

# welcome to your **FIRST DAY AT SOUL**

Congratulations! You've rocked the bike, you rocked your interview, and now you're a part of the SoulCycle team. We've got a lot to learn, but not to worry, we'll break everything down for you – and you'll be a hospitality champion in no time. Take a read and don't hesitate to ask any questions. At SoulCycle, the answer is usually YES!

## some first steps

complete onboarding paperwork

get staff shirts

tour of studio

studio safety equipment

create a soulcycle front facing account

rsvp to all required trainings

-History, Brand, and Hospitality

-Bike and Sound Training

-CPR, AED, BBP, and Rider Injury

name: \_\_\_\_\_ title: \_\_\_\_\_ supervisor: \_\_\_\_\_ start date: \_\_\_\_\_

Please keep this checklist! To set up trainings, speak to a studio manager.

# **We**

## **are a culture of yes**

We say yes to our riders and each other.

We never let a rider walk away disappointed.

There is always a SOULution.

## **embrace change**

We are a growing, entrepreneurial community.

We adapt, enhance and evolve as we grow.

## **are happy and have fun**

We have a positive, can-do attitude.

We ride, joke and laugh with each other.

We love what we do.

## **get dirty**

No job is too small. We prioritize what needs to happen.

We get it DONE completely.

When the work is complete, we ask how else we can help.

## **care**

Every rider matters and every ride matters. We take care of each other, our studios, our offices, and especially our bathrooms!

## **move fast and are on it**

We have a sense of urgency (but we also take our time to do it RIGHT).

We acknowledge ALL emails and voicemails within 24 hours.

We follow-up and close the loop on all projects -- no matter how big or small.

## **communicate well**

We give each other the benefit of the doubt.

We approach every conversation with an OPEN mind.

We clear the air and support each other to get to the right place.

## **show gratitude**

We give thanks to our riders, our staff and each other.

We are humble and remember it takes a village.

## **recharge**

Because we operate 365 days/year and almost 24/7...

we make sure to take care of ourselves.

We take time off to rest, stay inspired and recharge.

## **are a community**

We are enthusiastic participants, riders and leaders in the studios. Each studio serves its local community, but all teams work together to bring SOUL to the people.

Let's have a great time--it's SoulCycle, People!



# SOULCYCLE ABBREVIATIONS

#SCabbvs

## STUDIO STAFF

<b>AM</b>	Area Manager
<b>ASM</b>	Assistant Studio Manager
<b>ASM MC</b>	Assistant Studio Manager of Marketing & Community
<b>ASM OPS</b>	Assistant Studio Manager of Operations (Bikes & Sound or Retail Operations)
<b>CL</b>	Cleaning Lead
<b>CMOD</b>	Cleaning Manager on Duty
<b>CS</b>	Cleaning Training Lead
<b>CTL</b>	Cleaning Staff
<b>FD</b>	Front Desk Staff
<b>iT</b>	In Training (ex. FDit, KHit, ASMit, SMit, iIT)
<b>KH</b>	KeyHolder
<b>RM</b>	Regional Manager
<b>SM</b>	Studio Manager

At SoulCycle, we move fast and we are on it, so why wouldn't we abbreviate to save time? Check out some of our staff's most popular abbreviations below.

You'll be an amaz abbrv-er in no time!

## IN THE STUDIO

<b>AAA</b>	Acknowledge, Apologize, Ask
<b>AED</b>	Automated External Defibrillator
<b>BBP</b>	Blood Borne Pathogens
<b>BC</b>	BlueCherry
<b>(C)</b>	Rider Called, Hold Bike
<b>CPR</b>	Cardiopulmonary Resuscitation
<b>K</b>	Socks
<b>MOD</b>	Manager On Duty
<b>S</b>	Shoes
<b>SC</b>	SoulCycle
<b>SOP</b>	Standard Operating Procedure
<b>SW</b>	Shoes & Water
<b>UPC</b>	Water
<b>W</b>	Retail Code for all Merchandise (always begins with 654321...)
<b>YSM</b>	Your Soul Matters

## SOULCYCLE HEADQUARTERS (OR CORPORATE OFFICE)

<b>CCO</b>	Chief Culture Officer
<b>CEO</b>	Chief Executive Officer
<b>CFO</b>	Chief Financial Officer
<b>CMO</b>	Chief Marketing Officer
<b>CTO</b>	Chief Technology Officer
<b>EC</b>	East Coast
<b>FMM</b>	Field Marketing Manager
<b>HR</b>	Human Resources
<b>IT</b>	Information Technology
<b>PR</b>	Public Relations
<b>SMM</b>	Senior Marketing Manager
<b>SOUL HQ</b>	SoulCycle HeadQuarters
<b>SVP</b>	Senior Vice President
<b>VP</b>	Vice President
<b>WC</b>	West Coast

\* FOR STUDIO ABBRVS, SEE STUDIO MANAGEMENT GRID

# soulstyle

## show up with soul

at soulcycle, we spend a lot of time on the little things: keeping the tissues and gum full, folding towels a specific way, arranging weights, and making sure the candles are lit. did you know that you are our most important detail? taking the time to look and feel good can lead to more confidence, improved morale, increased energy levels and a renewed sense of engagement with your riders. when you feel good about how you look, you can make decisions confidently and carry yourself with pride.

### look good, feel good

we're a company that values health, affinity, happiness, and well-being. we're also a luxury brand and our riders expect a certain level of service, hospitality, professionalism, and attention to detail. riders come for the ride, but they stay for the experience. we're a huge part of that!

### brand standards: a little goes a long way

- don't forget to smile! a warm welcome and calling someone by their first name are the hallmark of our culture of hospitality.
- jump into your shift with your favorite work wear... not sweatpants and baggy shirts. we ask for fitted leggings for women and performance pants/shorts for men (if soulcycle branded, awesome!) — you want to look like you're ready to work or ride, not turning in for the night.
- get into a groomin' groove: a fresh look and a fresh scent are easy ways to impress. take an extra 5 minutes before you hit the door - guys, make sure to keep the facial hair looking good with a shave or a trim. ladies, don't forget hair ties! guys and gals, don't forget a spray or two of deodorant. a little scrub of the teeth is great for fresh breath too!

### your soul style: what makes you feel good?

- when you look and feel your best, people notice! think about what makes you feel energized, inspired and confident – and then take the time to do it!
- wear your favorite pair of lulu run inspires or pace breaker shorts, whatever works for you and represents our brand at the same time.

\*for additional information on dress code and uniform visit the hr manual on soulcycle university.



# staff riding etiquette

one of the many perks of working at soulcycle is that we get to ride for free! below are guidelines on how to ride as “staff” in any of our soulcycle locations.

## **ride as a “walk-in.”**

we ride on a “walk-in” basis and don’t book ourselves in spots ahead of time. any class that has open bikes is fair game! corporate staff may ride once between 8am and 6pm, and studio management may ride once per shift. hourly staff can ride before or after their shifts. don’t forget to change out of uniform before clipping in!

## **check for room in class yourself!**

please don’t call or g-chat the studio to see if there are open bikes in a class! the staff is taking care of our amazing community!

## **wait in line & hang back during check-ins.**

when arriving, please wait in line respectfully with fellow riders and add your name to the “staff waitlist.” we are part of the community too! please wait to make moves until riders are on bikes.

## **introduce yourself every time.**

introduce yourself every time you go to a studio. we all want to know who we are and where we work! (take interest in them, too!)

## **staff waitlist.**

the “staff waitlist” opens 30 minutes prior to class. bikes are filled first-come, first-serve. and, the staff waitlist begins after the rider waitlist is done (approx. 4 min before class starts). you’ll be assigned a bike once your name has been called from the staff waitlist.

## **don’t go behind the desk & always use a locker.**

the staff working at the front desk are thrilled to get you shoes. although your efforts to help are appreciated—the staff has a groove and it gets crowded back there! and please #nohovering!

## **help riders first.**

if you’re paying for a bike –go you! you can absolutely book a bike at noon on monday on the front end, not before. if you’re working in the studio, always remember to help riders first. and, if you’d like a certain spot or class, have a friend book for you!

## **doubling.**

if you’d like to double, you rock. but please know you’ll be added to the bottom of the staff waitlist for the second class—we’d love to give all staff a chance to ride.

## **friends.**

when bringing a friend: you must be present, accompany them to check in for class (1 guest per class), and educate them on our staff riding etiquette. also:

- a. friends & family get free shoe rentals, but are responsible for bringing/buying water just like us!
- b. they’ll be added to the “friends waitlist” which comes after the “staff waitlist” is given bikes—employees are given preference in class of course! and please be sure friends are courteous & considerate no matter the outcome.
- c. they must fill out a new rider form so they can be entered in our system and sign the waiver.
- d. friends can’t be cancelled out of a bike if they’ve booked one even if you end up riding with them. also, friends can’t have comp classes added into their account!

## **graceful exit with or without a bike.**

if you scored a bike, please give a brief acknowledgment to the instructor at the end of class. if you don’t get a bike, please be kind, gracious, and appreciative of the front desk staff’s hard work! the staff would love nothing more than to get you a bike but sometimes it’s not in the cards. thank them and gracefully exit.

# email etiquette tip-sheet

## know your contact

- think about who handles project before adding names
- pick up the phone
- studio key & soul hq directory (on soul hq site— soul hq directory)

## consider your deadlines

- consider the people (studio staff days off)
- put realistic timeframes on your requests
- pick up the phone
- be clear about deadlines & who is responsible

## reply within 24 hours

- aim to reply within 24 hours (or less)
- if day off, return within 24 hours when you return
- not the project (just the email)
- put realistic timeframes on your requests

## put the topic in the subject

- figure out gist & put it in the subject
- you will get faster answers
- don't "hi" or "hey"; do "staff payroll question"

## include urgency in the subject

- if urgent, put urgent in subject line
- return all urgent emails within 2 hours or less
- don't be reckless or overuse
- be realistic about what & considerate about who
- be mindful of the current time

## be joyful, friendly & leave ppl feeling good

- catch more bees with honey
- soulcycle is fun; lol, j
- read draft from the perspective of the recipient
- short and direct doesn't have to be curt

## be complete

- send one email when possible
- nothing is worse than getting a project or topic in several emails piece-mail
- use punctuation
- casual medium but...don't throw all rules out

## pick up the phone

- pick up phone when topics have lots of parameters
- when explanation or negotiation is needed
- email should never be used for tough or bad news

## include time zones: est, cst, or pst

- national company with employees on the west coast and midwest!
- consider the time difference
- consider your turnaround request

## be brief

- state the purpose in first two sentences
- get to the point faster (but still be nice)!
- easy to read: use bullets or numbers
- be crystal clear

## be mindful of confidential info

- only discuss public matters
- think about who & what
- no highly confidential information
- end up in wrong hands with legal repercussions

## don't hit "reply all"

- don't just hit "reply all"
- think before shooting
- uninvolved people dislike back and forth

## no text messages for business

- for most company business, use email

# **five must tell tips when setting up riders**

## **1 resistance knob/emergency brake**

Show the rider where the resistance knob / emergency break is and how to use it.

The resistance gives the rider control, making the ride safer.

Have the rider continue to pedal while lowering resistance, push down on the emergency brake (so that he/she feels the wheel stop).

“This is your resistance knob, when you turn it to the right you will be adding resistance. When you turn it to the left you will be taking resistance away. If you push down, the wheel will stop”

## **2 core**

**SoulCycle is a full body workout, focusing on the core.**

**The core should be engaged throughout the entire class – braced for a punch!**

“Focus on engaging your core throughout the entire class. Brace your stomach as if you are about to receive a punch!”

## **3 it's kind of like dancing**

**We ride to the beat of the music.**

**The riders foot should hit the bottom of the pedal stroke along with the beat.**

“Focus on riding to the rhythm of the music. Add or remove resistance to match your pace to the instructors.”

## **4 weights**

**We use hand weights! Show the rider where the weights are located on the bike.**

**Let him/her know the arm series comes towards the end of class, usually one or two songs to follow.**

**Be sure to tell the rider to put resistance on the wheel during the arm series so that he/she is supported.**

“Your weights are located just below your seat. Put some resistance on your bike to keep your core engaged during the arm series. This will come towards the end of class. Once you finish the arm series you are almost home – usually 1 – 2 songs left!”

## **5 listen to your body**

**It is important for riders to only do what feels comfortable to them.**

“Do only what you feel comfortable doing, go at your own pace and to listen to your body.”

# the wheel.

As a community that creates connections, we believe that there's nothing more important than communication. That's why we're so excited to share The Wheel, your go-to online destination for all things SoulCycle. A special platform created just for US, The Wheel will help you find everything from announcements to how-to videos to directories in just a few clicks! You'll be receiving a welcome email and instructions on how to log-on for the first time within the next 24 hours!

That's right. The Wheel is a place for our pack to access training materials, exchange ideas, ask for help, share a few laughs, push through a tough day...and most of all, communicate with each other in an empowering way that keeps us all in the loop.

The screenshot shows the homepage of the SoulCycle The Wheel platform. At the top, there's a navigation bar with links for Home, Soul U, Share, @Soul, Connect, and a user profile picture. Below the navigation is a large yellow banner with the text "STUDIO DIRECTORY" and a "CLICK HERE TO VIEW" button. To the right of the banner is a section titled "Announcements" containing a welcome message and a date (April 19, 2016). Below the banner is a "Featured Content" section with four cards: "the wheel. 101" (DONE), "life at SOUL" (DONE), "TURN IT UP 20" (NEW), and "Grand 101" (NEW). Further down are cards for "rider set-up" (NEW) and "SOUL SAFETY" (NEW). On the right side, there's a "Events" section listing three "Wheel 101 Webinars" with details like date, time, location, and instructor. Below the events is a "Links" section with links to SoulCycle.com, Manager System, Soul Support, Ultipro, Benefits Live, and Studio Directory.

Speaking of in the loop, please note that all materials on The Wheel are for internal purposes only and may not be shared outside of the platform or our community (via social media or otherwise). This is just for our SOULfam!

**CLICK. LEARN. SHARE. DONE.**

# how to access the wheel from your phone

On the go? Accessing The Wheel on an iPhone is easy!

Visit [https://thewheel.soul-cycle.com/eco\\_login.php](https://thewheel.soul-cycle.com/eco_login.php). Once your password is saved this is an easy 2-step process!

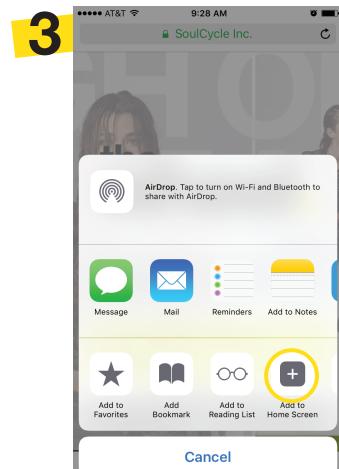
add the wheel to your iphone home screen:



welcome to the login page



tap the icon for 'add to home screen'



tap 'add to home screen'



tap on the wheel icon

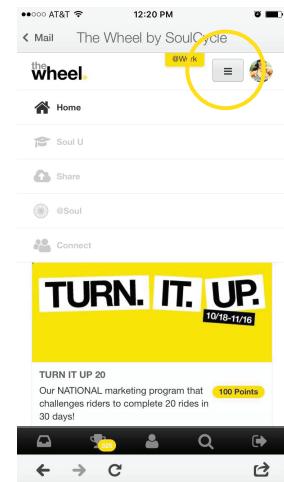


sign in and save your password

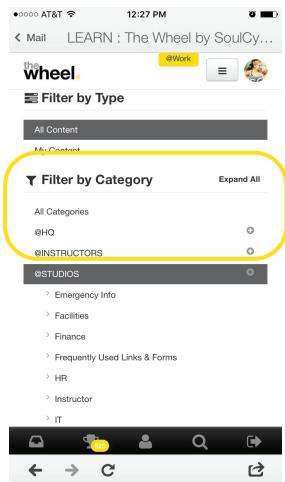
how to search the wheel from your phone:



use the magnifying glass to search



use the menu bar to browse



scroll down to filter by category

# SYSTEM ACCESS

## LOGIN INFORMATION

UltiPro can be accessed anytime / anywhere by going to:

1. Go to <http://employees.soul-cycle.com>
2. Your User Name: First Initial – Last Name – Last 4 digits of your Social Security Number (e.g.: JSmith1234)
3. Your Password: your initial password is your 8 digit date of birth (e.g.: 05301978)
4. Click **Log In**
5. After entering your initial password you will be prompted to change your password. Password must be at least 7 characters in length.

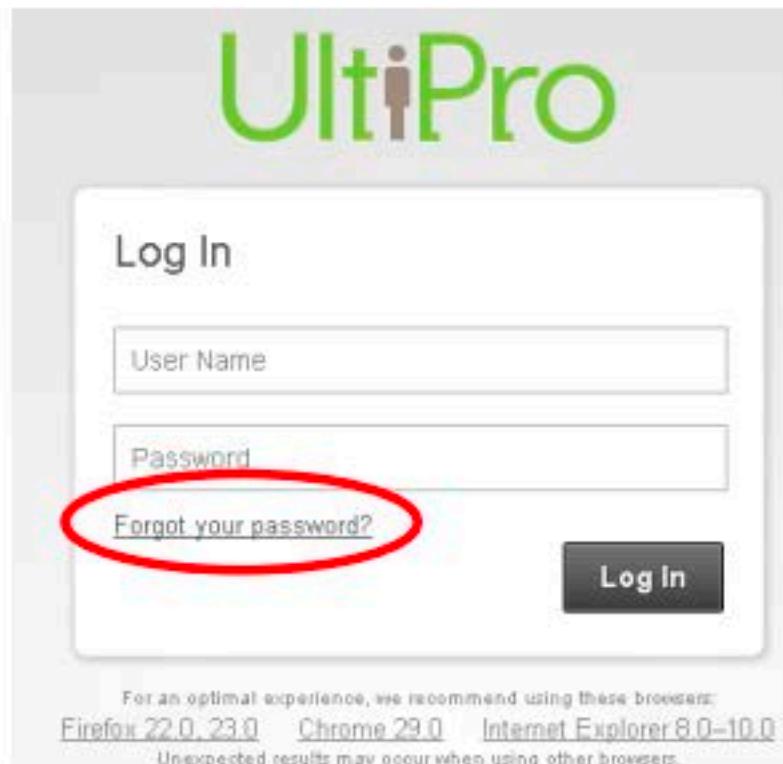
In the old password field, type your old password (i.e.: date of birth).

6. In the new password field and confirmation field, type your new password.

Click OK. You will receive confirmation that your password has been changed, and you will be logged into the application.

### 7. **Forgot your password?**

If you do not remember your password, select the 'Forgot your password?' link in the Log In box.



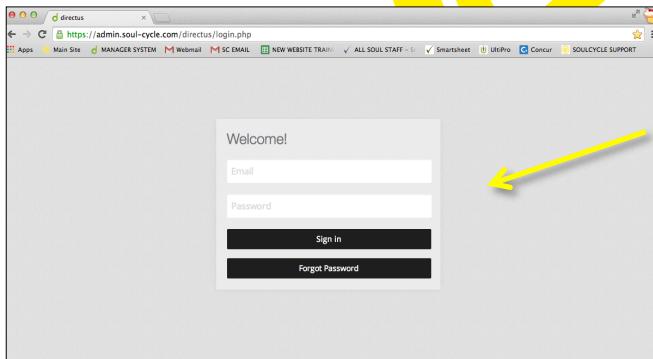
**Important:** UltiPro includes a number of windows that open as "pop ups". Please ensure that your browser's pop up blocker is turned off before using UltiPro.

# manager system overview

## #1 - LOG ON

- Go to <https://admin.soul-cycle.com/directus>
- Enter your SC or personal email address
- Hit "forgot password"
- Check your email and copy & paste the new password that was sent
- Once in, you can reset your password

Any other questions/concerns email: [hr@soul-cycle.com](mailto:hr@soul-cycle.com)



**SIGN IN HERE**

## #2 - BOOKER (used for booking riders into classes or viewing room map)

- Click the black tab labeled BOOKER
- Select studio
- Click on class time to see studio room map view and to check for space in class

The Booker interface shows a navigation bar with tabs: SoulCycle, Tables (131), Media (5,089), Directory, **Booker**, Reporting, Binder, and Cash Register. Below the navigation is a breadcrumb trail: Booking > East 83rd Street > Wed. November 5 - 6:30PM SoulCycle (71). The main area is divided into several sections:

- SELECT STUDIO:** A dropdown menu for selecting a studio.
- BOOKER TAB:** The active tab.
- CLASS SCHEDULE:** A grid of circular icons representing class times and locations, with a "Today Nov 6th" header and a "This week" section below it.
- SEARCH FOR A RIDER:** A search bar labeled "Find Customers" with a magnifying glass icon and an "Add New Rider" button.
- CLASS NOTES:** A notes section on the right containing entries like "19 ROBINSON frc SR", "30 SCHEK more center SR", and "27 Chesner move up CH".
- CLASS WAITLIST:** A notes section on the right containing entries like "SuperSoul (1)", "Missed Soul (0)", and "Waitlist (2)". It also lists names like Maggie T Farrell and Helen Lupowitz.
- ROOM MAP:** A large grid of small circular icons representing studio rooms, each with a number (e.g., 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70) and a name (e.g., MAZQUAR, Romeo, Andrei, Adelson, Rolat, White, Hartman, Scudato, McNamara, Gaffney, Landis, Sephton, Robinson, Draycott, Durigan, Almeda, Cortez, Ablyakimov, Leo, Kirsch, Bissegger, Robinson, Ellison, Cohen, Gomez, Parker, Lichtenberg, Calabrese, Bunn, Gorman, May, Markevitch, Sloane, Alese, Dye, Patterson, Boyce, Kaufman, Mikkilineni, Raymond, Larsson, Vanhoe, Mirabell, Xiques, Brasco, Goold, schek, Wienik, McDonnell).

<https://www.soul-cycle.com>

# manager system overview

## #3 - CASH REGISTER

- Click the black tab labeled CASH REGISTER
- Type in Rider Name into the omni bar
- Select Quick Picks on the left hand side of register to buy a series or type in / scan label to purchase retail (make sure cursor is blinking in omni bar)

The screenshot shows the SoulCycle manager system interface with the following highlighted features:

- OMNI BAR:** Located at the top center, it contains fields for Tables (131), Media (5,123), Directory, Booker, Reporting, Binder, and Cash Register. A yellow arrow points from the text "OMNI BAR" to the Booker tab.
- CREATE NEW RIDER ACCT:** A search bar at the top right with the placeholder "Type the name of a rider or a product UPC, scan a product barcode, or sw." A yellow arrow points from the text "PRODUCT SEARCH BY NAME" to this field.
- QUICK PICKS:** A list of items on the left side with columns for Product Name and Price. A yellow arrow points from the text "QUICK PICKS" to the "SOUL 34" item.
- PAYMENT OPTIONS:** A section on the right showing a breakdown of charges: \$34.00 (Unit Price), 1 (Quantity), 0% (Discounts), and \$34.00 (Ext. Price). It also shows Subtotal (\$34.00) and Tax (\$0.00). A yellow arrow points from the text "PAYMENT OPTIONS" to the "TOTAL \$34.00" line.
- REGISTER LOCATION:** A dropdown menu on the right labeled "RACHEL WLG" with options for Split, Cash, Gift Card, Credit Card, and Store Credit. An Employee ID field and a "Submit Transaction" button are also present. A yellow arrow points from the text "REGISTER LOCATION" to the "Submit Transaction" button.
- ENTER EMPLOYEE ID TO SUBMIT A TRANSACTION:** A yellow arrow points from the text "ENTER EMPLOYEE ID TO SUBMIT A TRANSACTION" to the "Employee ID" field.

**know of anyone who would be a great addition to the soul community?**

**REFER THEM TO SOUL!**

**if they stay with the pack for at least three months, you'll also be eligible to receive a \$100 amex gift card!**

**for more information on our employee referral program, ask your studio manager!**