



## BUILDING SOCIAL BONDS MEMBER TO STAFF MEMBER TO MEMBER

“Social interaction among health-club members should be of critical importance and interest to today’s club operators, since an individual’s decision to either remain a member or quit can hinge as much on the building of interpersonal relationships as on the building of strength and endurance. Your facility should be a fun place where people gather to enjoy themselves, strive toward fitness goals and socialize with friends. You can achieve this ideal by promoting personal interaction, both among members and between members and staff, as well as by regularly rewarding loyal patrons.”

Athletic Business, May 2011

“Are there people out there who want to work out by themselves, do their own thing and not talk to anybody else? Yes. I say it’s 10 percent. Even if it’s 20 percent, is that how you want to run your business? Or do you want to run it for the other 80 percent?”

IHRSA’s Top Trends Report 2012

“Members who attend group exercise come to their club 3 times per week compared to IHRSA’s figure of 1.9 member visits a week on average.”

IHRSA’s Guide to Retention

“People join to get results and motivation but they stay because they make friends.”

Phillip Mills, LES MILLS NEW ZEALAND

## PEOPLE CRAVE SOCIAL CONNECTION



1,280,000,000  
MEMBERS



200,000,000  
MEMBERS



255,000,000  
MEMBERS

### MASLOW’S HIERARCHY OF NEEDS

SELF ACTUALIZE

SELF ESTEEM

LOVING & BELONGING

SAFETY & SECURITY

PHYSIOLOGICAL NEEDS



### SOCIAL CONNECTION IS GOOD FOR US

Studies show **strong social connections can have a positive impact on health**, reducing the risk of cardiovascular disease, depression, anxiety and overall mortality.

“Healthcare costs are becoming unsustainable. Three-quarters of the \$2.8 trillion in US healthcare costs are spent on chronic diseases that can be largely prevented, or even reversed, by changing diet and lifestyle.

Clubs also need to understand that the real epidemic is loneliness, depression and isolation. They have the chance to create a sense of community that’s truly healing.”

Dean Ornish, M.D. Club Business International. June 2013

Capitalizing on social media – create space on relevant sites where your members can connect online with each other.

Organizing your floor plan to create energy and movement to specifically encourage social connections.

Helping new members to make their first friends via your membership consultants and personal trainers.

Making exercise social, engaging as many as your members into group exercise, team training, sport event, personal training.

Becoming more than a place to exercise, where people party, meet friends with similar interests and learn new things.

5  
BEST  
PRACTISES

“We have to find new ways to make people fall in love with fitness.”

LES MILLS, 1968

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