

CANVAS RP HR COURSE

MODULES - Green Check = Published

PRE-TRAINING MODULE 1 - RP HISTORY FOR EVERYONE

PRE-TRAINING MODULE 2 - OUR ETHOS FOR EVERYONE

TRAINING MODULE 3 - RP ALL COMPANY POLICIES AND PROTOCOLS

TRAINING MODULE 4 - RP OFFERINGS

TRAINING MODULE - TROUBLESHOOTING FOR ALL

INSTRUCTOR TRAINING MODULE #1 - POLICIES

INSTRUCTOR TRAINING MODULE #2 - BUILD YOUR SCHEDULE

TRAINING MODULE: COMMUNICATIONS

TRAINING MODULE SALES

MEDIA AND MARKETING

REAL SKILLS

3 MONTH CHECK-IN - STUDIO COORDINATORS ONLY

MANAGEMENT MODULE

CLIENT COORDINATOR CHECK IN

PRE-TRAINING MODULE 1 - RP HISTORY FOR EVERYONE

LESSON 1: ABOUT ALYCEA

Watch this Video to learn about Alycea and how she built Real Pilates from her living room.

Before the women's empowerment surge and before New York City was home to the largest collection of fitness brands - Alycea started Real Pilates - one Reformer at a time.

<https://youtu.be/gxah7dEA7Fk>

LESSON 2: ABOUT PILATES

Read this synopsis to learn about the history of Pilates and the founder of the method Joseph Hubertus Pilates. This article is provided by the Pilates Method Alliance (PMA).

The History of Pilates

Joseph Hubertus Pilates – Early Years

Joseph Hubertus Pilates began his career as a proponent and teacher of “physical culture” – a broad-based movement advocating physical education through exercise, athletic excellence, and mental discipline.

Through his own experience and teaching, he created a system of corrective exercise that he introduced to the American market in the late 1920s.

Pilates was born in Mönchengladbach, Germany on December 9, 1883. In 1913, he traveled to England, finding work as a circus tumbler. When World War I broke out in the summer of 1914, Pilates and his circus troupe were taken into custody as enemy aliens and interned for the duration of the war on the Isle of Man, located off the west coast of England. He was one of several physical culturists who led the camp’s daily exercise routines for the more than 24,000 inmates housed there. During this period, Pilates developed his ideas on fitness and gained experience as a teacher.

After the war, in early 1919, Pilates was repatriated to Germany. In Hamburg and Berlin, he learned from medical practitioners while formulating his ideas on fitness and conditioning.

Pilates’ thinking was shaped by his work with injured soldiers during the war, his father’s involvement in fitness and sport, and the post-war intellectual era in Germany in which science, literature, philosophy and the arts flourished. European holistic therapies such as hydrotherapy, trigger point therapy and breath work influenced Pilates’ development,

as did meditation and modern dance. He invented an apparatus, improving upon the standard equipment of the time, which could both address physical dysfunction or injury and condition the body. Pilates' prototype apparatus eventually became the Universal Reformer.

The 1920s

Pilates worked in Berlin as a trainer with famed boxing manager Arthur Buelow. In 1924, American publisher Nat Fleisher came to Germany looking for new boxing talent to write about in his popular Ring magazine. He encouraged Pilates to contact him if he found anyone who showed real professional promise. A year later, Fleisher returned to Germany at Pilates' and Buelow's request to watch Max Schmeling fight. Their hunch was correct, as Schmeling became the heavyweight champion of the world in 1930.

Pilates was asked to train the German military police, but became aware that the government was covertly attempting to rebuild its military. Opposed to the prospect of another war, Pilates immigrated to America in April of 1926. His brother Fred, who already lived in St. Louis, Missouri, helped him to make several improvements to his original apparatus, which included placing the frame closer to the ground and replacing the original weight stack with coiled springs. Pilates also added leather straps, which could be used to imitate rowing movements, a popular exercise at the time. He developed an extensive repertoire of exercises to be performed on the apparatus, which he named the Universal Reformer, calling his program "Corrective Exercise," and later branding it "Contrology."

It is not clear when Pilates met Anna Clara Zeuner, a nursery school teacher. Clara became an integral partner in developing and teaching his method, as well as managing the studio business. She dedicated herself to teaching his work and was regarded by many as a superb and perhaps more approachable teacher than Pilates himself.

Pilates first listed his Pilates Universal Gymnasium in the New York City telephone directory in the fall of 1929, the same year that he filed his petition for United States citizenship.

The 1930s-50s

By the late 30s, New York City had become a mecca for dancers. During this era, Pilates developed a reputation for his ability to “fix” dancers’ injuries. Many dancers, including luminaries such as George Balanchine, Martha Graham, and Hanya Holm, studied with “Uncle Joe” and referred injured colleagues to him.

Among those who came to the Pilates Studio were two famed modern dancers, Ruth St. Dennis and Ted Shawn. Shawn invited Pilates to develop an exercise program for his dance camp in the Berkshire Mountains, Jacob’s Pillow, where Pilates taught between 1942 and 1947. Pilates’ signature mat exercises developed during this period.

Pilates first published his ideas in his book *Your Health*,¹ in 1934. His second book, *Return To Life Through Contrology*,² published in 1945, better defined his credo for total well-being. He passionately believed that if his methods were universally adopted and taught in America’s educational institutions, every facet of life – from the individual to the societal – would be improved. His vision was that a systematic, disciplined approach to physical and mental mastery would raise the individual to a place of higher personal awareness, and would positively impact the world by eliminating human suffering and reducing the need for hospitals, sanitariums, mental institutions, and even prisons.

“Contrology” became a core element of many dancers’ training and rehabilitation. A number of such dancers became “first generation” Pilates teachers (teachers trained by Pilates himself). Among them were Carola Trier, Eve Gentry, Ron Fletcher, Kathleen Stanford Grant, Bruce King, and Lolita San Miguel. Many aspiring Pilates teachers worked in the gym in exchange for exercise sessions. Other first generation teachers included Hannah Saksmitra, Jerome Andrews, Bob Seed, Naja Cory, and Mary Bowen. Other clients of Pilates later became teachers,

such as Robert Fitzgerald and Jay Grimes. The Pilates' closest students and assistants were their nieces, Mary Pilates and Irene Zeuner Zelonka. Romana Kryzanowska, a young dancer referred by George Balanchine, studied under Joseph and Clara from 1941 to 1944, when she married and moved to Peru. Upon her return from Peru in 1959, Kryzanowska became a teaching assistant at the studio.

Pilates continued to design exercise equipment, adding a line of corrective chairs and beds, though he owned very few patents for his inventions. In addition to his most famous invention, the Universal Reformer, his other innovations included the Trapeze Table, Wunda Chair, Magic Circle, Foot Corrector, Ped-O-Pull, Head Harness, Toe and Finger Correctors, Spine Corrector, Ladder Barrel, Guillotine, Catapult, and a variety of devices that he used to correct and improve posture and breath control. Artists, celebrities, and socialites became ardent followers of Pilates, who held to his belief that healthy living and sport activity required a strong foundation of physical development.

Pilates worked assiduously, teaching his ideas about the body, health, and well-being. He was profiled in magazines, newspapers and on television throughout his career, yet his work remained confined to an elite group of loyal followers.

One strong advocate was his good friend, Dr. Henry Jordan, Chief of Orthopedics at Lenox Hill Hospital. Dr. Jordan referred many patients to Pilates, including Carola Trier, who Pilates took under his wing. Some of Dr. Jordan's students became prominent orthopedists as well, and they continued referring patients to Pilates, to Carola, and to some of the younger teachers.

In the 1950s, Pilates increased his efforts to see his work embraced by the medical and educational systems, a goal that was largely unsuccessful. Pilates was embittered by what he saw as the medical community's passive definition of normal health, narrow vision for preventive medicine and poor standards for proper physical conditioning. After 1959, the condition of the studio building

deteriorated, the neighborhood became more dangerous, and the studio's business declined.

The 1960s-80s

Despite its lack of acceptance by the medical community, the method quietly took root in a number of Manhattan institutions, including New York University, Dance Theatre of Harlem, the 92nd Street Y, and the Katherine Dunham School. By the mid 60s, modern dance choreographers were adding Pilates Mat exercises to their dance warm-ups. In addition, the Pilates method had begun to travel far from New York. Jerome Andrews moved to Paris, Eve Gentry to New Mexico, and Ron Fletcher to California. The first generation of Pilates disciples continued practicing and taught his philosophy and techniques to a growing population of students and teachers.

After a long and productive life, Joseph Pilates died in October 1967 at the age of 83. Clara continued to teach and run the studio until her retirement in 1970. Student, attorney, and friend John Steel formed limited partnerships to assist Clara, first in managing the studio business, and after her retirement to bring in investors who wished to keep the studio open. During this period, Romana Kryzanowska agreed to take over the responsibilities of running the studio. Around 1972, the studio moved from its original location at 939 Eighth Avenue to 29 West 56th Street in New York City. After the move, the studio's business increased. Kryzanowska became a 50% shareholder of the first Pilates Studio, Inc. Clara passed away in 1976.

In the 1980s, second generation teachers built their practices across the country and formalized teacher training programs began to appear. The Pilates Studio, Inc. experienced financial hardship and was purchased twice in the mid 1980's by dedicated students, to ensure the future of the gym. The studio was known as Isotoner Fitness Center from 1984 to 1986. Subsequently, it was sold to Healite Corporation. When Healite declared bankruptcy in 1989, the studio abruptly closed. Clients and teachers eventually moved to The Gym, later to become known as

Drago's. The Pilates Studio continues to operate from this location to this day.

Medical Acceptance and Wider Appeal

Dr. James Garrick, Director of Orthopedics at St. Francis Hospital in San Francisco, California, created one of the first dance medicine clinics in 1983. Recognizing the value in Pilates training, Garrick engaged Ron Fletcher to assist with the establishment of the first medically-affiliated Pilates program. At the same time, prominent orthopedists in New York City began referring patients to Pilates exercise for post-rehabilitation.

By 1995, media interest in Pilates, group mat classes, mind-body health club programming and curiosity within the medical community began to propel the method forward. The word "Pilates" became an entry in Webster's Dictionary – another indication of the method's broad acceptance.

An historic turning point in the method's public profile was the Pilates trademark lawsuit,³ which took place in October 2000. The decision in the case denied the use of the word "Pilates" as a trademark. The court ruled that "Pilates" is a generic designation for a method of exercise; the word had become commonly associated with this special type of exercise, utilizing unique apparatus, an exercise system and pedagogy that cannot be owned or called by another name.

The New Pilates Era

Following the trademark ruling, growing interest in mind-body disciplines and intelligent exercise options finally catapulted Joseph Pilates' vision into a global phenomenon, known simply as "Pilates." Studios and health clubs, teacher training programs, celebrity endorsements, and extensive media coverage now regularly extol the benefits of studying Pilates.

Joseph Pilates' intuitive understanding of the body and innovative equipment design were elements of a larger vision of a universal paradigm for living, based on daily intentional practice towards one's

overall health. On the bodily level, practice of the method leads to physical improvements, enlarging one's options in work and play. At a deeper psychological level, it enhances emotional well-being and the ability to cope with stresses and conflict. The rewards of mindful, regular practice of the Pilates method are self healing and ultimately character development.

Pilates' vision remains a powerful force nearly 50 years after his death. His message is as relevant today as it was in the 1940s. With his work now taught in countries around the world, influencing millions of students, Joseph Pilates' dream is now being realized.

Resources

1. Pilates, Joseph H., Your Health, Incline Village NV: Presentation Dynamics; 1998.
2. Pilates, Joseph H., Return to Life Through Contrology, Miami, Florida: Pilates Method Alliance, Inc; 2010.
3. Pilates, Inc. v. Current Concepts, Inc., 120 F. Supp.2d 286, 57 U.S.P.Q.2d 1174 (S.D.N.Y.2000)

NOTE: Contributions by Stacey Redfield.

This text is reprinted from the Appendix of the National Pilates Certification Program – Study Guide. 4th Edition ©2019 Pilates Method Alliance, Inc. (PMA). All rights reserved.

Download the Article Here.

[The History of Pilates \(1\).pdf](#)

LESSON 3: ABOUT THE COMPANY-A NOTE FROM OUR OWNER

We are a mom-and-pop shop masquerading as a big company.

Ok not really - but it feels like that.

Real Pilates was my 1st baby - before I had babies.

I was 26 and teaching out of my apartment in Tribeca - putting fliers up in the grocery store. When we actually opened - there was no logo and no website. We had a paper schedule notebook.

I've taken care to grow slowly and make sure I could stay connected to each level, each person and our purpose.

This learning platform helps me do just that - stay connected. It's important you hear my voice but equally important that I hear yours. My email, my office and my phone are always open to you. I promise.

Watch our series of videos that describe our community and our vibe!

<https://youtu.be/9Q6A0uJoZJ4>

<https://youtu.be/OBHQbi2qhYY>

<https://youtu.be/RLOmDD588Fw>

<https://youtu.be/RLOmDD588Fw>

LESSON 4: REAL PILATES TEAM - WHO'S WHO?

We are a Team of about 50 people who work at the New York City studios.

35 - 40 are Instructors

10 - 15 are Administrative and Management Personnel.

1 - 5 are SET - Studio Experience Team

Real Pilates Owner

- Alycea Ungaro
- (917) 596-4779
- alycea@realpilatesnyc.com

Director of Operations

- Johnny Pruitt
- (917) 806-5073
- johnny@realpilatesnyc.com

General Manager/Business Development/Community Outreach

- Bridgid Sheridan
- (201) 281-8651
- bridgid@realpilatesnyc.com

Studio Managers

Studio Manager - Tribeca

- Siobhan Price
- siobhan@realpilatesnyc.com

Studio Manager - Upper East Side

- Moira McCormick

- moira@realpilatesnyc.com

Client Coordinators

The Client Coordinators run the front desk, correspond with and schedule clients and instructors, assist the managers in running the studio, and keep the studio organized. They are the face of Real Pilates.

Studio Experience Team

Our SET team maintains studio sparkle and organization during studio operating hours throughout the week.

Real Pilates Teacher Training

Real Pilates Teacher Training

Program Director

- Johnny Pruitt
 - rptt@realpilatesnyc.com

Assistant Program Director

- Vanessa West
 - vanessa@realpilatesnyc.com

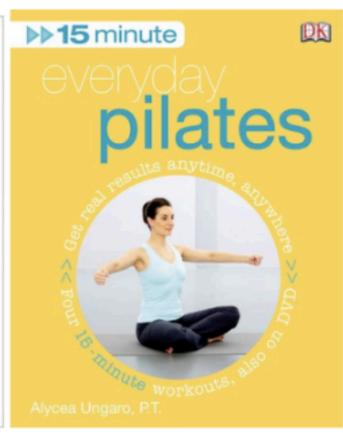
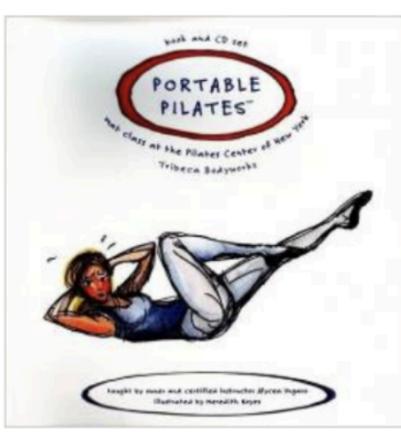
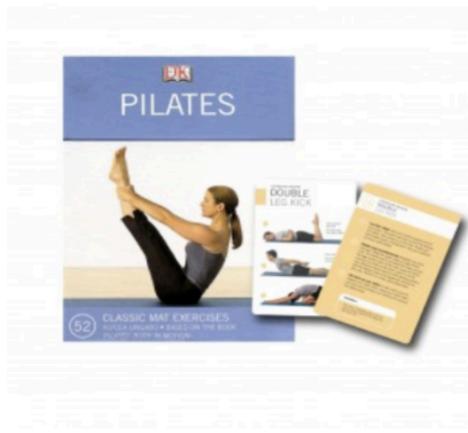
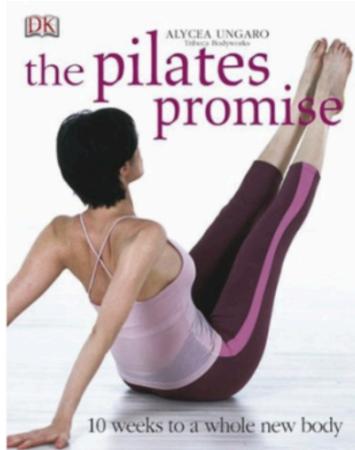
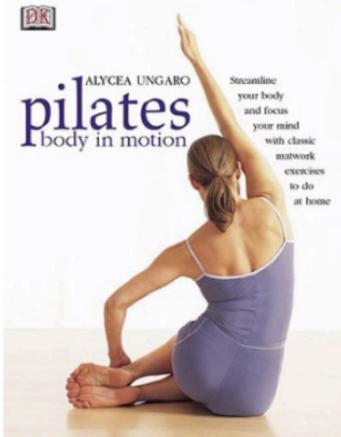
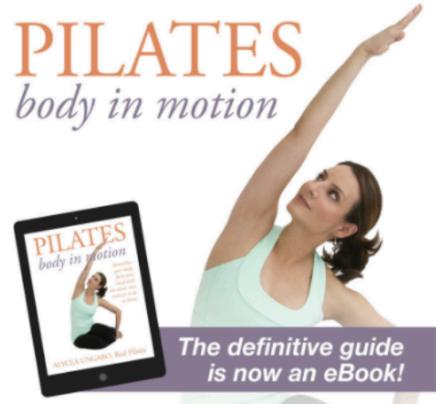
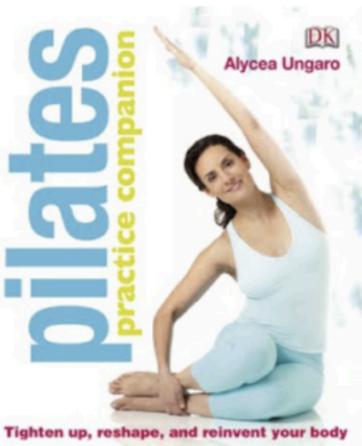
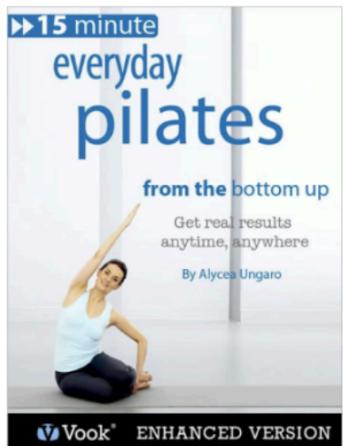
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LESSON 5: OUR PRODUCTS

The Real Brand!

We wrote the book.

Literally. We also made the Mat. Well, *a* Mat.



Alycea's first book Portable Pilates, was self published - a Book and CD package illustrated and user friendly. There are still some copies on the market.

You can find a description of our products with all the associated Amazon links below:

After [Portable Pilates](#)

[Links to an external site.](#)

she partnered with DK publishing to author a number of other best-selling Pilates titles.

[Pilates: Body in Motion](#)

[Links to an external site.](#)

- we call this the Pilates Bible. The full Pilates Mat how-to book with loads of detail. This comes in a [Kindle / eBook](#)

[Links to an external site.](#)

format as well. And it was so popular they printed it in 20 languages all around the world. That wasn't enough - so they made a Deck format of cute little cards.

[The Pilates Promise](#)

[Links to an external site.](#)

- 3 different 10 week programs to address upper body, lower body and posture and flexibility. This book uses the Mat work and some small props like a Magic Circle, Weights or a Ball.

[15 Minute Everyday Pilates](#)

[Links to an external site.](#)

- this book has 4 unique 15 minute workouts - the original edition had a companion DVD. The video content was later converted to 4 eBooks. In 2019 [15 Minute Everyday Pilates](#)

Links to an external site.

was RE-released in 2019 a simple book format without the DVD (old technology).

Pilates Practice Companion

Links to an external site.

- this book took the Home workout to the next level. Borrowing some advanced content from the Pilates apparatus and adapting it for the home exerciser - this book allows users to explore the fuller repertoire of Pilates without the need for a studio. Self-assessments, nutrition and more are included.

Additional spin off books have resulted from the partnership with DK including the [Home Workout](#).

Links to an external site.

We also created a patented workout Mat - called the [Real Alignment Mat](#).

Links to an external site.

Alycea designed this mat to help Pilates students monitor their own alignment while working out.

While we retail all these items - we also sell wholesale to studios worldwide. Once, a long time ago Alycea created a Pilates bootie with Puma and supermodel Christy Turlington! They called it the "Alycea". Crazy, right?

Many clients can benefit from specific items to support their practice - be familiar with all of our in-house products.

Finally here is a one sheet reference of all our Retail products! Some available in studio and some online along with the prices!

[Retail Product Descriptions 2023 Onesheet \(2\).pdf](#)

[Download Retail Product Descriptions 2023 Onesheet \(2\).pdf](#)

There will be a Quiz!

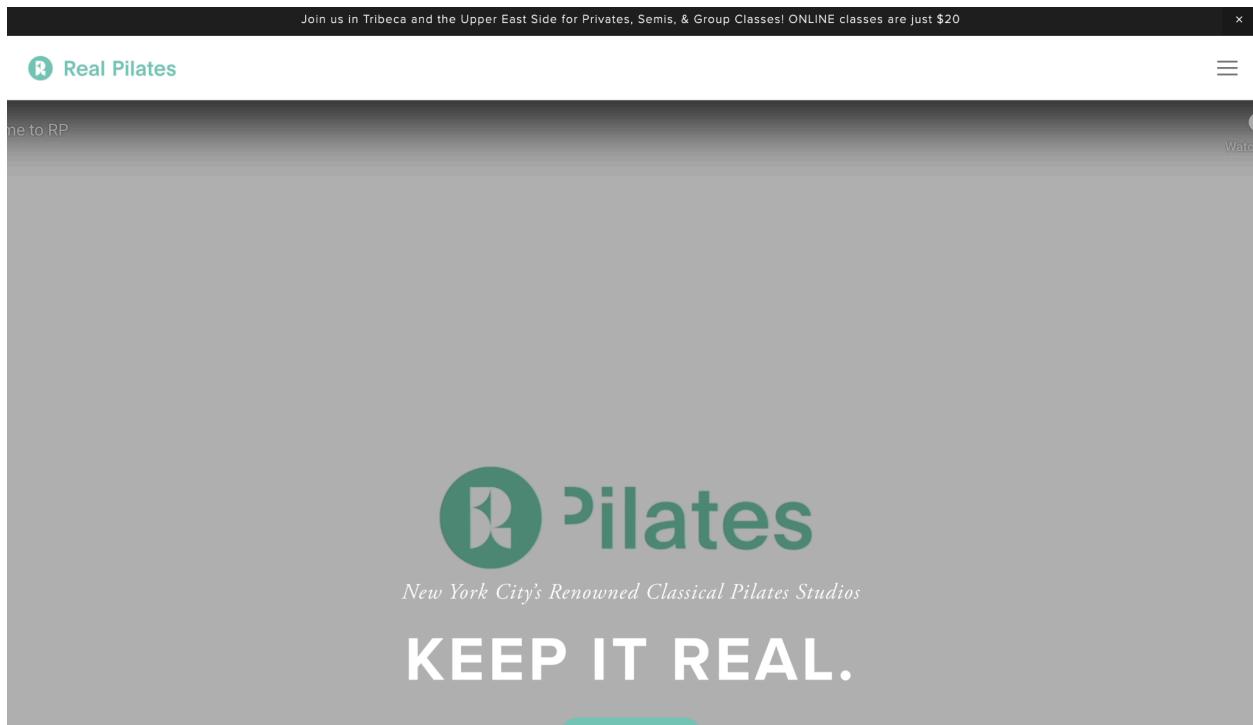
~RP

LESSON 6: OUR WEBSITES

CLICK HERE!

Links to an external site.

(then scroll down)



Imagine you have decided to look for a Pilates studio in New York City. Of course you go to Google. Before you know it you land on Real Pilates.

The website opens with a video and you immediately see one person teaching one client.

This doesn't look like all the other Pilates websites that show groups of people all doing the same thing in neat little rows. This is.... personal.

The RP website is a place to find out about:

Our Owner

Links to an external site.

Our Team

[Links to an external site.](#)

[Our Retail Shop](#)

[Links to an external site.](#)

[Our FAQ's](#)

[Links to an external site.](#)

[Our Pricing](#)

[Links to an external site.](#)

[Our "Start Here" - Capture Form](#)

[Links to an external site.](#)

[You can DO things here, as well, like:](#)

[Book a Class](#)

[Links to an external site.](#)

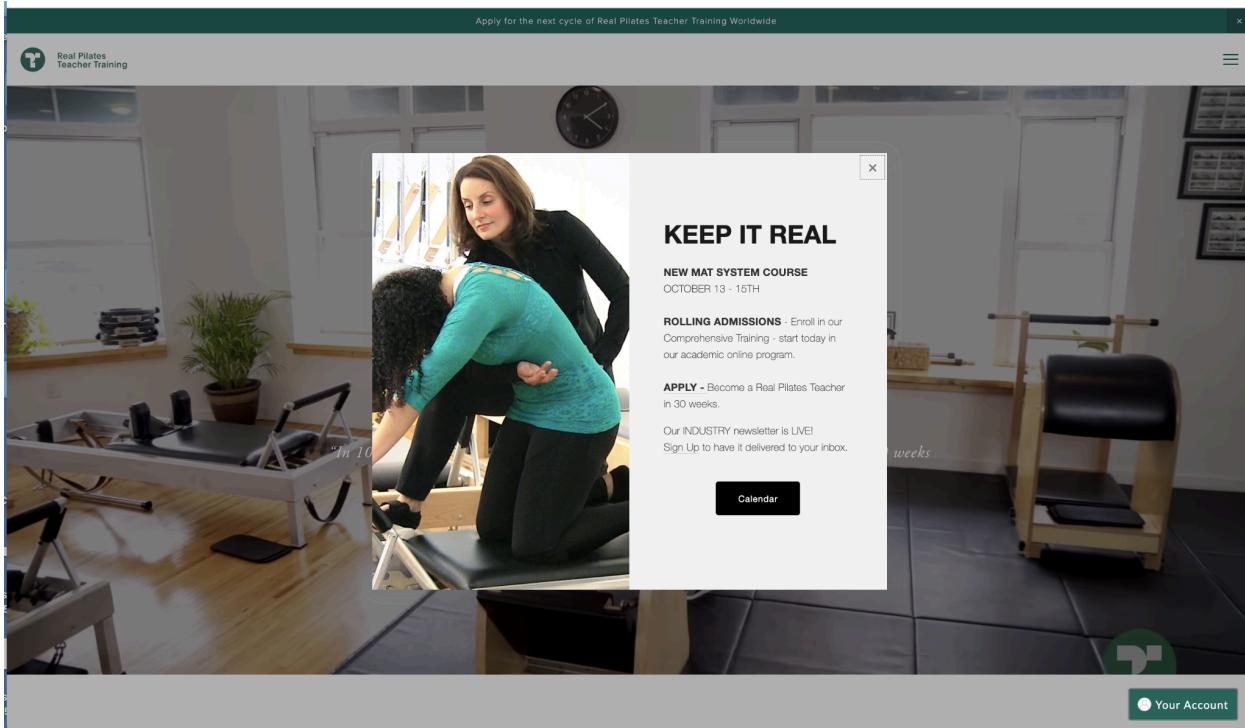
[Book a Private](#)

[Links to an external site.](#)

And in case you fall in love with Pilates and decide you want to become a Pilates Teacher, you can click through to our *other* website and start all over again!

[CLICK HERE!](#)

[Links to an external site.](#)



The RealPilates.com website is a place to:

Learn about Our Bridge Training

Links to an external site.

Learn about our Mat System Training

Links to an external site.

Find New Training Dates

Links to an external site.

Learn About our Summer Education Event - The Realignment Forum

[Links to an external site.](#)

[Apply for Teacher Training](#)

[Links to an external site.](#)

[Browse the FAQ's](#)

[Links to an external site.](#)

[Learn About our Summer Intensive](#)

[Links to an external site.](#)

[Login to your Trainee Account](#)

[Links to an external site.](#)

END

MODULE 1 QUIZ

PREPARE FOR YOUR REVIEW

TIME TO REVIEW

By the end of this module you should have a handle on who we are and the tone and feel of our organization. Here are a few things you should be prepared to discuss and explain after this module with your direct supervisor.

- Who is the owner of Real Pilates? How do you pronounce their name?
- Who is the founder of the Pilates Method?
- When was Real Pilates first established?
- What is the lineage of our Real Pilates training and style?
- Where are our New York Studios? How many are there?
- What do you know about the Montauk Studio?
- What is the name of our training organization?
- Can clients book online without assistance? Where?
- Where do new clients ask for more information about signing up?
- What is the difference between the two websites that belong to Real Pilates?
- What different kind of instructors were listed on the Team Page?
- What is the summer education event called?
- Can you apply for Teacher Training on the website?

Prepare your own questions as well so we can help you get ready for the next module.

NEXT MODULE

 PRE-TRAINING MODULE 2 - OUR ETHOS FOR EVERYONE

Lesson 1: What We Believe (Integrity, Care, Expertise) and Our Code of Ethical Practice

INTEGRITY - Our Character

Everything we do extends from the work of Uncle Joe. It's our core – no pun intended – and the source of our sincerity. We work to ensure that bodies move in the way that they're meant to. We keep it real, taking individuals for who they are and where they are on their personal journey. We don't beat around the bush when it comes to helping them grow. Most importantly, be it with clients or trainees, colleagues or collaborators, we're in it for the long haul. Real change doesn't happen overnight.

EXPERTISE - Our Behavior

We don't just move, we move intelligently, monitoring, adapting and refining as we go. Dynamic and deft, we connect the dots through our hands-on approach, integrating the knowledge passed down by the elders and Alycea with our own experience in order to respond better to the individual in front of us. We teach real skill. It's a more than just x, y, z or counting down to one, it's an overarching framework, one that allows us to speak confidently to the details while maintaining their importance in the bigger picture.

CARE - Our Execution

We believe that nurturing people is powerful. Be it in a private session, a 30-week training program or a 15-year career, we've witnessed the sheer joy that comes from realizing one's potential. It's why our experience and expertise is tailored to each individual so that we're able to support anyone, at any age and at any ability. Pilates is for real life. Yes, it sculpts and tones, but its underlying intent is to take care of people, to enhance their every day, whether that's walking up the stairs or winning the World Series.

This is Who We Are - What We Believe - How We Act and how we share our REAL with the world.

CODE OF ETHICAL PRACTICE

This code provides Real Pilates employees, staff, trainees, graduates and other team members with a set of guidelines designed to protect the rights, dignity and safety of all clients, staff and the public.

Definition of "Ethic(s)": "moral principle; code of behavior; moral philosophy".

I WILL ENSURE QUALITY OF SERVICE TO ALL CLIENTS.

1. I will approach my work in a competent, caring and responsible manner at all times.
2. I will maintain the highest standard of professional conduct and duty of care.
3. I will make best efforts to keep up to date with current research and its implication for my work with each client.
4. I will adopt best-practice approaches to my work, in line with current research literature and industry-wide best practices.
5. I will engage in ongoing professional education at least on an annual basis, or as required by any professional bodies of which I am a member.
6. I will respect clients' right to confidentiality in verbal matters and with regard to confidential personal and medical information that may be disclosed to me as part of the client/instructor relationship.

I WILL WORK WITHIN THE SCOPE OF MY PRACTICE AND WITHIN MY LIMITATIONS.

I will work within my scope of practice as defined by government guidelines and any professional body of which I am a member.

1. I will refer clients to other allied health or medical professionals where appropriate.
2. I will take responsibility for maintaining my physical, mental and emotional wellbeing and, if I cannot function adequately, to

refrain from working and seek professional help where necessary.

I WILL RESPECT THE RIGHTS, DIGNITY AND WORTH OF EACH CLIENT.

1. I will demonstrate appropriate cultural sensitivity in person, online or elsewhere.
2. I will treat everyone equally regardless of sex, ethnic origin or religion.
3. I will not exploit my relationship with a client, co-worker or professional colleague in any way.

I WILL MODEL RESPECT TO MY COLLEAGUES AND MY PROFESSION.

1. I will not denigrate my colleagues or other health professionals in person, online or elsewhere.
2. I will treat other professionals with dignity and respect regardless of training, methodology, style, sex, ethnic origin or religion. I will never engage in hate speech, bullying or cyberbullying, or any other defamatory, offensive or derogatory content.
3. I will ensure that my marketing and promotional materials do not mislead clients and consumers.
4. I will adhere to the laws of the United States regarding discrimination, slander, and defamation in all public communications
5. I will inform Real Pilates by way of formal complaint, if I know of anyone who has breached any of the above code.

We take ethics seriously - please be familiar with this code.

Lesson 2: A Framework for Life

FOR OUR CLIENTS

We build bodies and break barriers. We push and prod towards each individual's personal

threshold or baseline – then we move the bar just a little further.

Real Pilates is about what you see when you catch your reflection, but also what you can do

when you step away from the mirror and navigate real life.

Our goal is to marry your form to your function and inspire each body to move through each day with ease excitement. We are a movement philosophy company dedicated to personal and physical change.

FOR OUR SELVES

Real Pilates is intended as a personal growth platform for those on our team. Each member of the company should leave better than they arrived, smarter and more accomplished and infinitely more confident in customer service, sales, communications, and accountability.

We expect all Real Pilates employees to depart the organization on good terms with new skills and a larger more impressive resume. Use your time here to make the most use of our systems and operations and your personal knowledge bank.

We are interested in you. In what you do and how you do it. Our goal is to marry your personal interests to those of Real Pilates and find that sweet spot of happy and productive days that inspire each of us to our highest potential!

IT'S YOUR TURN TO SHARE!

Tell us 3 interesting things about yourself!

Here are some ideas:

An interesting hobby

A less common instrument you play

A weird sport you practice

An interesting language you're learning

Your biggest achievement at work

Your biggest achievement outside of work

A hidden talent

A unique experience you had at work

A unique experience you had outside of work

Something interesting happened to you while traveling

A weird job you had

Your biggest fear and a funny time you faced it

What got you interested in the field you work in

Where did you grow up

A competition or award you won

A passion project

Volunteer projects you do

EMAIL YOUR ANSWERS SO WE CAN KNOW YOU BETTER!

ALYCEA@REALPILATESNYC.COM,
JOHNNY@REALPILATESNYC.COM,
BRIDGID@REALPILATESNYC.COM,
SIOBHAN@REALPILATESNYC.COM,
MOIRA@REALPILATESNYC.COM

Lesson 3: Real Change

REAL CHANGE

One of our company go-to authors is Simon Sinek who wrote the books "Start with Why" and "Leaders eat Last". He is an inspirational speaker who explains clearly and simply that "people don't care *what* you do - they care *why* you do it".

People don't care that we offer Pilates. They don't care about our cute logo or our huge inventory of equipment or our experience. They don't care that we say we are the best or that we've been doing this for decades or that the owner is an author or even a physical therapist.

They care - that we care.

They care that we believe in the power of change that is possible with this version of Pilates.

They care that we are so passionate about their potential that we focus on their needs, custom build sessions, plan out their progress and develop their capacity and confidence and joie de vivre each and every time they come to see us. Remember that our core values of integrity, care and expertise are the values that ground us and inspire us. Our clients can feel how much we care!

Our positioning signifies that what we do is more than just sculpt and tone. It goes beyond the physical body to offer a comprehensive framework for life.

Real Pilates begins with real people. While Pilates has long been connected with dance and other forms of movement, Uncle Joe developed Pilates in part to rehabilitate injured and de-conditioned nationals who were interned on the Isle of Man - during WWI. It was about making them stronger – both physically and mentally – so that they could return to normal life. Real Pilates is no different. Making use of movements that are so widely regarded as sound and safe, and principles that apply on the apparatus and off, we're able to improve the lives of people – practitioners and professionals – at any decade.

The result of this passion, care and expertise is real transformations, both big and small. Whether it's being able to simply touch your toes, restoring flexibility and coordination to an injured limb, taking the chance on an entirely new direction or reaching a higher level of physical fitness – even when you're already at the top of your game – clients, colleagues and collaborators are supported in every action. Our integrity and dedication open new possibilities, while our support and kindness ensure they have the strength to get there.

Listen to this Ted Talk by Simon Sinek. Alycea feels this way about Real Pilates - that we are all part of something special and that makes our work together more impactful and more lasting than any other Pilates company.

<https://www.youtube.com/watch?v=qp0Hf3Sfl4&vl=en>



Lesson 4: Real Pilates is Real with You - We Really Listen

WE KEEP IT REAL

We support our integrity by being real when we communicate.

- We are honest
- We don't keep secrets
- We do our best to help and support but also try to set realistic expectations
- We work with our students on attainable goals

It means we can speak to the significance of Uncle Joe's original teachings and why we're loyal to them.

We're honest when it comes to how a client carries out an exercise on the reformer, as training and movement are two different things.

And we can be real about the effect that Pilates has on real life: practiced correctly and with care it's transformational.

Our most effective strategy for client care is Active Listening. You may have heard of Active Listening but you may be missing some key elements that will elevate your skill set. Listen to this video and learn all about "trampoline" listening and "getting in your own way" and more.

<https://youtu.be/aDMtx5ivKK0>

Lesson 5: Real Pilates is for Real People, Real Life and Real Skills

It's All Real!

We support our care by relating Pilates to real life.

It means we can describe how sitting incorrectly at a desk influences the nuances of the Pilates exercise known as the "Spine Stretch Forward" without confounding a real person.

We're able to support a trainee who's just switched careers by showing them how their existing experience can make them a better teacher.

We support our expertise by conveying real skill whenever we speak.

This means we can say why refining the "stomach series" (make sure you learn that one) on the Mat leads to serious improvements to other parts of a practice and helps you on the Universal Reformer.

We're able to speak intelligently to the difference between how an exercise is effectively practiced versus how it's effectively taught.

Most importantly, we can say why the original teachings work and why other ideas need time to be tried and tested.

Above all, we can demonstrate the system's ability to adapt to the unique needs of each individual.

Finally - we genuinely care for and invite all humans to experience Real Pilates.

Inclusivity is non-negotiable.

We require all team members to read and learn about the all too common biases in the fitness industry and to model the very best of inclusivity in our spaces.

To learn more, read more or even take a course - [Click here.](#)

[Links to an external site.](#)



Lesson 6: SNAPSHOT - What Makes Real Pilates Different from its Competitors?

We are special! Here's how:

The world is full of Pilates studios. What makes Real Pilates unique?

- Alycea is a licensed Physical Therapist, and has a masters degree in Nutrition

This means we can handle all types of clients and that everyone has the opportunity to either work with Alycea to help design a proper program or at least have their program overseen by Alycea herself. The majority of Pilates studios are owned by Pilates teachers - but Alycea is both a Pilates instructor and a P.T.

- Alycea is a Second Generation Classical Pilates Instructor

Joseph Pilates taught Romana K. and Romana taught Alycea. We are directly descended from the original Pilates technique. Mr. Pilates taught many students Pilates - but there are less and less of his direct lineage still living. Our studio is rooted in history.

- Instructor Qualifications

Our rigorous hiring and training means that all instructors at RP have a minimum of 600 hours training. Most hold multiple certifications. Many of our instructors have been

teaching for decades. Our lead trainers are career instructors. This is their profession, not a side hustle.

- Teacher Training Program

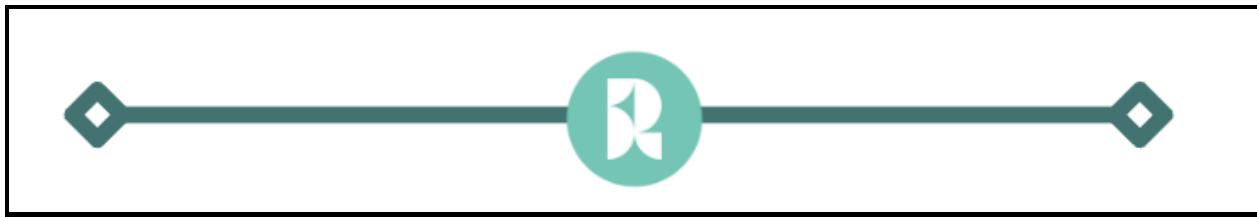
We are a training organization. That means we are committed to our education and we take the lead in the industry. Many Pilates studios train teachers in their own technique. Real Pilates trains teachers so they can teach anywhere! Our training is respected the world over.

- A Diverse Pool of Instructors

Pilates has historically been a white largely female centric fitness routine. Not so here. We are decidedly diverse and maintain that balance intentionally.

- Client-first Mentality

We truly believe Pilates is for everyone. We adjust, adapt and modify for each and every client. No matter what!



Module 2 Quiz

Prepare for Your Review #2

TIME TO REVIEW #2

By the end of this module you should have a handle on who we are and the tone and feel of our organization. Here are a few things you should be prepared to discuss and explain after this module with your direct supervisor.

- Integrity is how we show our _____?
- Expertise is what guides our _____?
- Care is how we _____?
- Our Code of Ethical Practice requires that we keep up with the latest _____?
- It also requires that we engage in ongoing professional education. How often?
- Cultural sensitivity, dignity and respect are important in real life and also _____?
- Explain the history of Joe Pilates - what was he doing during WWI?
- Simon Sinek focuses on certain brands in his Ted Talk called "How great leaders inspire action". What brands does he highlight?
- Why do we believe listening is so key to our customer onboarding and experience?
- Real Pilates promotes inclusivity in the industry because of the history of Pilates. Explain.
- What is 2nd generation mean?

- What does Alycea's physical therapy degree mean for our clients?

Prepare your own questions as well so we can help you get ready for the next module.