



# GROUP FITNESS MANAGEMENT INTENSIVE (GFMi)

**Les Mills studies show that one third of new gym members stop attending by month three, and half of all new members won't make it to the six-month mark. The fact is most member's don't come often enough to see the value in their membership. So why is that? Is it the timetable? The quality of the instructors? Opening hours? The surrounding factors can be many and it's important to for you as a club manager to identify them and strengthen them.**

Did you know that the group fitness studio brings in more profit per square foot than any other space in a fitness club? The secret to lifting your game is group fitness, social exercise has proven to be one of the major keys for membership growth. Les Mills research regarding training habits shows that 90 % of people say they prefer to exercise in groups, those who work out in groups visit the club more often, and stay long-term members.

The challenges for you will take shape in different forms depending on where you are now and where you want to be according to your game plan. You need to have the correct tools to you unlock your clubs potential and reap the rewards.

In the fitness industry we will engage and work with a wide range of people. A common challenge that many clubs struggle with is how to include all of the staff when it comes to the vision, mission and get the team to work towards the same goal. In 2015 World Class management decided to make a big investment and offer all of their key players; Group Fitness Managers, Club Managers and the Sales Team to attend the Les Mills GFMi education. We contacted Anna-Karin Wikström, National Group Fitness Manager at World Class, she was one of those who participated during the two day schooling, to ask her a few questions.

## What was the most important takeout from the GFMi education?

- *The importance that as a company no matter big or small you need to set specific goals for your team to work towards, clear values to act by, and always have the customer experience in mind.*

## What were your club challenges before attending the education?

- *One of the biggest challenges was the teamwork and communication in between the different professions at the club. Anna-Karin explains that major part to this dilemma was the lack of understanding that everyone has a significant part to play regarding contribute to the common goal.*

## What was the biggest change after GFMi?

- *The majority of the team now have a common ground of knowledge after the GFMi schooling. This has significantly improved the teamwork and communication in-between coworkers at the clubs. Setting clear goals and company values has increased staff commitment and strengthen team spirit. Knowing that all of the staff work within the same framework, makes it much easier to work efficiently with goals and statistics on a daily basis. One thing that Anna-Karin wants to highlight is to make sure that you have the right person for the right job, and to have clear expectations that are related to the mutual goal.*

The fitness industry is under constant change, the Group Fitness Management Intensive is developed to provide you as club owner/manager with a high quality fitness industry education. Discover the hidden science of timetabling, Instructor recruitment, planning, marketing, trends affecting your demographic and more to empower your management and get more members through the door more often at your club.

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### Dates:

28-29 january Warsaw, Poland  
10-11 march Stavanger, Norway  
19-20 may Oslo, Norway

### Educationmaterial: GFMi-Workbook

**Examination:** After the education you receive an international Group Fitness Manager certification.

**Book your spot at [shop.lesmills.net](http://shop.lesmills.net).**

**For more information, contact: [lesmills@lesmills.net](mailto:lesmills@lesmills.net).**