



**7 SECRETS OF
MOTIVATION, YOUR
MOST VALUABLE
BUSINESS TOOL.**

LesMILLS

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Secret #01

EMBRACE THE DIGITAL REVOLUTION.

New technology makes it easier than ever to provide your members with a fully integrated fitness experience. Both virtual fitness and the rise of fitness apps and online workouts offer members even more ways to stay moving and motivated, even if they're not in your facility.

Virtual fitness offers your members more flexibility, increases studio utilization in off-peak times and allows you to quickly expand your class offerings. Studies show that 57% of regular exercisers who are not currently participating in fitness class activities would consider trying virtual, making it a great introduction to group exercise classes, especially for new joiners. Eighty-five percent of

gym members also working out at home. They aren't cheating on you – in fact, they are potentially your most valuable and motivated members. It may seem counterintuitive to encourage your members to work out elsewhere but providing members with a digital solution to continue their training outside of the gym can yield powerful retention and acquisition results.

Secret #02

THE GROUP EFFECT.

One of the most powerful ways you can drive motivation is to offer group exercise classes. Research shows that gym attendees experience increased levels of individual enjoyment, exertion and satisfaction as a result of group exercise. This group effect has a positive influence on a member's overall workout experience – and their intention to return. Group fitness is a major selling point

for the new generation of gym members, so make sure you're providing members with the experiences they want. With 52% of Millennials and 50% of Gen Z members currently engaging in group workouts, it's obvious they prefer the social benefits of motivational instructors and exercising with others.





Secret #03

INSTRUCTORS ARE YOUR SECRET WEAPON.

In an age of automation and digital disruption, inspirational instructors are the one thing in your gym that rival clubs can't copy. A single great instructor can attract and retain hundreds of members to a club over time, while a team of them can transform a club's future.

Many members are more loyal to their favorite instructor than they are to a facility due to the deep connection instructors create with members through their classes. Instructors enhance the group effect found in group exercise classes by creating experiences that bring members together in a shared goal. Instructors are also able

to share education, insights and information on upcoming facility events with class participants, and they can gather crucial member feedback that can help improve member experience and boost retention efforts.

In addition, instructors are also savvy marketers who regularly use social media and their own professional networks to drive more members into their classes. Empower them to promote your offerings and provide them with tools and resources to increase your reach and boost your messaging.



Secret #04

THE POWER OF CHALLENGES.

Smart use of in-club fitness challenges can drive member engagement, satisfaction and loyalty. Challenges and gamification provide a great way to attract Millennial and Gen Z members – the demographic currently making up 80% of the consumer fitness market.

A fitness challenge, when done well, builds community, loyalty and shared purpose. It also

harnesses a basic human need: the desire to prove ourselves, to win, and to keep trying until we do. Whether your proposed challenge is a complex one that lasts weeks, or a simple ‘how many push-ups can you do?’ event, there are a few key points to keep in mind.

Think about future members, would this challenge attract the new members you are targeting?

Recognition

Recognize everyone who completes the challenge, regardless of how they did. Nothing kills motivation like losing, so ensure you're celebrating everyone who participated.

Make it easy

Make it easy to sign up or join, and keep the first step of the challenge comparatively easy to fuel the sense of achievement and hook them in to continue.

Set the challenge

Set a challenge that's right for the majority of your members, and that caters to different fitness levels. Simple works best.

The challenge

Give the challenge immediacy and relevance. Can you link it to some bigger event happening out in the world?

Get your team onboard

A successful challenge requires your team to be enthusiastically involved from the onset.

Don't over-complicate things

The fun of the challenge lies in taking part, not in having the right app or tracker. It's fine to track results in a low-tech way.

Cast the net wide

Share your challenge progress on social media and show that it's fun for members. It helps position your facility as a fun and motivating place to be.



Secret #05

STICKING WITH FITNESS RESOLUTIONS.

Members often struggle to stick to their fitness goals and may stop attending your club if they feel unmotivated. Here are a few ways to keep your attendance high and your members actively engaged.



Variety

Variety is key to keep your members coming back. Provide a mix of strength, cardio and flexibility training options to meet a wide range of needs, and learn what workouts are the most popular and program accordingly.

Don't overdo it

When members start their fitness journey, they frequently overdo it. This isn't sustainable and can lead to people giving up before they start seeing results. Encourage your members to take rest days to let their bodies and minds recover, and assure them one missed session won't adversely impact their training.

It takes time to build a habit

It takes time to build a habit. Studies have shown that depending on the individual, it can take anywhere from 18 to 254 days to build a habit. That is a huge range! The first six weeks are the most critical to lock in a healthy new habit, so encourage members to complete full workouts during that time and gradually work towards a six-day-a-week exercise schedule.

Celebrate success

Finally, make sure your members celebrate their success! Celebrating successes in fitness is crucial, as it provides positive reinforcement of a good habit and will increase the likelihood of your members becoming regulars.



Secret #06

THE POWER OF A COMMON CAUSE.

You know that working out makes your members feel better. So does helping someone else. Combining the two and exercising for a cause is a powerful way to help members to feel better as individuals and strengthen their sense of community.

A great example is Workout for Water, a fundraising initiative between Les Mills and UNICEF to help raise money to bring water to impoverished parts of Africa. Workout for Water events give members a common mission and a motivating opportunity to be part of something bigger than themselves.

Secret #07

THE TRIP CAN HOOK RELUCTANT EXERCISERS.

For beginners new to exercise, the discomfort that comes with working at higher levels of intensity can be a huge barrier to success. So how can we help new people fall in love with fitness from day one?

One answer is THE TRIP®, an immersive cycling experience that could be the key to helping people transition from working out because they HAVE to - to working out because they WANT to.

Research shows that novice exercisers experience a reduced perception of intensity from the audio-visual experience of THE TRIP. Essentially, they smashed the workout but didn't realize how hard they were working because their attention was focused on the visual imagery of THE TRIP, not the physical effort. THE TRIP is an ideal group fitness format for inactive adults starting an exercise program and may assist with them keeping up with a regular exercise program going forward.



MAKING MOTIVATION WORK FOR YOU.

With over 50 years of fitness industry experience, Les Mills has motivation down to a science. Looking to learn more about how a partnership with Les Mills can help you drive more engagement, retention and acquisition in your facility?

[Find out more here](#)

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