

lesmills.com/us/clubs-and-facilities

LES MILLS

LES MILLS

YOUR SUCCESS IS OUR BUSINESS

20,000 FACILITIES. SIX MILLION LES MILLS WORKOUTS EVERY WEEK. 140,000 LES MILLS CERTIFIED INSTRUCTORS AROUND THE WORLD.

MORE ABOUT US →

LES MILLS CREATES LIFE-CHANGING FITNESS EXPERIENCES

WE BELIEVE IN A FITTER PLANET

Les Mills is on a mission to create a fitter planet. This doesn't mean making people work out. It means helping people fall in love with fitness so that they want to work out.

MORE THAN 50 YEARS

It began in 1968 when Les Mills set up a small family gym in Auckland, New Zealand. Three generations on, there are now millions who work out with Les Mills every day, all over the world. Discover how we've gone from strength to strength over the last five decades.

OUR SHARED VALUES



UNITED

Our customers, our instructors and our people are our team. We succeed as one.



BE BRAVE

We aim to be undisputed world champions in fitness, and we relentlessly pursue that goal.



CHANGE THE WORLD

We are devoted to health and wellbeing. Creating a fitter planet is the reason we are here.

SEE HOW IT ALL STARTED →

WE ARE PARTNERS FOR THE FUTURE

We work together to create healthier businesses, adding value and marketability with our fully integrated fitness offerings

YOUR SUCCESS IS OUR BUSINESS



FULL SUPPORT PACKAGE

Our dedicated Customer Experience Team bring your group fitness to life across three key pillars. Our unique approach takes the hard work out of running a group fitness program.

[SEE HOW IT WORKS →](#)

MOTIVATIONAL MARKETING

Enjoy 24/7 access to an online hub of world-class marketing materials. Paired with guidance to leverage marketing to engage new audiences and inspire current participants.

[VIEW THE TOOLKIT →](#)

TOP INSTRUCTOR TALENT

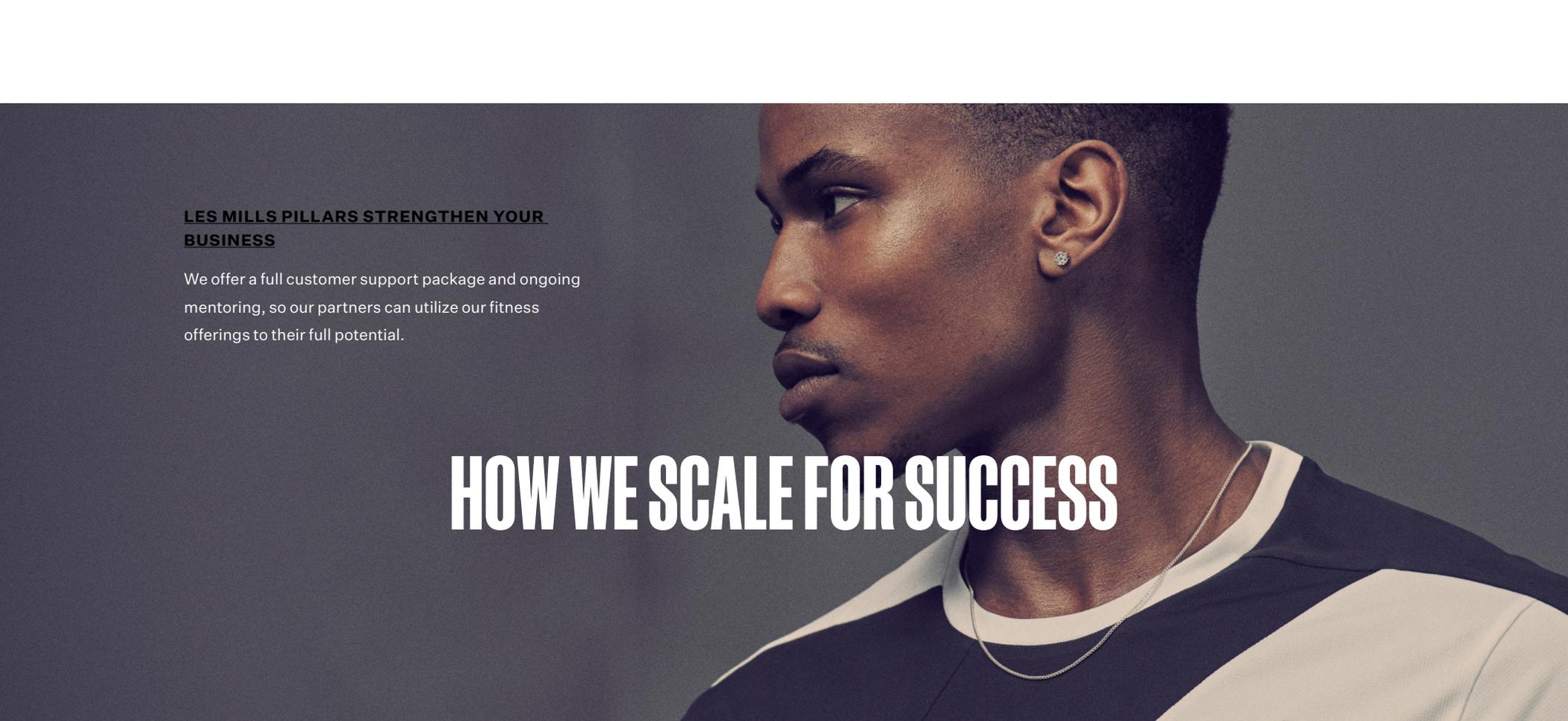
Les Mills Instructors are in the business of motivation. Our instructors stay at the top of their game and retain participants with unparalleled training and education.

[VIEW TRAINING & EDUCATION →](#)

POWERED BY SCIENCE

In a world where we are bombarded by conflicting and confusing health and fitness advice, evidence-based exercise programs stand out and deliver real results.

[RESEARCH & INSIGHTS →](#)



LES MILLS PILLARS STRENGTHEN YOUR BUSINESS

We offer a full customer support package and ongoing mentoring, so our partners can utilize our fitness offerings to their full potential.

HOW WE SCALE FOR SUCCESS

01. WORLD-CLASS QUALITY

Scientifically-designed

Group exercise programs

Instructor Training system

SMART TECH equipment

Digital solutions for member flexibility

02. MANAGEMENT SYSTEM

Program launch & quarterly re-launch events

Marketing & promotional resources

Dedicated Customer Experience Specialist

GROUP FITNESS MANAGEMENT TRAINING

Business performance training

Industry research

Live & Virtual Schedule Analysis

03. PERFORMANCE TRACKING

Goal setting and success measurement

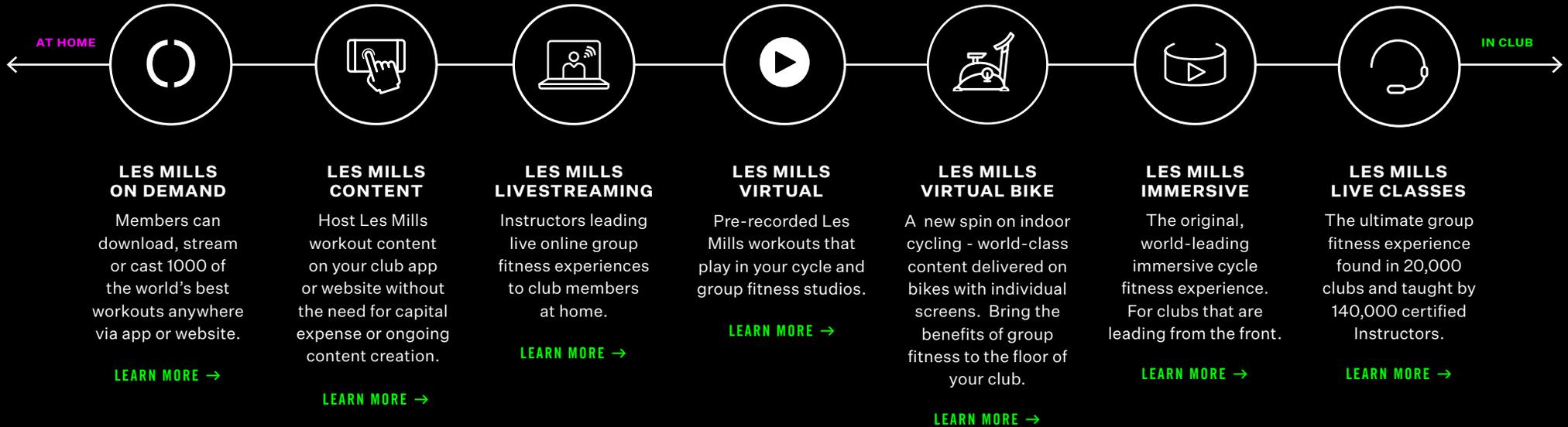
Review of performance vs targets

Adjustment of strategic plan

Software solutions

FULLY-INTEGRATED FITNESS SOLUTION

WE OFFER LIVE AND VIRTUAL CLASSES PAIRED WITH ON-DEMAND STREAMING WORKOUT EXPERIENCES. THIS ADDS FLEXIBILITY TO EXERCISE SCHEDULING AND MAXIMIZES YOUR GROUP FITNESS STUDIO USAGE.



**DESIGN EXPERIENTIAL
FITNESS ENVIRONMENTS
AND CREATE PARTICIPANT
ADVOCACY**

Studio design and group fitness equipment create memorable participant experiences. 71% participants agree that the quality of the equipment has a big impact on the workout they get in a group fitness class. Make participants happier, keep them for longer and grow your business faster.



CREATE FITNESS EXPERIENCES

**LES MILLS SMART TECH
EQUIPMENT RANGE**

Our line of scientifically-engineered SMART TECH® equipment is designed to maximize efficiency and results for exercisers, providing a better workout experience. The innovation in ergonomic design significantly outperforms traditional equipment in functionality. Ideal for both group fitness and personal training.

[TAKE PRODUCT TOUR →](#)



**LES MILLS STUDIO DESIGN
BEST PRACTICE**

Access industry insights and best practice tips for impactful and aspirational studio design. From recommendations on lighting, acoustics and optimal spacing, to inspiring graphics for maximum impact. We have the knowledge and insights to transform your studio experience.

[READ INSIGHTS →](#)

LES MILLS LAB RESEARCH

Investment in research is a key component of Les Mills' business. Every one of our group fitness programs are safe and effective for people at every fitness level. University research partnerships test for the effectiveness of workouts on community health, obesity, heart disease, motivation and behavior. Les Mills Lab research is independent, peer-reviewed and industry-recognized.

[LEARN ABOUT THE LAB →](#)

MAKE A SMART START TO FITNESS

We developed the Smart Start on-boarding system based on the work of our scientists and fitness experts. The system is proven to help new exercisers gradually build up their fitness levels. By structuring the first six weeks of group fitness classes, we can increase exercise frequency and improve exercise routine adherence. This delivers reduced attendance attrition by helping new exercisers achieve the results they need.

[GET THE DETAILS →](#)



**INVEST IN
THE FUTURE**

GROW FITNESS MANAGEMENT TALENT

Les Mills' Group Fitness Management education is backed by over 50 years of industry insights. We identified 8 key areas essential to the success of our partners. Learn how to set class targets to meet your goals. Create schedules to drive maximum attendance. Discover, recruit and motivate world-class instructors. Our unique system develops the skills needed to run successful group fitness programs.

[EDUCATION CRITERIA →](#)

INSTRUCTOR TRAINING & EDUCATION

Your participants want to know they're getting the best. As trends, techniques and advances in fitness evolve, instructors should too. We make it easy for LES MILLS instructors to stay up with the latest. From industry-leading instructor training to career-defining opportunities. Les Mills Instructors attend life-changing events, learn about the latest advances in fitness science and continuously develop their craft.

[MORE ABOUT TRAINING →](#)



CONTACT INFO:

For any questions get in touch:

[EMAIL US →](#)

LES MILLS

¹2016 Wexer Consumer Survey ²2019 Les Mills Global Consumer Fitness

Survey ³Walker Customers 2020 The Future of B-to-B Customer Experience