

QUICK WINS TO ATTRACT TOP INSTRUCTORS

A guide to solving your Instructor recruitment challenges



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PRESENTERS



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PART 1

TOP TALENT IS THE #1 COMMODITY IN BUSINESS

86% of industry leaders say **attracting** and **retaining** great people is their **#1 challenge**.*

SELF-AWARENESS EXERCISE

1

Poor



10

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WHAT ATTRACTS YOU TO A BRAND?

89% of consumers stay **loyal** to a brand that **shares their values.***

*In Moment – I buy, therefore I am: The psychology behind why we choose our favorite brands 2022

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ASK YOURSELF: DO INSTRUCTORS WANT TO WORK FOR YOU?

WHAT TOP TALENT WANT IN 2022:	
1	A significant increase in income or benefits (this is very important to 64%)
2	Greater work-life balance and better personal wellbeing (61%)
3	The ability to do what they do best (58%)
4	Greater stability and job security (53%)
5	COVID-19 vaccination policies that align with their beliefs (43%)
6	Diversity and inclusivity of all types of people (42%)

INSTRUCTORS TOP 6 PRIORITIES ARE:	
1	Having the ability to do what they do best
2	A culture that reflects personal values and identity
3	Pay that accurately reflects their expertise
4	Workout releases that are valuable learning tools
5	New workout releases that allow for development
6	Opportunities for development and growth

THE DIFFERENCE BETWEEN 'WANT' AND 'NEED'

(IHSA Staffing Shortages and Shorttimers 2021)

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COMMON HIRING MISTAKES AND HOW TO AVOID THEM

What are we doing wrong?

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TOP INSTRUCTORS ARE THE SILVER BULLET FOR MEMBER RETENTION

79%

of club attendees see
Instructors as
extremely important.

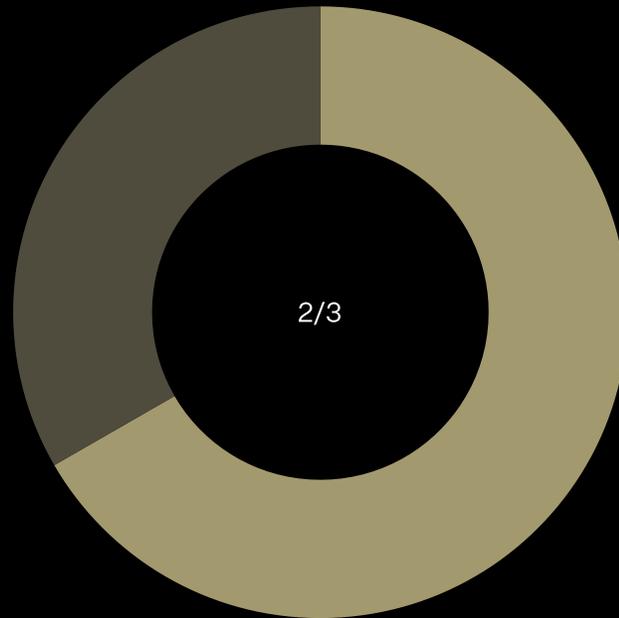
#1

Instructors are any
club's #1 asset.
Members say the most
important influencing
factor when it comes
to selecting a workout.

MEMBERS ARE SEEKING SOCIAL CONNECTION SO GIVE IT TO THEM

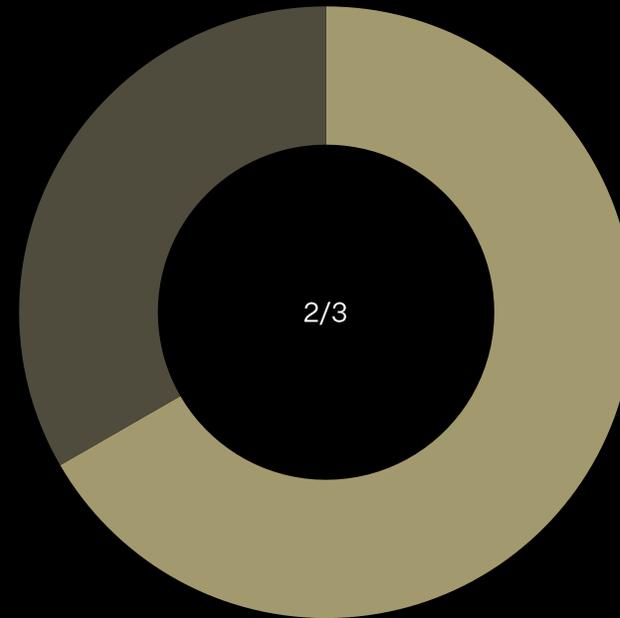
2/3

Two-thirds of gym members prefer working out in groups.



2/3

Two-thirds of prospects say the presence of quality classes would encourage them to join a facility.



PART 2

THE TOOLS YOU NEED TO ATTRACT TOP TALENT

Competition can be fierce. Employers only **win** when they address what employees **really want**.

**THERE'S A BIG DIFFERENCE
BETWEEN A GOOD INSTRUCTOR
AND A MEDIOCRE ONE**

SOME PROGRAMS REQUIRE DIFFERENT PERSONALITIES

Socialbility / Fun
Captivating & Outgoing

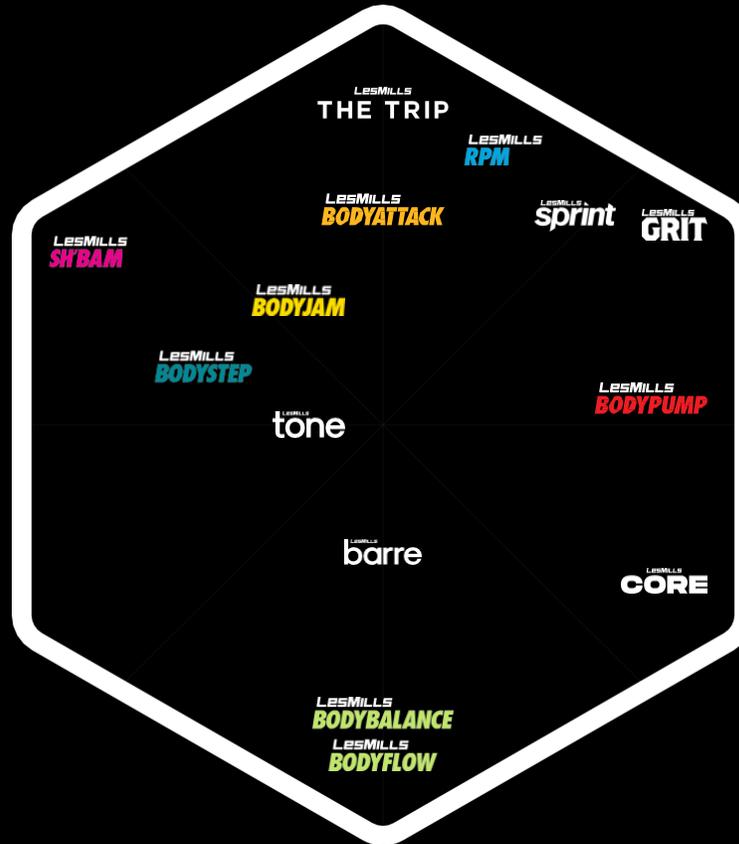
Conformity / Affiliation
Accessible & Welcoming

Renewal
Nurturing & Protective

High Energy / Challenge
Aspirational & Leading Edge

Power
Authorative & Assertive

Perfection
Discerning & Persuasive



One **star worthy Instructor** can **double the lifetime value** of your members

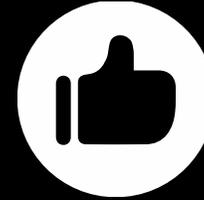
ADVERTISING: CLUBS GET NOTICED



Advertising is key
Attract superstars with
compelling job descriptions.



Tell stories
Testimonials are everything.



Show you care
Emphasize your commitment
to learning and development.

ADVERTISING: INSTRUCTORS GET NOTICED

1

Fill out your Connect profile.

2

Have all certifications up to date.

3

Look into having specialty certifications to stand out.

4

Make a fitness specific resume that outlines their strengths as it pertains to teaching.

MAKE QUALITY CONNECTIONS FAST

LES MILLS Connect is your **#1 tool**.

- How can YOU find Instructors?
- How can Instructors FIND you?

22,000

Active Instructors
at your fingertips.



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RECOMMENDATION: MARKETS — {INSERT LOCAL CONNECT SUCCESS STORY HERE – IX PERSPECTIVE AND CLUB}

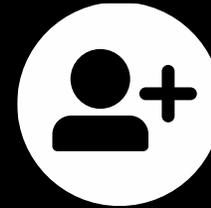
- Was Connect user friendly?
- What was it about the club ads that stood out?
- What was it about the Instructor that stood out?

Talk about how the success has had an impact on yourself/the club.

UNLOCK THE POWER OF YOUR INSTRUCTORS AS RECRUITERS — PART 1

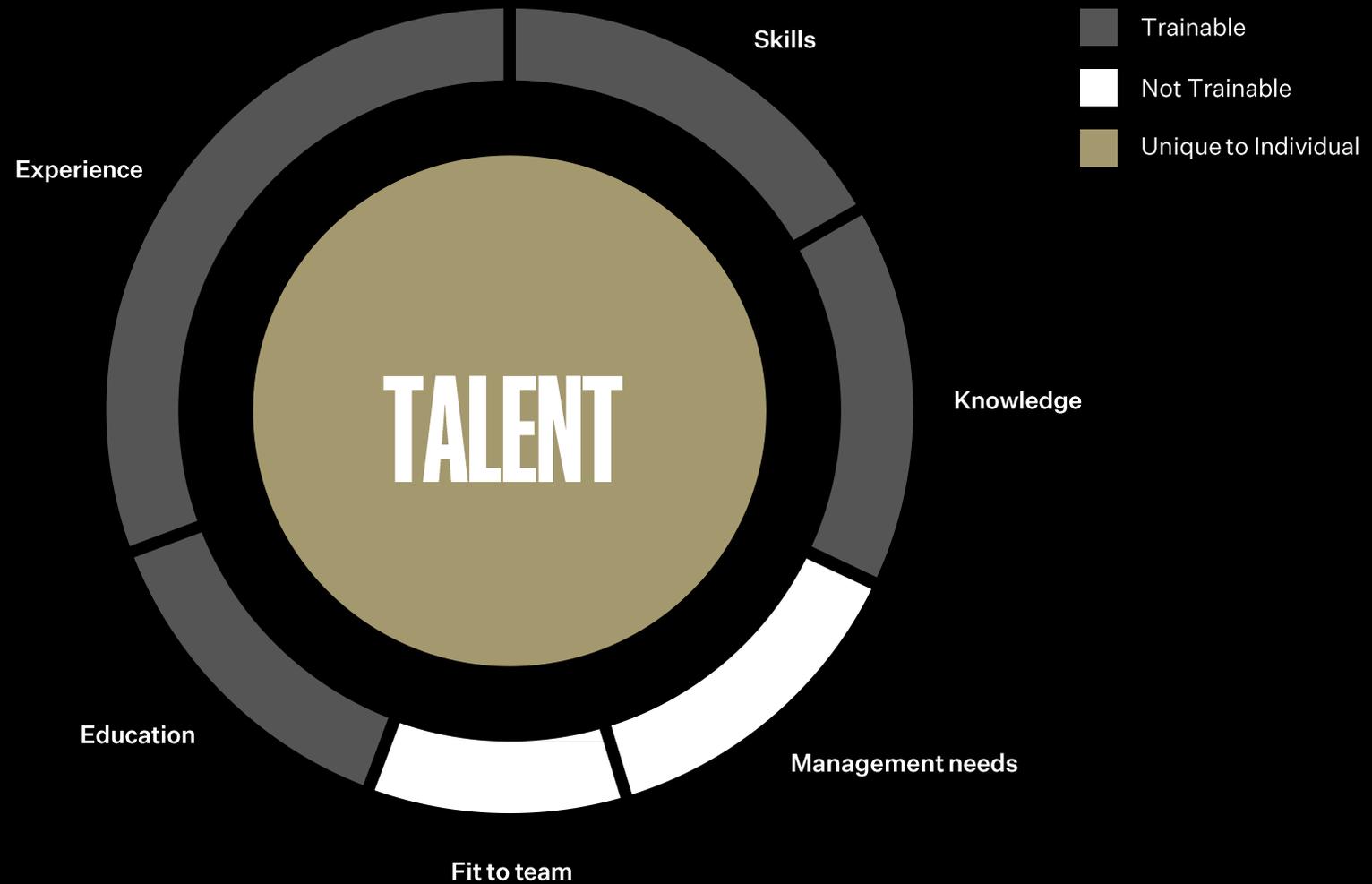
2.5X

Great Instructors are **more likely** (144%) to win member referrals.



68% of first timers at clubs **sign up** because they **love the program** as a participant. (from taking part in a club/facility).

THE GALLUP APPROACH: START HIRING FOR POTENTIAL



UNLOCK THE POWER OF YOUR INSTRUCTORS AS RECRUITERS — PART 2



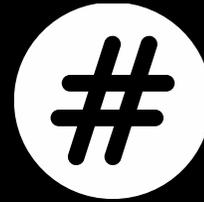
A goal



Know your audience



Relevant content



Hashtags

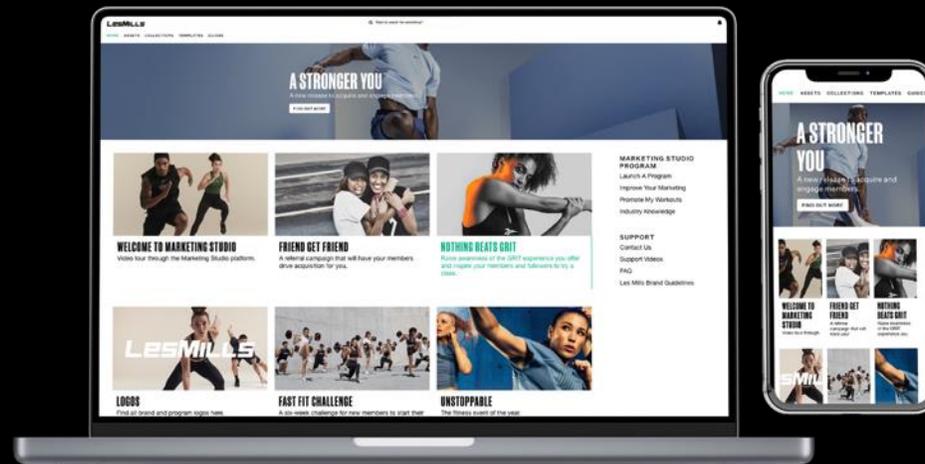
Social Media — **High profile Instructors** will **boost your business**.
4 things Instructors need to **build social advocacy**:

RECOMMENDATION: MARKETS — {INSERT LOCAL CASE STUDY* INCLUDE AN EXAMPLE OF AN INSTRUCTOR HAVING A BIG FOLLOWING WHERE YOU WERE ABLE TO LEVERAGE OFF THEIR AUDIENCE AND GAIN MEMBERSHIP REFERRALS.*}

- How did this impact your business?
- What were some learnings and advice you would pass on for future engagement with Instructors as brand advocates?

LES MILLS MARKETING STUDIO

Your go-to tool for recruitment advertising and branding.
Save **time**. Save **money**. Increase **retention**.



ALL OF THIS SOUNDS SIMPLE AND EASY TO DO – SO WHY DON'T WE?

86%

of industry leaders
say attracting and
retaining great
people is their #1
challenge.

#1

Top talent is the #1 commodity

The scary truth or harsh reality: it's a bag of time issue

PART 3

TAKE COLLECTIVE RESPONSIBILITY ACROSS THE TEAM

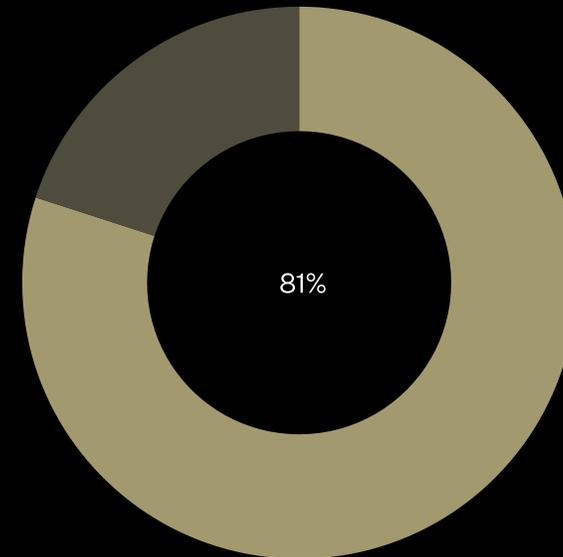
MAKE YOUR CLUB CULTURE SHINE

1 Recognising the importance of a good cultural fit.	2 Identifying what matters to candidates.
3 Ensuring that strong information of a company culture to potential employees is communicated.	4 Combinations which will help to improve workplace culture.

This **all** should **retain top talent** within an organisation.

81%

say that a CEO, Founder or Owner are the most responsible for driving a brands purpose.



EIGHT BENEFITS TO BOOST ENGAGEMENT

1

Les Mills Development
— LES MILLS Qualifications.

2

Financial support for
ongoing education
of any kind.

3

Hosting free CPR certifications
at regular intervals.

4

Free membership
for Instructors and
their partners.

5

Emphasis on launch and
release events — get the
whole club involved, not
just Group Fit Instructors.

6

Create the opportunity
of becoming your Club
program mentor —
e.g. BODYPUMP™.

7

Treat everyone in
the Club the same.

8

Team culture —
including Instructors in
holiday parties and
team building events.

RECOMMENDATION: MARKETS — {INSERT LOCAL CASE STUDY OF CLUB CULTURE SUCCESS STORY HERE}

- What benefits does the club offer that makes it such a great culture?
- What is the point of difference the club has over other clubs?
- An Instructor to talk to whether they would stay at one club for an extended period of time if they like the culture

CULTURE VS CLIMATE

Culture

It is commonly:

1. Shared beliefs
2. Values norms of behaviour/thinking
3. Routines, traditions
4. Sense making and perspectives

Climate

The climate are the perceptions and attitudes of the people in the culture.



MAKE PERSONAL DEVELOPMENT YOUR COMPETITIVE ADVANTAGE

The #1 reason people leave is the same reason people join.
It comes down to career development or lack of.

The Journey to Mastery:

INSPIRE INSTRUCTORS CONTINUED IMPROVEMENT TOWARDS MASTERY



FOCUS ON YOUR INSTRUCTORS INDIVIDUAL PERSONAL STRENGTHS FOR DEVELOPMENT



DEVELOP AN ACTION PLAN AND PATHWAY TO ACHIEVE GOALS



PROVIDE A CLEAR RECOGNITION AND REWARDS SYSTEM



(LINKEDIN |l|-guide-how-learning-attracts-retains-top-talent 2022)



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**MOTIVATED INSTRUCTORS.
MOTIVATED MEMBERS.
BETTER RESULTS.**

{RECOMMENDATION INSERT LOCAL CASE STUDY}

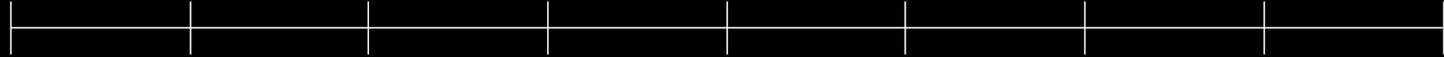
Show the impact that a club has seen first hand through LMQ providing results of more motivated and happy Instructors.

Local Instructor to sell LMQ as why this makes such a difference for Learning & Development, motivation and overall engagement.

SELF-AWARENESS EXERCISE

1

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THANK YOU

If you want to discuss any of these findings please email business.insights@lesmills.com