**Title Page**

* **Title**: Procedure for Onboarding New Staff
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12. **Purpose**

This procedure outlines the steps required to effectively onboard new staff members at ZeroW, ensuring they understand our brand, community, systems, and responsibilities.

1. **Scope**

This procedure applies to all new staff members at ZeroW gyms and covers the onboarding process from prior to the start date through the first week of employment.

1. **Definitions**

* **Onboarding**: The process of integrating a new employee into the organisation.
* **Hormozi Closer Framework**: A sales strategy used to convert potential members during consultations.
* **SBD**: Squat, Bench press and Deadlift

1. **Responsibilities**

* **Gym Managers**: Responsible for overseeing the onboarding process and ensuring new staff members receive all necessary information and training.

1. **Procedure**

**Prior to Start Date**

* 1. **Introduction to ZeroW**: Explain what ZeroW stands for as a brand and how we integrate this into our community.
  2. **Website and Membership Overview**: Walk through the ZeroW website and explain different membership tiers and benefits.
  3. **Sales Training**: Introduce the Hormozi Closer Framework for converting coached memberships based on impressions and consultations.
  4. **Finance Strategies**: Discuss strategies for managing member payments and handling missed sessions.

**Practical Session**

1. **Technique Session**: Conduct a technique session led by a gym manager to provide an in-depth understanding of ZeroW systems.
2. **SBD Tech Breakdowns**: Explain how to link squat, bench, and deadlift (SBD) techniques to accessory exercises and use these points for sales.

**Template Responses**

1. **Technique Session Follow-up**: Provide template responses for following up on technique sessions, including videos, individualised points, movement preparation, and upselling.
2. **Programming Spreadsheet**: Share examples of programming spreadsheets in different phases and encourage exploration.
3. **Google Drive Resources**: Provide access to a Google Drive with premade materials, including a programming guide, Thomas’ sales call, and template email responses.

**First Week**

1. **Administrative Setup**: Connect new staff with payroll/accountants to finalise the contract. Set up a custom email address for the new staff member.
2. **Templates and Responses**: Provide premade follow-up and response templates for online coaching, 10-day trials, and welcome emails to new members.
3. **Gym Tour**: Give a tour of the gym, highlighting safety systems and standard housekeeping expectations.
4. **Task Sheet**: Provide a task sheet outlining daily, fortnightly, and monthly tasks.
5. **Culture and Community Exposure**: Training on how to greet members and give tours to potential members using the Hormozi Closer Framework. Discuss how to interact with members and enhance their experience.
6. **Technique Sessions and Upselling**: Offer free technique sessions to new members and discuss upselling opportunities.
7. **Identity and Strengths**: Implement strategies to help new staff find their identity and strengths within ZeroW, focusing on moral and value alignment.
8. **Materials and Equipment**

* Onboarding checklist
* Task sheet template
* Technique session materials
* Programming spreadsheets
* Google Drive access

1. **Safety and Environmental Considerations**

* All gym staff must maintain a current first aid certification at the cost of ZeroW
* Ensure all new staff are trained on gym safety protocols and emergency procedures.
* Maintain a clean and safe environment during all activities, and at all times.

1. **Quality Control**

* Gym managers must oversee the onboarding process to ensure all steps are completed and documented.
* Feedback from new staff should be gathered to continuously improve the onboarding procedure.

1. **References**

* ZeroW Website
* Hormozi Closer Framework
* ZeroW Gym Safety Policy

1. **Appendices**

* Appendix A: Onboarding Checklist
* Appendix B: Task Sheet Template
* Appendix C: Technique Session Guide

11. Revision History

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