



Build a winning  
instructor team  
to give your club  
the edge



# The secret to group fitness success? Amazing instructors.

When it comes to group fitness, the Instructor is the single most important aspect of the member experience. Nothing will transform your club's success like a team of magnetic instructors.

A single rockstar instructor can attract and retain hundreds of members over time. So where do you find them, and how do you get them onboard?

# Why is your team so crucial to creating a competitive edge?

When you ask successful business leaders what is the one strategy they invest the most in; without fail they say it's going to exceptional lengths to hire the best people.

Look at the world of professional sports where exorbitant transfer and purchase fees are paid to sign the players with the most talent, and top coaches have teams of professional scouts constantly on the hunt. While you cannot replicate that, you can ensure that the recruitment of 'A' players is one of your most important strategies. It will keep you ahead of the competition for far longer than anything else.

Need convincing? Look at boutiques, where talented, aspirational and rockstar instructors are one of the main ingredients of their secret sauce. Remember, your members choose to pay for fitness because they are looking for motivation - inspiring instruction is crucial to delivering this.

Recruiting a top team is your first big challenge. But training them and keeping them can prove just as tough. In this guide, you'll learn how to find rockstar Instructors, train them and most importantly, keep them.

Find them

Train them

Keep them

# 6 tips for recruiting rockstar instructors

50 years of group fitness management and training has taught us that there are five core skills that create successful instructors: technique, coaching, communication/connection, performance and choreography.

Excellence in any one of these leads to full classes, however few possess natural brilliance in more than one area. It's important to be able to identify a person's strengths, and vital to make sure they have passion and are a good fit for your club



## 1. Know what makes a rockstar – and what doesn't

The true rockstar comes from inside: what they're like as a person and how they take members on a journey. Look for Instructors who are not just technically good - they can always be coached to improve. What's most important is that they are driven to give every single member the best feeling ever while they're in the class. It's about kindness, charisma and positive energy.

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## 2. Tap the right sources

Like any great coach, if you want to build a championship team you have to actively recruit A players. One place you can easily identify potential is internally. Through a targeted approach you can shoulder tap prospects from your current instructor's networks and your members. Ensure you are also building partnerships with local businesses like performing arts schools, sports teams and university physical education departments.

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## 4. 'Sell' your club

Create an exceptional studio space that will wow your members and provide an amazing environment in which our Instructors can teach. Well-designed group fitness studios with quality surround sound and lighting, sufficient space and ventilation, and inspiring visuals deliver a unique experience that makes instructors want to teach in our club. Players want to play for a team that is committed to winning the championship and has a home stadium that reflects that.

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## 5. Be willing to pay a premium

Improved member retention and word of mouth membership growth make investing in your Instructors a smart choice. You can use pay as an incentive too, to build a better member experience. Increase what Instructors earn as they improve their qualifications and skills. The industry is changing and fitness boutiques are often paying much more. You need to do the same to stay competitive. Recognize your rockstars and reward them.

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## 6. Look for those with ambition

Work with people who are inspired to be the best they can be. Make it clear from the outset that you want ambitious instructors who want to grow their skills and advance their fitness careers. It's good for the business - higher levels of Instructor skill drive higher class attendance levels. Your members don't want adequate. They want to be inspired and coached by the best.

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# 3 Stages of a great training program

Nobody starts off as the best they can be. And complacency is only feeding your competition. That's why you need a great training program in place for your team. If you are reaching

for new goals and targets, it is likely they are going to need a performance lift to reach them. Without training as a catalyst for change, you may end up just sweating your people harder to get the same old outcome.



## 1. Identify core skills

Firstly, identify which skill sets the individuals within your team can improve on. Focus on the areas that will make a difference, not just those that are the easiest to train. For example; you may have an instructor who is technically brilliant, but not the best performer. Training them in this area could drive a noticeable lift in class attendance and satisfaction.

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## 2. Create a training journey

Creating a training journey. Creating a formal training journey sets out the expectations from the beginning. It allows you to manage performance, ensures appropriate levels of certification and can often be integrated with external providers for best results. Most importantly, ensure you personally understand the journey, so you can support your team through it.

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## 3. Provide assessment and coaching

All training programs require assessment, and the more involved you are in this, the better the outcome. Ensure any assessment is formalized with clear criteria and well planned in advance. Document the assessment where possible with video, so your team member can watch themselves and perform a self-assessment. Most importantly, make sure you formalize a plan for any identified improvements, with dates and agreed next steps.



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# 5 steps to motivating your team

Winning isn't everything but wanting to win is. You want to create a hunger in your team to consistently outperform themselves, not just the competition. When you have invested a huge amount of your time ensuring you have the rockstar instructors you need, it's vital to keep them and motivate them to achieve their own individual successes.

Start by identifying what is most important to each of your team members; what is their personal "why" and how does their role on your team contribute to achieving this? Then create a strategy that helps deliver for the whole team. We can show you how.

# 1. Set team and individual goals

Set clear targets and regularly communicate where you are as a team and as individual performers. If you involve your team in setting these, you harness the power of autonomy.

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# 2. Build team spirit

Star performers want to be part of a high-performing team. Foster the team environment through buddy programs and formal and informal team events.

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# 3. Offer non-financial incentives

Praise and recognition are key, but so is a formal training plan, understanding any career path progression and providing autonomy through ownership of class goals.

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# 4. Offer financial incentives

Research shows that monetary rewards are low on the list of effective motivators. But perceived unfair pay is one of the greatest causes of employee demotivation. Performance-based pay or even reimbursement of resources and training can be effective financial options.

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# 5. Develop your players

Implementing a formal training schedule, as well as consistently providing formal and informal feedback is effective in supporting their journey towards mastery.



# Unleash your team

Looking for quick wins and long-term strategies to ensure you have the rockstar instructors who deliver increased revenue for your club?

Les Mills provides many resources, tools and services mentioned free of charge to our valued partners.

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FIND OUT MORE HERE

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