

IGN[⚡]TE

speed . power . agility

THE QUICK START HANDBOOK

OUR ORIGIN STORY



Hi, I'm Lars Hanson, and I was once cut from a basketball team at the ripe old age of... *ten*. Yep, you read that right. The coach kindly told me I “lacked speed, strength, and stamina.” Ouch, right? Basketball was the only sport that I really cared about at the time, so it felt like the end of the world to me at the time.

Thankfully, my dad swooped in for the rescue... He sat me down and said something I'll never forget: “You can either get bitter or you can get better.” That hit hard. So, instead of wallowing in my lack of everything athletic, I made the choice to *get better*.

I started running, doing plyometrics, and throwing around whatever weights I could get my hands on. Slowly but surely, I improved.

Fast forward to middle school, where I thought I'd join track to improve my endurance for basketball (you know, because I *still* thought I had no stamina). To my surprise, I ended up going undefeated in the 1600M and 800M for three years straight—and even broke an Olathe City record that still stands to this day. I'm not saying this to brag, but rather to show that when you follow the right training (and maybe add a little stubbornness), you'd be amazed at what you can do.

Due to the improvements I made in my speed, vertical jump, and endurance, I was able to continue competing at a high level in basketball, cross country, and track in the years ahead.

In 7th grade, I started coaching my younger brother and then his friends & teammates soon wanted in on the action too. That's when the first-ever Ignite Your Game Speed & Agility Camp was born. It was just a handful of us, working hard all summer long, and by the end of it, we didn't just have faster athletes—we had a family.

When I went off to college, I had that nagging thought: “Time to get a real job, Lars.” But halfway through, I realized coaching was my real job. I took a leap of faith, bought a house, and converted the garage into a gym. It was humble beginnings, but within 18 months, we moved into a commercial space at 135th and Pflumm.

This gym is more than just a place to train—it's a place where young athletes can grow, learn, and be a part of a special family. That said, welcome to the FAMILY!

KEYS TO YOUR SUCCESS

1. Consistency is Key

Progress in speed and jumping requires regular, consistent training. Show up consistently and follow a structured plan. Small improvements over time will add up—there's no quick fix!

Your gains from our program will diminish when you take significant time off from the gym... Like a mentor of mine used to always say, *"If you don't use it, you lose it"*

**One of the most important things you can do is train consistently all year round—even during your sports season. Don't stop training just because you've got games—keep pushing to improve!

2. Train with Purpose & Intensity

Every session should have a clear goal, whether it's increasing power, agility, or speed. Bring focus and energy to each drill—intensity leads to improvement. Quality beats quantity.

3. Recovery is Critical

Your body builds strength and speed when you rest. Incorporate active recovery, stretching, and foam rolling into your routine. Listen to your body and never push through pain.

4. Fuel Your Body Right

Your performance is directly tied to your nutrition. Focus on lean proteins, complex carbs, healthy fats, and plenty of fruits and veggies. Avoid skipping meals and make sure to fuel around workouts.

5. Sleep is Non-Negotiable

Sleep is essential for recovery. Aim for 9+ hours each night to help your body rebuild and prepare for the next workout. Good sleep enhances reaction time, muscle repair, and overall performance.

6. Hydration Matters

Stay hydrated throughout the day. Dehydration slows you down, affects focus, and leads to cramping. Make sure to replenish electrolytes after intense workouts for optimal performance.

7. Show Up Early & Be Engaged

Arriving early to complete the full warmup AND receive all information necessary to begin the workout is beneficial for your development and safety. This will help you get the most out of every workout.

OUR COACHES

I think it's safe to say that our hiring process is maybe the most rigorous out there. Most of our coaches spend 5 to 10 years participating in our program before they ever step into a coaching role. With that level of experience, they know the ins and outs of our training methods and have had plenty of time to show that they live and breathe our core values. Every year, we bring on the best of the best to our staff—the hardest workers, the most intentional leaders, those with the highest energy levels & an ability to inspire others. They're not just great coaches—they're excellent role models and friendly faces who make our program feel like home.



CORE VALUES

Walk in Integrity

We strive to live with honesty and integrity in everything we do. Integrity means doing what's right, even when it's hard or when no one is looking. It's the foundation of trust and the compass that guides our actions.

Lead with Servanthood

True leadership comes from serving others. We believe in leading with humility, putting others' needs first, and showing care and support through our actions. Great leaders are those who lift others up.

Pursue Excellence

We give our best in all areas of life—not for personal recognition, but because excellence is a reflection of our dedication and values. Whether at work, home, or in the community, we aim to give our best effort and make the most of our talents.

Stay Humble.

Humility keeps us grounded, reminding us that every success is not just our own. We express gratitude for the opportunities and the people who contribute to our achievements. Rather than seeking praise, we focus on lifting others and staying humble in our journey.

Stay Hungry.

We believe in growing spiritually, mentally, and emotionally. Personal growth leads to stronger relationships and greater impact in the world. We embrace the process of learning and getting better on and off the field.

TRAINING POLICIES

No Spectators: To maintain focus and safety, no spectators are allowed in the gym during workouts. This includes parents and siblings.

**Parents are permitted to watch from the designated areas at our summer speed & agility camp

Punctuality: Please arrive on time for all workouts to ensure athletes receive proper warmup, safety instructions, and technical guidance.

Entry Time: Athletes may not enter the gym until the previous group has finished their workout.

Attire: Athletes must wear appropriate athletic clothing and shoes for all sessions. No sandals or street shoes are allowed in the gym.

Hydration: Bring a water bottle to every session. Staying hydrated is essential for performance and safety.

Respect for Equipment: Athletes are expected to treat all gym equipment with care and return it to its proper place after use.

Positive Attitude: We promote an encouraging and respectful environment. Disrespectful behavior or negative attitudes will not be tolerated.

SUPPORT US

If you're grateful for the positive impact our program has had on you or your child, one of the best ways you can support us is by helping us spread the word. These simple actions go a long way in helping us continue to grow and serve more young athletes.

How You Can Help Us Thrive

1. **Refer Friends & Family:** Referrals are the lifeblood of our program. If you know someone who could benefit from our training, send them our way!
2. **Leave a Google Review:** Your feedback helps us grow! Please take a moment to leave a Google review sharing your experience with our program.
3. **Share on Social Media:** Like, Comment, and Share our posts on social media and tag us in your own posts to help spread the word about the impact our gym has had on you!
4. **Participate in Events:** Stay involved by attending and supporting our special events, camps, and workshops. Your presence and enthusiasm help build the energy we thrive on!

Referral Rewards

We love rewarding clients with Ignite merchandise & swag (hoodies, hats, backpacks, shirts, custom arm sleeves, and more!) who introduce their friends, family, and teammates to our program.

Facebook: @igniteyourgame

Instagram: @igniteyourgame

YouTube: @IgniteYourGameCamp

Twitter: @Ignite_Lars