



MEMBER MOTIVATION: THE KEY TO YOUR CLUBS SUCCESS

How to keep your members motivated to regularly exercise?

Why is this question so important?

Because member motivation is the key to your clubs success.

If we can motivate our members to adhere to exercise, they will

- Stay longer
- Spend more
- Refer more (The leading sales generator for any business)

PART 1

BASIC SCIENCE of MOTIVATION

MOTIVATION by Definition

The general desire or willingness of someone to do something

To have success in your business you must be very and consistently good at CREATING this DESIRE/or WILLINGNESS of someone (members) to do something (exercise)





EXTRINSIC

- Obligation – I have to
- Desire – I need to

INTRINSIC

- Enjoyment – I want to
- Mastery – I live to

Eg. Think of your career to date.

- First job – Pizza Delivery Boy – **Obligation** to parents who said you have to pay for your own social money (Extrinsically motivated)
- As you get older your motivation to get a better job increases because you have the **Desire** to go on holidays, buy a house, look after your family, live a certain lifestyle (Extrinsically Motivated)

Many people stop here. The magic happens if you are luck enough to move to being Intrinsically motivated by your work.

- Enjoy your job – PT loves helping people, Architect loves being creative
- Wan to be the masters of their job – Eg - The best scientist in the world, the best gym operator in QLD, the best teacher I can possibly be.

As you move from extrinsic to intrinsic the motivation is strengthened.

Lets look at another example.





As an EMPLOYER your job ideally in the 21st century is to find someone that is intrinsically motivated to carry out his or her role within your company.

So I want everyone to take a second to first of all mark where they sit on their list and then come up with three different strategies that you (if you are a manager) or your company is or should implement to push the motivation of the team from the left to the right?

- Create a fun culture
- Social events and interaction
- Collaboration
- Competitions
- Feedback on progress
- Interesting Projects
- Goals what stage they are at now and what they need to work towards achieving their goals
- Teach them to be self sufficient
- On occasion for convenience work from home
- Ongoing education and training
- Hire on attitude/passion
- Hire people to work in areas they are skillful

Could you apply the exact same philosophy to your members? YES

MEMBERS example

Obligation – to partner, doctor, friend, family member to do more exercise

WEAK

Desire – I want to be healthier so I can look good for my wife, be able to play with my grandkids, be more productive at work





STRONGER

Enjoy – I love going to the gym it is my hobby, my social hub, my relaxation, my escape, my energy etc

STRONGER

Master – I am going to be the best I can be – weight loss, training for an event (Tough Mudder), bodybuilder, training to become the best they can be in a sport etc

STRONGEST

What we will look at is how can we push members from the left to the right.

In particular create the magic of moving from DESIRE to ENJOYMENT

Study done in AMERICAN Colleges of Students and their adherence to exercise.

Mention the intrinsic motivators increase during maintenance phase but still need to monitor manage extrinsic motivators





PART 2

MEMBER MOTIVATION STRATEGIES

- SALE
- ON-BOARDING
- MAINTENANCE

SALE

- Discuss the Extrinsic Motivations are what typically motivates a member to enquire and join.
- Build up the obligation and desires enough to close the sale..
- Ie How good will it feel to be in the size 8 dress for Christmas?

EXPECTATION VIOLATION

- But do not commit Expectation Violation
- "Great size 3 dress sizes in 4 weeks no problem."
- You may get the sale but you will loose them as soon as they find out they are not going to achieve what you made them expect they could achieve in the time period.
- Set realistic but still motivating expectations





MANAGING WILLPOWER

- Do not have limitless stock of willpower
- Try to manage willpower by focusing on improvement on one thing at a time
- The reason why majority of people fail to stick to their new years resolution is because they try to change every aspect of their life straight away requiring too much Willpower which leads to complete failure
- Same reason why students hygiene and diet goes out the window when studying. All of their Willpower is being drained.
- Explain in sales process the need to manage Willpower – ie lets focus on hitting your exercise quota for the first 6 weeks, then once you have hit your targets and are in the habit we can start addressing your diet

ON-BOARDING

- Magic number 8
- IHRSA's studies report if members exercise 8 or more times a month they are low risk of leaving below high risk

LES MILLS

- "Commission for Customer Engagement Management"
- 24 times in first 90 days receive commission for sale at the end of the 90 days

GOLDEN TICKET

- Reward them for a successful on-boarding process
- VOYAGE Golden Ticket example





FINACIAL PLANNER

- Financial Planner – Close the loop with your on-boarding process
- What are you tracking and evaluating?

Progress in the Process

- Daniel Pink says the number 1 motivator for people is to see that they are making progress towards their goal
- **Short medium long term outcomes**
- We receive feedback in sport, school and in fitness
- The issue is our key metrics for feedback are based on long term metrics like kgs
- SCALES – we need to change the metrics
- Kgs is the key metric we use for feedback even though in the first 30 days it is the worst metric to use “think expectation violation” it is a long term outcome

SCOREBOARD

- Cross-Fit uses a scoreboard for each session so members can record a time or weight for every WOD
- This provides them with feedback
- CrossFit has become a cult by making fitness a sport!
- To go into every workout with the potential to beat your personal best or improve your score – is very enjoyable (intrinsic)
- Plus the technique is something that members need to master (intrinsic)





MYZONE

- The MEPS metric
- Effort not fitness putting everyone on the same playing field
- Simple scoreboard that is scored effortlessly
- Gamification
- www.myzone.org

THE DOPAMINE EFFECT

- In the early 1900s only 10% of the US population were cleaning their teeth daily
- They knew the long term benefits but still they struggled to motivate themselves to clean unless necessary
- Minty Zing added to toothpaste and in under 10 years over 80% of Americans were cleaning there teeth daily

HABIT CYCLE

- Kids and ice cream and why so many people are addicted to fast foods
- Like toothpastes minty zing the fitness industry needs to create a zing that releases dopamine to change the behavior of our members
- Create a positive habit

IMPLEMENTING STRATEGIES

- Implemented these strategies through the on-boarding process measure and monitor the usage behavior of members
- According to Richard Blacklock from Sport and Health VA, if usage behavior changes by more then 50% in a 60 day period, then the member becomes high risk.





THE MEMBER EXPERIENCE

- Tangible, Intangible, Informational, Affiliation
- The tangible experience of your favourite restaurant

TANGIBLE

- **Like a 5 Star Hotel**
- Like a 5 star hotel you need to consider the entire customer experience.
- Whether you are a 5 star facility or a 3 star facility you need to consider each and every aspect of the tangible experience.
- From the signage out the front through to the toilet paper in the bathrooms. Does these match the tangible experience that you want your members to experience?
- Do up a list of all tangible elements of the gym.
- Prioritize – Gold (Immediate) Silver (Next quarter) Bronze (6 months +)
- Always be aware of the Tangible Experience you are providing and continually improve this experience.

SLIDE 39

- Variety is the spice of life
- Our life needs variety, our muscles need variety
- So provide it
- New challenges, programs, equipment, activities, competitions
- Challenge for Curves is a 'lack of variety'





- Differentiate with the flavor of your tangible experience? Is it high energy flavor does your tangible experience represent that? Primate Fitness in WA has a unique flavor to its Tangible Experience. You walk in to a 250m2 Shed that has been painted wall to wall like a Jungle. If you are going to train like a Primate you have to be in an environment that feels like one.

INTANGIBLE

MEMBER 2 MEMBER INTERACTION

- Vital for many of your members
- If you can create member to member interaction, leads to relationships which leads to friendships and friendships are much harder to break than exercise programs
- Social events, charity events, challenges, group fitness, competitions, referral incentives, quality introductions

MEMBER ENGAGEMENT CONTINUUM

- All comes down to the quality and quantity of Member to Staff Interaction
- Brief meeting with Reece Zondag CEO Les Mills Clubs in NZ
- They measure the % of members with MEMBER to Staff Interaction during their workouts
- Group Fitness, Group PT, PT, Challenges
- Their aim is to get this % as HIGH as possible because those that have member to staff interaction during their workouts have a much longer length of stay at the club
- Went back to my club and we analyzed those members that have member to staff interaction during their workouts
- 35%
- Stats proved that these members were the most loyal, most active on our database
- Aim is to hit 50% to increase the average LENGTH of STAY





AFFILIATION EXPERIENCE

- The team jersey

INFORMATIVE EXPERIENCE

- Teaching them to become autonomous with their exercise is powerful retention
- What else can you measure?
- Attendance, competitions, challenges, class visits
- MYZONE wirelessly records effort, calories and MEPS
- After every workout they automatically receive feedback on the effort of their workout
- Visit www.myzone.org
- Ongoing education of members and staff to improve the INFORMATIVE EXPERIENCE

CHECKLIST, PROCESSES and NPS

- Once you have analyzed your experience and you have the processes **Net Promoter Score will measure the Experience**

SUMMING UP

- If we can learn how to master member motivation we will take our business and industry to the next level

Michael Jordan

michael.jordan@cfm.net, 0458 150 123 Website www.cfm.net or www.myzone.org

