

TEAM ENGAGEMENT AND ADVICE

Your teams and your fitness instructors are the secret sauce to getting your gym firing again. Make sure your team feels supported and inspired to make a difference in people's lives. Here are some key considerations for your team as you bring them back into the business.



LISTEN UP

Spend some time understanding your team's concerns, how they are feeling, and what questions might they have.

"Before we start; how is everyone feeling about coming back? What is worrying you the most?"

LAY OUT YOUR PLAN

Set out your vision for the club over the re-opening period. What is the goal that all team members can strive towards?

"Our goal is to get 75% of our members back in the next four weeks by creating a welcoming, fun, safe and friendly environment."

SAFETY FIRST

Your team will be worried about their safety. Make sure they feel safe and supported so they can help your members.

Run through the steps you are taking to keep them safe, including new protocols for cleaning, hygiene, testing and social distancing in your club.

"Our staff safety and the safety of members is #1, so we have implemented..."

TRAINING + NEW PRACTICES

Set out any new requirements around training and operational practices such as:

- New cleaning and sanitization routines.
- New entry, exit and contactless payment requirements

CREATE DESIRE

Opening your doors will have plenty of challenges. Your team will need to believe in a bigger purpose than just a paycheck. Make sure the team is engaged in how important they are in the member experience.

"Now more than ever, we have a chance to make a difference in people's lives – to help them feel safe and part of their community again. Exercise is one of the strongest ways to help people be healthier and support their immune system."

NEW ROLES

Your team likely has new responsibilities and may even be in new roles. It's important you take the time to be crystal clear with each team member around the expectations of them.

- Remember that the safety of your team and of your members is key.
- Be familiar with the government guidelines of operation.
- Monitor your team (and members) for signs and symptoms of COVID-19. Report any signs immediately to management, along with any possible exposure.
- Complete a COVID-19 risk-self assessment regularly.

For more club opening advice, tools and assets,
check out our club re-set hub here:

CLUB RE-SET HUB



DON'T FORGET THE EMOTIONAL SIDE

Aside from the operational impact your team can make to get your club up and running, there's a significant emotional contribution they can make to help members feel safe again.

"Instructors hold the hearts of members more than anyone else in the club and this is needed now more than ever," says Styles Studios Fitness Co-Owner and IHRSA Board Member Carrie Kepple.

OK NOT TO HAVE ALL THE ANSWERS

Your team will want a level of certainty that you probably won't be able to give them during this time. It's OK not to have an answer but make a note and come back to the whole group with a follow up.

"I'm sorry I don't have the answer for that right now, I'll find out and come back to you."

CLEAR IS KIND

Author Brene Brown uses the simple phrase "Clear is kind. Unclear is unkind," to describe the process of clarity and the importance of hard conversations. When talking to your team about a difficult topic, the best thing you can do for them is to be as clear as possible. Don't mince your words.