

Children's Activity Management Inc.
Presents

Great Gyms Are Built on Great Staff

Training for Excellence, Protection, and Peace of Mind



Children's Activity
Management, Inc

What We'll Cover Today

01

The Case for Training

Why your staff is your single greatest investment

02

When Training Breaks Down

The real cost of unqualified staff on the floor

03

The Legal Reality

Lawsuits, liability, and what's at stake for your gym

04

Training as Your Shield

How documentation and development protect everything you've built

PART ONE

The Case for Staff Training

Building a better gym starts on the coaching floor

Your Staff Is Your Gym's Greatest Asset

- Athletes and families choose your gym —**and stay**— because of the people they encounter every day
- Coaches shape confidence, skill, and love of the sport. That influence goes far beyond technique
- Great staff don't just coach — they sell, retain, and represent your entire brand
- Ask yourself: what would your gym be without the people on your floor?

What Does 'Well-Trained' Actually Look Like?

- Technical competency: proper progressions, skill spotting, and age-appropriate instruction
- Clear communication with athletes, parents, and teammates — professionalism at every level
- Emergency preparedness: knowing what to do before, during, and after an incident
- Consistent execution of your gym's safety protocols — every class, every time

Build a Culture of Excellence

- Ongoing training reduces staff turnover — coaches who grow with you, stay with you
- A well-developed team believes in your mission, and that energy is contagious to athletes
- Families notice the difference between a coached gym and a supervised gym — they talk about it
- Your reputation is built one interaction at a time. Training is how you control that narrative

The ROI of Staff Training

↑ Retention

Athletes stay longer with coaches they trust

↑ Referrals

Satisfied families are your best marketing

↑ Revenue

Stronger programs command stronger pricing

↓ Risk

Fewer incidents, fewer claims, lower premiums

THE BRIDGE

When Training Breaks Down

What happens when your staff isn't ready — and an athlete pays the price

You Have a Legal Duty of Care

Every athlete who walks through your doors is trusting you with their safety. That trust is not just moral — it is a legal obligation.

- Duty of care means your gym is legally responsible for providing a safe environment
- That obligation extends to who you hire, how you train them, and how you supervise them
- When an incident occurs, courts ask: did this gym meet its standard of care?

How Negligence-Related Injuries Happen

- Skipping progressions and rushing athletes into advanced skills before they are ready
- Failure to recognize dangerous technique, fatigue, or signs of physical distress
- Poor supervision — wrong ratios, distracted staff, or no clear accountability on the floor
- Inadequate emergency response — staff who don't know what to do when seconds matter

The First Question Is Always the Same

"Was this coach qualified — and can you prove it?"

- Certifications on file — and are they current?
- Training logs: dates, content, who attended, who signed off
- Written safety protocols — and proof staff received and understood them
- Without documentation, good intentions are not a legal defense

PART THREE

The Ramifications of a Lawsuit

It's not just about money — it's about everything you've worked to build

The Financial and Personal Reality



Legal Costs

Defense fees reach tens of thousands — even when you win



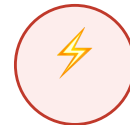
Insurance Impact

Premiums spike or policies get cancelled after a claim



Personal Liability

Negligent hiring can put your personal assets on the line



Business Disruption

Litigation consumes time, energy, and leadership focus

The Reputational Cost Is Often the Hardest to Recover

- Litigation is public — and in a small gymnastics community, word travels fast
- Social media can amplify a single incident into a gym-defining crisis overnight
- Enrollment losses following a high-profile case can take years to reverse
- The hardest part? The reputational damage starts before any verdict is reached

PART FOUR

Training as Your Legal Shield

Documented training is demonstrated care

Build the Shield Before You Need It

● **Written Training Plans**

Define what staff must know — and document that they know it

● **Certifications on File**

Current, organized, and auditable at any time

● **Signed Acknowledgments**

Staff confirm receipt and understanding of all safety protocols

● **Regular Performance Reviews**

Tie evaluations to safety standards, not just coaching quality

3 Steps to Take Before You Leave Today

1

Audit Your Documentation

What training records do you actually have right now? Be honest.

2

Identify the Gaps

Where are your staff's qualifications falling short? That gap is your liability.

3

Commit to a Training Calendar

Schedule 12 months of staff development before you leave this convention.

Great gyms are built on great staff.

And great staff are built by great owners.

Thank you for your time today.

Bryon Hough

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