



LIMITLESS

The Format Formula

PRESENTED BY

Ingrid Knight-Cohee, MSc.

Fitness World Canada

- **15 locations in BC, Canada**
- **500+ employees**
- **150 Fitness Class instructors**
- **150 Personal Trainers**
- **15 General Managers**
- **500+ fitness classes/week**



#ideaworld

A GREAT Format Formula Can...

- **Cure “gymtimidation”**
- **Foster culture and connection**
- **Create repeat customers**
- **Lift club energy**
- **Press/media attention**
- **Better bottom line**



[#ideaworld](https://www.ideaworld.com)

The Wild Ride

- **New Normal... Silver Linings**
- **Recognizing our value**
- **Celebrating our resilience**
- **The Virtual “Solution”**
- **Understanding the inactive population**
- **Where are we now?**



[#ideaworld](https://www.ideaworld.com)

What's The Secret Sauce?

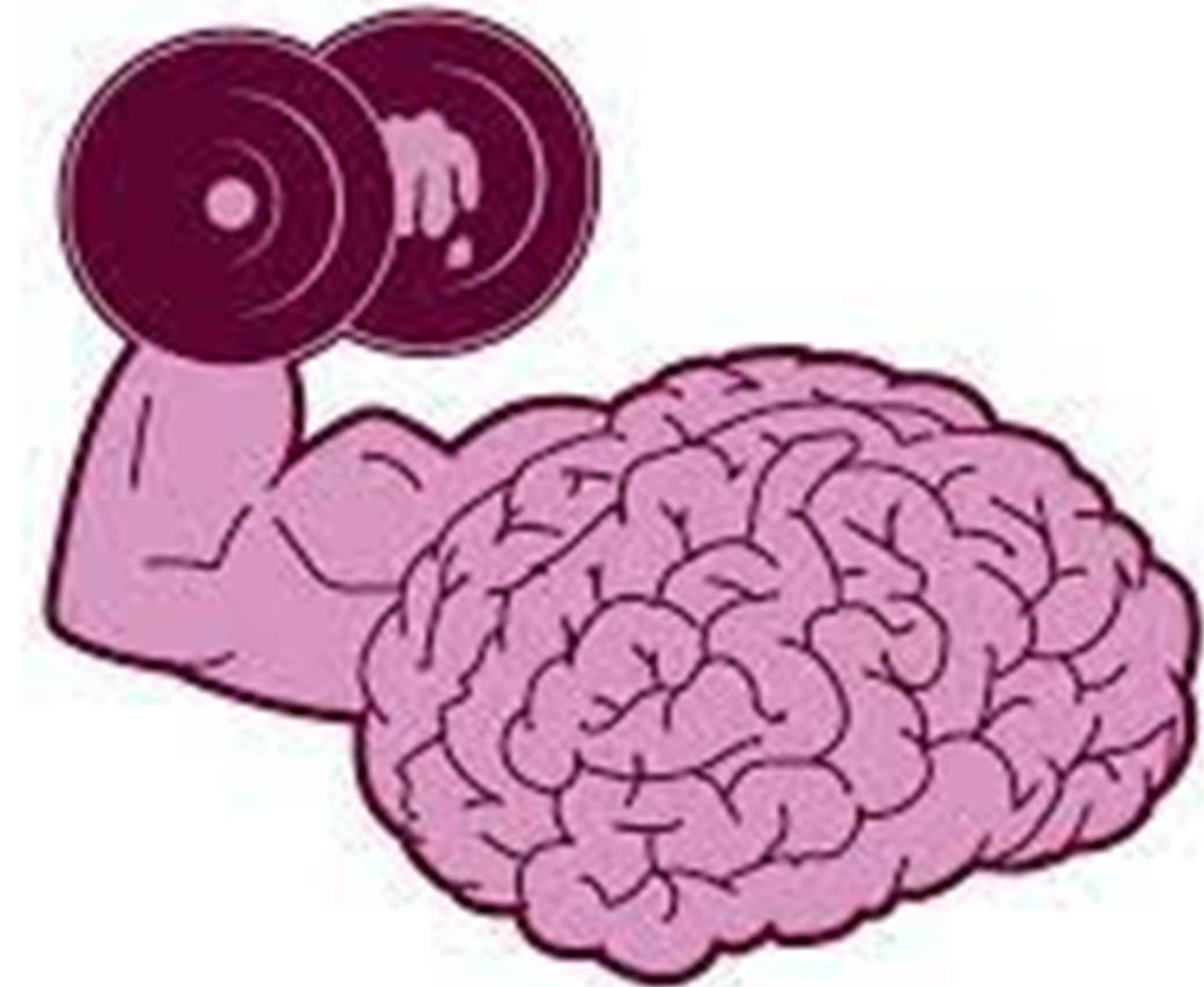
- **Current Trends**
- **Industry Research**
- **Your Clientele**
- **Your Available Talent**
- **Management Details:**
 - **Budgeting**
 - **Scheduling**
 - **Marketing**



#ideaworld

Top Fitness Trends

- **Inclusive fitness**
- **Mini workouts**
- **High-intensity interval training (HIIT)**
- **Mind-body**
- **Outdoor personal training**
- **Smart home gyms**
- **Fun group fitness classes**
- **Movement as medicine**



[#ideaworld](https://www.ideaworld.com)

Top Fitness/Wellness Activities

- **Strength Training**
- **Yoga**
- **Indoor Cycling**
- **Pilates**
- **Barre**
- **Boxing**
- **Gym Time**
- **Livestream Yoga**
- **Running**
- **Massage**
- **Sauna**
- **Cryotherapy**



Constant Curiosity

- **Attendance**
- **Client Surveys**
- **Staff Polls/Feedback**
- **Member Conversations**
- **Net Promoter Scores**
- **Google Reviews**
- **Pilots/Trials**
- **Ask the right questions!**



[#ideaworld](https://www.ideaworld.com)

Classes = Good Business

Class Fans Are:

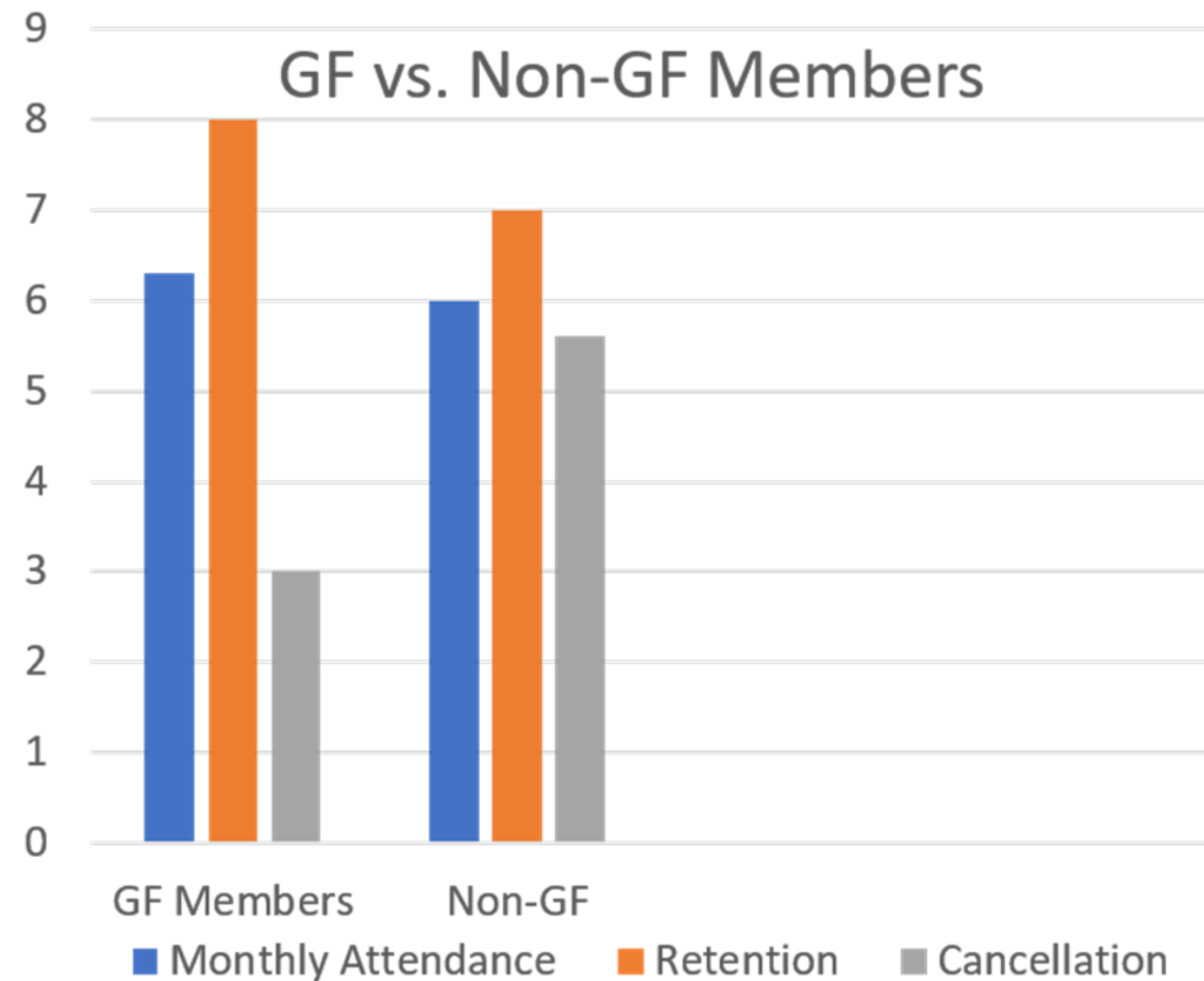
- 20-25% of big box gym members
- Use club x2 as often
- Retain membership 30% longer
- Refer 10% more friends/family
- Make more in-club purchases
- More likely to purchase virtual offerings
- Trend setting >> media interest



#ideaworld

IHRSA/The Retention People Study

- **Group Fitness Members are:**
 - **26% less likely to cancel**
 - **5% higher monthly attendance**
 - **12% higher retention rate**



#ideaworld

Compelling Class Stats

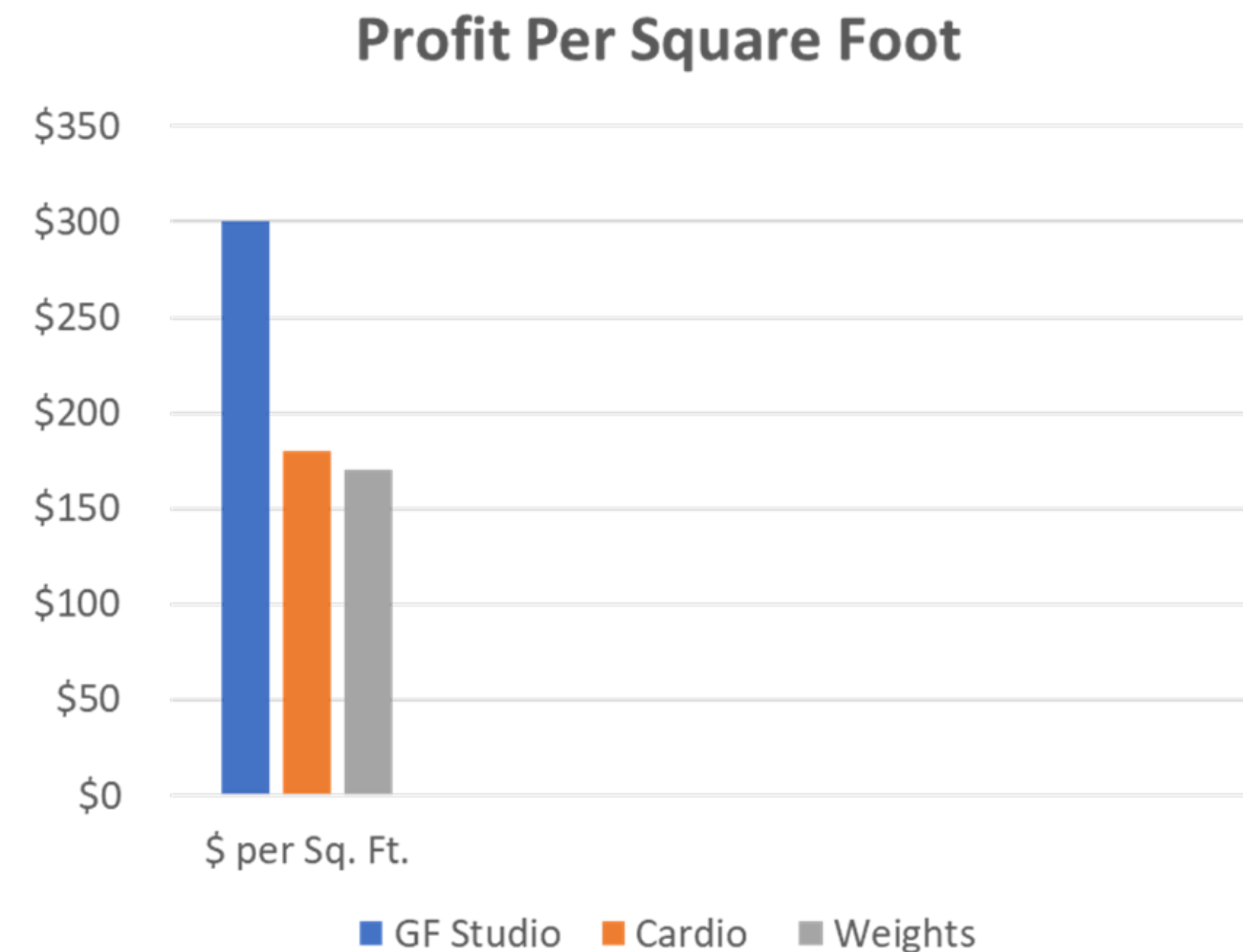
- **90% prefer to workout in groups**
- **60% site as Classes as joining reason**
- **63% more frequent club usage**
- **84% recommend club to friends/family**
- **33% reduced cancellation risk**



[#ideaworld](https://www.ideaworld.com)

Studio \$\$\$

- Typical contribution per square foot based on IHRSA Data, Capacity Evaluation Workbook
- GF combination Live and Virtual Classes
- Each extra weekly GF visit = 132% profitability increase based on anticipated subsequent visits



#ideaworld

Ripple Effect

Great Classes/Formats:

- **Combats loneliness**
- **Reduces stress of decision making**
- **Achieves faster results**
- **Enhances workout enjoyment**
- **Higher membership satisfaction**



[#ideaworld](https://www.ideaworld.com)

What Makes a Great Format?

- **Dynamic influencing instructor**
- **Ambience/Experience/Exertainment**
- **Buzz**
- **Scarcity**
- **Consistency**
- **Social glue**
- **Inclusivity**



[#ideaworld](https://www.ideaworld.com)

But What About...

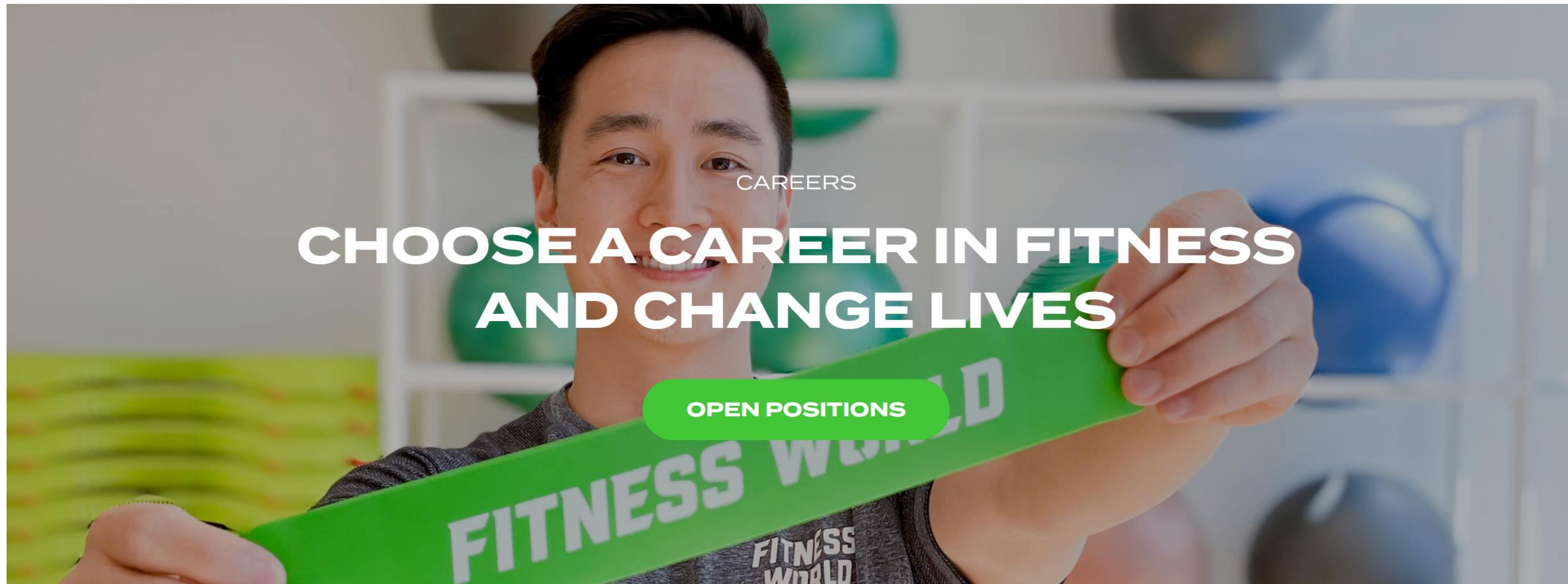
- **Talent**
- **Budgeting**
- **Scheduling**
- **Marketing**



#ideaworld

Instructors...Where Are They...?

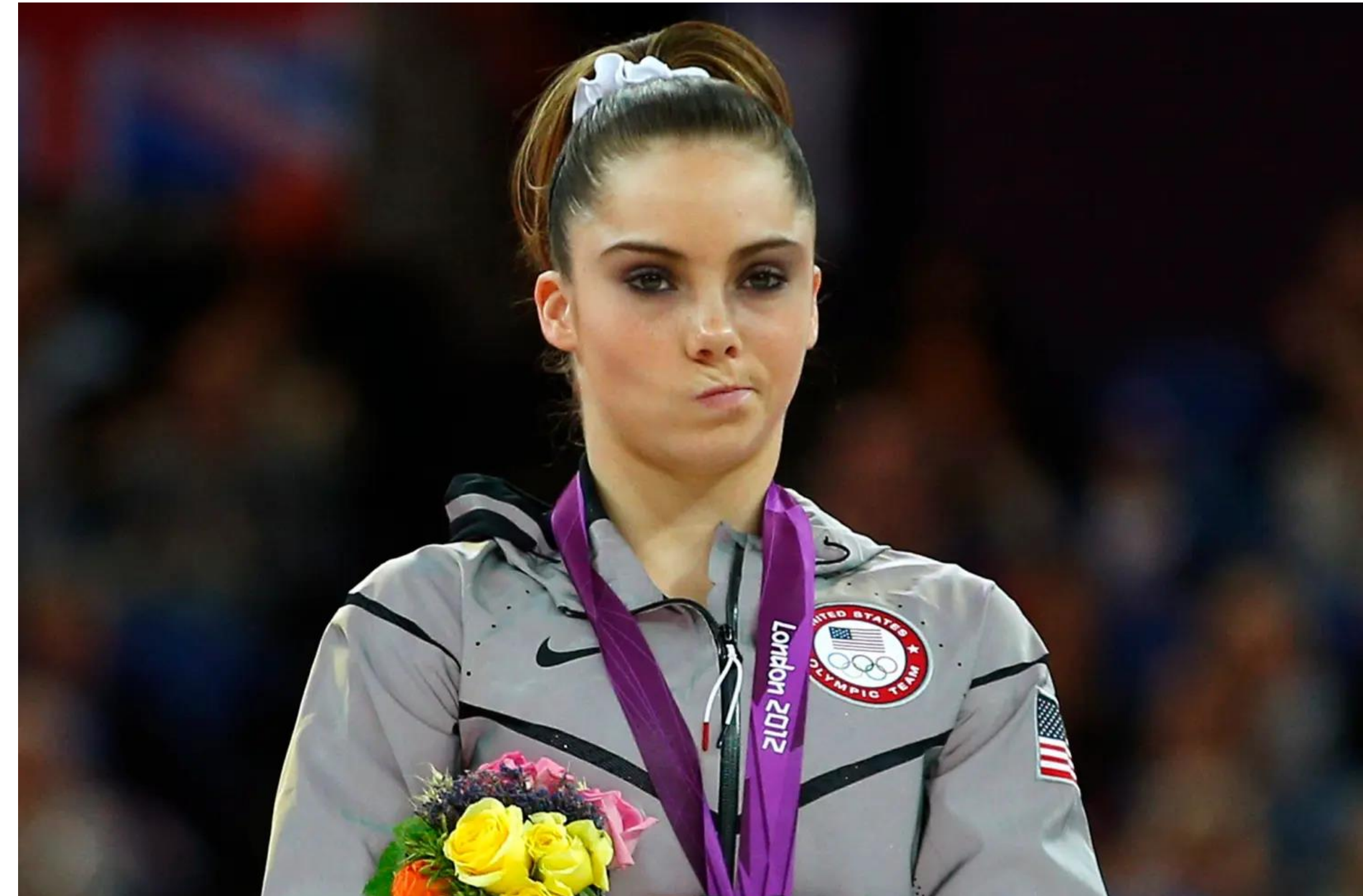
- Recruitment ...Engagement ...Pay... Recognition



#ideaworld

The Rate Debate

- **Class rate average \$27.50/hr**
- **GF Manager salary average \$40,000**
- **Boutique class rates:**
 - **average \$150/hr @ 14 hrs/wk**
 - **average duration 18 months**
- **Education, Experience, Evaluation**
- **Highlight value added**
- **Flexibility with non-compete**
- **Provide other roles/opportunities**



#ideaworld

Talent Acquisition

- **Front Row Stars**
- **Existing staff (Sales/PT)**
- **Partnerships**
- **Mentorship Program**
- **Contests/Teach Payback for Free Certs**
- **Other Industries:**
 - **Dancers**
 - **Actors/Models**
 - **Police/Fire Fighters**



Recognition and Investment

- **Free Education**
 - In-House Workshops
 - Complimentary courses
 - Sponsorship - teaching payback
- **Contests**
 - Build Your Class Challenge
- **Recognition**
 - Flowers, card, swag
 - Instructor of the Year @IDEA!



#ideaworld

Program Management



#ideaworld

Unique Leadership

- **Teaching + Managerial skills**
- **Core Values/Mission Statement**
- **Standard Operating Procedures**
- **Budget knowhow**
- **Scheduling insights**
- **Connected to clientele**
- **Find Your Eagles!**



[#ideaworld](https://www.ideaworld.com)

Licensed vs. Freestyle Formats

- **Licensed = *Consistency***

- Cost
- Consistency
- Coordination



- **Freestyle = *Creativity***

- Less control
- Creativity
- Room to negotiate



- ***Regardless... you must inspire me to repeat the class habit!***



#ideaworld

Updated Scheduling

- Easy to Find
- Filters & Icons
- Online reservations
- Punchy descriptions
- Horizontal programming
- Reconsider:
 - Traditional peak hours
 - Traditional durations

FIND A CLASS
Click here to see the full schedule

Kingsway Monday Search for keyword

YOGA & STRETCH STRENGTH CARDIO CYCLE THE WORX

LOCATION	DAY	TIME	CLASS	DURATION	INSTRUCTOR	CLASSTYPE
Kingsway	Monday	08:00am	Upper + Cut	30 minutes	Fernando	Strength
Kingsway	Monday	08:35am	Lower + Lean	30 minutes	Fernando	Strength
Kingsway	Monday	09:15am	Zumba(R) Toning	55 minutes	Lesley	Cardio
Kingsway	Monday	12:00pm	The WORX	60 minutes	Fernando	Strength
Kingsway	Monday	05:30pm	Cardio Box	30 minutes	Astou(Ndeye)	Cardio

LOWER + LEAN
Can't get enough lunges and squats? These moves and more will be the focus to develop and tone all your lower body muscles.

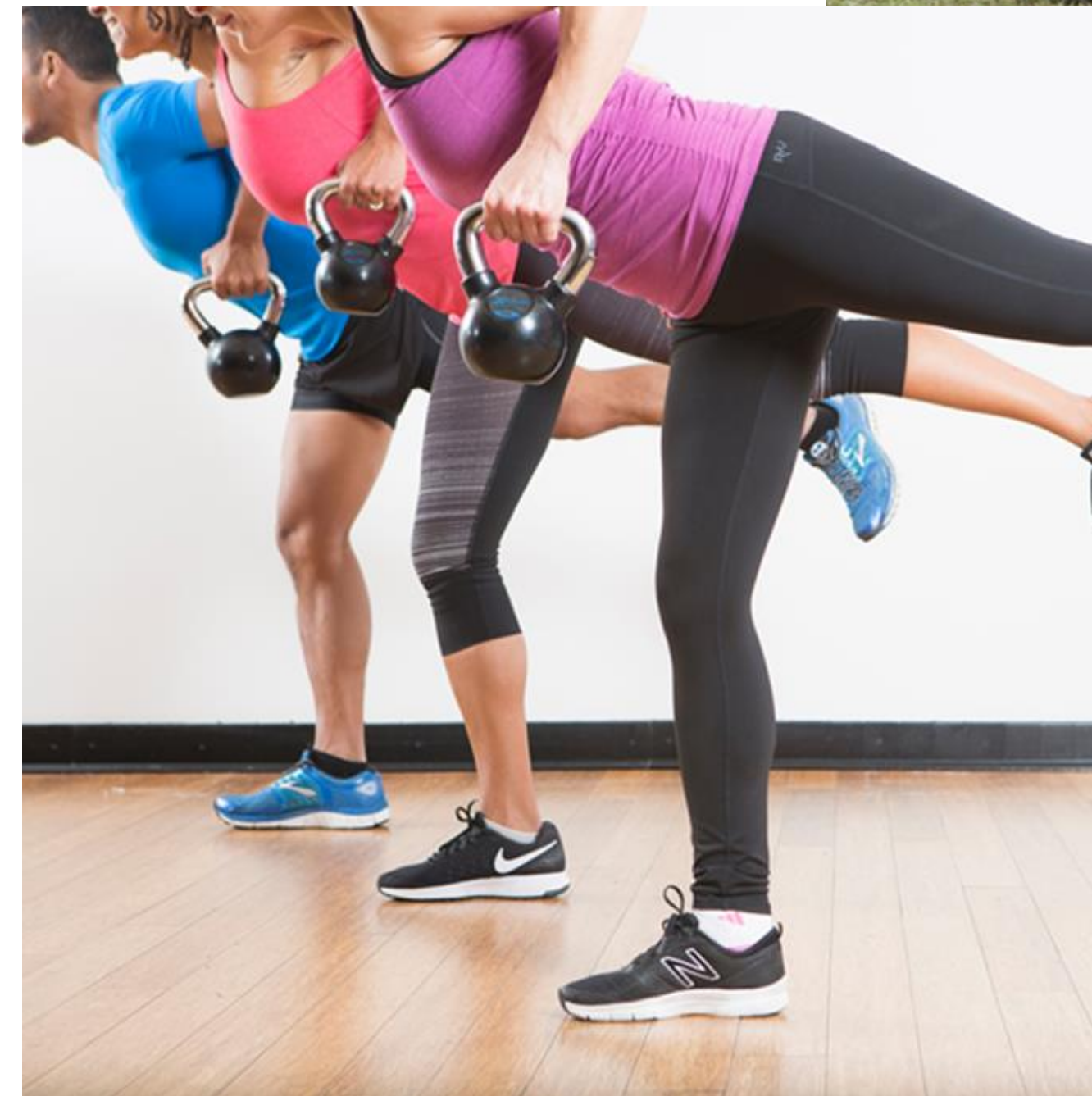


#ideaworld

The Art & Science of Scheduling

Balance...

- **Traditional / Innovative**
- **Freestyle / Branded/Pre-choreographed**
- **Consistency / Personality**
- **Member wants / Member needs**
- **High intensity / Chill outs**
- **Regularity / Special Events**
- **Seasoned / Developing Instructors**



#ideaworld

Marketing Your Format

- **Traditional media**
- **Social media**
 - **Education for staff**
 - **Authentic/in-house**
- **Website/App**
- **Advertisements (bus, radio, TV)**
- **Class-based contests/events**
- **Community and Club Events**



#ideaworld

Marketing Your Format

- **Goals:**
 - **Build awareness and visits**
 - **Gain media attention**
 - **Reasonable ROI**
 - **Reach intended demo**
- **Nurture Powerful Partnerships**
- **Cast a Wide Net**



#ideaworld

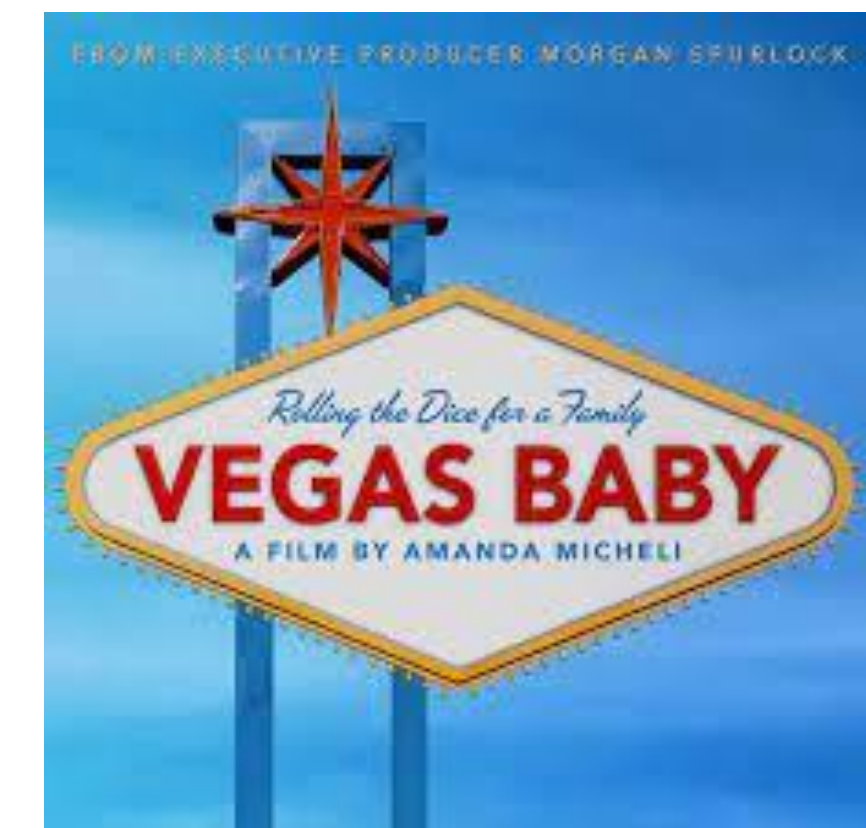
Creativity Challenge

Themes:

- IDEA 40th Bday
- Summer Fun
- Vegas Baby!
- Top Gun Maverick

Class Format Questions:

- WIFM?
- Is it FUN?
- Can I do it?



#ideaworld

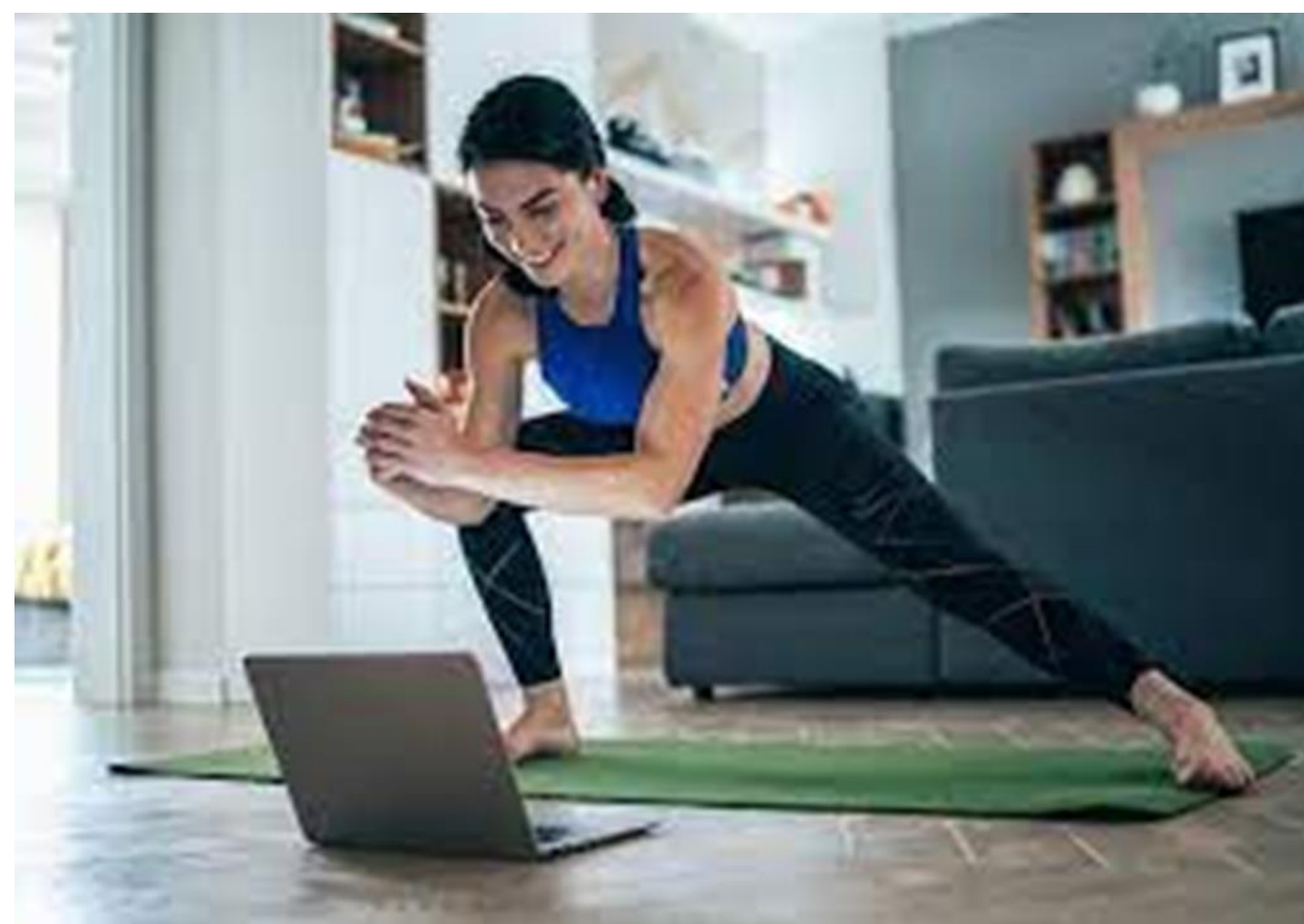
Format Inspiration

- **In-house Creativity**
- **What's Trending**
- **Partnerships**
- **Pop Culture**
- **Visually exciting/intriguing**
- **Refresh or Retro**
- **Affordable/Practical**
- **Edgy, Outrageous, FUN!**



Post-pandemic Considerations...

- **Discomfort in a crowd**
- **Longing for community**
- **Inclusivity/Accessibility**
- **Portable or No Equipment**
- **Outdoor workouts**
- **Creating experiences**
- **Uncommon Schedules**
- **Hybrid in-person/virtual**
- **Music focused**



#ideaworld

Simple Structure

Skip + Strength:

- 7min warm-up
- 3min jump rope drills
- 5min booty band
- Repeat x 4
- 6min stretch
- Total 45min

Cardio Box:

- 5min warm-up
- 3min boxing inspired drills x 5 rounds
- 5min core
- 5min stretch
- Total 30min



#ideaworld

Memorable Moments

WHAT ARE WE UP TO NOW...?
STAY TUNED FOR [#fitnessworldcanada](#)
vacation workouts on-demand!



#ideaworld

Format Formula Questions...

- **Survey results?**
- **Clear Format means/message?**
- **Passionate champion?**
- **Social media/press activity?**
- **Measure of attendance/reach?**
- **Instructor training and roll out plan?**
- **Pilot/test trial feedback?**
- **All legal items covered?**
- **A killer launch event!?**



Your Own Fantastic Format!

Outline your Parameters

- **Identify your GROW model**
 - Goal/Reality Check/Obstacles/Will
- **What are your SWOTs?**
 - Strengths/Weaknesses/Opportunities/Threats
- **What do you need to make your *NEW* format a reality?**
- **Share/Create/PLAN for September!**



#ideaworld