCTOR SUPPORT

Instructors receive marketing support to create a following and attract new students to classes.

3

SATISFIED STUDENTS + PROVEN RESULTS

Our unique mix of cardio, body-weight training, and synced beats pushes students harder and is proven to deliver a total-body transformation.

4

MUSIC + MOVES

Instructors get new, original music + moves every month to keep classes fresh.

5

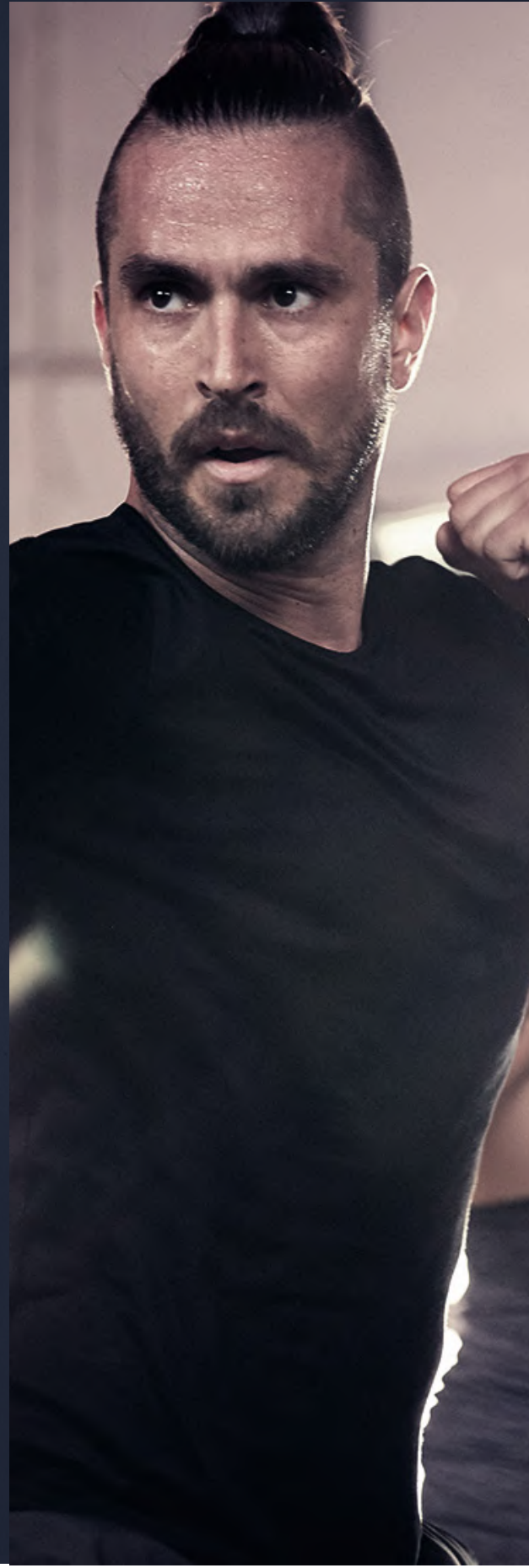
TRACK RECORD

STRONG by Zumba® is backed by a global name in fitness with a proven track record in quality training and driving students to class.

6

MORE OPTIONS

Two class formats let you offer more workouts that members want: the original full-hour class and the half-hour **STRONG 30™**, for people short on time.



MORE PROGRAMS, MORE OPTIONS



STRONG30™

What is STRONG 30™?

SHORTER. EFFECTIVE. IN DEMAND.

Want to teach a 30-minute version of **STRONG by Zumba®**? Today, it's hard for most people to incorporate fitness into their busy schedules. Others are intimidated by an hour-long high-Intensity workout. Here's where **STRONG 30™** comes in. It's a new, powerful total-body **STRONG by Zumba®** workout, packed with the same high intensity to help students crush their goals in just 30 minutes.

Requirements

Program	Pre-requisite	Training Requirement	Training Time
	Group fitness qualification highly recommended	STRONG by Zumba®	8-hour training e-Learning completion
STRONG30™	SYNC Membership	STRONG by Zumba®	8-hour training e-Learning completion

INSTRUCTOR BENEFITS

After taking the **STRONG by Zumba®** training, instructors will leave with:

- License to teach (for 6 months) the STRONG by Zumba® format
- My First Class™ - a full 1-hour class that shows all the Base Builders learned in the STRONG by Zumba® training and will help teach faster and with more confidence

SYNC

STRONG BY ZUMBA®
NETWORK

JOIN THE TEAM THAT
INVESTS IN YOUR SUCCESS.

SYNC NETWORK MEMBER BENEFITS

If you join the SYNC Network, you'll have

- LICENSE TO TEACH (ONGOING)
- NEW ROUTINES + MUSIC MONTHLY
- PROGRESSIONS + MODIFICATIONS
- WARM UPS + COOLDOWNS
- ROUTINE MEMORIZATION SYSTEM
- MY FIRST CLASS™
- PERSONAL PROFILE PAGE AND CLASS LISTINGS
- APPAREL DISCOUNT
- MARKETING SUPPORT
- SYNC GO APP
- CONTINUING EDUCATION

RECRUITMENT OF INSTRUCTORS

Looking for STRONG by Zumba® and STRONG 30™ instructors?

STEP 1:

MARKET AND PROMOTE YOUR INSTRUCTOR OPENINGS ON SOCIAL MEDIA PLATFORMS AND ON JOB AGGREGATOR WEBSITES.

• Tips to post on social media



Make sure you specifically call-out the program you are looking for intrucors for (i.e. looking to hire a STRONG 30™ SYNC member to teach in my facility).



Be specific about the class time and day that you are looking for. (i.e. looking for instructors to teach 2-3 times a week on Monday, Wednesday, Saturday at XX time). This will ensure you receive the ideal instructors applying for the open positions.



Ask for SYNC ID to ensure instructor is licensed and in good standing before or when they audition with you.

- If you need assistance from the Head Office in recruitment of instructors, you can always reach out to **gyms@zumba.com** to inquire.

STEP 2:

WE HIGHLY RECOMMEND SCHEDULING AN AUDITION AND INTERVIEW BEFORE YOU OFFER THE INSTRUCTOR THE POSITION. SEE AUDITION AND INTERVIEW GUIDELINES BELOW.

INTERVIEW GUIDELINES

When interviewing, look for the following characteristics for a good STRONG by Zumba® and STRONG 30™ instructors.



- Properly dressed- do they wear STRONG by Zumba® Wear to 'look the part' and appear as if dressed in their instructor 'uniform'?



- Brought all the necessary paperwork for you to review

SYNC Member ID Card

Proof of Specialty License (if applicable)

ACE/AFAA/Group Fitness Certified (if applicable)

CPR Certified

Individual Liability



- Do they ask questions about your facility and members?
- Do they clearly communicate with you and the staff?
- Do they seem like they work well with other instructors, fitness professionals, and your students?



- Depending on how familiar you or your manager are with a STRONG by Zumba® or STRONG 30™ class, you may want to ask the instructor to prepare demonstrate more or less content.



- We suggest asking the instructor to prepare a full 55 minute class. There are 4 quadrants in a STRONG by Zumba® class, and it's important that you see the full class experience the instructor will give your members.



- If you already have STRONG by Zumba® in your facility AND your manager is familiar with the program, we suggest asking the instructor to prepare at least a warm-up and 1 full quadrant (12-15 minutes).



- SYNC instructors receive new music and routines every month. ALL instructors must teach with these. They cannot create their own routine nor use different music in this class.



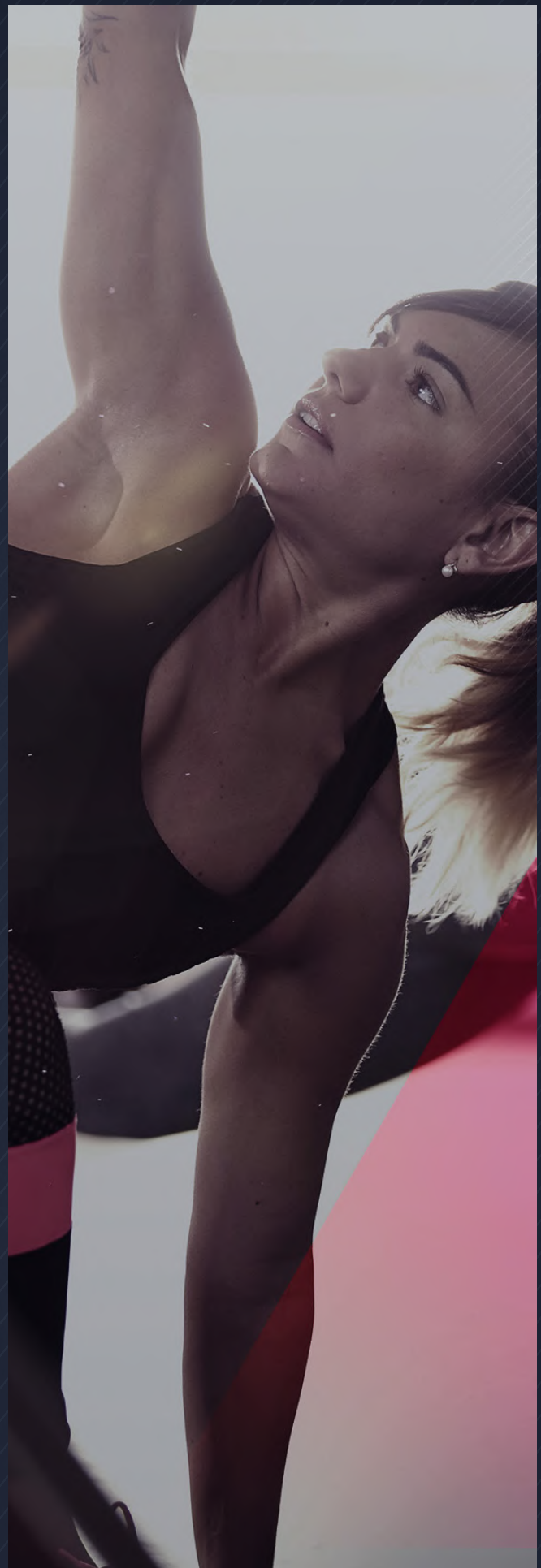
- SYNC Instructors have access to the free SYNC GO app to access all the music and routines anytime, anywhere. Create, customize and stream music playlists for both class formats.



- With the SYNC Go app, your instructors can create STRONG 30™ classes (a 30 minute version of STRONG by Zumba®)

Audition Guidelines

- Instructors can choose how often they rotate new quadrants into their class, but we do recommend at minimum one new quadrant every 4-6 weeks.
- If the instructor is a SYNC member (which you should require so you know that they are licensed), they have access to a system to help them quickly learn their new routines each month – the Routine Memorization System.
- The instructors have access to an amazing app called SYNC GO that helps them build a playlist with the music we provide. It will also help them to learn their routines faster, as they can see routines side by side when learning new routines.
- Please note: A true STRONG by Zumba® and STRONG 30™ class is taught using all 4 quadrants. This keeps the progression of the class how it was built, with the science behind the program intact. If your instructor chooses to shorten their class from the original 55-60 minute class, please ensure that all 4 quadrants are in their class to maintain a true STRONG by Zumba® class experience for your members.



Audition Guidelines

Audition Questions	What to look for
<p>Starts the class in an effective matter</p>	<p>Proper introduction, surveys for new participants, makes all participants (especially new ones) feel comfortable before beginning the class. Takes a few moments to explain what to expect in a high-intensity class. Suggests to all students that they can and should modify as necessary.</p>
<p>Fitness Skills</p>	<p>Incorporates all of the following:</p> <ul style="list-style-type: none"> • Demonstrates all routines with confidence and can successfully complete all movements in each quadrant. • Demonstrates modification and progression *options* to encourage participants to reach their own level/peak. • Proficient technique and sharp movements • All movements come from the core and are grounded. The movements in STRONG by Zumba® are not bouncy or dance-y in any way. • Can preview or breakdown any tough movements as needed.
<p>Sample Quadrants</p>	<ul style="list-style-type: none"> • <u>Example of Quadrant 1 (Ignite)</u> • <u>Example of Quadrant 2 (Fire Up)</u> • <u>Example of Quadrant 3 (Push your Limits)</u> • <u>Example of Quadrant 4 (Floorplay)</u>

Audition Questions	What to look for
Engaging with students	Does the instructor engage the students in the room? Do they face the audience, smile, use their body language, and encourage students to listen to the music and pay attention to the sequences?
Energy/charisma level	Helps create an energetic and pumped-up atmosphere. Your instructor should motivate and inspire your members and guests, bring energy and encouragement to the class, and leave your students with the feeling that they just conquered and achieved their goals in class.
Attentive to the students' needs	The sign of a good instructor is someone who can monitor their students during instruction and make small modifications to ensure the students are as successful as possible.
Teaching skills	Is the class following the instructor? Is the class tuning into the music to listen for routine repetitions and changes? Each instructor should know their choreography 100%. In the event that the students cannot follow, every instructor should be able to cue participants to watch the routine, and listen to the music and cues.
Are the cues clear and easy to follow	Instructors are encouraged to build a variety of communication - both effective non-verbal and verbal cueing skills to allow all students to feel successful in this class.

Audition Questions	What to look for
Keeps the flow of the class	A STRONG by Zumba® class should continue to flow through Quadrant 1-4, and should feel more challenged through each quadrant. Re-charges are added in between quadrants as active recovery, and use for water breaks. The next quadrant starts after the re-charge, and the instructor brings the students back to set them up for a successful next quadrant.
Demonstrates and explains safety precautions	Helps monitor each student's ability, safety, fitness level and exertion. Gives modification and progression options, and encourages students to push their limits safely.
Confidence	A good instructor should keep the class focused and motivated. They should move about the class, interact with students, offer options for students when necessary, and keep the energy high.
Continuing Education	<p>I Have they attended any of the following continuing education events:</p> <ul style="list-style-type: none"> • SYNC Summit (Convention just for STRONG by Zumba® instructors) • SYNC Lab (3 hour technique and form live session) • E-learning (Fighting elements, etc)



ZUMBA®



You or your gym managers have additional questions?

Email us at gyms@Zumba.com