



Zest Ed
Craft Yourself

Handbook: policies and guidelines

WELCOME TO ZEST ED	3
SERVICES LIST	3
CONTACT INFO	3
GETTING STARTED	4
PAYMENTS	4
PROCESS	4
LATE FEES	5
CANCELLATION/RESCHEDULING POLICIES AND FEES	5
CRAFT YOURSELF (CY)	5
WORKSHOPS FOR ATHLETIC AND PERSONAL DEVELOPMENT	5
AGES AND PRICES	6
WHAT TO BRING	6
BEHAVIOR POLICY	7
LEADERSHIP DISCOUNT	7
WHAT NEXT?	7

<u>WILDERNESS SKILLS COACHING (WSC)</u>	7
POSSIBLE SKILL TOPICS	7
WHY ZEST ED?	8
GETTING STARTED	8
SKILL BUILDING SESSIONS	8
PREPARING FOR YOUR SESSION	9
LAYERING:	9
OTHER EQUIPMENT:	9
DEBRIEF AND SUPPORT	9
COMMUNICATION	10
PRICING	10
<u>ATHLETIC DEVELOPMENT PROGRAM (ADP)</u>	11
SERVICE TYPES	11
MONTHLY DUES	11
CO-TRAININGS (COT)	12
EXAMPLE PROCESS FOR STUDENT LEVEL	12
COMMUNICATION	12
TRAINING PEAKS	13
GOOGLE FOLDER	14

Welcome to Zest Ed

We are Kym and Will Zest. Zest Ed is the embodiment of our personal approach to life. It is how we believe we can serve our community and the world. We are driven by our passions, philosophy and vision. Our dream is to share our vision through serving you and in doing so support our personal wellbeing. This business is an 'incredibly personal venture; as your wellness is an incredibly personal journey.

Our mission is to explore physical, social, emotional health through achievement and education. Zest Ed provides experiences that educate and empower you to do it yourself. DIY your fitness. DIY your outdoor life. Craft yourself.

This handbook should be an important resource for your participation. Please let us know if you have questions about any of the policies or guidelines. We welcome feedback at anytime.

Thank you,

Kym and Will Zest

Services List

Full descriptions on the website.

- Craft Yourself – Workshops for athletic and personal development. For students 10-17 years old.
- Wilderness Skills Coaching – Personalized educational program for outdoor experiences.
- Wilderness Skills Consultation hourly rate
- Athletic Development Program – Long term investment in a comprehensive athletic education and lifestyle.
- Semester Intensive Program – Focused practical and experiential athletic education. For people ages 16 and older.
- Athletic Consultation Package – Pre consultation preparation and post consult review.
- Athletic Services Hourly Rate

Looking for something custom? Just email us and we'll see if we can work something out.

Contact Info

Website: <http://www.zested.net>

Facebook: @ZestEdAthletics

Instagram: @zest_ed_athletics

Emails:

info@zested.net

kym@zested.net

william@zested.net

Please email to schedule any phone calls.

Location:

Zest Ed LLC

Balance Fitness Studio

2902 Garfield Ave S

Minneapolis MN 55408

Getting Started

For all individual services:

1. Fill out the application form. This is so we can get a picture of your background and goals.
 - a. We may schedule a free phone consultation to further discuss if we are a good fit at this time.
2. Read the handbook in full.
3. Read and sign the waiver.
4. We'll schedule your first session and you'll receive your first invoice.

For Craft Yourself workshops:

1. Fill out the **youth** application form. You'll receive an email confirmation and possible follow up questions within 5 business days.
2. Read the handbook for policies and expectations.
3. Signed waiver must be received before the workshop begins. You can email a scan or photo of the waiver to info@zested.net or mail it to:
Zest Ed LLC
Balance Fitness Studio
2902 Garfield Ave S
Minneapolis MN 55408
4. You'll receive an email invoice within two weeks of your application. Payment is due within 15 days of the invoice and before the first workshop begins, whichever comes first.

Interested in something custom? Just email us and we'll negotiate something.

Payments

Process

You will receive an invoice in your email and will be able to pay through the online links in the email. We use Intuit Quickbooks as our merchant service to process your payments. Your payment options will include cards (VISA, Mastercard, Discover, American Express), Apple

Pay, PayPal, and bank transfer. If it makes no difference to you, a bank transfer is our preference.

All invoices are due no later than 15 days from receipt. If you need to request an extension you must do so BEFORE the due date on your invoice.

Late fees

\$50 after 15 days.

\$5 for every subsequent day.

Cancellation/Rescheduling policies and fees

For Workshops:

	Days before the workshop	
	7 or more	Less than 7
Rescheduling	\$0	\$10
Cancellation	\$20 (Refund minus the fee)	No refund

For Wilderness Skills Coaching:

No refunds for any issued invoices.

\$30 Rescheduling fee may apply.

\$60 Cancellation fee for discontinuing service before the final debrief.

For Athletic Development Programs:

No refunds for any issued invoices.

Cancellation fee is equal to the monthly rate of your level of service.

Craft Yourself (CY)

Workshops for athletic and personal development

Who do you want to become? How will you become that person? Is it purposeful, or accidental?

Imagine yourself in one year. How about two or five years? Imagine yourself as an adult or parent. Do you like what you see? Are you impressed with yourself?

What motivates you? Are you driven by sports? Inspired by music? Curious about technology? Moved by art?

Your interests, goals, and identity changes throughout your life. The options are dazzling! It's easy to get distracted or overwhelmed. In a world of change, one constant is your health: Physical, Social, Emotional.

Explore educational experiences that last a lifetime of enhanced health. These workshops give you the tools to get the most out of all your interests and craft who you will become. These tools are:

1. Exercise and sport science.

Learn how your body works. Learn fundamental principles that apply to all sports and activities that will help you play, compete, or perform.

2. Social and emotional intelligence.

Learn how you respond to situations. Learn strategies for working with one person or a bunch of people. Whether you want to be a better friend or sibling or be captain of your team; these tools will help you understand yourself and other people.

All workshops include:

- Individual workout(s) to learn principles of athletic training.
- Group challenge(s) to learn tools for social and/or emotional situations.
- Reflection and discussion

Ages and Prices

	Individual Workshop	Package of 3 – 10% off *	Leadership Discount
Youth Ages 10-13 9am to 12pm	\$45.00	\$121.50	20% off any workshop(s) after 6+ workshops are completed.
Youth Ages 14-17 1pm to 5pm	\$60.00	\$162.00	
* Package of 3 workshops must be paid for in one transaction.			

What to bring

- Athletic clothes and shoes for indoors and outdoors. We will go outside in all weather conditions. Come prepared for 60min of outdoor time.
- Notebook and writing utensil. You will need it for note taking and reflection.
- Water bottle and a snack.

Behavior policy

We expect interested and motivated students. If behavior is inappropriate, disruptive, or uncooperative youth will get only ONE intervention. A verbal intervention will include clarification of the unacceptable behavior, why change is needed, and a clear request for change. If unacceptable behavior continues OR new unacceptable behavior occurs the student will be removed from group activities and a parent will be called for an early pick up.

Leadership discount

The leadership discount applies after a student has completed six or more workshops. We expect this student to be:

- A positive influence in group culture.
- Helpful with setting up or putting away equipment.
- Able to assist new students.
- Come prepared to reflect on past goal progress and set new goals.

A student will not qualify for the leadership discount if the previous workshops were not completed or if they are not ready to meet the leadership expectations.

What next?

Please provide feedback after your workshop. There is a form on the website. We care about improving our services and want to know what you loved and we should keep doing as well as what we can do better.

Please continue to consider us a resource. Students are welcome to reach out to us at any time to ask questions or share how they are applying what they've learned. We hope to foster an ongoing relationship to build on these skills.

Wilderness Skills Coaching (WSC)

Wilderness Skill Coaching is personalized instruction in one or many skills necessary for comfortable and efficient wilderness travel.

Possible Skill Topics

Following is a list of skills Zest Ed could help you perfect, though this is not intended to be comprehensive:

- gear selection
- tarp setup
- knots and rope work
- food systems and cooking
- route and trip planning
- navigation with map and compass
- risk management and emergency preparedness
- sleep systems
- camp selection and setup
- weather preparedness
- wilderness leadership

- communicating with your travel companions
- three season and winter water systems and treatment
- fire building, cooking, management
- winter wilderness travel
- personal care and hygiene
- fitness preparation
- organization and packing systems
- tool use and care
- DIY gear projects
- canoeing

Why Zest Ed?

There are many other options for learning outdoor skills available. Here are a few things that set Zest Ed apart, and that you should expect during your time with us.

- It's individually tailored to you. We view our relationship as a partnership in which both parties are responsible for learning. We want to foster independent confidence in your chosen skills, and we'll do that through good communication.
- Hands on experiential learning. Actually *do* the thing you want to learn, not just once, but enough to develop some craftsmanship and ability. We want to send you away feeling confident in your skill.
- A focus on the whole picture of who you are, what you want to do, and with whom. The same systems don't work for everyone, or every group of people. Many factors affect what works for you, and we want to take the time to ascertain what those are, and adapt curriculum and skills to account for them.
- Intentional debriefs to glean knowledge and value from your experiences. An important part of our service will be following up with you after our time together. A debrief can help you put your learning in context, give you time to ask follow-up questions, and allow you and Zest Ed to learn from your experiences.

Getting Started

Contact Zest Ed with an initial service request. The best way to do this is by filling out our [Application Form](#) as completely as possible.

We'll start with a preliminary phone call or meeting to discuss whether Zest Ed can be helpful and decide if we're a good fit. We will ask what you're looking for, and also have some suggestions on what you may need. If you decide to move forward, we'll set up a time for a learning session, and Zest Ed will design a program for you, from two hours to two days in length.

Skill Building Sessions

We will use easily accessible natural areas in and around the Twin Cities for skill development, and may also meet at your residence, at our fitness location, or elsewhere. You may bring up to

four friends or family members to any meeting or skill building session. Everyone present at a skill building session will need to bring a signed copy of our waiver, available on our website. If one session is not enough, we can schedule more as needed.

Preparing for your session

It's important that you understand the basics of staying comfortable and safe during your skill building session(s). If you feel unsure of this, please reach out and ask questions, either by phone or email. Following is a very brief primer and list of personal gear and clothing to bring.

Layering: Please dress in layers appropriate to the expected weather conditions. For winter programming, this might include the following:

- Top and bottom long sleeve base-layers, wool or synthetic
- Liner socks
- Liner gloves
- Long sleeve fleece top
- Soft-shell or other wind blocking pants
- Mittens
- Heavy wool socks
- Puffy jacket
- Windbreaker or other shell
- Warm hat
- Wool Buff
- Waterproof or winter-specific boots
- Gaiters

For summer, this might look quite different. The important things are to have plenty of layer options, so that you can add or subtract depending on activity level and weather, and to avoid cotton. Don't neglect your hands, feet, and head when thinking about layering. Even on a hot summer day, if thunderstorms are forecast, please be prepared with rain-wear, etc.

Other equipment: Following is a short list of personal items you should likely have with you, depending on the season and what you'd like to learn:

- (2) 1 liter water bottles
- Day pack
- Snacks
- Writing utensil/pad for taking notes
- Sun protection
- Bug repellent

Debrief and Support

If preparation for an expedition or particular goal is part of your Zest Ed experience, we'd like to debrief with you after completion of your goal. This step is extremely important to help answer

new questions, put learning in context, and allow everyone involved to get the most out of the experience.

You have six months of ongoing support from Zest Ed, from the time you begin your relationship with us. This is meant to allow you to ask questions as they come up, get suggestions, support and encouragement, and ideas for further learning.

Communication

Email (william@zested.net) should be your default form of communication with Zest Ed. Texting is fine for short messages or updates. Phone calls should be scheduled, or in case of emergency.

Pricing

After initial contact, if we're a good fit for each other, Zest Ed will design a program for you, which includes two free hours of skill building, six months of ongoing support, and a debrief. This costs \$300. Additional skill building sessions or extended phone calls will be billed at \$50/hour, or \$400/day, whichever will be less.

Athletic Development Program (ADP)

Invest in your fitness journey while learning how to coach yourself.

Please refer to zested.net for full service description.

Service Types

	Student	Apprentice	Partner
Level of support	Professionally coached with athletic education.	Guided self coaching.	Sustaining mentorship.
Always included	Weekly co-training group session. Unlimited, unscheduled phone/email check-ins.*		
Training Plan	Coach written on Training Peaks	Written together on Training Peaks	Athlete written, coach edits.
Sessions for education, discussion, or physical skills.	23 per year	15 per year	8 per year
Fee with 12 month ZestEd contract.	\$300 per month	\$200 per month	\$90 per month

*Provided a check-in takes no more than 15 min of coach time or it will be billed as additional coach time.

Other Notes:

- Additional coach time \$30/30min
- Session time may be 30-90min in length and is determined by need.
- You may personally want to factor in additional external services such as: Swim Lessons, CompuTrainer, other group classes, strength training by other businesses, massage, etc.

Monthly Dues

By paying your first ADP invoice you are agreeing to continue service for a minimum of one continuous year. Choosing to discontinue service before 12 months will subject you to the cancelations fee. To continue after 12 months, agreements go season to season and there will be no cancelation fee.

Monthly dues do not fluctuate. The selected program should reflect your predicted needs for both your athletic goals and education. The programs are designed to average your use of coach time over 12 months. There will be great fluctuation of how much direct coaching you receive. For example one month Kym could put in 10 hours meeting with you and writing your training plan. Then there may be months where Kym is doing no more than checking in on you. Dues do not change for: your travel, coach travel, illness, injuries, changes in training schedule or goals,

etc. All programs include seasonal and annual reflections in which if use is not matching the planned program then adjustments to either use or the program can be made.

Co-Trainings (COT)

These are set times for weekly group meetings. It is a chance to check in with Kym, get social support on your goals, and do whatever work (training, planning, self care etc) you need to do. You pick one default day for your COT time. If there are any changes to your default schedule just let Kym know in advance. You may join a different COT for that week. Communicating is important as we are a small group and changes can provide other options for your fellow members.

Example Process for Student Level

A first session is approximately 2 hours to discuss:

- Your past experiences, injuries, motivations, preferences etc
- Your goals for the current year, next year, and 5-10 years out.
- Prioritizing your needs to meet your goals.
- The other parts of your life and how they interact with your athletic life.
- Your schedule - both weekly and over the next 6 months.

It takes 1-2 weeks to write your training plan. At that time Kym will email you suggested dates for future 30-90min sessions. These sessions will include:

- Education about how and why your training plan is structured the way it is.
- Workouts/routines practice and education - this could be strength training, injury management or prevention, performance preparation, technique feedback and drills etc
- Debrief and Planning (D&P)

After the first 3-4 months will be the first D&P to discuss:

- Follow up on any tasks, projects, or questions.
- Assessing any training outcomes (races, trips, self testing)
- Reviewing and analyzing training - both data and personal reflections.
- Planning the next training cycle.
- Discussing strategies for challenges.

Then the cycle begins to repeat itself: Writing a training plan, doing it, debrief and planning. Throughout the process Kym will be checking on your training through Training Peaks and at Co-Training sessions. After a year an annual D&P is scheduled to assess both the last season and the past year of training.

Communication

Email is the default mode of communication.

Texting is used for informal communication. Please keep texts minimal and to daytime hours only. Examples:

- Time sensitive notes like “I’m running late”
- Virtual high fives like “I got my goal!” or “Good training week!”
- Quick reminders like “See you at our session tomorrow!”
- Informal check ins like “FYI, updated your TP” or “

Phone calls should be scheduled unless it is an emergency.

You are responsible for communicating your feelings, questions, and response to training. Do not wait until seasonal debriefs to communicate. Examples might be:

- Clarification about a workout, an exercise, or the overall program.
- Request to change any part of your plan.
- Feeling uncomfortable with an exercise or part of the plan.
- Feeling like you *might* be getting sick or injured. Don’t try to tough it out!
- Being unusually sore or fatigued.
- Loss of motivation.
- Complications from work, family, or anything that may affect your training.

Training Peaks

Training Peaks is the method of writing and sharing your Training Plan. “TP” will refer to your Training Plan in Training Peaks.

Your account is yours to keep. Our accounts are linked so I can see, write, edit, and comment on your training. If you end your program with Zest Ed our accounts will be disconnected.

Read your plan thoroughly in advance. Check for:

- Feasibility. Is this what you thought you agreed to? Is any part of it unrealistic or logistically unlikely?
- Input errors. Does a workout say “Long run” but the planned distance is 1 mile?
- Correct dates for significant events. Are travel or races correctly placed?

The title may indicate changes or key aspects of the workout. You may repeat a threshold run every week. The title may read “Threshold :40” and the next week “Threshold :50” to highlight the change in duration. The title may read “ROM for shoulders *new 10/14” in the description any exercises with a * would be highlighted as new.

The “Metrics” box is to add notes. These may be, illness, injury, travel, work or family events, holidays etc.

Always record the duration of a workout. Distance is secondary. If significant workouts aren’t done record why either as a note or in the workout comments.

Record your training daily. Minimally, twice a week.

Check TP in desktop mode (not on a mobile app) once a week. You need a broader view to see how it is all coming together and to plan ahead properly.

Google Folder

Kym will create a Google Drive folder and share it with you. Kym has several standard forms she may put in this folder for you:

- Long term goals and planning
- Race or event plans and reflections
- Race results

Kym will also share ZED documents with you such as D&P instructions. You should move these files from the “Shared with me” folder into your own folder. That way you will always have access to the most current version of these documents.

This shared Google Drive folder will also be a good place for other documents you wish to share with Kym. Such as:

- Nutrition planning
- Workout data, such as splits or paces for repeated workouts.
- Strength routine charts
