

A group of women in athletic wear are captured in a starting crouch, ready for a race. The central woman is wearing a white tank top and black shorts, looking directly at the camera with a determined expression. Other women in similar attire are visible around her, also in starting positions. The background is a plain, light-colored wall, and the lighting is bright, creating strong shadows and highlights on their bodies.

LES MILLS

PARTNERSHIP LAUNCH IMPLEMENTATION GUIDE

STARTING YOUR JOURNEY

THERE IS NO LIMIT TO WHAT WE CAN ACHIEVE TOGETHER.

Together, we're going on a journey. A journey towards transforming your business. A journey towards more members and better retention. Ours is a partnership fuelled by the power of group fitness expertise to build a healthier business. The power of group fitness to make members love your club.

For over 50 years, we've been testing, refining, and perfecting the art of group fitness. Only after proving the impact of each product in our own New Zealand gyms do we bring them to yours. We'll bring you the world's best workouts – updated every three months to keep your members coming back. But that's just the start.

You'll get cutting-edge science to validate your fitness solutions. Training to turn your team into rock-star Instructors. Marketing to make you stand out from the crowd. Music you can't help but move to. And digital solutions to set you up for success in the new age of fitness. All underpinned by a group fitness management system that's the backbone of the world's leading clubs.

Our partnership launch, step by step journey leads to a world-beating club. Your club. And that journey starts today.



SET UP FOR SUCCESS

This guide has been designed to support you with the implementation and launch of LES MILLS group fitness programs. This is your blueprint for success and it includes helpful tips, advice and guidelines. Always keep it on hand to record your goals and see your progress soar!

01 GOALS

- Establish your short and long-term group fitness attendance goals

02 SCHEDULING

- Inserting new programs into your schedules
- Setting class targets

03 RECRUIT WINNING PLAYERS

- Finding and selecting instructors
- Training
- Preparing for launch

04 TRAIN YOUR TEAM/ PRODUCT

KNOWLEDGE

- Building strong product knowledge within your team
- Staff training plan
- LES MILLS program details

05 PROMOTE YOUR GAMES

- Launching and promoting your new programs
- Cost effective launch ideas



01 GOALS

GOALS

HOW MANY PEOPLE CAN YOU GET MOVING EVERY WEEK WITH GROUP FITNESS?

By increasing your group fitness attendance you benefit from:

- Greater exercise adherence
- Lower membership churn
- Increased referrals
- Increased value perception
- Happier, healthier members leading to a more successful club

Setting goals for your group fitness attendance is a must! Giving your team a target motivates and inspires them and gives them a sense of what's possible. From a business perspective you can plan your expenditure and prioritize your action plan based on the growth you expect to see within your club.



SETTING GOALS

Setting smaller short-term goals on the way to your long-term group fitness goal provides you with a useful measuring stick for progress. How do we know people love our classes? They vote with their feet. Having a target for group fitness visits keeps you focused on delivering great classes right across your schedule. Classes that members love and attend regularly.

STATUS QUO

What's your current group fitness weekly attendance?

Percentage of group fitness visits to total club visits.

Current club membership size

LONG-TERM GROUP FITNESS ATTENDANCE GOAL

How many weekly group fitness visits do you think you could achieve in three to five years if your instructors were delivering the best experience in every class? Could you double your current number? How about tripling it?

3 year group fitness weekly attendance goal

MANAGING THE SHORT-TERM

Now you have decided what is possible, how will you get there in the short-term?

6 month group fitness weekly attendance goal

12 month group fitness weekly attendance goal

TIP: If you are struggling choosing a number for your long-term goal, choose your membership size. It equals the group fitness attendance you would achieve if 50% of your members would attend group fitness classes.



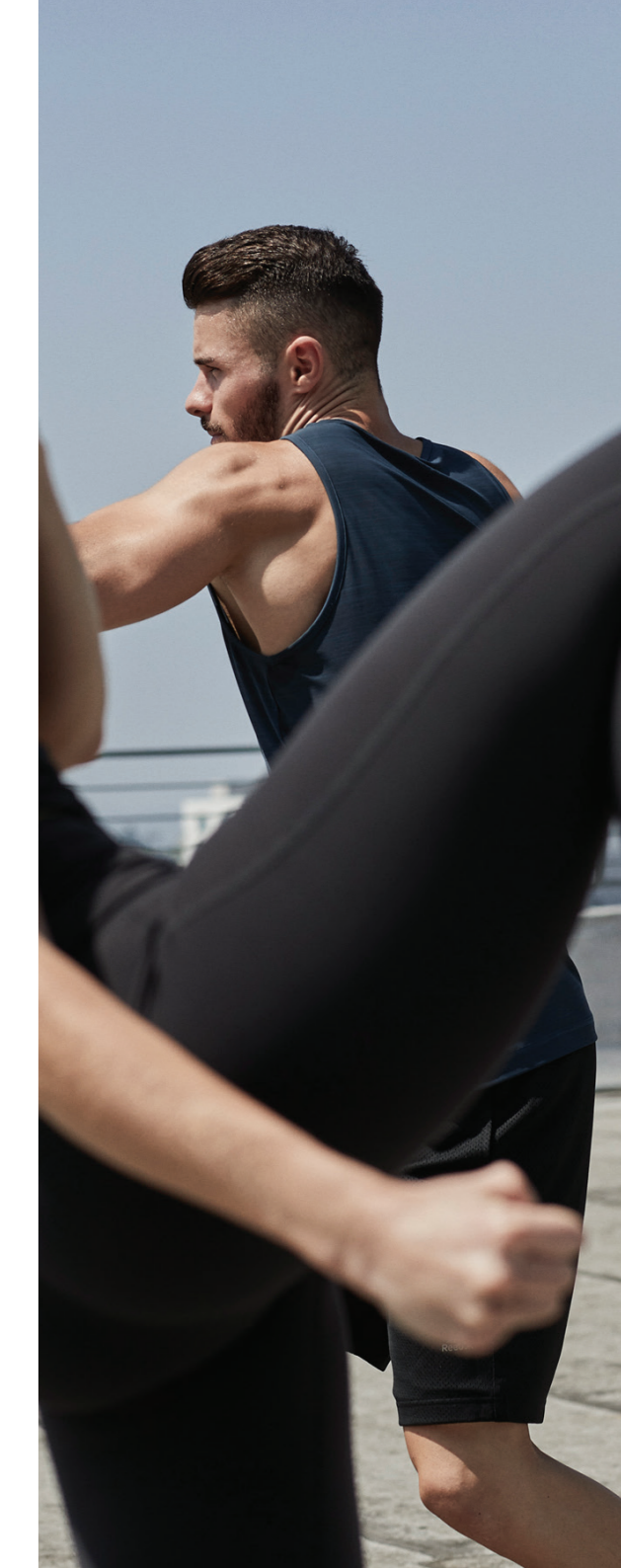


02 SCHEDULING

SCHEDULING

THE FASTEST AND SIMPLEST WAY TO ACHIEVE YOUR GOALS IS TO GIVE MORE CLASSES ON YOUR SCHEDULE TO YOUR 'A' TEAM: YOUR MOST POPULAR INSTRUCTORS AND PROGRAMS.

The ultimate benchmark of a schedule is the number of people it draws in. Always measure success by how many people are moving every week. Position the new program(s) in your schedule to amplify pulling power and increase class attendance numbers.



GLOBAL INSIGHTS ON SCHEDULING APPROACH

THE IDEAL NUMBER OF EACH CLASS DEPENDS ON YOUR CLUB'S POSITIONING ON THE CONSUMER NEEDS MATRIX AND YOUR GOALS.

	<u>WHEN TO SCHEDULE?</u>	<u>HOW OFTEN?</u>	<u>EXTRA TIPS</u>
BODYATTACK™	<ul style="list-style-type: none"> Attracts maximum numbers when scheduled during peak and shoulder times Weekdays - late afternoons and evenings Weekends - anytime 	<ul style="list-style-type: none"> Minimum of 3-5 times per week 	<ul style="list-style-type: none"> Express format or low impact options help fill classes for morning and lunchtime sessions
BODYBALANCE™ BODYFLOW®	<ul style="list-style-type: none"> Due to its broad appeal BODYBALANCE/ BODYFLOW attracts big numbers across all time slots 	<ul style="list-style-type: none"> Minimum of 5-7 times per week 	<ul style="list-style-type: none"> Has high cross-over participation rates with both step aerobics and dance classes. Alternate schedule times to increase attendance in both
BODYCOMBAT™	<ul style="list-style-type: none"> Attracts maximum numbers when scheduled during peak and shoulder times 	<ul style="list-style-type: none"> Minimum of 5-7 times per week 	<ul style="list-style-type: none"> Can work well off-peak if the class is led by a top instructor and given a strong marketing push
BODYJAM™	<ul style="list-style-type: none"> Attracts maximum numbers when scheduled during peak and shoulder times 	<ul style="list-style-type: none"> Minimum of 3-7 times per week 	<ul style="list-style-type: none"> Works well off-peak if the class is led by a top instructor and given a strong marketing push
LES MILLS BARRE™	<ul style="list-style-type: none"> Attracts maximum numbers when scheduled during peak and shoulder times 	<ul style="list-style-type: none"> Minimum of 3-7 times per week 	<ul style="list-style-type: none"> Works well off-peak if the class is led by a top instructor and given a strong marketing push
BODYPUMP™	<ul style="list-style-type: none"> Attracts high numbers across all time slots 	<ul style="list-style-type: none"> Minimum of 7-12 times per week 	<ul style="list-style-type: none"> Most clubs offer at least 2 classes per day Offer express formats around lunchtime rush
BODYSTEP™ LMI STEP®	<ul style="list-style-type: none"> Attracts maximum numbers when scheduled during peak and shoulder times, especially mornings 	<ul style="list-style-type: none"> Minimum of 3-5 times per week 	<ul style="list-style-type: none"> Works well off-peak if the class is led by a top instructor and given a strong marketing push
LES MILLS TONE™	<ul style="list-style-type: none"> Attracts maximum numbers when scheduled during peak and shoulder times 	<ul style="list-style-type: none"> Minimum of 3-5 times per week 	

	<u>WHEN TO SCHEDULE?</u>	<u>HOW OFTEN?</u>	<u>EXTRA TIPS</u>
SH'BAM™	<ul style="list-style-type: none"> Attracts maximum numbers when scheduled during peak and shoulder times 	<ul style="list-style-type: none"> 5-7 times per week 	
LES MILLS CORE™	<ul style="list-style-type: none"> Attracts high numbers across all time slots 	<ul style="list-style-type: none"> At peak or shoulder times 1-2 a day (between 7-14 times a week) 	<ul style="list-style-type: none"> LES MILLS CORE will fatigue core muscles. Following a LES MILLS CORE class they may not be able to safely support weight bearing exercises afterwards Avoid running a strength class e.g. BODYPUMP/ LES MILLS GRIT directly afterwards
LES MILLS GRIT™ Features three unique 30-minute high-intensity interval training workouts, each offering distinct training benefits. <ul style="list-style-type: none"> LES MILLS GRIT™ Strength LES MILLS GRIT™ Athletic LES MILLS GRIT™ Cardio 	<ul style="list-style-type: none"> Attracts maximum numbers when scheduled during peak and shoulder times 	<ul style="list-style-type: none"> Minimum of 3 times per week per workout (at least 9 workouts per week) 	<ul style="list-style-type: none"> Take advantage of this express format and pair with a 30 minute class of BODYBALANCE/BODYFLOW. Consumer research shows that members are looking to achieve balance in their weekly routine. These two 30 minute classes taken together may prove attractive to your members looking to optimize their time at your club
RPM™	<ul style="list-style-type: none"> Attracts high numbers across all time slots 	<ul style="list-style-type: none"> At least 10-20 times per week Clubs that have a dedicated cycling studio, offer 3-7 classes per day 	<ul style="list-style-type: none"> Refer to our Les Mills Cycle implementation manual for more
THE TRIP™	<ul style="list-style-type: none"> Because of its exertainment nature, we would recommend THE TRIP classes run at peak time slots and times popular with young 'party' people; e.g. evenings and late afternoons as well as the weekend 	<ul style="list-style-type: none"> Start with one class per day to build demand 	<ul style="list-style-type: none"> Allow enough time between THE TRIP and your other classes for room set-up times. THE TRIP classes must be pitch black, the instructor bike faces the same direction as the participants, and projectors need time to warm up. Allow at least 5-10 minutes preparation when scheduling. Refer to our Les Mills Cycle implementation manual for more
LES MILLS SPRINT™	<ul style="list-style-type: none"> We recommend heavy use of LES MILLS SPRINT on your schedule. Up to 50% of your live cycle timetable 	<ul style="list-style-type: none"> Up to 20 times per week. LES MILLS SPRINT attracts high numbers across all time slots 	<ul style="list-style-type: none"> LES MILLS SPRINT enables more classes and capacity within peak times. It enables double the throughput of members in any given 60 minute period when compared to RPM 45 or 60. Refer to our Les Mills Cycle implementation manual for more

CONSUMER NEEDS MATRIX

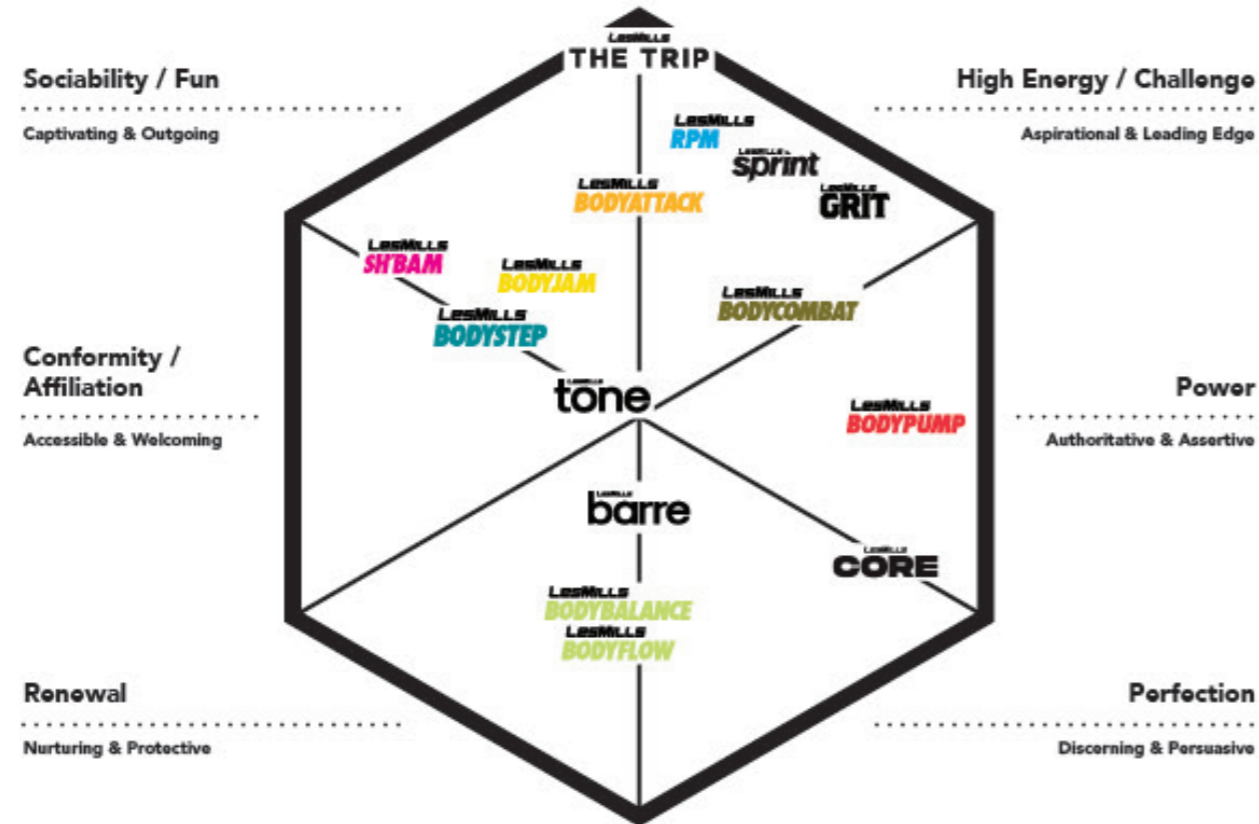
ARE YOU ADDING A NEW PROGRAM TO SATISFY AND KEEP YOUR CURRENT TARGET MARKET OR ARE YOU AIMING TO ATTRACT A DIFFERENT MARKET SEGMENT WITH A FRESH PROGRAM OFFERING?

01.

People choose products and services to satisfy different emotional needs. Here are the six main categories. Where do you think your club's main target market sits in this model?

02.

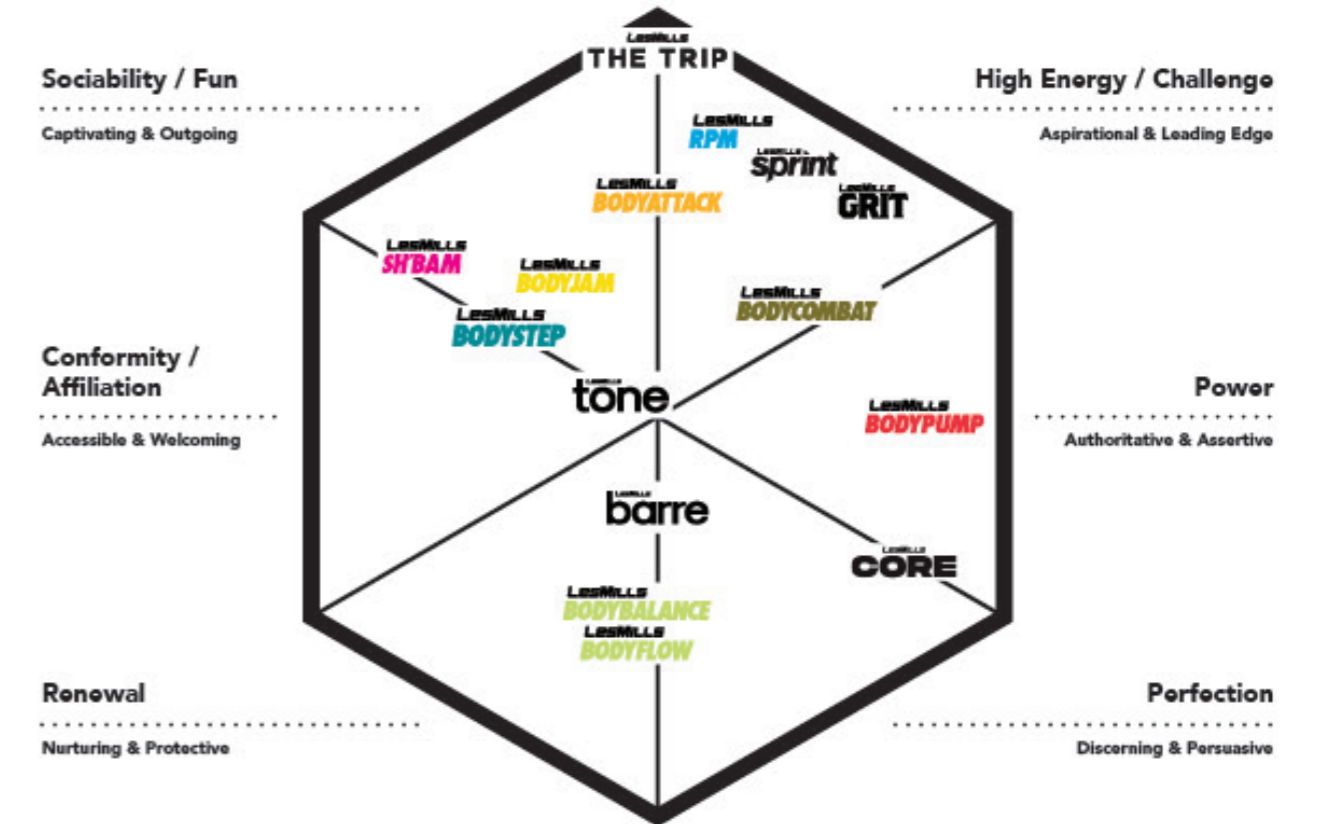
Identify if your new LES MILLS programs will help strengthen your natural position or differentiate your offering and target a new market.



HOW MANY CLASSES SHOULD YOU START WITH?

If the new program is a natural match to your club's main target market it will be considered a core traditional program. Go for a large number of these classes and make sure you offer it at least two to three times a week across various two-hour time slots.

If you are launching a new program to attract a new market segment go with a smaller number of classes. Support the launch and ongoing classes with heavy external marketing and "bring a friend" promotions. Wait to see strong attendance before increasing the number of classes.





EXTRA TIPS FOR A SUCCESSFUL SCHEDULE

- Offering huge variety doesn't lead to big attendance numbers. Typically, 2-5 core programs attract nearly 80% of the weekly attendance. Offering a total of 7-8 programs per studio is a good number to optimize attendance. You can complement your core programs with a few specialty ones to ensure you offer enough variety and options.
- Don't offer any program if it doesn't attract enough people to fill up 2-3 classes per week.
- Choose your class format: 55 minutes, 45 minutes or 30 minutes.
- Once you've identified your traditional programs allocate at least 60-70% of your schedule to them. Schedule them across all time slots and give them priority in peak and shoulder times.
- Give priority in peak slots to your most popular instructors, they will ensure you continue to increase attendance.
- Your popular modern programs shouldn't occupy more than 30-40% of your schedule. Don't schedule them in peak time slots. They can be good crowd pullers at shoulder and off-peak times.
- Aim to offer cardio, strength and mind-body training options in every two-hour time slot. These are the types of activities people need in their training plan to successfully sustain an exercise habit. Having a balanced schedule really helps membership sales and retention.
- Aim for 80% overall usage of your room to optimize the real estate cost. Introduce Virtual exercise in the group fitness room as a cost-effective usage solution, particularly in off-peak times. Always schedule Virtual classes on your timetable, on-demand Virtual only services a small number of your members.
- Consider giving priority to the 30-minute class format especially during peak times. Replacing longer classes with two 30-minute express format classes back-to-back will increase your live classes offering without putting too much pressure on your wages. It also doubles the number of members you can service in an hour – a strategy that is important at peak times.



03

RECRUIT WINNING PLAYERS

RECRUIT WINNING PLAYERS

ONE OF THE MOST IMPORTANT FACTORS IN THE SUCCESS OF ANY NEW PROGRAM
IS THE QUALITY OF INSTRUCTORS WHO TEACH IT.

A team of rock-star instructors can bring thousands of members and dollars to your facility — through retention, new membership sales and opportunities to grow secondary revenue.



SEND ENOUGH RECRUITS TO THE TRAINING

HOW MANY RECRUITS DO YOU NEED? IT'S MORE THAN YOU THINK:

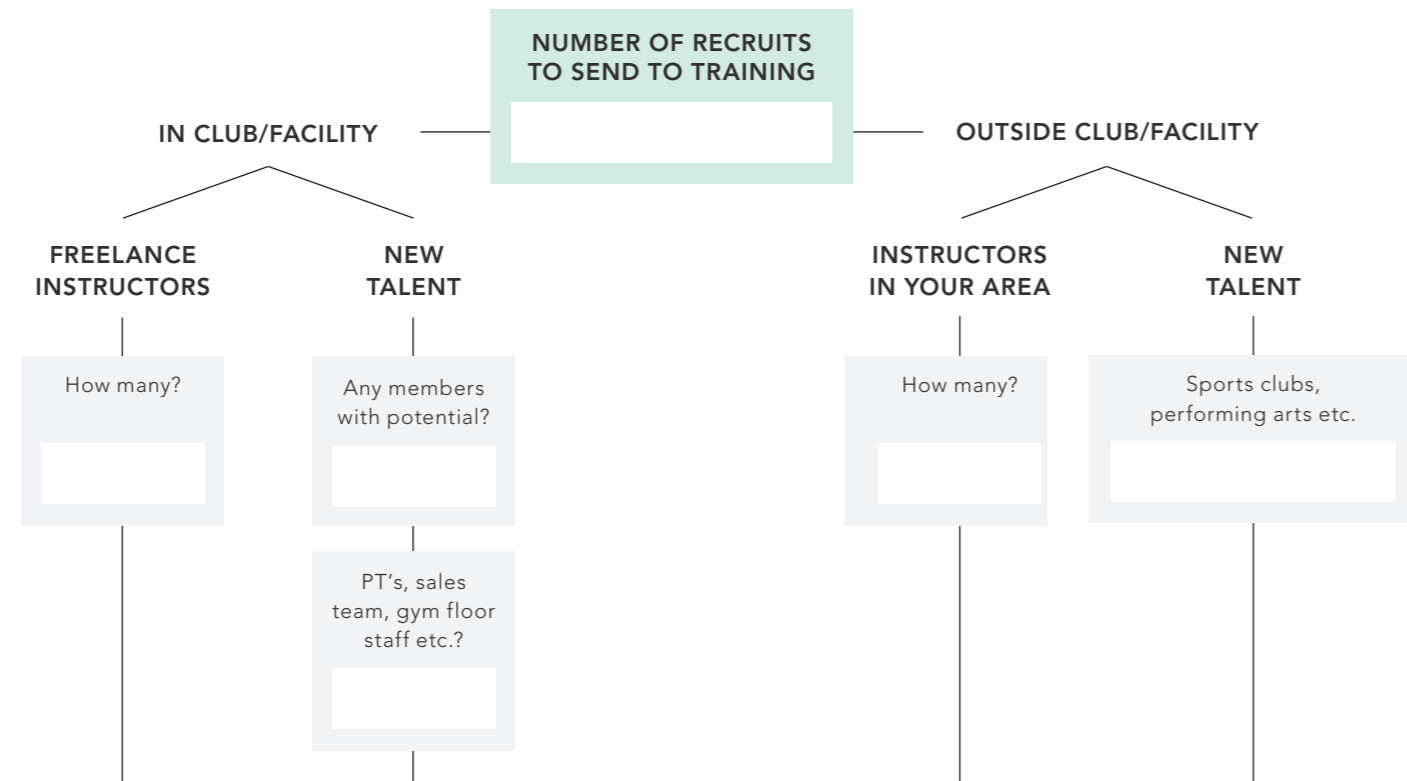
How many classes do you want to offer on your schedule?

How many instructors do you need to teach them?

How many instructors will come from your existing team?

How many recruits do you need to train?

HOW AND WHERE TO FIND GOOD TALENT?



GET YOUR CURRENT INSTRUCTORS ON BOARD

THIS WILL ...

- Reduce the number of candidates required to recruit and prepare, leading to a faster program launch.
- Lower potential costs and reduce the work required to recruit an entirely new instructor team.
- Show members that there's excitement in the business for new programs.
- Enable instructors to upskill and improve the overall group fitness schedule performance.

WHAT TO DO ...

Reach out to your instructors and let them know about the new program. It is a great idea to share a short clip of the program so they can familiarize themselves with it.

Organize a team meeting the following week

- Try and get instructors to take part in a class.
- Give an overview of the reasons you've taken the program(s) on and share your launch objectives and event plan

Discuss instructor recruitment

- The more instructors you can inspire to take part in the training, the easier it will be to build your initial team letting you launch faster.
- Set a deadline for instructors to decide whether they'd like to the join the initial training.
- Ask them if they know any great instructors or new talent you can approach.

WHO ARE YOU LOOKING FOR? THE BASICS..

PICK THE RIGHT PEOPLE TO PACK THE ROOM.

Ideal instructors are:

- Credible physical role models and passionate about fitness or sport.
- Naturally able to interact and connect with a large variety of people.
- Naturally able to engage and hold people's attention.
- Have charisma and an ability to communicate effectively.
- Passionate about inspiring your members and developing social bonds.
- Looking to positively influence people's lives including the wider community.
- Committed to ongoing training and up-skilling.
- Able to represent your club culture and willing to help grow your club.



WHERE TO FIND GREAT INSTRUCTORS

BODYATTACK

BODYATTACK instructors are typically energetic and athletic, having upper levels of fitness to deliver high-energy interval training and core conditioning with strength and stamina

POTENTIAL TALENT POOLS

Super-fit and energetic members, gymnastic schools, triathletes, running groups, physical education teachers, sports teams and these with a sports aerobic background.

BODYBALANCE

BODYFLOW

BODYBALANCE/ BODYFLOW instructors are calm, centered and appear strong and lean. With moderate to upper levels of fitness they have a great ability to coach people through the exercises.

POTENTIAL TALENT POOLS

Yoga teachers and health camps, gymnastic schools, Pilates and Tai Chi instructors and those with sport aerobic backgrounds.

BODYCOMBAT

BODYCOMBAT instructors look authentic in martial arts and have a high fitness level to deliver the program with high energy, explosiveness and power.

POTENTIAL TALENT POOLS

Martial arts clubs and schools, military and police forces, athletic clubs, personal trainers specialized in martial arts and fighters.

BODYJAM

BODYJAM instructors are hip and funky, with their own individual style and dance really well. Instructors ideally have a background in dance and must be able to master the various styles in the program to be an effective coach and role model.

POTENTIAL TALENT POOLS

Dance and acting schools, dance and theater companies, hip hop groups, dance clubs, cheerleaders, gymnastics associations.

BODYPUMP

BODYPUMP instructors have high levels of all-round fitness. They look like they lift weights and have a strong posture.

POTENTIAL TALENT POOLS

Weight trainers, personal trainers, team sports players (track and field, rugby, soccer etc.) and physical education teachers.

BODYSTEP

LMI STEP

BODYSTEP instructors have moderate to high levels of fitness. They are naturally coordinated, dynamic, friendly, upbeat and uplifting.

POTENTIAL TALENT POOLS

Gymnastic schools, sports aerobic, cheerleaders, dance and acting schools, sport teams.

LES MILLS TONE

LES MILLS TONE instructors have moderate to high levels of fitness and are able to demonstrate great posture and technique.

POTENTIAL TALENT POOLS

Fitness experts who specialize in cross-training and have a passion for mastering perfect technique.

WHERE TO FIND GREAT INSTRUCTORS

SH'BAM

Typically SH'BAM instructors are likely to be sociable and fun loving. In addition to being fit and natural movers, they need to have vibrant, sassy personalities and be able to create a great party atmosphere.

POTENTIAL TALENT POOLS

Dance and acting schools, theater companies, cheerleading and gymnastics associations.

LES MILLS CORE

LES MILLS CORE instructors are strong, fit and toned, with strong core muscles and good posture. On top of being physical role models, they are great coaches and natural connectors.

POTENTIAL TALENT POOLS

Personal trainers, weight trainers, instructors, members with an exercise-science background, instructors of other group fitness programs, specifically LES MILLS SPRINT.

LES MILLS GRIT

LES MILLS GRIT coaches are fitness role models who inspire others through their physicality and strength.

POTENTIAL TALENT POOLS

Weight trainers, personal trainers, members with a sports science background, team sports players (track and field, rugby, soccer etc.) and physical education teachers.

RPM

RPM instructors look and move like cyclists. Appearing smooth and powerful on the bike, they have high levels of aerobic conditioning and are able to inspire and coach riders through hills, flats, mountain peaks, time trials and interval training. They also have a great ability to create team spirit.

POTENTIAL TALENT POOLS

Triathletes, road cycling specialists, cycling shops, courier companies, physical education teachers, and sport teams.

LES MILLS SPRINT

LES MILLS SPRINT instructors should be young (Millennials ideally), fit and athletic, cool and confident with a natural ability to connect with a variety of people.

POTENTIAL TALENT POOLS

LES MILLS GRIT instructors, coaches, personal trainers, sports team athletes, members with sports science background.

THE TRIP

THE TRIP instructors should be young (Millennials ideally), fit, cool and confident, natural motivators. Expressive, innovative, fresh thinking potentially with performance backgrounds.

POTENTIAL TALENT POOLS

Theatre groups, modelling/talent agencies, existing group fitness and LES MILLS GRIT instructors.

LES MILLS BARRE

LES MILLS BARRE instructors are elegant and graceful. They hold excellent posture, body awareness and are naturally warm, positive people. To complement their elegance, instructors are modern and inspire others through their physicality, flexibility and control.

POTENTIAL TALENT POOLS

Teachers (male or female) with a dance or gymnast background, mind/body coaches, instructors with ballet/ dance.

INSTRUCTOR RECRUITMENT PROCESS + TOOLS

SNAP SHOT CHECKLIST FOR POTENTIAL INSTRUCTORS

Club name:	Name:
Date:	Program leading to:
Club year:	

- Tick the questions for each candidate.
- Use these guidelines to determine whether the candidate will be invited for a chat. Remember to always keep in mind that this is not an exact science.
- Determine which program(s) is potentially the best fit for your candidate by using the program essences.

CLASS
Reliably being part in the class.
Timing: correct beat and phrases of the music - (share relevant moves with the music and on the correct beat)
Additional comments:
TECHNIQUE
Good posture and alignment (safe position, relevant to activity).
Effective execution (strong execution of move, moves with control, full range, precision).
Physical role model (demonstrates intensity, inspiring movement).
Communication options (can & does physically show all levels of options).
Additional comments:
TEAM FIT
Fit your brand and club culture
Fit well with your existing team
Willing to give the club and passionate about developing others
Push themselves to be better enjoy challenging themselves.
Additional comments:
CONNECTOR
Shows charisma, clear quality and a-holic
Specials able to help people understand.
Connects with the emotion of the music.
Shows personality (authentic, shows enjoyment & fun)
Interaction (communicates, supports and engages well with people).

POTENTIAL INSTRUCTORS

Review and assess potential candidates as they audition through participating in a class, practice introducing themselves and explain what fitness means to them.

SNAP SHOT CHECKLIST FOR EXISTING INSTRUCTORS

Club name:	Name:
Date:	Program leading to:
Club year:	

- Tick the questions for each candidate.
- Use these guidelines to determine whether the candidate will be invited for a chat. Remember to always keep in mind that this is not an exact science.
- Determine which program(s) is potentially the best fit for your candidate by using the program essences.

Pre-class interaction (communicates, supports and engages with class participants prior to the class starting).
Identifies new participants and discusses options. (e.g. options to attend half class for the 8 weeks opportunity)
Arrived early to class, class starts on time (2-3minutes early to interact with participants, set-up music & equipment, health & safety checks)
CLASS CONTENT
Confidently delivering correct pre-choreographed or freestyle.
Timing: correct beat and phrases of the music (share relevant moves with the music and on the correct beat).
Additional comments:
TECHNIQUE
Good posture and alignment (safe position, relevant to activity).
Effective execution (strong execution of move, moves with control, full range, precision).
Physical role model (demonstrates intensity, inspiring movement).
Communication options (can & does physically show all levels of options).
Additional comments:
PERSONALITY
Clear effectively ahead of the music.
Clear verbal and visual cues.
Coaches the benefits of the move (eg. "sense your abs to protect your spine").
Coaches intensity options, relevant to individual's needs.
Looks, observes and responds to class/participant's needs.
Additional comments:
CONNECTOR
Vocal content (uses the voice to match the highs and lows of the music).
Connects with the emotion of the music to enhance the enjoyment of the class, where relevant.
Shows personality (authentic, shows enjoyment & fun).
Post-class interaction (communicates, supports and engages with class participants following the class).
Class feedback on time.

EXISTING INSTRUCTORS

Candidates with teaching experience – teach 10 minutes on stage in an audition in front of an audience.

LES MILLS® INSTRUCTOR QUALIFICATION GUIDE
THE MEETING

QUESTIONS
Choose 2 or 3 questions from each section to structure the chat. There is only one compulsory question we recommend, which sits in 'Background', if it is relevant, and it is noted in this section.

1. BACKGROUND Choose 2 or 3 questions in addition to the compulsory question, if relevant.					
Could you tell me a little bit about your background? Please start after high school and tell me what you have done generally and specifically relating to Group Fitness.	1	2	3	4	5
Why do you want to become an Instructor?	1	2	3	4	5
What attracted you to our facility?	1	2	3	4	5
* What were you doing from to Between Job A and Job B?	1	2	3	4	5

* Single compulsory question in this guide, if relevant.

2. PERSONALITY Choose 2 of 3 questions.					
How would you describe yourself?	1	2	3	4	5
What do you enjoy doing the most?	1	2	3	4	5
What do you most enjoy in Group Fitness or teaching?	1	2	3	4	5
What has been your most rewarding accomplishment (personal or work)?	1	2	3	4	5
What do you think is the key to your success?	1	2	3	4	5
What is your general attitude towards life?	1	2	3	4	5
How have you found ways to make activities more rewarding?	1	2	3	4	5
Outline the 5 Key Elements of Instruction to the candidate and ask where they think their strengths lie and why.	1	2	3	4	5
Describe your perfect teaching week.	1	2	3	4	5
What motivates you most as an instructor: money, status, personal/professional development and why?	1	2	3	4	5
What do you least enjoy in Group Fitness or teaching?	1	2	3	4	5
What type of compensation would make you happy?	1	2	3	4	5

3. BUILT-MODEL PHYSICAL Choose 2 of 3 questions.					
Tell me about a typical workout week for you.	1	2	3	4	5
What exercise do you enjoy the most (other than group exercise)?	1	2	3	4	5
Describe how you have set a fitness goal and how you have achieved it.	1	2	3	4	5

FORMAL MEETING

Interview all selected candidates thoroughly.

ORGANIZE A RECRUITMENT EVENT

IF YOU NEED TO RECRUIT MORE THAN 3 INSTRUCTORS, THINK ABOUT ORGANIZING A RECRUITMENT EVENT*

OVERVIEW

Host a two hour event on an evening or weekend to attract and meet lots of candidates at once. Run 2 to 3 weeks before the instructor module training.

A great way of saving time, it is cost-effective and offers a fun recruitment experience in a professional way.

It's not an audition but an event, so a wide range of potential candidates can attend without the stress of a formal audition.

Advertise the event 2 to 3 weeks in advance, both internally and externally. Think about the best places to find the people you are looking for and advertise to them.

AGENDA

01 WELCOME (5mins)

- DISC analysis

03 MASTERCLASS (30mins)

- Showcase 1 program nominated by club

04 WHO IS LES MILLS (15mins)

- Include videos

05 EXERCISE CHALLENGE (25mins)

- Have participants pair up and coach each other through specific moves

06 WHAT MAKES A LES MILLS INSTRUCTOR (15mins)

- Qualities
- Training
- Pathway

07 CONSUMER NEEDS MATRIX (10mins)

- WIFM

08 CLUB PRESENTATION (5mins)

09 ROUND THE ROOM (10mins)

- What is their DRIVE to teach?

10 ROUND UP (5mins)



EXAMPLE: INTEGRATING EXTERNAL PROVIDERS INTO YOUR TRAINING CALENDAR

OVERVIEW OF SUGGESTED CLUB/LES MILLS INTEGRATION

TRAINING ACTIONS	LES MILLS	CLUB
Selection of candidates		✓
Initial module training	✓	
Clearance to teach at the end of training – grading system	✓	
Team-training before launch		✓
Send videos for instructor certification		✓
International instructor certification	✓	
Ongoing training – quarterly workshops	✓	
Team-training before quarterly launch		✓
In-house assessment and coaching		✓
Advanced training	✓	

GET YOUR TEAM READY TO LAUNCH...

INITIAL TRAINING MODULE TO INTERNATIONAL CERTIFICATION.

STEP 01

Initial instructor training



STEP 02

Nail the basics

Finish learning choreography 100%.

Practice using masterclass:

- Firstly, face the TV screen to ensure timing accuracy
- Secondly, turn away from the TV

Practice with a partner in front of the mirror focusing on technique and timing.

Work on fitness using specific program challenge (see Instructor Program Manual).

Practice basic coaching skills

LEVEL 01:
Practice alone or with partner focusing on pre-cueing of choreography changes.

LEVEL 02:
Practice with partner and add basic coaching cues: track focus, setup and compulsory cues.

LEVEL 03:
With partner, then with group, introduce follow-up cues (how to improve technique and benefits cues), corrections and motivational cues.



GET YOUR TEAM READY TO LAUNCH

STEP 03

Dress rehearsals

Plan launch class(es):

- Allocate tracks to instructors
- Sort out stage position
- Choose someone to do class introduction
- Plan matching or complementary clothing

Script and rehearse class intros and send-off.

Continue individual preparation.

Organize at least two team practices with all instructors in the five days leading to the event:

- The second team practice should be a dress rehearsal 48 hours (max) before the event.
- All club staff (including the sales and front desk team) should be present and provide feedback.



STEP 04

Launch day

Instructors run through track focus, music, choreography and key cues before the class.

Do one last run-through with team before the class.

Pre-set the space to ensure equipment, microphone, music are ready to go.

All instructors in club connecting with people 30 mins pre-class.

Deliver an unforgettable launch class experience! All instructors to mingle with members and guests after class.



STEP 05

International certification

Record a full class post initial training.

Send recording of class to your local Les Mills office post initial training.

International certification.





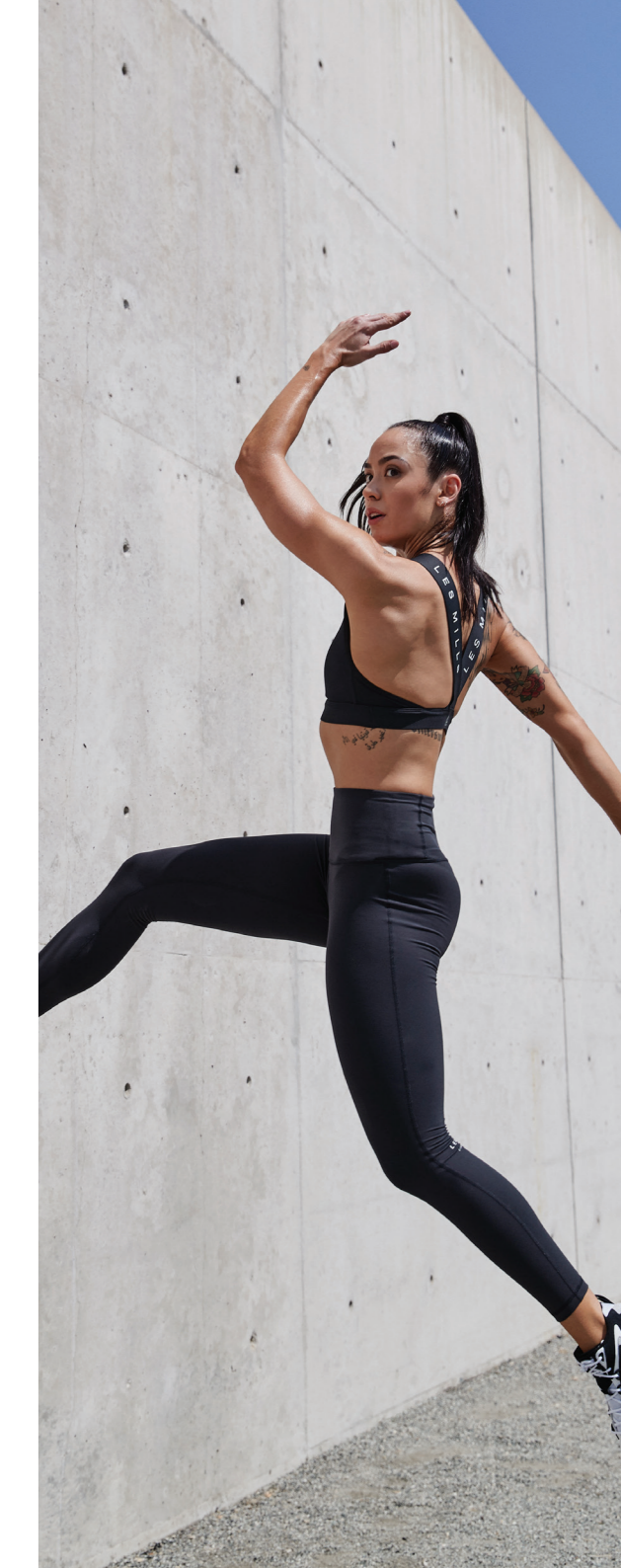
04

TRAIN YOUR TEAM/ PRODUCT KNOWLEDGE

TRAIN YOUR TEAM/ PRODUCT KNOWLEDGE

GETTING ALL YOUR STAFF INVOLVED IN PRESCRIBING GROUP FITNESS TO MEMBERS IS CRUCIAL TO YOUR SUCCESS. HELP FORM MEMBER'S HABITS EARLY TO INCREASE LIFETIME MEMBERSHIP VALUE.

Boosting your attendance and membership sales depends on your team's ability to sell and prescribe your program offering to members and prospects. Give them first-class product knowledge so they communicate effectively.



TWO-HR PRODUCT TEAM TRAINING FOR ALL STAFF

RUN A DYNAMIC AND INTERACTIVE TEAM-TRAINING SESSION BY FOLLOWING THIS OUTLINE.

STEP 01

Introduce your goals for the program implementation and the launch event.

STEP 02

Instructors teach the new program so the rest of the staff can experience it for real, as participants and beginners.

STEP 03

Direct each staff member to lesmills.com to research the program. Then organize 3 drills.

DRILL 01 — FEATURES AND BENEFITS

Put staff in groups of three, ideally you want a mix of instructors and the sales/front-desk team in each group.

Allocate each group three characteristics of each program you are launching.

For example with BODYPUMP: weight training to music, pre-choreographed program, 55-minute full body workout, great music etc.

Give them five minutes to find three participant based benefits for each of the characteristics.

Ask each group to present and feedback if necessary.

TWO-HR PRODUCT TEAM TRAINING FOR ALL STAFF

DRILL 02 — SCENARIOS

Invite staff to make different groups of three and give each group one of the following profiles:

- 40-year-old woman who hasn't exercised regularly for some years and is lacking in confidence but wants to lose weight and get back in shape.
- 30-year-old male with a highly driven personality, has a demanding job and wants to maintain fitness and shape without spending too much time doing it.
- 25-year-old woman, exercising already, who is looking for fun and energetic ways of exercising during the week.

Ask each group to discuss and prepare how they would present and 'sell' the program to that specific prospect or member. They must choose carefully the features and benefits they would use for a specific person.

Group role play with one person from another group playing the role of the customer.

Feedback and repeat for each program you are about to launch.

DRILL 03 — OVERCOMING OBJECTIONS

Ask all of the team to individually come up with the top five objections people might have before attending a class (i.e. why they wouldn't initially want to go), and the top five objections to do a class once they've already tried it.

Invite staff to share with the group and then select the top five in both categories across your team.

Put people into pairs and allocate a few objections to each group.

Ask each of them to work out how they would overcome each objection and motivate the person to try the class or to do it again.

Debrief answers and share ideas of your own.

BODYATTACK

CARDIO

ESSENCE

BODYATTACK is a high-energy fitness class with moves that cater for total beginners to our total addicts. It combines athletic movements like running, lunging and jumping with strength exercises such as push-ups and squats.

A fabulous LES MILLS Instructor will pump out some energising tunes and lead you through this whole-body workout. It will challenge your limits in a good way, leaving you with a sense of achievement. Be ready to keep coming back for more.

One of the best things about BODYATTACK is it improves your functional fitness – that's the fitness that you need for everyday life.

BENEFITS

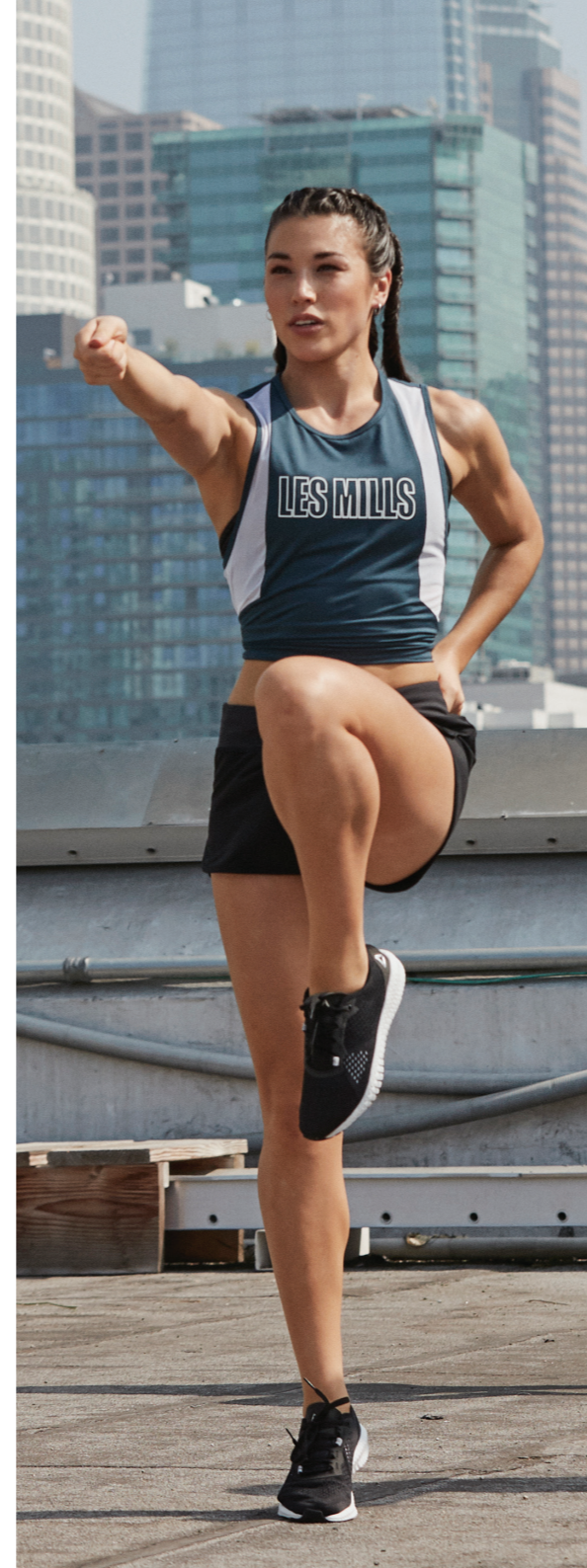
- Increase functional fitness – feel stronger in everyday life
- Burn calories and condition your body
- Tone and shape your body
- Improve your coordination and agility

GETTING STARTED?

You can adjust a BODYATTACK workout to your current fitness level:

- Take the low-impact options the instructor gives
- Build up from four or five tracks to a full class

Available in 30, 45 and 55 minute formats.
Available Live, Virtual and on LES MILLS On Demand.



BODYBALANCE BODYFLOW

FLEXIBILITY / CORE

ESSENCE

BODYBALANCE/BODYFLOW is a new yoga class for anyone and everyone. It uses a range of movements and motion set to music that will improve your mind, your body and your life.

Bending and stretching through safe and simple yoga moves, a BODYBALANCE/BODYFLOW class blends elements of Tai Chi and Pilates to strengthen your entire body. Breathing control is a part of all the exercises, and instructors will always provide options for those just getting started.

If you haven't tried yoga before then BODYBALANCE/BODYFLOW is a great introduction that complements all other forms of exercise. The variety in a BODYBALANCE/BODYFLOW class also makes it appealing to people already doing some form of yoga.

BENEFITS

- Improve flexibility
- Build core strength and stability
- Physical and mental benefits
- Leave feeling serene and relaxed

GETTING STARTED?

Instructors will show you appropriate options to adjust a BODYBALANCE/BODYFLOW class to your current level:

- Build up from four or five tracks to a full class

Available in 30, 45 and 55 minute formats.
Available Live, Virtual and on LES MILLS On Demand.



BODYCOMBAT

CARDIO / MARTIAL ARTS

ESSENCE

BODYCOMBAT is a high-energy martial-arts-inspired workout. You'll punch and kick your way to superior fitness and strength. It's totally non-contact and there are no complex moves to master.

A LES MILLS instructor will challenge you to up the intensity and motivate you to make the most of every round. You'll release stress, have a blast and feel like a champ.

BENEFITS

- Tone your arms, back, shoulders and legs, and really work your core
- Burn calories and fuel cardio fitness
- Develop coordination, agility and speed
- Feel empowered

GETTING STARTED?

You can adjust a BODYCOMBAT workout to your current fitness level:

- Take the options the instructor gives
- Build up from four or five tracks to a full class

Available in 30, 45 and 55 minute formats.
Available Live, Virtual and on LES MILLS On Demand.



BODYJAM

DANCE / CARDIO

ESSENCE

BODYJAM is the ultimate combination of music, culture and dance. Tracks that you love right now? They're in BODYJAM. That new style you've heard about? It was in BODYJAM last year.

BODYJAM is made up of: House, Hip Hop, Drum 'n' Bass, Trap, all styles of Electronic Dance Music, it's the soul of BODYJAM.

Choreographed by Gandalf Archer-Mills.

BENEFITS

- Burn calories
- Increase cardio stamina
- Improve agility and coordination
- Build self confidence
- Lose yourself in chart topping music and the hottest dance moves

GETTING STARTED?

- Wear comfortable loose clothing
- Build up from four or five tracks to a full class

Available in 30, 45 and 55 minute formats.
Available Live.



BODYPUMP

STRENGTH

ESSENCE

BODYPUMP is a weights class for absolutely everyone. This form of weight training will make you toned, lean and fit.

Using light to moderate weights with lots of repetition (reps), BODYPUMP gives you a total body workout that burns lots of calories. It'll also tone and shape your body, without adding bulky muscles

The rep effect – a scientifically proven Les Mills formula – is the secret to developing lean athletic muscle without the need for heavy weights.

The encouragement, motivation and great music you get in a BODYPUMP class will help you achieve much more than on your own!

Instructors will show you all the moves and techniques to make your first class safe and fun. You will leave feeling challenged and motivated, ready to come back for more.

BENEFITS

- Shape and tone your body
- Burn calories
- Improve bone health
- Improve your core strength

GETTING STARTED?

You can adjust a BODYPUMP workout to your current fitness level:

- Start with really light weights or even just a bar
- Build up from four or five tracks to a full class
- Start slowly with one to two classes a week

Available in 30, 45 and 55 minute formats.
Available Live, Virtual and on LES MILLS On Demand.



BODYSTEP

CARDIO

ESSENCE

BODYSTEP is a full body cardio workout that gets everyone from newcomers to fitness veterans energized.

Basic stepping, just like walking up and down stairs, is at the heart of BODYSTEP – the class that will really tone your butt and thighs.

In a BODYSTEP workout you can expect a mixture of upbeat, rhythmic stepping, with squat and lunge patterns to work the legs. Combine this with movements like burpees, push ups and weight plate exercises, and the result is a fun, uplifting, full-body workout!

Don't worry, there are heaps of options so that everyone leaves feeling successful.

BENEFITS

- Get your heart rate up and increase cardio fitness
- Increase muscle endurance
- Tone and shape your glutes and legs
- Burn calories
- Improve coordination and agility

GETTING STARTED?

You can adjust a BODYSTEP workout to your current fitness level:

- Take the options the instructor gives
- Build up from four or five tracks to a full class

Available in 30, 45 and 55 minute formats.
Available Live and on LES MILLS On Demand.



RPM

CYCLE / CARDIO

ESSENCE

RPM is an indoor cycling class, set to the rhythm of motivating music. It burns a lot of calories and gets you fit.

Based on the sport of cycle racing, RPM uses a series of simulated climbs and sprints to create a workout where you control the intensity – it's literally easier than riding a bike.

Instructors will show you the all the basic cycling moves like standing up, sitting down, changing hand positions, speeding up and slowing down. You control your own resistance levels and sprint speed, so you can build your training level up over time.

An RPM class will leave you with a sense of accomplishment and feeling euphoric, ready to come back for more.

BENEFITS

- Improve your cardio fitness and stamina
- Burn calories and fat
- Shape and tone leg muscles
- Feel the endorphin rush

GETTING STARTED?

Instructors will show you how to set up your bike and you can adjust an RPM workout to your current fitness level:

- Build up from four or five tracks to a full class

Available in 45 minute format.
Available Live, Virtual, on Les Mills Virtual Bike and on LES MILLS On Demand.



SH'BAM

DANCE / CARDIO

ESSENCE

A fun-loving, insanely addictive dance workout. SH'BAM is an ego-free zone – no dance experience required.

Just bring a playful attitude, an open mind and a cheeky smile. Your instructor will guide you through simple (yet sassy) dance moves, all set to a party playlist.

BENEFITS

- Burn calories
- Master simple dance moves
- Have fun whilst working up a sweat
- Build confidence

GETTING STARTED?

- Wear comfortable loose clothing
- Build up from four or five tracks to a full class

Available in 30 and 45 minute formats.
Available Live, Virtual and on LES MILLS On Demand.



LES MILLS BARRE

FLEXIBILITY / CORE

ESSENCE

LES MILLS BARRE is a modern expression of classic balletic training; a 30-minute workout designed to shape and tone the muscles, build core strength, and allow you to escape the everyday.

LES MILLS BARRE will change and re-shape you. It will tone you in ways you didn't even know were possible. It will redefine how you view your strength in the most powerfully graceful way. Through elegance, poise and control, LES MILLS BARRE will give you a new appreciation of the beauty you hold inside yourself and the way you move your body.

Anyone who's ever trained for ballet, or is simply seeking a new kind of self-expression, will love this uniquely elegant form of strength and stability training. Freed from the traditional ballet bar, LES MILLS BARRE delivers a beautiful burn.

BENEFITS

- Improve strength, stability and flexibility
- Tone and shape the body
- Develop mental focus and clarity
- Escape the ordinary
- Express yourself through movement

GETTING STARTED?

Instructors will show you appropriate options to adjust a LES MILLS BARRE class to your current level.

Available in 30 minute format.
Available Live, Virtual and on LES MILLS On Demand.



LES MILLS TONE

CARDIO / CORE / STRENGTH

ESSENCE

LES MILLS TONE is a 45-minute cross-training workout with the perfect mix of cardio, core and strength. It's designed to tone the entire body.

Developed by a team of leading fitness professionals, LES MILLS TONE is one of the safest and most effective workouts around. It mixes lunges, squats, running and tubing exercises, with great music to leave you feeling satisfied, motivated and energetic.

Guided by an experienced instructor, you'll get all the attention you need to execute movements correctly, whatever your fitness level.

BENEFITS

- Burn calories
- Tone and strengthen muscles
- Build functional fitness
- Increase energy

GETTING STARTED?

There are always options for those new to exercise and group fitness.

Take the low impact options, and spend your first few classes learning the moves.

Available in 45 minute format.
Available Live.



LES MILLS CORE

CORE

ESSENCE

LES MILLS CORE provides the vital ingredient for a stronger body while chiseling your waist line. A stronger core makes you better at all things you do – it's the glue that holds everything together.

All moves in LES MILLS CORE have options, so it's challenging but achievable for your own level of fitness. Trained instructors guide you through correct technique as you work with resistance tubes and weight plates, as well as body weight exercises like crunches and hovers. It also includes hip, butt and lower back exercises.

Every LES MILLS CORE class emphasizes great technique and awareness so you learn about your body and make it stronger.

BENEFITS

- Increase core strength and stability
- Tone and condition your abs, glutes and back
- Improve posture and movement control
- Build muscular endurance and resilience
- Restore function and flexibility to your core

GETTING STARTED?

Listen for the options instructors give so you can adjust the workout to your own fitness level.

Available in 30 minute format.
Available Live, Virtual and on LES MILLS On Demand.



LES MILLS GRIT ATHLETIC

HIIT

ESSENCE

LES MILLS GRIT Athletic is a 30-minute high-intensity interval training (HIIT) workout, that will make you perform like an athlete. This workout often uses a step, bodyweight exercises and multi-dimensional sports training to enhance your overall athletic performance: strength, agility, speed and explosive power.

LES MILLS GRIT Athletic is scientifically designed to push you to your limits. The workout features short, intense bursts of exercise followed by periods of recovery to allow you to keep pushing into your max effort training zone.

LES MILLS GRIT Athletic takes cutting-edge HIIT and combines it with powerful music and inspirational coaches who will be down on the floor with you motivating you to go harder and get fit, fast.

BENEFITS

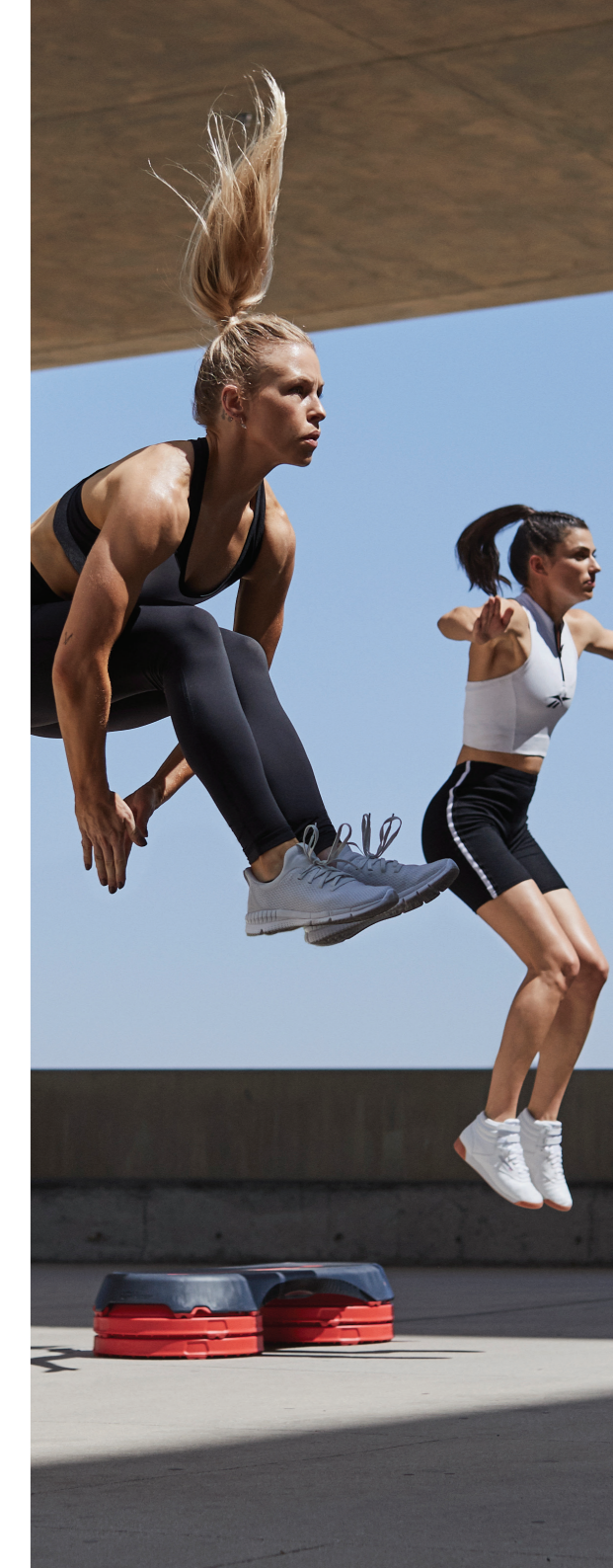
- Rapidly improves athletic performance
- Increases strength, agility, speed and power
- Builds a lean, athletic shape
- Puts your metabolism into overdrive
- Forget hours of training - 30 minutes, twice a week is all it takes
- Train at your own pace with a motivated team around you driving together towards great results

GETTING STARTED?

LES MILLS GRIT is designed to complement your other workouts, improving your strength, building lean muscle and maximizing calorie burn.

Your coach will provide options suggesting variable step heights and weight selections to suit different levels of fitness. Take as many breaks as you need – stop, then join in again when you're ready. Build up to a full class in your own time.

Available in 30 minute format.
Available Live, Virtual and on LES MILLS On Demand.



LES MILLS GRIT CARDIO

HIIT

ESSENCE

LES MILLS GRIT Cardio is a 30-minute high-intensity interval training (HIIT) workout that will improve cardiovascular fitness, increase speed and maximize calorie burn. This workout uses a variety of body weight exercises and provides the challenge and intensity you need to get results, fast.

LES MILLS GRIT Cardio is scientifically designed to drive results. The exercises are simple to execute and easy to follow. It will push you to your limits, allow for optimal recovery and then push you again even further.

LES MILLS GRIT Cardio takes HIIT and combines it with powerful music and inspirational coaches who will be down on the floor with you, motivating you to go harder to get fit, fast.

BENEFITS

- Rapidly improve cardiovascular fitness
- Increase speed
- Maximize calorie burn during the workout
- Put your metabolism into overdrive
- Forget hours of training – 30 minutes twice a week is all it takes
- Train at your own pace with a motivated team around you driving together towards great results

GETTING STARTED?

LES MILLS GRIT is designed to complement your other workouts, improving your cardiovascular fitness, increasing your speed and maximizing calorie burn.

Your coach will provide options to suit different levels of fitness. Take as many breaks as you need - stop, then join in again when you're ready. Build up to a full class in your own time.

Available in 30 minute format.
Available Live, Virtual and on LES MILLS On Demand.



LES MILLS GRIT STRENGTH

HIIT

ESSENCE

LES MILLS GRIT Strength is a 30-minute high-intensity interval training (HIIT) workout, that improves strength and builds lean muscle. This workout uses barbell, weight plate and body weight exercises to blast all major muscle groups.

LES MILLS GRIT Strength is scientifically designed to work. The exercises are simple to execute and easy to follow. It will push you to your limits, allow for optimal recovery and then push you again even further.

LES MILLS GRIT Strength takes cutting-edge HIIT and combines it with powerful music and inspirational coaches who will be down on the floor with you, motivating you to go harder and get fit, fast.

BENEFITS

- Rapidly improves strength
- Increases lean muscle
- Puts your metabolism into overdrive
- Forget hours of training - 30 minutes, twice a week is all it takes
- Train at your own pace with a motivated team around you driving together towards great results

GETTING STARTED?

LES MILLS GRIT is designed to complement your other workouts, improving your strength, cardiovascular fitness and building lean muscle.

Your coach will provide options suggesting variable step heights and weight selections to suit different levels of fitness. Take as many breaks as you need - stop, then join in again when you're ready. Build up to a full class in your own time.

Available in 30 minute format.
Available Live, Virtual and on LES MILLS On Demand.



LES MILLS SPRINT

CYCLE / HIIT

ESSENCE

LES MILLS SPRINT is built on the science of high-intensity interval training (HIIT), using the bike as the equipment. It's a quick 30 minute, hard style of training that returns rapid results with minimal joint impact.

The short duration of a LES MILLS SPRINT workout will motivate you to push your physical and mental limits. It features bursts of intensity where you work as hard as possible, followed by periods of rest that prepare you for the next effort. The payoff is you burn calories for hours after a good HIIT workout.

BENEFITS

- Build lean muscle and train your body to burn fat
- Faster cardio results than with steady state training
- Burn calories for hours after your workout
- Short and intense – all done in 30 minutes
- Build mental toughness, and build it fast!

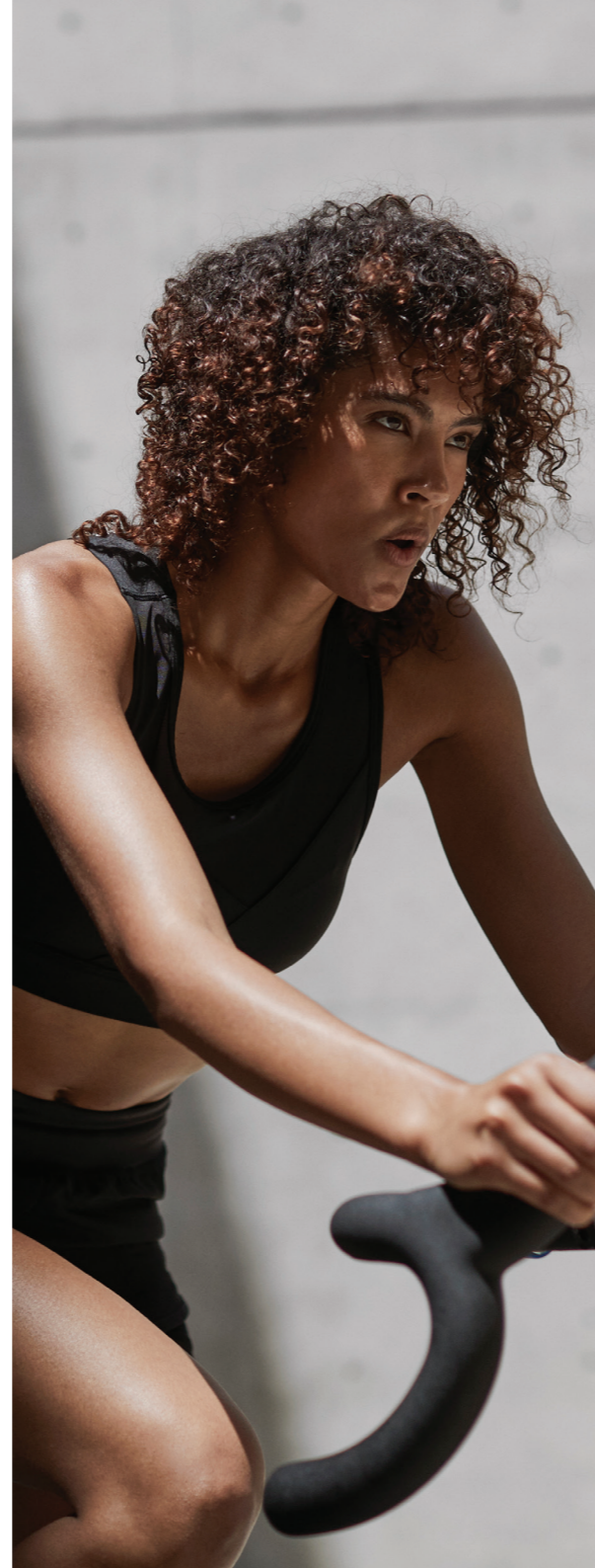
GETTING STARTED?

You don't need to be a cyclist, but you will need some level of fitness for a LES MILLS SPRINT workout.

Don't be afraid to dial back in your first few sessions, and just get a feel for what it is all about. If you're finding things tough slow down, reduce the load or sit up and rest.

Two HIIT workouts a week is recommended as part of a balanced training plan.

Available in 30 minute format.
Available Live, on Les Mills Virtual Bike and on LES MILLS On Demand.



THE TRIP

CYCLE / CARDIO

ESSENCE

THE TRIP is a completely new cycling experience that uses digital projection to create new worlds. You might climb the side of an impossibly steep glacier, chase futuristic riders, sprint across lava flows or ride through a space age city.

THE TRIP creates a visual sense of purpose to your workout. By suspending belief, you stop thinking about the workout and push yourself further.

BENEFITS

- Burn calories
- Shape and tone leg muscles
- Increase cardio fitness and stamina
- Enjoy a complete sensory experience
- Add a visual sense of purpose to your workout
- Combine entertainment and exercise

GETTING STARTED?

Get ready to experience the unknown. The room will darken at the start, but no need to panic – this is how we create other worlds for you to experience. There will be bright lights and flashes of color. Ease into it your first time as you get a feel for training in an immersive environment. We know you'll want to take THE TRIP on a regular basis.

Available in 45 minute format.
Available Live, Virtual, on Les Mills Virtual Bike and on LES MILLS On Demand.



05 PROMOTE YOUR GAMES



PROMOTE YOUR GAMES

[DOWNLOAD LM BRAND GUIDELINES](#)

YOU CAN'T SELL A SECRET.

MARKETING IS VITAL TO ACHIEVING YOUR GROUP FITNESS GOALS. YOU NEED TO
MARKET YOUR NEW PROGRAMS TO YOUR EXISTING MEMBERS AND YOUR PROSPECTS.

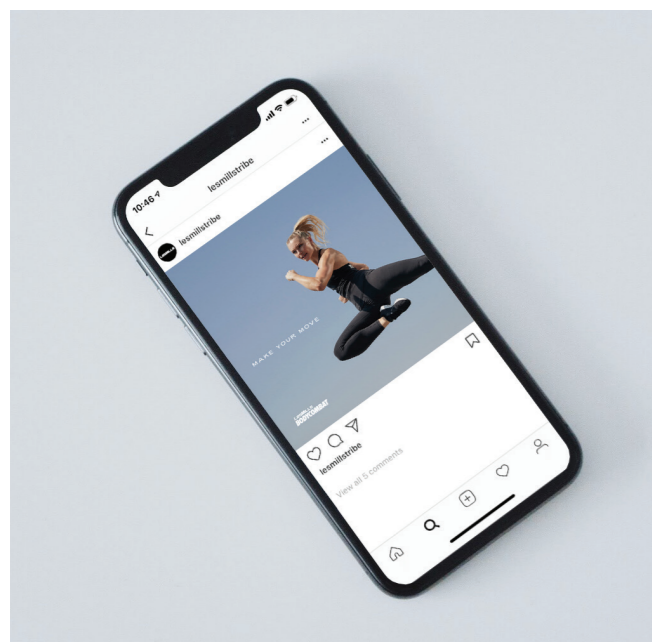
50% OF ALL MARKETING IS CONVINCING YOUR EXISTING CUSTOMERS THEY HAVE
MADE THE RIGHT CHOICE.

We are now an experience economy, so utilizing a new group fitness program to create an amazing experience is a powerful marketing tool.

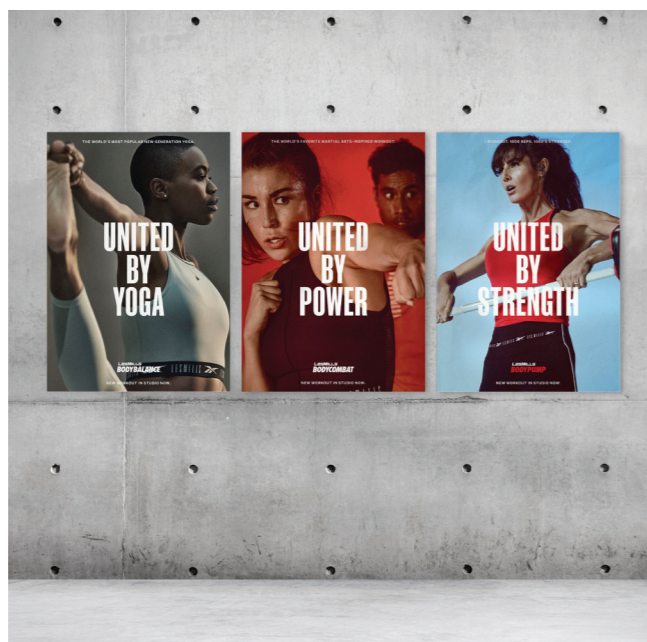
MAKE THE MOST OF YOUR PARTNERSHIP

OVER 5000 FREE PROFESSIONAL AND INSPIRING MARKETING ASSETS TO LAUNCH YOUR PROGRAMS AND PROMOTE THEM ON AN ONGOING BASIS.

SOCIAL MEDIA ASSETS



LAUNCH/QUARTERLY RE-LAUNCH RESOURCES



EMAIL TEMPLATES



TOP 5 TOOLS TO PROMOTE YOUR EVENT

DOWNLOAD SOCIAL MEDIA GUIDE

TIP: YOU SHOULD CONTINUE TO BE PROMOTING YOUR NEW PROGRAM FOR AT LEAST 4 WEEKS POST ITS LAUNCH MOMENT TO ENSURE YOU MAXIMIZE ITS EXPOSURE.

SOCIAL MEDIA

Have tease assets to build buzz, commence four weeks out from event.

Ensure you have a mix of video, gif and static imagery. Make sure it links to a strong call to action and preferably a registration page for attendance.

Give assets to your instructors to use on their own personal accounts.

Live stream the event for extra buzz.

EMAILS/APP

Send promotional emails or app notifications to your members:

- 4 weeks out from event
- 2 weeks out from event
- 1 week out from event
- 24 hours out from event
- Follow up post event

POSTERS/DIGITAL SCREENS

Have multiple artwork versions for the same event to prevent fatigue.

Post up in common areas — where there is high traffic.

Put up near membership/sales area.

Ensure posters are always in fixed frames.

Refresh regularly — otherwise impact is limited.

FREE CLASS PASS

Instructors, members, staff: start distributing to friends, networks, prospective members three to four weeks pre-event.

Send as an event invitation to non-converted guests and prospects you've come into contact with over the past three months.

Offer reward for members and staff who have free passes redeemed at your club.

BROCHURES

To be available at front desk, next to group fitness schedule or near group fitness studio two weeks pre-event and ongoing.

Instructors and staff distribute to current members as needed.

Give to prospects along with guest pass.

Membership sales team provides to new members on an ongoing basis.



SOCIAL MEDIA IS NOW THE
NUMBER ONE ACTIVITY ON THE
INTERNET. EVERY DAY, FACEBOOK
HAS OVER 1.5 BILLION ACTIVE
USERS, INSTAGRAM 1.5 BILLION
LOGINS AND YOUTUBE IS NOW
THE 2ND LARGEST SEARCH
ENGINE GLOBALLY.

IT'S LIKELY THAT YOUR EXISTING
AND FUTURE MEMBERS ARE ON
THESE NETWORKS... ARE YOU?



SOCIAL MEDIA TIPS TO GET STARTED

LEVERAGING SOCIAL MEDIA IS ONE OF THE CHEAPEST AND MOST EFFECTIVE WAYS TO CONNECT WITH YOUR CURRENT MEMBERS.

IT CREATES A GENUINE, ACCESSIBLE TOUCH-POINT FOR CUSTOMERS, INCREASING LOYALTY AND BRAND AWARENESS. IT CONNECTS MEMBERS TO MEMBERS, BUILDING A COMMUNITY AND GENERATING NEW LEADS.

01 **MAKE IT ABOUT THEM**

People are not on social media to be advertised to: they use it to find out information that is relevant to their lives. Think about what will be useful for them. Imagine you are talking to a friend when writing on social media.

Simple rule – make your posts 80% about building relationships and providing useful content and 20% about marketing your products and events to fans/followers.

02 **MIX IT UP TO KEEP PEOPLE INTERESTED**

Vary your content. Share photos, post videos, ask questions, run competitions, share research, case studies, advertise events, offer motivational quotes, conduct polls, give updates, new product info, or put the spotlight on a member or employee.

SOCIAL MEDIA TIPS TO GET STARTED

03 **USE A PHOTO OR VIDEO LINK WITH EVERY POST/TWEET**

Research shows that posts with visuals get much greater engagement, more sharing, more likes, more interaction.

04 **ENCOURAGE INTERACTION BY ASKING QUESTIONS**

Posts that encourage feedback and more interaction have been proven to gain 90% more engagement (likes, comments or shares).

Encourage members to share their goals, results, tips for success, challenges and to shout out to each other.

Run competitions inviting guests to share photos and comments.

Create clubs within the clubs – set up groups based on either goals (weight loss, strength) or activities e.g. ‘We love BODYPUMP’.

Give responsibility to instructors to run those pages.

05 **GET YOUR CONTENT SHARED**

Remember that people listen to what their friends like far more than advertising from companies and brands. So if you can get your social media content shared, it creates authentic recommendations about your product, which helps drive new members through your doors.

Add a ‘Share’ badge for your social media platforms (Facebook or Twitter share button, for instance) on all your promotional emails and on your website. This will encourage people to share your content, creating viral awareness of your brand, classes and events.

06 **PLAN AHEAD**

Allocate 30 minutes a week for planning ahead.

Have a content schedule – you get half of your likes in the first three hours. Post when your customers are online so you’re in their newsfeed, and don’t post too frequently.

Schedule time to monitor and respond – the more interaction the better!

ORGANIZE A WOW LAUNCH

<u>PLAN</u>	<u>COMMENT</u>
Event date	Date:
Main event objective: Member retention/new member sales	Objective:
Target number of new members (if relevant)	Target:
Number of guests needed	Target:
Event format	Guests:
Event schedule	
Event budget	
Internal marketing actions	
External marketing actions	

EVENT DEBRIEF

- Performance versus targets?

- What went really well and what is a must do again?

- What needs more focus and improvement for next time?

- Goals and date for next event

- Additional comments/thoughts...

HOT TIPS FOR GREAT EVENTS ON LOW BUDGETS

ACTIVITIES AT ALMOST NO COST.

Use Les Mills' marketing assets from Brand Central (which is free for all club partners) to create promotional documents, website content and facility newsletter updates for zero additional cost.

Forget about mailing flyers – go with social media and emails, there is virtually no cost.

Organize instructors to do a couple of mini-demonstrations for the public (e.g. on the street or in a shopping mall).

After the demonstration give the audience free passes to the event!

Create good business relationships in your community by offering free memberships in lieu of: printing, external signage, free drinks/food at the event, gifts for participants. Giving a well-connected local business owner a membership can create powerful word-of-mouth referrals for your facility.

Network for free coverage on local radio, TV and in newspapers. Organizing charity events is always a great way of getting media coverage.

Reward members who have referred a guest who has joined with a free month's membership.

Local businesses may welcome the opportunity to promote themselves at no cost to the facility in order to access a group of potential new customers. Take note of any new restaurants/cafes, sport shops, massage centers etc. and approach them. Be bold! Some licensees have managed to get trips for two, or flat-screen TVs as prizes by offering local businesses representation at an event and on event marketing material.



STEP-BY-STEP DETAILED PROGRAM ROLL OUT

ACTION PLAN.

STEP 01

Define your goal for the program implementation: Member retention or acquisition?

Set launch event date and goals.

Set up group fitness weekly attendance goals (short and long-term goals).

Determine how many new classes you'll offer and at what time.

Set individual class targets for six months from launch.

Determine your recruitment needs and plan. How many instructors do you need to train? How many extra recruits do you need to find (if any)? How will you find them?



DONE

STEP 02

Host a team meeting to get current instructors on-board with Les Mills.

Begin internal and external recruitment marketing if relevant.

Use club website and social media to promote recruitment efforts.

If you go with a one-on-one recruitment process, review each candidate's background and experience. Be sure to see them teach a class beforehand.

If you choose to host a recruitment event, confirm details and organize:

- Date and schedule
- Someone to open the event
- Snapshot checklist forms

STEP-BY-STEP DETAILED PROGRAM ROLL OUT

- Refreshments
 - Thank you gifts for attending (i.e. club guest pass, pro-shop voucher, one month membership etc)
 - Review instructor recruits' resumes, emails and information as they arrive, in preparation for the event.
-

Host recruitment event.

Confirm candidates that will make it though to the next stage.

Register successful candidates for module training.

Begin tracking weekly attendance numbers so you can benchmark.

Assess the performance and impact of new programs on business.

Plan launch event and establish the marketing plan:

- Set event goals, format and schedule
 - Internal and external marketing plans
 - Event membership offers, if relevant
 - Confirm role of each staff member in relation to the launch preparation
 - Confirm deadlines
-

Download launch marketing materials from Brand Central and use these to decorate the club with promotional material from Brand Central.

Update club website and social media with "coming soon/watch this space" info and include a link to www.lesmills.com

Instructor module training.

After training, allocate tracks for instructors as part of the launch preparation plan.

Host an all-team staff meeting to discuss launch and carry out the product knowledge training

- Share goals behind launch of program(s) and launch event
- Instructors teach a class
- Product knowledge drills
- Discuss launch event/promotion plan

- Brainstorm additional ideas to create interest and enthusiasm in club before launch event
 - Define roles for each staff member before, during and after the launch
-

Provide sales consultants and front-desk teams with information on Smart Start and the key benefits of this program for members.

Organize a sales and front desk team meeting about Smart Start, organize pre-booking, pre-event calls, confirm event offers and role-play calls and membership presentation.



DONE

STEP-BY-STEP DETAILED PROGRAM ROLL OUT

STEP 03

Quarterly Release Launch

Instructor rehearsals.

Practice pre-event class promotional announcements with instructors.

Give event guest passes to staff and explain how they'll be used.

Confirm any media involvement for launch event or VIP dress rehearsal.

Begin external marketing campaign three weeks prior to launch.

Begin internal marketing campaign – change the look of the club overnight! (two weeks prior to launch):

- Decorate the club with program and launch banners
 - Display the post-launch group fitness schedule
 - Start current member email campaign
 - Begin in-class event announcements and handing out free event passes for friends or staff and members
 - Advertise member “bring a friend and win” challenge
 - Promote event membership special
 - Post regular social media updates leading up to the event
-

Open event registration at front desk:

- Ensure contact details are clearly visible
 - If you have sales objectives, start pre-event calls to guests to pre-qualify and book appointments on event day
 - Double-check and finalize launch-event plans and ensure you're on track for success!
 - Instructor and staffing plan
 - Food/refreshments
 - Giveaways
 - Guest process
 - Membership process and deals
 - Program and club info/marketing materials
-

Host dress rehearsals two days prior to launch event:

- Have as many staff as possible attend the rehearsal and give feedback
-

Host an AMAZING launch event:

- Host an event you'd want to invite your friends and family to
 - Offer experiences everyone will talk about long after the event
 - Track results carefully
 - Capture as many pictures, videos and testimonials as possible throughout the event
-

STEP-BY-STEP DETAILED PROGRAM ROLL OUT

Debrief launch results with team/staff:

- Measure actual results against goals
 - Discuss what did/didn't go well to learn for next time
 - Brainstorm ideas on how to improve your next group fitness event
-

Update website and social media with event details:

- Post pictures on your website
 - Update club blog
 - Change event website button/page to a recap of the event
 - Upload testimonial videos from members and guests on YouTube and link to you pages
 - Post pictures on Facebook
 - Use testimonials on e-newsletters
-

Confirm when instructors will receive information for first quarterly release.

Set dates and goals for first launch.

Send instructors' recording of their class for assessment.



STEP 04

Quarterly Release Events

Start planning first quarterly release event, repeating the launch process, shifting the focus slightly more to acquisition.

Organize staff meeting to discuss next event plan.

Review program performance (attendance number vs. targets six weeks after launch) and set an action plan for growth if relevant.

Attend instructor and manager training/up-skilling session.

Organize sales and front-desk staff training meeting to go through the event.

Start external promotion three weeks before the event.

Start internal promotion and open class pre-booking two weeks before the event.

Call all guests to pre-qualify and pre-book for a membership presentation on event day.

Instructor dress rehearsal two days before the event.

Host an AMAZING quarterly release event!





WHAT'S NEXT?

- Tracking progress versus targets
- Quarterly release events
- Develop and grow your instructors



ORGANIZING QUARTERLY RELEASE EVENTS

EVERY THREE MONTHS REBUILD EXCITEMENT AND INCREASE MEMBER MOTIVATION. GROW SALES REVENUE AND MEMBER RETENTION.

QUARTERLY RELEASE EVENTS

- Kick-start each member's motivation and increase their group fitness attendance
- Increase referrals and help grow new membership
- Create a massive social energy in your club and help build a community
- Engage members with staff and other members
- Help increase staff motivation, performance and teamwork

QUARTERLY EVENTS BENCHMARK FOR SUCCESS

- Sold out events: all classes 80-100% of capacity
- Attendance – 5-10% of your active membership
- One guest for every five members who attend
- 50 to 70% conversion rate of guests to members

GET YOUR INSTRUCTORS READY FOR QUARTERLY RELEASE EVENTS

STEP 01

- Ensure all instructors attend a Les Mills' quarterly event or watch the masterclass, including the education sessions, and read the choreography notes. Give them two to three weeks to learn the choreography.

STEP 02

Team practice with group fitness manager or head teacher — 2hrs

- Discuss the key focus and features of this release, the new exercises and what to bring alive with members to ensure they get the most out of it. Use the track focus and tips you find in the choreography notes.

- Discuss the education sessions on the educational kit and how instructors can incorporate the tips into their teaching.
- Physically go through the release together in front of the mirror. Each instructor should lead others for a few tracks. Here, the objective is not to teach it really well, just to go through it together, focusing on choreography, technique and basic coaching. The instructor teaching should also introduce the track focus and explain how they think the track should be taught to achieve the best result.

STEP 03

Instructors practice together — 1hr max

- Ideally, instructors should practice together once or twice between the team practice and the dress rehearsal, without their group fitness managers.
- During these sessions, they should focus on their visual impact – do they move the same way, is the timing right, use of stage, finales etc.
- This will ensure they look great team-teaching on stage together.

STEP 04

Dress rehearsal with group fitness manager or head teacher — 1.5hrs

- Instructors teach the tracks they will present at the event and they need to do it well! Ask some members of the staff to participate in the class. It will help instructors to be more effective on the day of the launch.
- Together discuss the quality of teaching and define what needs to improve before the event.
- Quarterly release events give you a fantastic opportunity to work with your instructors on an ongoing basis. They should be the foundation of your regular in-house training plan. They're a great way of team building and having fun together!

LET THE EXCITEMENT BEGIN!

THIS IMPLEMENTATION GUIDE IS JUST THE BEGINNING OF THE MANY RESOURCES WE HAVE ON OFFER TO HELP YOU MAKE GROUP FITNESS A MASSIVE SUCCESS IN YOUR CLUB. WE'RE COMMITTED TO WORKING WITH YOU TO INCREASE YOUR CLUB PROFITABILITY BY GETTING MORE PEOPLE MOVING, MORE OFTEN.

There is a host of [online resources at brandcentral.lesmills.com](https://brandcentral.lesmills.com) for you to use and we encourage you to get really familiar with them to maximize your club performance.

We're here to help every step of the way. Contact your local Les Mills team anytime you need [advice or guidance](#).

Together we can [make a real difference](#) in your club, and in the lives of your members and the wider community.



LES MILLS

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