

*LES MILLS*

**MINIMISE  
RISK  
MAXIMISE  
SUCCESS**

The Ultimate 8-Step Guide

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**Will 2022 be your year of transformation?**

Rate how ready your business is to win the hearts and minds of the new fitness member with this reinvented group fitness rulebook.

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# THE NEW RULES OF FITNESS

The game has changed, but you can start 2022 strong by embracing 8 key rules.

Only your A-game is good enough for the new generation of fitness fans, who have high expectations and a short attention span.

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**Rule #1**  
**Track Demand**

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**Rule #2**  
**Instructors who inspire**

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**Rule #3**  
**People-first fitness**

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**Rule #4**  
**Develop a great training program**

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**Rule #5**  
**Focus on attendance**

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**Rule #6**  
**The only way is omni-channel**

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**Rule #7**  
**Make marketing count**

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**Rule #8**  
**Plan for the win**

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## Rule #1 Track Demand

Group Exercise (GX) drives frequency of attendance, increased referrals and longer membership tenures. But you can't manage what you don't measure. GX participation stands at 119% of pre-COVID levels in post-pandemic markets. Your targets should increase to reflect this demand.

You should be tracking:

- Total weekly GX visits
- Total views for online classes
- Your GX % of total club attendances
- Your most popular instructors and classes
- In-studio Virtual classes

### CHECK IN:

How does your current GX visitation compare to pre-COVID?

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## Rule #2 Instructors who inspire

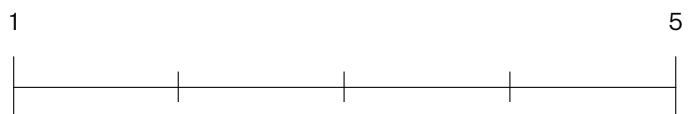
The competition can replicate every winning strategy you have in play, except the team you have built. A quality instructor is the no.1 factor for members when choosing a class.

It's tough to build a strong team in the current labour market, but it's essential to rise to the challenge:

- Think like a pro sport franchise: they sign stars
- Look to boutiques: Inspiring instructors are their X factor
- Learn from the best: LES MILLS has spent 50 years studying the science of motivation
- Coach your own: you may have the talent internally, ready to shine
- Have an always-on recruitment strategy

### CHECK IN:

How many hours do you spend each week identifying your future stars?



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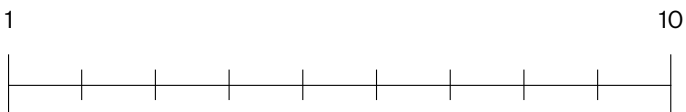
## Rule #3 People-first fitness

Finding great instructors in the current market is hard enough, but keeping them can be even more of a challenge. It's vital to motivate them with individual goals and rewards, so they stay committed to lifting everyone's success. You need to keep feeding their drive.

67% of gym members prefer to work out with others in small or large groups. Why? Because they want great instructors to motivate and inspire them. The best instructors are 2.5X (144%) more likely to attract referrals. Look after your Instructors and they'll look after your members.

### CHECK IN:

On a scale of 1 — 10, how motivated is your team?



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## Rule #4 Develop a great training program

Nobody starts off as the best they can be – it takes teamwork and dedication to get to the top. To help your business smash goals, you want your team to be pushing themselves to be the best they can be. Are you breeding a high-performance culture that inspires them to thrive?

A great training program works in three phases:

- Identifying core skills
- Creating a training journey
- Assessment and coaching

### CHECK IN:

Post-pandemic, how many training events have you ran for your team?

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## Rule #5 Focus on attendance

Members vote with their feet. Ensure you understand what is popular to stop them walking off to the competition. Remember, many fitness consumers are now being exposed to the very best instructors in the world digitally — how does your team stack up?

If you can work out what is driving your best attendances, then you can replicate it. Ask yourself the following questions:

- Which classes and which instructors are the most popular?
- How many classes do you have on your timetable that consistently have less than 30% capacity?
- How many classes have an instructor taking that class simply because they have always done it

### CHECK IN:

Which classes on your timetable have consistently high attendance?

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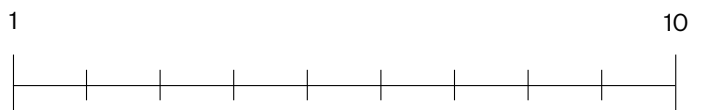
## Rule #6 The only way is omni-channel

Consumers have more choice than ever in the modern fitness market. Live workouts are driving the club revival, but digital isn't going anywhere. Our research shows most members now want a 60:40 split between in-club and at-home workouts. But they also need help forming a habit that sticks.

Winning clubs are offering a connected, omnichannel fitness experience that meets the high expectations of Generation Active and covers all bases. How is your digital offering making it easier for members to stay active when they can't get to the club? Help them build a long-term fitness habit and you break down one of the biggest barriers to retention.

### CHECK IN:

On a scale of 1—10, where 10 is 'very likely', how likely is it that your members see your digital offering as an extension of your club environment?



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## Rule #7 Make marketing count

The ability to reach beyond our existing audience and entice fresh faces into facilities will be key to a roaring recovery for the sector. In an increasingly-crowded marketplace making sure your campaigns cut through and spotlight the quality of your club's classes and Instructors will be key to attracting the new generation of fitness fans who are hungry for social workout experiences.

Knowing the right class is waiting for them can be the missing piece of the motivation puzzle. It is your job to remove the "gymtimidation" and one way to do that is with your marketing. Consider that:

- 86% of group fitness participants are choosing branded classes
- 81% of beginners are interested in at least one form of class offering

### CHECK IN:

What are the 3 most effective marketing tactics you've tried?

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How did you track the effectiveness of these tactics?

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## Rule #8 Plan for the win

You are now primed and ready to make 2022 your biggest year yet. But where to from here on your journey to win the hearts and minds of a new fitness member?

Your next steps:

1. Track attendance
2. Support your team through training and education
3. Set clear goals for your team
4. Maximise on your best performing classes and instructors
5. Ensure your offering meets members where they are
6. Review and report against your plan

### CHECK IN:

What tactics for motivating your team and motivating your members are working now? Which aren't? Be honest and note down your top and bottom three.

Top three:

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

Bottom three:

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

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# READY TO BUILD YOUR ULTIMATE BLUEPRINT?

New to Les Mills and want to learn more about  
how we support clubs build healthier businesses?

Are you an existing Les Mills Partner? Learn more about  
building your 2022 business plan on LES MILLS CONNECT