

A man in a black tank top and cap is lifting a barbell over his shoulder. In the background, a woman in an orange tank top is also lifting a barbell. The background is a solid red color with a subtle geometric pattern.

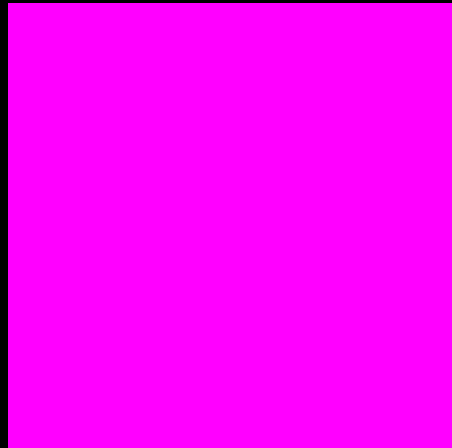
MASTER *MOTIVATION*

REAP THE REWARDS

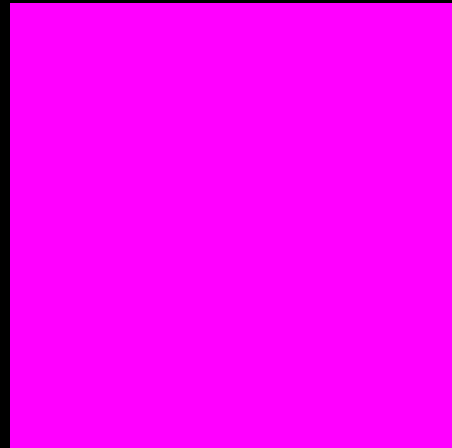
Cracking the code to member motivation

LES MILLS

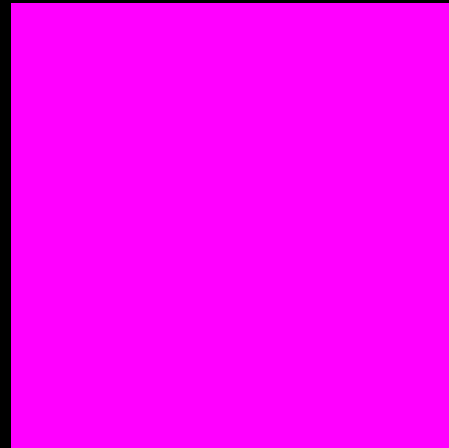
PRESENTERS



{First Name Last Name}



{First Name Last Name}



{First Name Last Name}

PART 1

MOTIVATION

THE ONE THING YOUR CLUB CAN'T LIVE WITHOUT

LES MILLS

MOTIVATION: THE ONE THING YOUR CLUB CAN'T LIVE WITHOUT

75%

Of consumers say they want to exercise more regularly but face barriers.

#1

A lack of motivation is the single biggest barrier for people wanting to exercise more.

ASKYOURSELF

WHAT MAKES A MOTIVATING CLUB EXPERIENCE?

ACTIVE MEMBERS: THE BACKBONE OF A BOOMING CLUB

Regular Exercisers

100%

Strongly agreed that exercise is an automatic aspect of their lives.

92%

Always experience positive feeling from exercise.

82%

Focused on health benefits of exercise.

84%

Motivated by social aspects of exercise.

64%

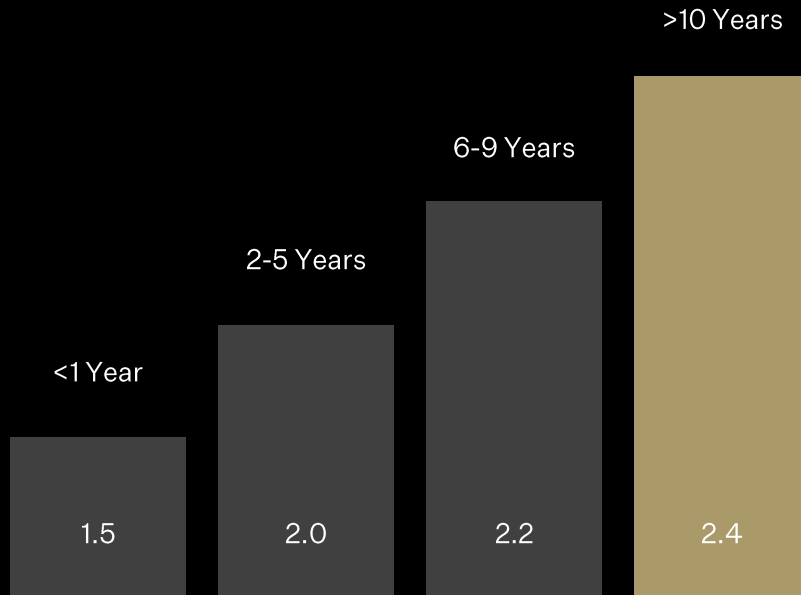
Ensured they exercise regardless of conditions.

**NO FUN.
NO CONNECTION.
NO TIME.**

82%

Of adults are currently exercising or would like to*

THE MORE OFTEN THEY COME, THE LONGER THEY STAY



Average health-club visits per week by tenure

2X

Visits per week is your tipping point — members who come more often, stay with you for longer.

MOST MEMBERS DON'T COME OFTEN ENOUGH

1.9

Visits per week

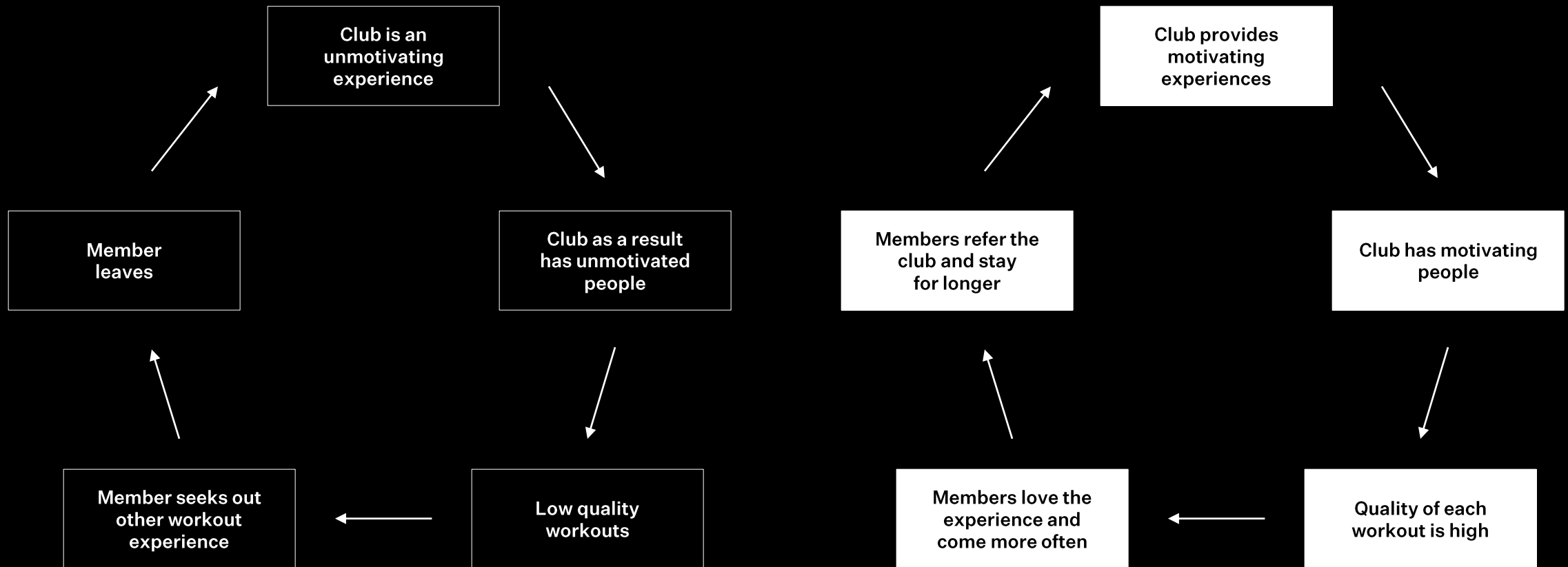
66%

Use their club fewer
than 1.9x per week

43%

Use less than 1x per week

THE DIFFERENCE BETWEEN WALKING OUT AND WORKING OUT



PART 2

THE POWER OF LIVE EXPERIENCES

YOUR SILVER BULLET FOR MEMBER MOTIVATION

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THE POWER OF LIVE EXPERIENCES

3X

Participants in quality group exercise attend 3+ times a week.*

2X

Gym members find live classes twice as appealing as livestream options.

THE POWER OF LIVE EXPERIENCES

**CONNECTION IS
YOUR MOST
POWERFUL TOOL
FOR MOTIVATION**

58%

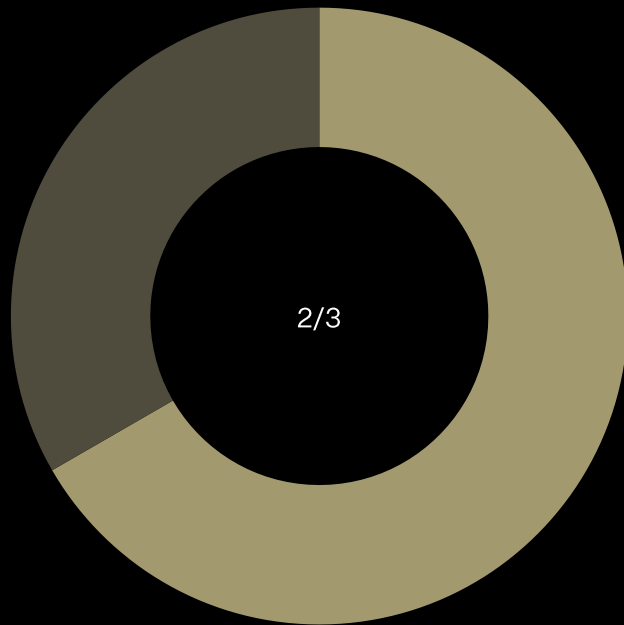
Of members report being highly motivated by the social aspect of attending the gym.

LES MILLS

MEMBERS ARE SEEKING SOCIAL CONNECTION — SO GIVE IT TO THEM

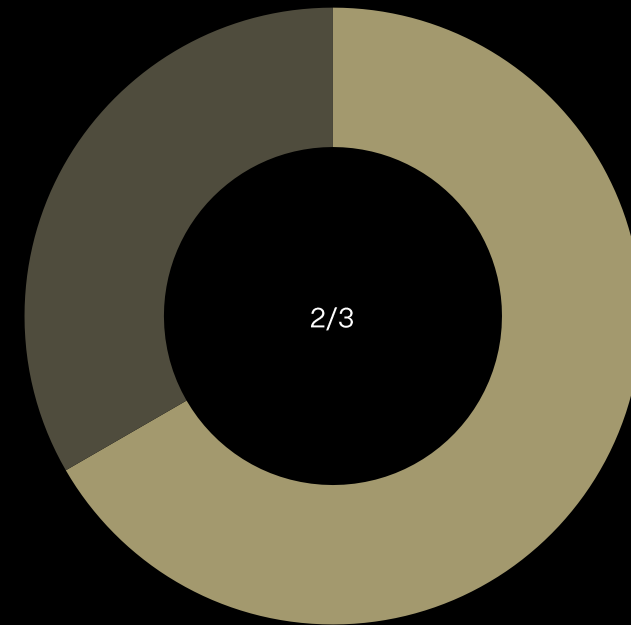
2/3

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.



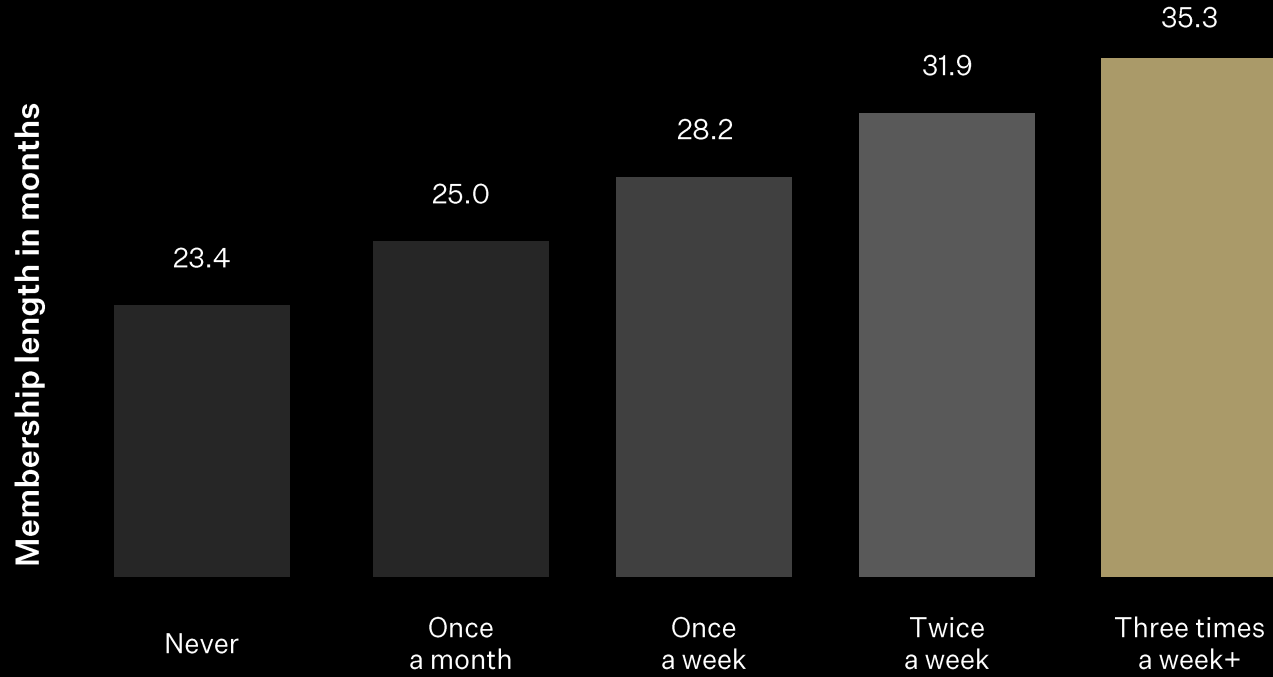
MEMBERS ARE SEEKING SOCIAL CONNECTION — SO GIVE IT TO THEM

YOUR MOST VALUABLE MEMBER

9.8

Group fitness attendees make more friend referrals than gym-only members and stay 9.8 months longer.*

THE GROUP EFFECT



LES MILLS average class attendance

Frequency	Average Length (Months)
Never	23.4
Once a month	25.0
Once a week	28.2
Twice a week	31.9
Three times a week+	35.3

THE GROUP EFFECT

#1

Instructors are your #1 asset for member retention — they're your single biggest driver of class attendance.

79%

Of club attendees see Instructors as extremely important.

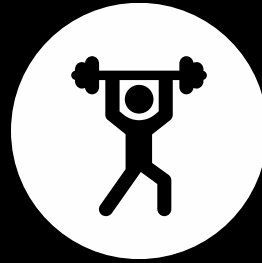
2X

Members who work out with Les Mills Instructors stay 50% longer on average than those who don't.

THE POWER OF LIVE EXPERIENCES



**A STRONG SENSE
OF COMMUNITY**



**PULSATING
WORKOUTS**



**GREAT
INSTRUCTORS**

ASK *YOURSELF*

DOES YOUR CLUB HAVE THE INGREDIENTS
FOR THRILLING FITNESS EXPERIENCES?

PART 3

***CREATING MOTIVATING
EXPERIENCES YOU CAN BANK ON***

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MOTIVATING EXPERIENCES MUST HAVES:
PART 1 — A1 ONBOARDING

1. Start slow
2. Keep the bar low
3. Rally around routine
4. Bolster self-belief
5. Endless support

42%

Of new members quit within 30 days of joining.

MEMBERS ARE SEEKING SOCIAL CONNECTION — SO GIVE IT TO THEM

SEVENWAYS TO WIN



Make light work

Use lighting to your advantage and create an environment that draws people in.



Dial-up décor

Make your studio sing with cost-effective means such as large wallpapers and motivational quotes.



Create a sensory experience

No one will have a great experience in a club that looks amazing, but smells or feels dirty.



Keep it fresh and updated

Make tweaks regularly to delight your members with every new change.



Apply theatre design principles

Incorporate a stage to focus attention.



Get professional design input

Everyone has a different budget, hire the best quality designer you can afford.



Invest in quality audio

Aim for quality sound.

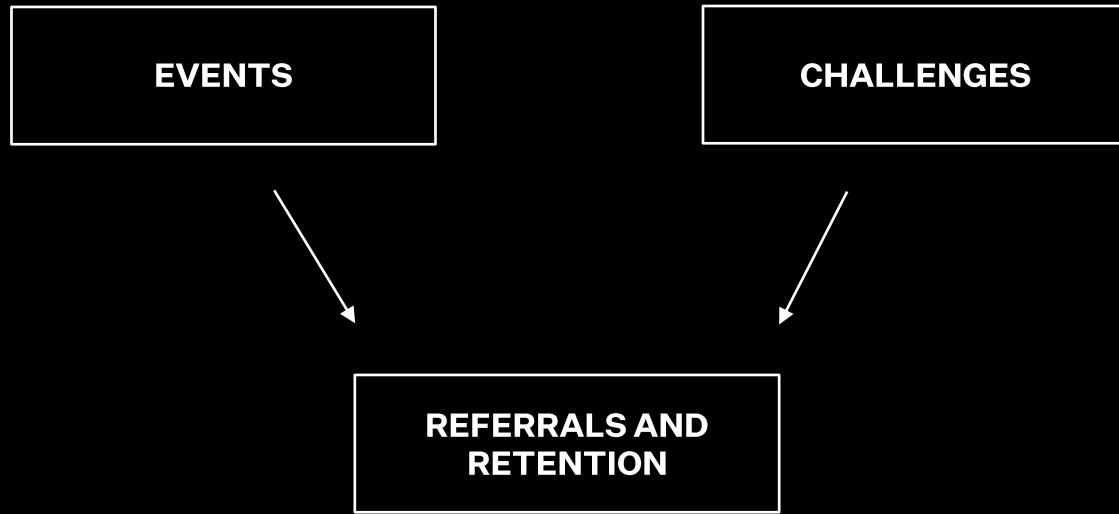
WINNING PLAYERS WANT:

1. The ability to do what they want to do best
2. A culture that reflects personal values and identity
3. Pay that accurately reflects their expertise
4. Opportunities for development and growth

WINNING PLAYERS GIVE:

1. Unrivalled live fitness experiences
2. Authentic human connection
3. A motivating atmosphere you can count on
4. An exceptionally loyal member base

MOTIVATING EXPERIENCES MUST HAVES:
PART 4 — ENGAGEMENT IN OVERDRIVE



85%

Of gymgoers say they're interested in trying live classes in their facility.

TOP INSTRUCTORS:
MAGIC FOR MEMBER RECRUITMENT

ATTRACT AND RETAIN HUNDREDS OF MEMBERS TO YOUR CLUB

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).

MAKE QUALITY CONNECTIONS FAST

**22,000 ACTIVE
INSTRUCTORS
AT YOUR
FINGERTIPS**

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

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

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ASK YOURSELF

WHICH MINDSET DO YOU HAVE?

CREATING MOTIVATING EXPERIENCES YOU CAN BANK ON

Acquisition Mindset

What will attract new people? What's the latest trend?

What makes the best first impression on prospects?

What makes exercise look easy?

What makes us look different?

How can we get more referrals?



Acquisition & Retention Mindset

What is best suited to delivering the types of motivation & results people want?

What do people need to develop love for exercise and a sustainable habit?

What do people who enjoy exercise need to enjoy it more?

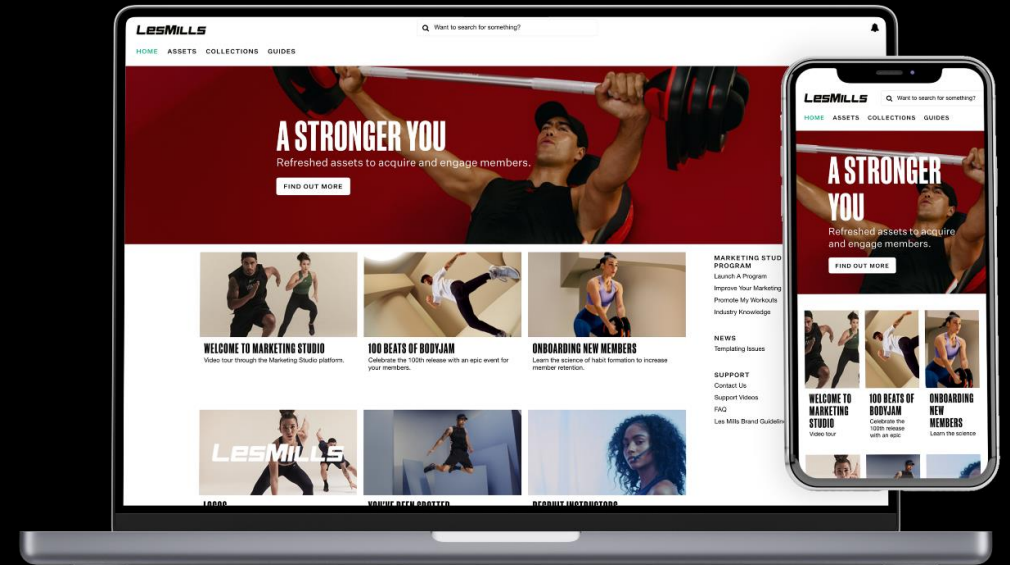
How can we get more people to talk about us in a positive way that inspires others to come?

How do we get our customers to advocate for us?

THE HARSH REALITY

SAVE TIME.
SAVE MONEY.
INCREASE
RETENTION.

LES MILLS Marketing Studio
Your go-to tool for promotional marketing



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GROUP FITNESS MANAGEMENT

1

Design a winning game plan

2

Promote your game

3

Build a great stadium

4

Play your 'A' team

5

Develop a great training program

6

Motivate your team

7

Recruit winning players

8

Create a scoreboard

**MOTIVATING EXPERIENCES.
MOTIVATED MEMBERS.
THRIVING CLUB.**

{RECOMMENDATION INSERT LOCAL CASE STUDY}

Show the impact that a club has seen first hand through GFM providing results of more motivating experiences and motivated members.

WHAT MAKES A MOTIVATING CLUB EXPERIENCE?

THANK YOU

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