



Amphibious Exercises for Improved Swimming

The aXis program is a system of certifiable levels of progress that advance coaching skills for coaches and athletic skills for swimmers. By completing the 5 levels of aXis, an individual will gain invaluable insight into safe ways to build true strength and athleticism, flexibility, and disseminate that knowledge to athletes in an effective and efficient manner. The skills and knowledge learned through aXis can be categorized as basic physiological concepts, observation and communication skills, and business integration concepts. A certified aXis instructor will be equipped to build better physical tools for swimmers to use while adding value to pre-existing and new business models.

The aXis program is a series of learning sessions organized into seminars and 'Certifications' that begin with a basic introduction and progress through advanced coaching techniques to essential business concepts. The program is built on the goal of teaching athletes involved in swimming, through quality coaching, to learn safe, effective, and specific amphibious training techniques that will have a positive impact on a swimmer's technique. To have a positive effect on the largest number of swimming athletes possible, and thus benefit the sport of swimming as a whole, aXis incorporates a viral business model that allows for unlimited growth while retaining a core of consistent quality.

aXis at its very essence is both a specific set of movements and complexes geared towards creating a better swimmer, paired with a specific coaching style focused on quality and sound coaching fundamentals. The program starts with introducing *all* individuals to the specific orthopedic functions it looks to enhance, then builds a base of knowledge to help benefit the individual athlete. aXis in its most advanced levels looks to build a program to benefit multiple individuals and finally to bring the cycle full circle and develop quality people to continue to teaching aXis principles at a young level. At its core, aXis reinforces very basic coaching fundamentals as a critical key to success using the program; observation, evaluation, and communication.

The Pillars of the aXis Concept:

- Orthopedic Safety & Stability
- Strength and Power in an Athletic form specific to Swimming
- Consistent dedication to Elite levels of Quality
- Value as a strong and established business model

An Overview of aXis Progression

Improve Your Swim Camp – 1 day workout camp including two dry land workouts and two on deck & in water workouts

- I. **Introduction to aXis Seminar** – What aXis is and why it is needed. Learning what elements of swimming can be strengthened on land and transferred to the water and introduction to program design.
- II. **Introduction to Coaching aXis Seminar**– How aXis works (including foundational movements) and how to use it. Defining what the foundational movements are and how they strengthen swimming technique (exercises from Improve Your Swim Camp). Coaching cues and relation of exercise to water. Program design & introduction to physiology.
- III. **Certified Advanced aXis Coaching** – The best ways to use aXis movements and progressions as a total program (program design). How to build an amphibious training program based off of foundational aXis movements and effective coaching strategies for youth to elite clubs.
- IV. **Certified Elite aXis Coaching & aXis Business Concepts** – Elite level coaching and how to make aXis an effective tool for your organization.
- V. **Certified Teaching aXis Coaches & Advanced aXis Business** – learning to demand quality from aXis coaches and how to make aXis a valuable stand-alone commodity or addition to your business.

Coaches can expect to gain the following knowledge, concepts, and skills from participating in the aXis program:

- A new library of dry-land movements that are safe and effective for swimmers
- A better understanding and sharpening of the skills required to coach athletes of all levels;
 - On Deck Skills: Observation/Identification, Processing/Visualizing, and Communication/Encouragement
 - Off Deck Skills: Organization/Planning, Adaptation, Integration/collaboration
- A foundation of basic business skills to help turn knowledge into a real value

An athlete who either participates in aXis or is coached by an aXis certified coach/trainer can expect to improve in the following areas:

- A better understanding of correct and orthopedically safe exercise philosophy (functional training)
- A wide range of progressive movements and complexes to continually use in all aspects of training and competing.
- Improved Elongated Spinal Position, or body line both in and out of the water, as evidenced by a *stronger* core (not a better 'six pack') including lower body and back musculature.
- Improved flexibility and dynamic movement within a new flexibility range.
- Explosive power generation and the proper way to apply that power in a safe and effective way both in and out of the water
- Consistent, progressive, quality coaching across geographical areas throughout a career as a swimmer.
- Decreased recovery times due to improved cardiovascular efficiencies

The 5 Levels of Axis

I. Introduction to aXis – “Dry land training for Aquatic Athletes”

The aXis level I seminar is designed to be an introduction to the aXis program as a whole. This session strives to demonstrate *why* swimmers need aXis, *what* aXis is in a very literal sense (the *how* is addressed in further levels). This is an in depth, hands-on informational session designed to simply define what elements of dry land training are most effective for aquatic athletes.

- Requirements: Waivers and fees only.
- Demographic: All coaches and athletes interested in the concept of aXis between the ages of 7 and 75
- Instructor/Student Ratio: 1/10
- Topics:
 - aXis Program organization, benefits, and structure.
 - Foundational movements – video resources for dynamic movements and stretching.
 - Orthopedic Safety
 - How to use exercises- timing, reps and workout structure
- Field Application: Includes orthopedic evaluation, optional workout
- Duration: 2 x 3 hour sessions during 1 day (one workout, one classroom)
- Hard Materials: aXis Binder with Level 1 materials insert
- Virtual Materials: User access to Online aXis Level 1 materials/ access to online store discounts.
- Equipment: Basic equipment bag; snorkel, theraband, parachutes are available for purchase at a discounted price

II. Introduction to Coaching aXis – “What are the tools of aXis?”

The aXis level II seminar strives to answer the questions *how* does aXis work? And *how* can I make aXis work for me (as a coach or an athlete)? In this seminar , proper coaching elements are a primary focus as well as building a large base of foundational movements and complexes to use.

- Requirements: Waivers and fees.
- Demographic: Coaches and athletes planning to use aXis between the ages of 12 and 75.
- Instructor/Student Ratio: 1/10
- Topics:
 - Extensive explanation of exercises.
 - Practical coaching experience with the Improve Your Swim Camp

 - Advanced orthopedic safety.
 - Introduction to Periodization/Programming
 - Introduction to Anatomy/Physiology
 - Advanced stretching movements and the when and why of stretching
- Field Application: Several demonstration sessions.
- Duration: 2 days. First day – coach/observe 4 workouts. 2 weight room & 2 aquatic. Second day – 2 x 3 hour lecture sessions
- Hard Materials: Workout card & power point presentation
- Virtual Materials: User access to Online aXis Level 2 materials
- Discounts: Non-swimming (PT/Training/Ortho) accreditation
- Discount at preferred local aXis hotel affiliate

III. Certified Advanced aXis Coaching

The aXis level III certification is focused on giving users the most complete aXis tools possible to benefit the athlete and coach. Advanced coaching topics and concepts make up the bulk of the certification, with topics designed to use in a one-to-one coach to athlete situation and bridge the gap to group exercises. Swimming specific drills are integrated at this level along with combo dry and wet (amphibious) exercises. Recommended instruction for youth athletes is also included.

- Requirements: Waivers and fees
- Demographic: Coaches (very advanced athletes) looking to gain full mastery of the aXis coaching system and provide benefits for groups of swimmers. Available to athletes between the ages of 18 and 75
- Instructor/Student Ratio: 1/10 (Breakout sessions for 1:1 meetings available)
- Topics:
 - Review of coaching fundamentals
 - Integration to Swimming
 - specific drills (amphibious) - from David Marsh
 - Stroke Specific movements
 - Advanced Periodization/Programming
 - Cycles – micro and macro
 - Advanced weight room exercises with practice groups and partners
 - How this fits into your current schedule
 - Progressions for maturing athletes
 - Advanced Physiology/Anatomy – Energy Systems
 - Recovery
 - Nutrition/recovery modalities
 - Advanced Stretching
 - Specific Stretches
 - Dealing with anomalies
 - Advanced Orthopedic Safety
 - Overcoming limiting factors/ Modifications
- Field Application: Daily observation/participation workout sessions.
- Certification: Written certification and demonstration of coaching skills.
- Duration: 2 days. First day – 2 x 3 hour sessions with a weight room workout and lecture. Second day – 2 x 3 hour sessions with weight room workout & lecture.
- Hard Materials: Workout card & power point presentation
- Virtual Materials: User access to Online aXis Level 3 materials
- Discounts: Non-swimming (PT/Training/Ortho) accreditation
- Other: Participation by select Team Elite or other chosen club, on deck observation sessions.
- Completion of level III certification will allow holder to participate as a paid staff member at aXis sessions and events as approved and host their own Improve Your Swim Camp with the aXis team.

IV. Certified Elite aXis Coaching & Intro to aXis Business

The aXis level IV certification branches off into the 'Elite' swimming track of the program and the 'business' track. While providing a chance to sharpen coaching skills with specific purpose, level IV begins to answer the question; 'how can aXis add value to my organization?'

- Requirements: Application approval (online), completion of level I-III certifications, waivers, and fees, conducted at aXis facility.
- Demographic: Coaches who are focused on implementing the aXis program throughout an entire club's programming. Trainers and PT who are looking to provide services off-site. No swimmers are allowed to attend level IV certifications
- Instructor/Student Ratio: 1/5 (Breakout sessions for 1:1 meetings available)
- Topics:
 - Review of coaching fundamentals.
 - Defining the 'Value Proposition – Revenue and Performance'
 - Branding
 - Advertising
 - Pricing/Club Integration/Opt in-Opt out
 - Buy in from Parents/Coaches/Board
 - Online Presence – Club Portal; Coaches and Club info
 - Social Media
 - Insurance
- Field Application: Daily observation/participation workout sessions– must coach a Level 2/3 certification workout.
- Certification: Written certification and demonstration of coaching skills.
- Duration: 6 x 3 hour sessions during 3 days, at aXis facility, Additional field/lab work.
- Hard Materials: Level 4 materials insert, awards & handouts, banner.
- Virtual Materials: User access to Online aXis Level 4 materials – club 'Portal' on webpage. Social Media
- Discounts: Non-swimming (PT/Training/Ortho) accreditation, additional %15 off the combo package of 5 associated coaches from club to be certified up to level II. Wholesale equipment prices.
- Other: Participation by select Team Elite or other chosen club, on deck observation sessions. Agreement to begin hosting seminars and sessions with approval by aXis.

V. Certified Teaching aXis Coaches & Advanced aXis Business

The fifth and final level of the aXis program offers individuals and organizations the opportunity to become key members of the aXis movement. Coaches reaching this certification will be advancing aXis by implementing aXis-driven programming within organizations and promoting the aXis model through a detailed business partnership. The 'business' track again takes priority here as the 'elite' track focuses now on the coaching of coaches, or how to certify other coaches. This final step in aXis certification looks to explain how organizations and coaches will benefit from partnering with aXis.

- Requirements: Application approval – includes level I-IV certifications and funding litmus test, waivers, and fees, conducted at aXis headquarters in Tampa, FL.
- Demographic: Coaches looking to use aXis to generate business while adding an increased value to the athlete experience.
- Instructor/Student Ratio: 1/5 (Breakout sessions for 1:1 meetings available)
- Topics:
 - Personal trainers and teams
 - Business Education
 - Staffing
 - Identifying target market
 - Integrating into existing programs
 - Business formation (Capital, etc)
 - Locations
 - Building a viral network
 - Gorilla marketing
 - Creating a flag waver, building your trusted network or athletes and coaches
 - Billing and Cash Flow, outsourcing
 - Pricing – packages vs monthly vs one-off, group vs individual
 - Establishing a storefront - virtual & brick
 - Sourcing resources/Managing products
 - Liabilities & Insurance
 - Legal education
 - Medical release and liability
- Field Application: Learning how to certify coaches – complete a level 2/3 cert under observation.
- Certification: Written certification and demonstration of coaching/certification skills. Agreement to provide approved business proposal consistent with aXis model.
- Duration: 8 x 3 hour sessions during 3-4 days, at aXis facility.
- Hard Materials: Level 5 materials insert, awards & handouts, banner, marketing package.
- Virtual Materials: User access to Online aXis Level 5 materials – club organization domain.
- Discounts: Non-swimming (PT/Training/Ortho) accreditation, additional %15 off of 5 associated coaches from club to be certified up to level 3. Wholesale equipment prices.
- Value proposition: aXis level V certified coaches and trainers earn the right to generate revenue for their business through running aXis level I & II certifications at their locations. Certification fees will be shared by aXis and the certifying aXis center
- Additional Revenue Opportunities: Level V certified aXis centers will be given the right to carry aXis merchandise in their retail store fronts as well as their virtual stores
- Other: Participation by select Team Elite or other chosen club, on deck observation sessions. Certified to begin processing aXis certifications of other coaches and hosting seminars on site. Guest Speakers and coaching sessions. Copyright approval for literature.