

QUICK WINS TO ATTRACT TOP INSTRUCTORS

AND SECURE MORE MEMBERSHIPS

TOP INSTRUCTORS ARE YOUR #1 ASSET

The only unique selling point rivals can't copy

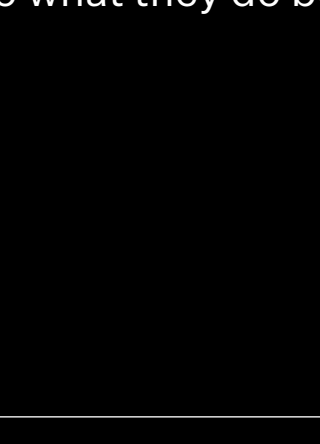
86% of industry leaders say attracting and retaining great people is their #1 challenge — It doesn't have to be.²

2.5X

Instructors are **more likely** to win more member referrals.²

55%

of Instructors sign up because they **love the program** as a participant. The best Instructors could be right under your nose.²



Just **one awesome Instructor** can attract and retain **hundreds of members every week** – and drive substantial extra revenue.

Imagine what a team could do.¹

FOCUS ON WHAT INSTRUCTORS DESIRE

Instructors tell us their top 6 priorities are:⁴

1 Having the ability to do what they do best.

2 A culture that reflects personal values and identity.

3 Pay that accurately reflects their expertise.

4 Workout releases that are valuable learning tools.

5 New workout releases that allow for development.

6 Opportunities for development and growth.

22,000

Instructors on LES MILLS Connect

The **quickest** and **easiest** way to identify and target **world-class Instructors** in your area.

Create a facility profile and tailor your recruitment efforts to filter by location, program or a specific Instructor's name.

Instructors can create a bio, qualifications, skills, and display they are open to work.

HIRE FOR POTENTIAL

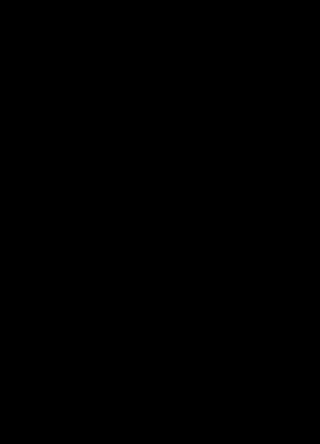
Look beyond education, skills, knowledge and experience



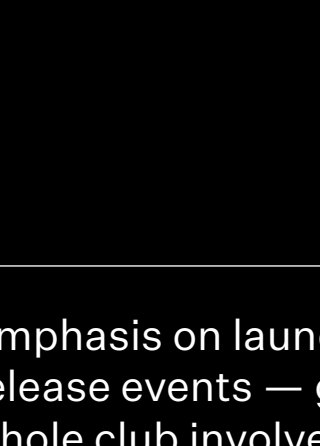
Advertising is key
Attracting superstars with compelling job descriptions.



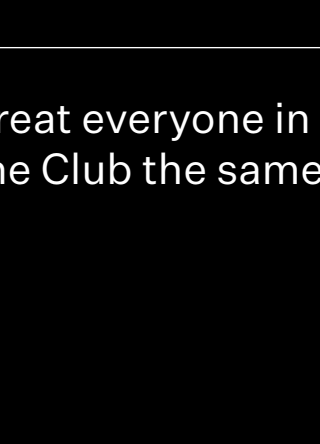
Tell stories
Testimonials are everything.



Show you care
Emphasise your commitment to learning and development.



Unlock the power of your Instructors as Recruiters. Give them the **knowledge** and **tools** to not only teach but recruit.



68% of first timers at clubs **sign up** to become members because they **love the program** as a participant (from taking part in a club/facility).¹



Build social advocacy — 4 things Instructors need:
1. A goal
2. Knowing your audience
3. Relevant content
4. Hashtags

What is the best tool to use for recruitment advertising and employment branding? LES MILLS Marketing Studio.

Save **time**. Save **money**. Increase **retention**.

MAKE YOUR CLUB CULTURE SHINE

Eight benefits to boost engagement

1 Les Mills Development — LES MILLS Qualifications

2 Financial support for ongoing education of any kind.

3 Hosting free CPR certifications at regular intervals.

4 Free membership for Instructors and their partners.

5 Emphasis on launch and release events — get the whole club involved, not just Group Fit Instructors.

6 Create the opportunity of becoming your Club program mentor — e.g. BODYPUMP™.

7 Treat everyone in the Club the same.

8 Team culture — including Instructors in holiday parties and team building events.

A JOURNEY TO MASTERY

Make personal development your competitive advantage

LES MILLS Qualifications give Instructors a tailored self-development pathway with plans focusing on their strengths

Tailored development path ways.

Grades based on 5 different elements.

Rewards for achieving higher grades.

MOTIVATED INSTRUCTORS. MOTIVATED MEMBERS. BETTER RESULTS.