

# Power-Up Professional Development

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Fast Talk Laboratories + USA Cycling  
Coach Certification and Education

DRIVE ENGAGEMENT, REVENUE, AND GROWTH



# Solve Your Professional Education Needs

Deliver a top-tier education program powered by our industry-leading platform.

We can solve your education needs with no- and low-cost options that will generate revenue for your organization.

Your organization gains access to iSportz, the premier platform for sports education delivery.

Pick and choose from the [Fast Talk Labs](#) full catalog of world-class education courses from experts.



# Benefits for Your Organization

## Increased Revenue

Through professional certification, courses, and events.

## Build Trust and Engagement with Coaches

Become the trusted authority and platform for your coaches.

## Control Coach Quality and Professionalism

Ensure coaches meet your high standards.

## USOPC and IOC Recognized

USA Cycling's program complies with developing coaching guidance from the USOPC and IOC.

## Access to Current, Expert Knowledge

Access our growing body of courses built with top experts in the field.

## Grow, Engage, and Retain Membership

Add new members and engage and retain existing members.

### RECENT PARTNERS



“Fast Talk Labs provides an exceptional library of evidence-based resources that have greatly enriched my Coaching Endurance Athletes undergraduate course. The depth, clarity, and practical relevance of their content help students bridge the gap between scientific research and real-world coaching practice. Fast Talk Labs leaves no coaching topic untouched; their learning modules are exceptionally well-crafted, intuitive, and engaging.”

—ROTEM ISHAY, LECTURER, FORT LEWIS COLLEGE

# Membership Benefits for Your Coaches

Available, optional member benefits from USA Cycling:

- Complimentary domestic race license for first-time members (valid for one year)
- Deals and discounts from 50+ industry partners via the member rewards portal
- Subscription to The Spoke, a twice monthly newsletter for all members from USA Cycling
- Subscription to Coaches Corner, a monthly newsletter for coaches from USA Cycling
- A birthday discount to the USA Cycling online store
- Invitations to member-only events and programs



# A Best-In-Class Library of Online Courses

- Fast Talk Labs provides a comprehensive library of compelling courses from leading experts.
- Our courses cover in-demand topics in the Physiology of Training, Athlete Development, Training Plan Design, and Business Skills.
- Builds on *The Craft of Coaching*, a \$250K program developed with legendary coach Joe Friel.
- Access Dr. Paul Larsen's HIIT Science course catalog as well as lectures and articles from Dr. Stephen Seiler.

## GET ACCESS TO CONTENT FROM TOP EXPERTS

**Dr. Stephen Seiler** // Physiologist, professor & creator of the polarized training model  
**Dr. Paul Laursen** // Physiologist, professor & owner of HIIT Science and Athletica.ai  
**Dr. Andy Pruitt** // Sports medicine author & inventor of Specialized's Body Geometry system  
**Joe Friel** // Author of over 17 best-selling books on training and coaching; cofounder of TrainingPeaks



## EXPERT VOICES & TOP CONTRIBUTORS

**Dr. Iñigo San Millan** // Coach of Tour de France Winner  
**Jim Miller** // High Performance Director at USA Cycling  
**Sebastian Weber** // Lead Physiologist at INSCYD  
**Dr. Stephen Cheung** // Environmental Physiologist  
**Neal Henderson** // Physiologist & Elite Coach

**Dr. Stacey Brickson** // Strength & Conditioning Specialist  
**Dr. Justin Ross** // Sports Performance Psychologist  
**Jared Berg** // Physiologist & Dietician  
**Trevor Connor** // Physiologist & Owner  
**Chris Case** // Editor

## OTHER CONTRIBUTORS

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Dr. Stacy Sims	Dean Golich	Dr. Julie Emmerman	Chris Carmichael
Grant Holicky	Lennard Zinn	Dr. Bent Ronnestad	Frank Overton



# We Leverage the iSportz Platform to Deliver Courses

iSportz leads the sports management industry. We offer full integration with iSportz, including:

## Exclusive, No-Minimum User Access to iSportz

Our partnership allows us to offer education delivery, tracking, certification, and analytics normally reserved for large organizations—exempt from the 10,000-user minimum.

## Seamless Coach Management Tools

Education delivery, tracking, certification, and analytics.

## On-Demand Courses

24/7 online course availability with minimal staff management.

## Your Custom Branding

Your organization can deliver USA Cycling's industry-leading coach education program to your coaches with your branding and terms.

## Payment Processing and Revenue Reporting

No-hassle financial management.



Intervals are one of the most powerful tools in endurance training, but only when executed with precision. Effective interval design goes beyond just setting work durations or target wattages. It requires understanding the physiological demands of different interval types, how to time and structure rest, and how to sequence sessions across a season.

**In this course, we'll break down the science and strategy behind interval execution so you can write smarter workouts and unlock greater adaptations in your athletes. We'll also explore how to design, structure, and execute interval sessions that target specific performance outcomes across energy systems.**

Click "START COURSE" above or click into the first module below to enter the course.

### WELCOME

≡ Learning Objectives



≡ Course Format



# Programs for Cycling Federations

## INTEGRATE OUR COURSES

### Import Our Courses Into Your Program

- Choose from our large library of SCORM-compatible courses.
- Launch courses on your LMS for immediate delivery to your coaches.

### KEY BENEFITS

- Expand and diversify your course catalog with world-class educational content.
- Quick turnaround so courses can go live in days.
- Increase your revenue.

### COST

- No development costs.
- Revenue share as coaches enroll in courses.
- Low-cost rebuilds for non-SCORM course files.

## WHITE LABEL SOLUTION

### Our Platform, Your Program

- We collaborate to build your program, siloed on our iSportz platform.
- Choose from our library of courses and add your own at any time.
- A proven program, already being delivered successfully to USA Cycling coaches.
- Coach management system included at no additional cost.

### KEY BENEFITS

- Customize this world-class program to your needs.
- Launch a complete program in a few months.
- You set requirements for your coaches; membership, fees, etc.
- Coaches see your branding.
- You have full program control. Deliver just the courses you want for your program.
- Add new Fast Talk Labs courses throughout the year.

### COST

- Nominal setup fee.
- Little or no development cost.
- Revenue share as coaches enroll in courses.
- \$9.99 per coach per year.
- Fee for custom courses.

## THE PROGRAM

# USA Cycling



Fast Talk Labs & USA Cycling offer access to this world-class education program for your coaches.

### PROGRAM HIGHLIGHTS

- 50 courses by the end of 2025, with new courses releasing regularly.
- Revised beginner (level 3) and intermediate (level 2) coach certification courses
- Immediate access to engaging courses built over four years with the leading experts in the world.
- Low-cost customization options to meet your needs.
- Option for in-person certification courses

[SEE THE FULL USA CYCLING PROGRAM OVERVIEW](#)

[ACCESS LIVE DEMO](#)

## USA Cycling Courses

Fast Talk Labs is the leading provider of coach education courses for USA Cycling.

Explore our catalog of approved online courses.

See more on the benefits of becoming a USA Cycling certified coach including getting a free membership in Fast Talk Labs.



### The Art & Science of Training Plan Creation: USA Cycling Course

This course from USA Cycling and Fast Talk Labs reveals how eight master coaches craft the most effective training plans in cycling.



#### Fundamentals of Physiology 101: USA Cycling Course

This course will provide you with a strong foundational understanding of how the human body responds to training.



#### Creating a Performance Enhancement Team: USA Cycling Course

This course shows how to build a team of endurance sports service providers to support your athletes in cycling and triathlon.



#### Goal Setting for Coaches and Athletes: USA Cycling Course

This course from USA Cycling and Fast Talk Laboratories provides practical strategies to help coaches guide their athletes in setting realistic, measurable, and achievable goals.



#### Mastering Coaching Skills 201: USA Cycling Course

This course shows how to take your coaching expertise to the next level by developing your core coaching skills: communication, decision-making, emotional IQ.



# The USA Cycling Program Features Fast Talk Labs Courses

Our courses cover the full range of coach educational needs including:

- Training Plan Design
- Coach-Athlete Communication
- Nutrition
- Physiology
- Sport Psychology
- Running a Coaching Business

Includes course content from *The Craft of Coaching*, a \$250,000 content series created with legendary coach Joe Friel that help coaches to build their skills and their business.

50 COURSES AVAILABLE BY THE END OF 2025!


Search all content

Sort Title

All Content

Owned by anyone


All Content



Chris Case

A Coach's Promotional Tool Kit


Course · 28 Lessons  
Updated at Jan 31, 2025



Julia Johansson

Base Training


Course · 12 Lessons  
Updated at Apr 11, 2025



Julia Johansson

Basic Data Analysis


Course · 9 Lessons  
Updated at Apr 16, 2025



Chris Case

Coach-Athlete Communication


Course · 21 Lessons  
Updated at Apr 8, 2025



Julia Johansson

Coaching Junior Athletes


Course · 8 Lessons  
Updated at Apr 17, 2025



Julia Johansson

Coaching Masters Athletes

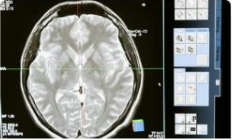
Course · 8 Lessons  
Updated at Apr 25, 2025



Julia Johansson

Coaching Para-Cycling Athletes


Course · 12 Lessons  
Updated at Mar 31, 2025





Julia Johansson


Concussions

Course · 7 Lessons  
Updated at Mar 26, 2025









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Fast Talk Laboratories + iSportz Certification and Education Platform

# USA Cycling Courses Now Among the Best in Sports

Courses follow modern learning principles and feature engaging design.

- **Multimedia:** Courses feature text, video, audio, and interactive components
- **Knowledge checks:** Ensure coaches are engaging with and understanding the course material.
- **Leading content from top experts:**
  - Subject matter experts include Joe Friel, Dr. Stacy Sims, Dr. Stephen Seiler, Dr. Iñigo San Millán, Jim Miller, and many others
  - Courses were designed by Chris Case, former managing editor of *VeloNews* magazine
  - Videos shot by professional videographer with Hollywood credits

## Prioritizing Long-Term Athlete Development

LESSON 3 OF 8

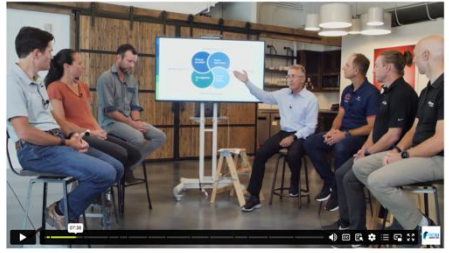
The Long-Term Athlete Development (LTAD) Program was created in order to promote the successful graduation to lifelong participation in Sport for Life over a decade ago, this program continues to evolve as research rolls in on youth sports.

First comes fun, then a steady progression to training. The progression of juniors should focus on helping the athlete complete the first four, five, and six take into account that kids develop at different rates. Progression is led by the athlete under the patient guidance of the coach.

you do it.







In the following video, Joe Friel provides an overview of different coaching styles, methodologies, and philosophies, then looks at some well-known coaches in both traditional sports and endurance sports to better understand these concepts.

Finally, he opens up the discussion to a panel of coaches, including Neal Henderson, Grant Holicky, Mike Ricci, Rebecca Gross, Joe Gambles, and Trevor Connor as they identify and reflect on their own style, methodology, and philosophy.



Defining Your Philosophy and Methodology

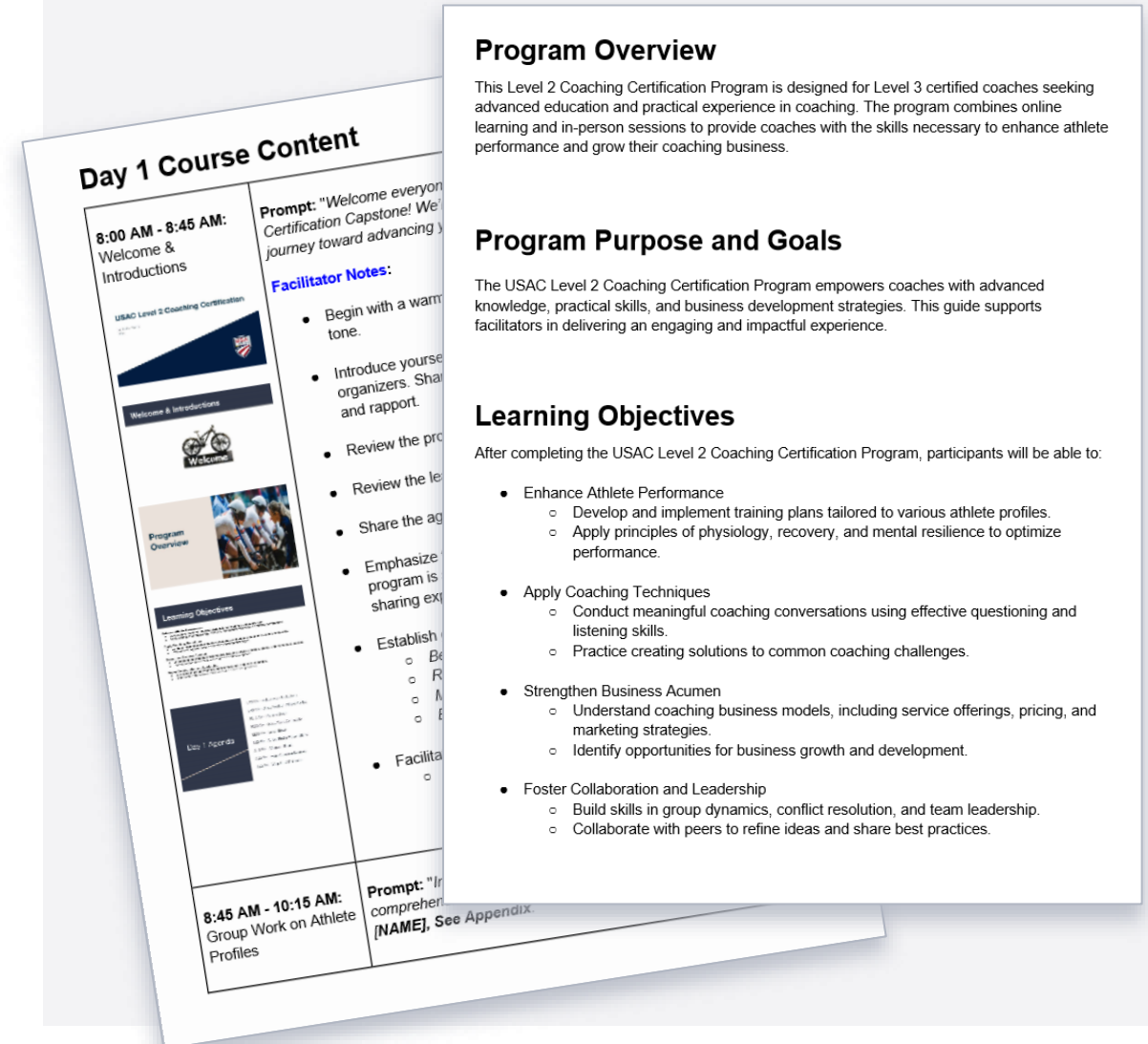
### LONG-TERM ATHLETE DEVELOPMENT

 Exposure to the sport	1	4	Train to train	
 Learn the <i>fundamentals</i>	2	5	Train to compete	
 Learn to train (not the same as training)	3	6	Train to win	

# We Created a New In-Person Coach Certification Course

USA Cycling's Level 2 Intermediate Coach Certification Course is based on curriculum we developed with an adult learning expert. The two-day, in-person course features:

- A 50-page “train the trainer” manual to enable USAC coach educators to facilitate the program.
- A detailed curriculum including slideshows, learner assignments, teaching scripts, and other learning tools.
- Detailed pre-req assignments given to learners ahead of the in-person course.
- “Train the trainer” sessions are available to teach your instructors how to deliver the program to coaches.

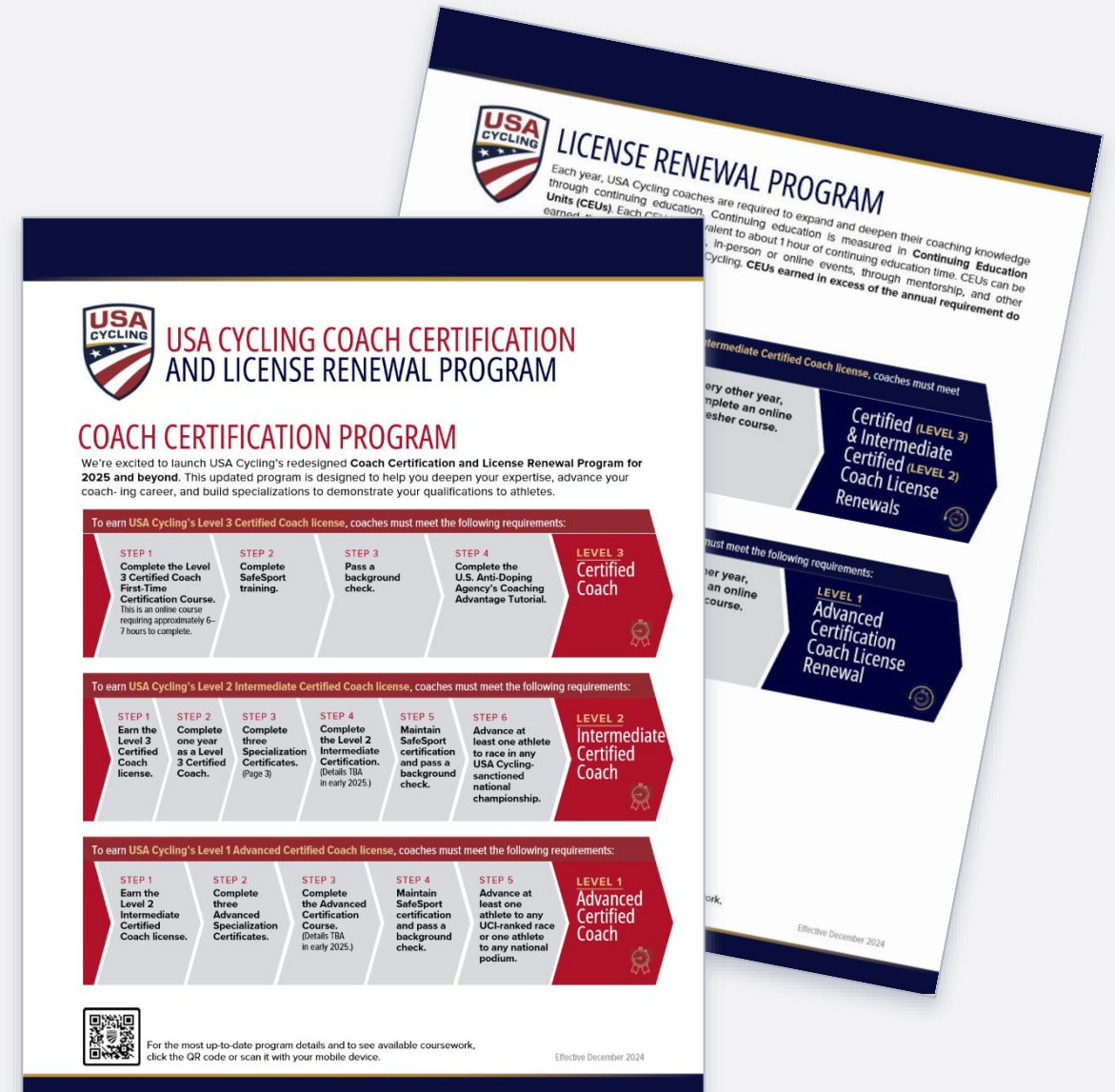




# We Rebuilt USA Cycling's Coach Licensure Program

Every organization has unique needs and USA Cycling was no exception. We worked with their membership team and advisory board to build a custom education solution, which is further customizable for your organization:

- Courses and clinics to allow coaches to upgrade their licenses.
- License renewal requirements (e.g. 10 CEUs per year).
- Coaches earn CEUs through online courses. 1 CEU is about 1 hour of course work. Cost is based on the number of CEUs.
- We launched the program offering 150 CEU opportunities, giving coaches unprecedented options to comply with renewal requirements.
- SafeSport and background checks are integrated into the program.
- Other benefits to coaches include “coach finder” profiles, digital badging, professional and liability insurance, webinars, and events.



## CASE STUDY

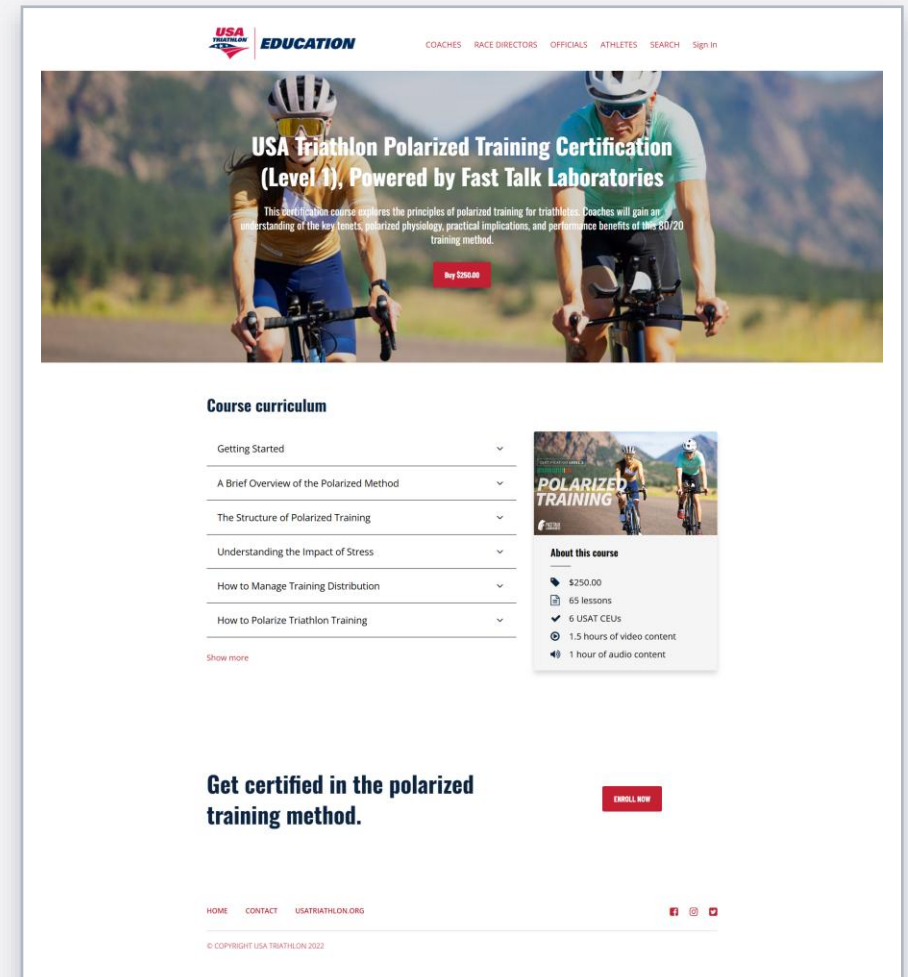
# USA Triathlon



Fast Talk Labs provided a comprehensive Polarized Training Certification course and marketing campaign, driving \$18,000 in new revenue in just 3 months.

### PARTNERSHIP HIGHLIGHTS

- Expert content: This course features **Dr. Stephen Seiler**, the pioneering researcher of the Polarized Training Method.
- Robust **\$250 price point** backed with a USA Triathlon-recognized certification for coaches.
- 72 certifications issued in first 90 days.



“Our partnership with **Fast Talk Labs** has been a very successful trial. As we navigate the future of our certification program, we look forward to working together again.”

—**LIANA TOBIN**, EDUCATION MANAGER, USA TRIATHLON

# Powered by Partnership

This three-way partnership supports your needs:

- Unprecedented access to proven program design experience and cutting-edge coursework.
- Very fast setup time with very low cost.
- Successful revenue-share business model brings your organization new revenue with room to scale up and expand.
- Access to the iSportz platform, the LMS used by dozens of sports federations around the world for training, professional education, and licensure management. iSportz is only available to organizations over 10,000 coaches—except through this exclusive partnership with Fast Talk Laboratories and USA Cycling.



Fast Talk Labs provides program design guidance, cutting-edge coursework, and access to the iSportz platform for federations.



iSportz is a leading sports federation management platform with the best online learning management system.



USA Cycling is an IOC and USOPC-recognized national governing body that collaborates with other NGBs to advance the sport.





## THE LEADERS IN COACH EDUCATION AND PROFESSIONAL DEVELOPMENT

**Fast Talk Labs** is the leading coach education provider in endurance sports through partnerships with USA Cycling, USA Triathlon, TrainingPeaks, and other organizations. We are experts at creating high-quality, multimedia, online courses that are interactive, trackable, customizable, and effective. We tap world-class experts to create articles, podcasts, video, webinars, live events and mentorship programs, and interactive, SCORM-compliant coursework for sports federations and associations.



## **EDUCATING AND GUIDING COACHES TO GROW THE SPORT, DEVELOP BIKE RACERS, AND ENSURE A HEALTHY RACING ECOSYSTEM**

USA Cycling is the leading coach education provider for the sport of cycling in the Americas. By setting a high standard for coach certification and continuing education, USA Cycling is professionalizing the coaching of road cycling, mountain biking, track cycling, and BMX. Coaches who license with USA Cycling enjoy a variety of benefits including professional credibility, access to sports professionals, new opportunities for regional and national coaching, education from world-leading experts, and support for their businesses.



## A FULL-SPECTRUM SPORT MANAGEMENT PLATFORM

iSportz is the premier management platform for multi-level sport organizations. Our game-changing sports management platform streamlines key functions: membership, compliance, education, event support, insurance, member benefits, tournament management, team and roster management, fundraising, and team communications.



## Contact Us to Learn More

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