



A 360 Degree View of the XGT System

XGT Programming Philosophy:

According to Tony Gray, the National Director of Training and Education at XGT; “The XGT programming was borne out of the novel idea that maximum results from Team and Group training are best achieved by incorporating a multidisciplinary approach to movement and exercise.”

As such the entire suite of XGT programming is built upon the following (5) essential elements:

- Strength and Conditioning
- Recovery
- Core
- Periodization
- Multi-directional movement

XGT Programming Formats:

At the heart of every XGT workout is the notion of XGT formats. Gray states that, “the daily formats are a critical component to the XGT experience and are both challenging and extremely addictive. They act as the playbook or the game plan if you will. In other words, the daily format dictates the specific “audible” (stations, rounds, group, formations, etc.) the XGT coach will call that day to make that specific workout fun, unique, and memorable for the entire team.”

XGT Programming Phases:

Each member will experience the XGT workout differently based upon which destination track they are working from: *Learn, Burn, Build, or Active*. Regardless of the destination or goal, every member attends the same XGT class but approaches the daily format differently by simply adjusting their reps, rest, and intensity levels accordingly during each workout.

XGT Programming Benefits:

All XGT workouts and formats are battle tested in a live environment with real people before they are approved for use. Workouts are then pushed from the XGT corporate workout library, directly to your in-club AccuroFit HRM system monitors; eliminating the drawbacks of using white boards and chalkboards. This seamless integration also prevents your coaches from deviating from the established play. As a result, the XGT programming, protected by the AccuroFit HRM system, secures the programming chain of custody and allows your facility to deliver a scalable and repeatable studio-quality experience each and every time.

Rather than struggling to build your programming schedule around a variety of constraints such as; brand-specific classes, fitness outcomes, goals, attendance, and capacity...the unique combination of the



XGT philosophy, the XGT formats, and XGT tracks allows you to offer a more global and inclusive approach to programming where every member is open to attending any XGT class, any day of the week, and at any time of the day; thus eliminating the most common scheduling restrictions while simultaneously widening your acquisition net.

XGT Business Playbook:

Great programming will only take you so far. How it's positioned, communicated, and sold in your facility makes all the difference. That's why XGT offers a complete pre-launch and post-launch strategy. Built from our combined 50-plus years of industry experience, your XGT Customer Success Manager will guide you step by step through the following areas:

- Floor design and equipment layout with 3D renderings
- Pricing best practices
- Compensation best practices
- Proven sales strategies
- Suggested class size and schedule build-out
- Marketing
- And much more

For more information on XGT, please contact:

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