

THE ACADEMY — COACH PLAYBOOK

Performance Lab vs. Academy Skills Lab — What to Say, What Not to Say

THE TWO LANES (NEVER MIX THESE)

ACADEMY PERFORMANCE LAB	ACADEMY SKILLS LAB
Revenue engine	Community mission
\$280/month membership	\$10/session
Ages 8–14, capped at 6–8/group	All ages, up to 25–30
Tue + Thu + Sun (3 sessions/week)	Tue + Thu (2 sessions/week)
Year-round structured development	Fundamentals & stay-active
Seasonal programming + at-home plans	Fun drills + competitive games
Measurable progress + parent updates	No progress tracking

WHAT TO SAY (USE THESE VERBATIM)

When a parent asks about Skills Lab:

“Skills Lab is a great way to stay active and learn fundamentals in a fun environment. It’s open to all ages and there’s no commitment — just register for the session you want.”

When a Skills Lab parent asks about Performance Lab:

“If you’re looking for structured, year-round development with real measurable progress, that’s what Performance Lab is designed for. It’s a membership with three sessions per week, seasonal programming, and at-home plans. I can tell you more if you’re interested.”

When a parent asks why Performance Lab costs more:

“Performance Lab is a complete development system — performance training, skill sessions, seasonal programming, and monthly progress updates. Skills Lab is an introduction. Performance Lab is the full program.”

When a Skills Lab kid shows real talent:

“[Athlete] has been doing great in Skills Lab. If you’re open to it, Performance Lab would be a really good next step for them — it’s where we can actually build on what they’re showing.”

WHAT NOT TO SAY (NON-NEGOTIABLE)

- **Never say “Skills Lab is like a trial for Performance Lab.” They are separate lanes.**
- **Never say “You could also just do Skills Lab instead.” That undermines Performance Lab.**
- **Never pitch Performance Lab during a Skills Lab session. Let the work speak.**
- **Never call Skills Lab: “Open Gym,” “Drop-In,” “Group Training,” or “Skills Night.”**
- **Never compare pricing in front of parents. No “for just \$X more you could...”**
- **Performance Lab members do NOT get free Skills Lab access. They pay \$10 like everyone else.**
- **If an Performance Lab parent asks about Skills Lab, redirect: “Your kid is already getting more structured work in Performance Lab. A rest day is probably more valuable than a fourth session.”**

MASTER SCHEDULE (TUE / THU / SUN)

Day	Time	What	Cap
Tuesday	6:00–7:00 PM	Skills Lab	25–30
Tuesday	7:15–8:15 PM	Performance Lab Session	6–8/group
Thursday	6:00–7:00 PM	Skills Lab	25–30
Thursday	7:15–8:15 PM	Performance Lab Session	6–8/group
Sunday	11:00 AM–12:00 PM	Performance Lab Session	6–8/group

Orange rows = Performance Lab (revenue). White rows = Skills Lab (mission). Skills Lab runs directly before Performance Lab on Tue/Thu.

SKILLS LAB SESSION STRUCTURE (60 MIN)

0–10 min: Movement prep — get loose and ready to go

10–35 min: Skill stations — rotating drills (dribbling, passing, footwork, agility)

35–55 min: Competitive games — structured games applying the day's skills

55–60 min: Wrap-up and a high note to end on

The bottom line: Performance Lab is the business. Skills Lab is the mission. Both matter. Neither replaces the other. Consistency protects the system.

LEADERSHIP DEMO PROGRAM

Performance Lab Athletes at Skills Lab — Operational Playbook

WHAT IT IS

Select Performance Lab athletes (ages 13–14) are **invited by Coach Mac** to help coach and demo at Skills Lab sessions. This is a **leadership development role** — not a free session, not a perk, not a reward. They attend in a coaching capacity. They do not participate as players.

WHY IT WORKS (THREE WINS)

WHO	WHAT THEY SEE	RESULT
Skills Lab families	Older Performance Lab athletes leading, coaching, demonstrating	Aspirational pull — "that could be my kid"
Performance Lab parents	Their child developing leadership beyond sport	Reinforces premium value of \$280/mo
Leadership athletes	Real responsibility, coaching reps, confidence	Growth that makes them better in Performance Lab

GAME-DAY FLOW (TUE / THU)

TIME	WHAT HAPPENS	WHO
6:00 PM	Skills Lab begins	All Skills Lab athletes
6:30 PM	Leadership athletes arrive, check in with Coach Mac	2–3 selected Performance Lab athletes
6:35–7:00	Competitive games — Leadership athletes demo, encourage, assist	Leadership + Skills Lab
7:00 PM	Skills Lab wraps — Skills Lab families leave	Skills Lab athletes out
7:00–7:15	Transition — Leadership athletes hydrate, reset	Leadership athletes
7:15 PM	Performance Lab session begins	All Performance Lab athletes

Blue rows = Leadership Demo window. 30 min of low-intensity coaching work doubles as movement prep for Performance Lab.

ROTATION MODEL (3–4 ATHLETES)

Rotate **2–3 athletes per session**. Keeps it special, prevents overload, and gives each athlete leadership reps without burning them out before Performance Lab.

WEEK	TUESDAY	THURSDAY
Week 1	Athlete A + Athlete B	Athlete C + Athlete D
Week 2	Athlete C + Athlete A	Athlete B + Athlete D
Week 3	Athlete D + Athlete B	Athlete A + Athlete C

Each athlete does ~1 Leadership Demo per week. Max 2. Never zero for more than a week unless resting.

HARD RULES (NON-NEGOTIABLE)

- Coach Mac invites specific athletes. This is NOT open to all Performance Lab members.
- Leadership athletes wear Academy coaching shirts — visually distinct from Skills Lab kids.
- They demo, encourage, and assist. They do NOT participate in drills as players.
- Parents are informed this is a leadership privilege, not a free session or perk.
- If a Leadership athlete starts competing instead of coaching, pull them aside immediately.
- No Leadership athlete attends Skills Lab outside their assigned rotation.

WHAT TO SAY ABOUT LEADERSHIP DEMO

When telling an Performance Lab parent their kid was selected:

"[Athlete] has been showing real maturity in Performance Lab, so I'd like to invite them into our Leadership Demo program. They'd come in during Skills Lab to help coach younger athletes — demo drills, encourage kids, assist with stations. It builds leadership skills you can't teach in a regular session."

When a Skills Lab parent asks who those older kids are:

"Those are some of our Performance Lab athletes. They're here in a leadership role — helping demo and encourage. It's part of their development in the full program."

When an Performance Lab parent asks if their kid can also do it:

"It's an invite-only program — I select athletes who are ready for that responsibility. If [Athlete] keeps progressing, they'll absolutely be considered."

Leadership Demo reinforces Performance Lab's premium position without blurring the lane boundary. Younger kids see what Performance Lab athletes become. Performance Lab parents see development beyond sport. The athletes grow. Everyone wins.

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