

# **Climbing Rocks and Beta Talks: A Mentor Program For All Skill Levels with Jordan Cannon**

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**ShayrdAir**



## Overview

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*A mentor program led by pro climber and Arc'teryx athlete **Jordan Cannon**, designed **for all skill levels** and **limited to 30 climbers**. Join a community, define and focus your goals, and receive elite mentorship that helps you achieve them.*

*Choose between an **Outdoor Foundations Track** to learn how to confidently lead climb outside and a **Trad Climbing Track** to pursue multi-pitch trad goals.*

**By the end of this course, Outdoor Foundations climbers will be able to:**

- Confidently lead climb on bolted routes, using best practices for anchor building and cleaning.
- Utilize proper crack, face, slab, and steep climbing techniques outside.
- Structure their own climbing and training protocols.
- Articulate the foundations of climbing history and ethics.

**By the end of this course, Trad Track climbers will be able to:**

- Confidently make multi-pitch transitions.
- Protect themselves with active and passive placements.
- Utilize rescue skills, including lowers and raises, and how to reach your climber by rappelling and ascending.
- Define training protocols for single- and multi-pitch climbing based on goals and experience.



## Meet Your Mentor | Jordan Cannon

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Now an Arc'teryx athlete, Jordan carved out a career as a pro climber, sending big link-ups like the **Yosemite Triple Crown** and climbing **El Capitan's "Golden Gate"** in under 24 hours, making him one of the most advanced big wall climbers in America.

Throughout his career, Jordan has received mentorship from larger-than-life figures like **Alex Honnold**, **Peter Croft**, and **Mark Hudon**. He views this mentor program as a chance to guide others as his mentors guided him.

Among his peers, Jordan is revered for his work ethic, old-school style, and appreciation for the history of climbing, inspiring him to go out and pursue big adventures of his own.





## Jordan's Accomplishments

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- 2nd Ascent of Trango Tower, "Cowboy Direct," VII, 5.13a
- The Yosemite Triple Crown: El Capitan, Half Dome, and Mount Watkins in under 24 hours
- Free Ascent of "Golden Gate," VI, 5.13b on El Capitan in Yosemite Valley in 20.5 hours
- 6th Ascent of "Wet Lychra Nightmare," 5.13d on The Leaning Tower in Yosemite Valley
- Free Ascent of the "Freerider," VI, 5.13a on El Capitan in Yosemite Valley in 14.5 hours
- "Peace" 5.13+ and the "Bachar-Yerian" 5.11 R/X in Tuolumne Meadows, California





## What You Get

eCourse	A 90-minute eCourse featuring Jordan teaching climbing movement, systems management, climbing history and ethics (Curriculum, Page 8)
Zoom Course	One-month Zoom course taught by Jordan featuring Tuesday weekly sessions, 6:30-8:30 pm MT. Introducing new topics and expanding on eCourse material (Curriculum, Pages 9-10)
Learning Team	Within the class of 30, ShayrdAir assigns you to a five-person learning team. Carefully selected based on a survey taken at the beginning of the program, your team will consist of peers with similar goals and experience to your own.
Slack Community	Our course Slack channel connects you with Jordan and your 29 classmates. Schedule 1:1's with Jordan, coordinate meetups, and spend time with your peers.
Movement & Training Clinics	Receive 6 hours of movement and training instruction from Jordan in Denver at Movement Gym's RiNo location with 14 of your classmates. Over two clinics, spend 4 hours drilling with Jordan and 2 hours receiving real-time feedback while bouldering and training. Finish the day with Jordan and your classmates at a Happy Hour at Improper City next door. Jordan's Climbing Coach, Simon Moore, will also host two, training-focused Zoom lectures so you can learn how he coaches professionals like Jordan.
Guide Clinics	A three-week program starting in April led by a Denver area guide company. You will choose between a "Foundations Track" and a "Trad Track" based on skill level. Join 14 classmates and learn at iconic Front Range climbing destinations (Curriculum, Pages 11-12).
Graduation Event + Climbing Trip	An all-day graduation event with Jordan and our guide partner in Clear Creek Canyon, followed by an afterparty. ShayrdAir organizes a climbing trip in Ten Sleep, WY, with Jordan, your classmates, and program partners and alums the weekend following graduation (See Timeline Below).



## Course Timeline

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\*Indoor and outdoor clinics take place on Saturdays and Sundays. For example, Jordan will teach the movement clinic on Mar 2 and Mar 3. Each clinic will consist of 15 students. Students choose which date works best for them upon purchase. We distribute date preferences on a first-come, first-served basis.

\*ShayrdAir organizes a climbing trip to Ten Sleep, Wyoming, to celebrate the end of the program. The 2024 climbing trip takes place from June 14-16. Jordan will attend to answer questions, provide feedback, and celebrate your accomplishments. Your campsite reservation for the weekend will cost \$20.

Mar 1	●	eCourse Release
Mar 2	●	Movement Clinic With Jordan At Movement RiNo Denver*
Mar 5	●	Jordan Zoom Class #1
Mar 10	●	Zoom Training Lecture By Simon Moore, Introduction
Mar 12	●	Jordan Zoom Class #2
Mar 16	●	Training Clinic With Jordan At Movement RiNo Denver
Mar 19	●	Jordan Zoom Class #3
Mar 24	●	Zoom Training Lecture By Simon Moore, Wrap-up
Mar 26	●	Jordan Zoom Class #4
Apr 4	●	Black Diamond Boulder Private Shopping Event
Apr 18	●	Halfway Party At Improper City Denver
Apr 23	●	Jordan Zoom Check-in #1
May 7	●	Jordan Zoom Check-in #2
May 18	●	Mountain Guide Partner Outdoor Clinic 1
May 25	●	Mountain Guide Partner Outdoor Clinic 2
Jun 8	●	Mountain Guide Partner Graduation Day Clinic 3
Jun 14	●	Wyoming Climbing Trip*

## Letter From Jordan

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“Hello!

My name is Jordan Cannon; I’m a professional rock climber based out of Las Vegas, Nevada, and will be your mentor for the next six months. My main goal throughout this course is to **help you effectively transition from indoor to outdoor climbing**, whether you want to learn how to boulder, sport climb, trad climb, or get into the alpine.

But first, I think it’s essential for you to understand the basics of climbing history and ethics so you can **appreciate our sport’s past**, gain a sense of where it’s going, and define your own experience as a member of its community.

My second goal for this program is to help you **understand the nuances of climbing movement** so that you can **apply proper technique to real rock when we go outside**.

Lastly, I want you to understand the foundational systems necessary to climb outside, so my final objective is to **ensure you understand how to lead, lead belay, and manage the systems necessary to sport or trad climb outside**, depending on your given program track.

In addition to covering other topics like **training, gear, and apparel**, this program instantly provides you with a 30-person climbing network. It’s designed so that you can learn hard and soft skills and **develop relationships with your classmates, who will become sounding boards, climbing partners, and lifelong friends**.

Over our six months together, I look forward to welcoming you to our course community, helping you with your transition from climbing indoors to climbing outside, and having a lot of fun in the process.

See you in class!





## Take the Next Step

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Have questions about this program? **Call or text our admissions team at 862-345-0954.** We're here to help you determine whether this program is right for you and your goals.





# eCourse Curriculum

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## Chapter 1 Introduction

- About Jordan
  - Goals of the eCourse
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## Chapter 2 History & Ethics

- Climbing History
  - Climbing Ethics
    - Crag Etiquette
    - "Leave No Trace"
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## Chapter 3 Climbing Movement

- Types of Holds
    - Edges, Pockets, Slopers, Pinches, Thumbs
  - Footwork Basics
    - 4 "General Rules"
  - Face, Slab, Steep, and Crack Climbing Technique
  - Dynamic Movement
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## Chapter 4 Foundational Systems

- How to Rope Belay with a Gri-Gri/ATC
  - How to Lead Climb
    - How to Clip
    - Back-clipping, Z-clipping
    - Rope Management
    - Falling Basics
  - How to Lead Belay with a Gri-Gri/ATC
    - Feeding Rope
    - Going "In Direct"
    - Giving Soft Catches
  - How to Setup and Clean a Top Rope Anchor
    - Using Quickdraws vs Lockers and Slings
    - Lowering vs Rappelling
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## Chapter 5 Conclusion

- Course Wrap-up
- Final Words From Jordan

# Zoom Course Curriculum

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## Class 1: History, Ethics, Goal Setting, and How To Structure Your Day At The Gym and Crag

- Course Overview
- Climbing History
  - Learning From Those Who Came Before
  - How to Approach Climbing Goals Based On Your Own Inspiration
- Climbing Ethics
  - Basic Crag Etiquette Recap
  - Working Around Other Climbers
  - "Leave No Trace" Principles
  - Style and Attitude
- Goal Setting
  - Short, Mid, and Long Term Goals
  - Training with Variety (Bouldering, Sport Climbing, Trad Climbing)
- How to Structure a Day at the Gym/Crag
  - Jordan's Routine
  - Climbing with Intention
- Homework
  - Excerpts from "The Rock Climber's Training Manual"
  - Record Yourself Climbing in the Gym

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## Class 2: Movement & Training I

- Movement & Technique Drills
- Footwork Basics
  - Expanding On 4 "General Rules"
- Types of Holds (Edges, Pockets, Slopers, Pinches, Thumbs)
- Types of Climbing (Face Climbing, Slab Climbing, and Steep Climbing)
- Review Of Mentees Bouldering in the Gym
- Homework
  - Excerpts From "The Rock Climber's Training Manual"
  - Record Yourself Climbing in the Gym

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## Class 3: Movement & Training II

- Jordan's Climbing & Training Protocols
- Develop Your Own Training Philosophy
- Crack Climbing Basics, Dynamic Movement, And Resting Techniques
- Nuances Of Outdoor Climbing Movement
- Review Of Mentees Bouldering In The Gym
- Open Forum With Mentees Regarding Movement & Training



Class 4:  
Systems, Gear, Apparel,  
Footwear, and  
Accessories

- Systems Overview, New Topics and Expanding on eCourse Material
- Gear and Apparel (Arc'teryx)
  - Shell Jackets, Insulated Jackets, Pants, Fleece, Base Layer, Shirts and Tops, Shorts, Day Packs, Multi-Day Packs, Accessories (Climbing Gloves, Toques, Beanies, Hats and Caps)
- Footwear (Scarpa)
  - Climbing Shoes, Approach Shoes, Hiking Shoes, Trail Running Shoes
- Equipment (Black Diamond)
  - Helmets, Rock Protection, Quickdraws and Runners, Carabiners, Belay Devices, Chalk Bags, Bouldering Pads
- Ropes (Maxim Ropes)
  - Dynamic Ropes, Static Ropes
- Chalk and Accessories
  - Chalk, Hand Care, Accessories
- Performance Nutrition/Supplements (Physi-Vantage)
  - Supercharged Collagen, Weapons-Grade Protein, Endure X, Crush, Flow, Redux HP, Mag ATP
- Multi-Tools (Leatherman Tools)



## Outdoor Clinics, Foundations Track

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### Clinic 1: Crag Self-Sufficiency Level I

- Preparing mentees to confidently sport climb at a crag covering the following:
- Anchor management, regardless of the type of anchor you find.
- Top-down and walk-around access to the base, a need for Front Range climbers.
- The materials required for a day of climbing and how to apply them.

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### Clinic 2: Crag Self-Sufficiency Level II

- Anchor building for creating a top rope.
- Climbing on your own built anchors.
- How to manage the climbing edge.
- Dynamic belaying.
- Rappelling best practices.

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### Clinic 3: Sport Climbing

- Cleaning a route.
- Outdoor climbing movement and mechanics.
- Proper use of resting techniques.
- The art of bailing and falling.
- How to fall practice.

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### Clinic 3: Graduation Day

- “Graduation Day” takes place on the same day as “Clinic 3.”
- Jordan is on-site assisting with instruction.
- After Clinic 3, everyone from the “Outdoor Foundations” and “Trad Climbing” tracks join Jordan at a nearby brewery to celebrate.

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### Clinic 4: Wyoming Climbing Trip

- ShayrdAir organizes a sport climbing trip to Ten Sleep, Wyoming, to celebrate the program
- During the trip, Jordan provides feedback to mentees in realtime on topics like projecting, advanced resting techniques, and their outdoor climbing movement.



## Outdoor Clinics, Trad Track

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### Clinic 1: Foundations Day

- During our “Introduction” clinic, we:
- Discuss program goals and the gear needed for trad climbing and multi-pitch systems.
- Assess good active and passive gear placements, test your gear, and practice leads (with a top-rope backup in a single-pitch environment).

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### Clinic 2: Multi-pitch Mechanics

- Building on clinic one, “Foundations Day” will teach you how to:
- Build a multitude of anchors and become efficient at belaying a climber from the top.
- You will also learn rescue skills, such as lowers and raises, and how to reach your climber by rappelling and ascending.

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### Clinic 3: Multi-pitch Practice

- Drill the skills you learned during “Foundations Day” and “Multi-pitch” mechanics in a single-pitch environment, so you have all the skills you need to go out and have trad climbing adventures of your own.

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