



conVENTION
ORLANDO 2016

SESSION HANDOUT

The WOW Factor
Layers and Progressions

Katie Moore
Zumba® Jammer, Hawaii
Jeffrey Franssen
Zumba® Jammer, Netherlands





THE WOW FACTOR – LAYERS AND PROGRESSIONS SESSION HANDOUT

Presenters

Katie Moore – Zumba® Jammer, BFA, BA, NASM, AFAA, ZIN™

Katie.Moore@zumbajammer.com

Jeffrey Franssen – Zumba® Jammer, ZIN™, AALO

Jeffrey.Franssen@zumbajammer.com

Introduction

The WOW Factor – Layers and Progressions, will provide you with the tools necessary to create three layers/progressions within your choreography/music blocks along with cueing for every song taught. Learn why the three layer/progression technique is so important to your: class, flow, students, and much more. Additionally, learn how to progress and regress these layers within your choreography on the fly. Practicing and applying this technique allows you to create your WOW Factor for every song in every class.

Schedule

15 min: Introduction

30 min: Master Class with WOW

30 min: Lecture

30 min: Drill

15 min: Final wrap-up/Q&A

(Total: 2 hours)

Session Objectives

- In this session we will demonstrate a 30 min Master Class showcasing examples of the 3 layer/progression technique that will be taught.
- We will introduce you to the 3 layer/progression technique by showing its importance to your: choreography, music blocks, cueing, song flow, class flow, students and much more; with the goal of advancing your instructor skills.
- Learn to create 3 layers/progressions within your choreography/music blocks.
- Learn how to progress and regress your 3 layers/progressions in practice and on the fly; creating your WOW Factor! You will practice, drill and workshop with other ZIN to expand your instructor skills.
- By the end of this session you will be able to take home and implement the 3 layer/progression technique in your own current choreography/music blocks and Zumba® classes.

We are giving you the tools to create YOUR WOW FACTOR for YOUR CLASS; tools, in addition to your current instructor skill set, which are instrumental in increasing your potential and ability. YOU will take your instructor skills to the NEXT LEVEL! Gain the ability to deliver an AMAZING Class Experience!

History & Background

The Fitness and Dance Fitness industry (Jazzercise, Aerobics, Step and so on) has worked with what is known as Stacked Choreography. This type of choreography is taught by continually adding on or building combinations.

Stacked Choreography example: teach an 8 count of choreography, stop repeat, learn, stop repeat, stop add on another 8 count, stop repeat, learn, stop repeat and continue to add on. By the end of a class (If you could keep up) you may have learned a complex choreography/dance to part of one song or perhaps a few sets of 32 count combinations repeated in intervals to music.

These traditional types of classes appealed to a more limited population of participants who were/are able to follow along or “keep up” with the learning pace. Memorizing these combinations was often intimidating, appealing to a small, limited and specific population.

Zumba® Fitness brought us choreography and classes that are Music Driven; moving away from traditional classes and introducing us to choreography which brings out the passion and emotionality in the music, instructor, and students!

Zumba = Music + Core Steps + Choreography

Instructors look at the structure of the song: chorus, verse, break, bridge, intro, outro. They take one move or simple combination and insert it into the chorus, and repeat that move or combination every time the chorus plays. Repeat this process for the verse, break and remaining music blocks of the song.

Feel the emotion and passion of the song! Instructors listen the music. Listen to the chorus; the chorus makes me want to move like this. The music tells the instructor how to move.

By moving away from stacked choreography into choreography driven by the music and passion of its' instructors, Zumba changed the entire Fitness/Dance Fitness industry! Creating fun, passionate, sexy, repetitive, accessible choreography to popular music; Zumba appeals to a much larger population and is still gaining popularity.

Zumba provides us with one of the most advantageous and useful instructor networks of any fitness program today, the Zumba Instructor Network or ZIN™. A few of many benefits of being a ZIN™ member are:

- ZIN choreography received every other month in a “live class” format or “one on one” lead by Beto himself and various ZES (Zumba Education Specialists) and ZJs (Zumba Jammers) from around the world.
- 24hr access to ZIN™ NOW! Zumba’s online music and video platform accessible through most devices from your computer, phone and even tablet.
- Opportunity to attend ZIN™ JAM sessions led by licensed Zumba® Jammers. Jams are three-hour choreography sessions delivering hot new routines to use in your classes immediately.

These ZIN™ member resources and more are instrumental to delivering choreography to instructors that is presentation ready.

Additionally, Zumba allows for individual instructor creativity. Zumba provides the tools, the Zumba Formula and amazing music, with which instructors are able to choreograph songs for class. This session will expand your experience, knowledge and creativity helping you prepare your choreography so you and it are presentation/class ready!

Importance of the 3 Layer/Progression Technique

Your keys to success with the 3 layer/progression technique is to understand how important your layers are. Why you need them? How to create them? How to progress and/or regress them?

1. Layers/Progressions are similar to cueing in the sense they’re a form of communication between you and your students. By properly layering your choreography you are teaching your students how to execute dance moves or combinations without having to stop, explain, talk or break anything down.
2. Layers/Progressions allow you to teach to a variety of students’ fitness levels and abilities. Layers can be as simple as (1-easy, 2-medium, 3-hard) variations on moves. Or more complex such as directional or level changes (1-Front facing, 2-Side to side, 3-All four walls or turning). Student A has balance issues, is deconditioned, is not capable of squatting all the way down, executing moves on one leg, jumping up and down, or turning in a circle. Student A needs layer 1 and may stay there the entire song. Student B is young, athletic, injury free and a fitness enthusiast. Student B needs all 3 layers to challenge themselves.
3. Layers/Progressions aid you in maintaining control over your class. Are your students able to execute the moves? Are they lost? Your layers are your instructional tools. With them your students are able to follow the flow of your choreography, to “keep up,” and execute the moves. Gradually progressing through your layers instills confidence in your students. They feel the success of learning and executing dances. If you observe they are not able to keep up, you can “maintain control of your class” by regressing back to the previous layer until they learn the move.



4. Adaptability! Some days you have all “regulars” in class so you may spend more time at layer 2 & 3. Other days you have a handful of “newbies” or perhaps you are subbing another instructor’s class. In this case you may need to rely on your layer 1 & 2. Your choreography layering skills will allow you to teach to all these situations and more!

Layers/Progressions are no small feature of your class. They can be applied to every song including your warm up and cool down and can be progressed and regressed as needed. But they are skills that require practice. Start today!

Application of Zumba® Formula

Implement the 3 Layer/Progression technique into the Zumba Formula $Z = MC^2$

- M = Music – Music makes your class. Choose music that speaks to you, music that you have a connection with. Pick what you love. Once you have chosen your music understand the song structure by mapping your song’s music blocks. Now you can see how often song parts repeat. If your chorus repeats 4 times you can easily layer your chorus/music block to repeat like this:
 - 1st chorus Layer/Progression 1,
 - 2nd chorus Layer/Progression 2,
 - 3rd chorus Layer/Progression 3,
 - 4th chorus Layer/Progression 3
- C = Core Steps – Using core steps makes your choreography accessible and easy to follow. Students learn by repetition. By taking a core step, a move they know such as Salsa Right and Left, and adding on, your students gain confidence. By choosing a step they know and feel comfortable with they are able to let go and break out of their shells with added flavor, personality and WOW!
- C = Choreography – Consistency and repetition are keys! Choreography is the Magic! Using the Zumba choreography model to maintain consistency; instructor creativity, choreography and the 3 layer/progression technique helps to build the WOW Factor for every song. This makes your class special and your students feel victorious!

Vocabulary

Layers & Progressions – These words are used interchangeably. Your layers and progressions are like those of a 3 tiered wedding cake. Each layer is one part of one dance move or one music block. You want 3 layers per move, per music block. Your 3 layers together create the beautiful wedding cake the “WOW.” Example: Layer 1 – merengue march, Layer 2 – add arm combination, Layer 3 – add travel front to back.





Progressing/Progress – Working forward through your layers from one to the next. Layer 1 to Layer 2, Layer 2 to Layer 3. Progressing our choreography layers through the length of the song creates the WOW Factor!

Regressing/Regress – Working backward or backtracking through your layers if needed.

Music Block – Music blocks are the sectional parts of the song most easily recognized by the changes in the music. They make up the song's structure and are acknowledged by Chorus, Verse, Bridge, Break etc. Or you can simply call them Part A, B, C, D etc. of the song.

Music Blocks and their Icons:



Chorus – Element of the song that repeats both musically and lyrically.



Verse – This is the poetic stanza of the song often with a rhyme scheme or lyrical story. Generally, the verse is musically repetitive (sounds the same) but with different lyrics.



Pre Chorus – Optional section that may occur after the verse and acts as a “build-up” or transitional harmony that leads to the full chorus.



Bridge – A transition or more often a section that contrasts with the verse. Used to break up the repetitive pattern of the song. Often a section significantly different in melody and lyrics.



Break – Often referred to as the instrumental or percussion section that “takes a break” from the main parts of the song.



Introduction – Unique section that always comes at the beginning of a song. Generally, just music with no words. Usually builds up to when the downbeat drops in the song. Not every song has an intro.



Outro – The musical exit. Opposite of the intro. Not every song has an outro.

Three Layers/Progressions

When we choreograph and practice our songs for class, we usually practice at layer/progression 3. We practice and visualize the WOW Factor of our dances; how amazing, fun and sexy they are. However, asking students to dance straightaway at this level does not typically have the desired result.

Ask yourself: How can I take this move and teach it without stopping to break anything down? What is the foundation of this move? What are my feet doing? What are my arms doing? What are my hips, face, shoulders, hair 😊 doing? Am I traveling front to back, side to side or around in a circle? All these questions will help you develop your progressions. Below is a simple chart, using our 3 tiered wedding cake visual, outlining the very basics of the 3 layer/progression technique.

3 Layer/Progression Technique Structure

Layer/Progression 3

The WOW Layer: This is the complete move your end result. Maybe you are turning to all 4 walls. You can also consider this layer to be hard or the most challenging fitness layer.

Notes:

Layer/Progression 2

Build Up Layer: There are many options with this layer you can: add arms, increase range of motion, increase intensity, add a hip movement, even add a turn. Cueing in this layer needs to be clear to take your students to the next level.

Notes:

Layer/Progression 1

Foundation Layer: The basic footwork, step, pattern, single, single single double, two steps or four steps. This layer can also be considered easy, low intensity or smaller range of motion. Clear cueing is key to this layer.

Notes:



Progressing and Regressing – Song Flow

Once you have established your layers for each music block you need to look at the song flow. Sometimes we are lucky and there are 3 or 4 repetitions of music blocks within a song; in which case it is easy to move from layer 1 to 2 and 3. More frequently songs' music blocks repeat only one or two times. In this case you will need to progress through your layers more quickly. This requires you to read your class. If you progress from layer 1 to 2 and your students do not follow you will need to regress back to layer 1. If you progress from layer 1 to 2 and your students quickly catch on you can easily move to layer 3 in the next repetition.

Progressing and regressing your layers makes your choreography flow throughout the song. You will need to know your layers and your song structure well enough that you can do this on the fly. Understanding this demands that you are truly capable of reading all of your students throughout your class.

The chart below highlights progressing layers 1,2 and 3, verse and chorus music blocks of a salsa choreography.

Sample Salsa – 3 Layer/Progression - Song Flow

Music Block	Layer/Progression 1	Layer/Progression 2	Layer/Progression 3	Notes
Chorus	Salsa Right and Left – repeat 8x	Salsa Right and Left with drumming arms 2x high 2x low – repeat 8x	Salsa Right and Left with drumming arms, 2x high 2x low, add a salsa turn on 4 th & 8 th	
Verse	Salsa 2 step – repeat 16x	Salsa 2 step add arms up high and cross over legs – repeat 16x	Salsa 2 step with arms and feet cross, add turn!!!!	
Chorus	Salsa Right and Left – repeat 8x	Salsa Right and Left with drumming arms 2x high 2x low – repeat 8x	Salsa Right and Left with drumming arms, 2x high 2x low, add a salsa turn on 4 th & 8 th	
Verse	Salsa 2 step – repeat 16x	Salsa 2 step add arms up high and cross over legs – repeat 16x	Salsa 2 step with arms and feet cross, add turn!!!!	
Bridge	Xxx	Xxx	Xxx	
Verse	Salsa 2 step – repeat 16x	Salsa 2 step add arms up high and cross over legs – repeat 16x	Salsa 2 step with arms and feet cross, add turn!!!!	Face same direction as class to cue turn
Chorus	Salsa Right and Left – repeat 8x	Salsa Right and Left with drumming arms 2x high 2x low – repeat 8x	Salsa Right and Left with drumming arms, 2x high 2x low, add a salsa turn on 4 th & 8 th	



Simple Core Steps - Layers Worksheet

Together we will look at a few core steps and learn some simple layers/progressions that you can take home and use in your own choreography and classes. Please use the worksheet below to take notes.

Core Step	Layer 1	Layer 2	Layer 3	Notes
Merengue March				
Salsa Right and Left				
Merengue Six Count				
Salsa Front and Back				

3 Layer/Progression Choreography Template

Music Block	Layer 1	Layer 2	Layer 3	Notes

Choreography Notes

Additional choreography notes from this session will be posted on www.KatieMoore.Zumba.com under ZIN CON 2016 – The WOW Factor – Choreography Notes

Recommended Music

Session Playlist and recommended music from this session will be posted on www.KatieMoore.Zumba.com under ZIN CON 2016 – The WOW Factor - Music

Contact Information

Katie Moore – Katie.Moore@zumbajammer.com,
Jeffrey Franssen – Jeffrey.Franssen@zumbajammer.com