The Pillars of Successful Group Fitness Management

Instructor: Jalynn Brown, HWX Director, Healthworks Group

1. Welcome & Course Overview

What You'll Learn

- How to build strategic, member-driven group fitness schedules
- Operational strategies that improve studio experience and consistency
- Community-building techniques to retain instructors and members

Course Description

Group fitness is a cornerstone of many successful clubs, but great programs don't happen by accident. This course breaks down the essential pillars of group fitness management, from scheduling and operations to instructor development and community engagement. Whether you're new to managing classes or looking to level up, Jalynn Brown delivers clear strategies that turn group fitness into a retention and engagement powerhouse.

2. Meet Your Instructor

As HWX Director for Healthworks Group, Jalynn Brown oversees programming, recruiting, operations, and leadership development across multiple clubs. A lifelong group fitness enthusiast with over 15 years of teaching experience, she started as a studio manager and quickly rose through the ranks. Jalynn is passionate about mentoring instructors, developing inclusive experiences, and using group fitness as a tool to unite and inspire.

3. Key Terms You Need to Know

Group Fitness Management: Overseeing scheduling, staffing, operations, and programming for group fitness

Studio Experience: The physical, emotional, and operational environment of a group fitness class

Demographic-Specific Scheduling: Building class schedules based on member needs, habits, and preferences

Instructor Engagement: Ongoing communication and support to retain and motivate instructors

Community Building: Creating connection among members and instructors that drives retention

4. Course Roadmap

Module No.	Title	Duration
1	Introduction	3 mins
2	Creating a Schedule & Managing Programs	12 mins
3	Studio Experience & Operations	15 mins
4	Community & Engagement	20 mins

The Pillars of Successful Group Fitness Management

Instructor: Jalynn Brown, HWX Director, Healthworks Group

5. Module Deep Dives

Module 1: Introduction

Overview: Get oriented to the foundational pillars of group fitness management.

Key Concepts:

- Group fitness combines programming, operations, and community
- Understanding your audience is key to successful design
- A well-managed program boosts retention and engagement

Action Exercise: List the top 3 focus areas of your group fitness program and how they contribute to retention.

Module 2: Creating a Schedule & Managing Programs

Overview: Build sustainable schedules that meet the needs of diverse member bases.

Key Concepts:

- Schedule for both current and target demographics
- Use data to drive decisions about class times and formats
- Develop sub-support and instructor pipelines

Action Exercise: Review your club's group fitness schedule. Identify one time slot to improve and explain how.

Module 3: Studio Experience & Operations

Overview: Create spaces that support instructor success and deliver seamless member experiences.

Key Concepts:

- Studio branding and layout matter
- Equipment flow and space setup reduce friction
- Cross-training staff boosts operational resilience

Action Exercise: Walk through your group fitness studio as a first-time member. Note 3 things to improve.

The Pillars of Successful Group Fitness Management

Instructor: Jalynn Brown, HWX Director, Healthworks Group

5. Module Deep Dives Continued

Module 4: Community & Engagement

Overview: Foster strong relationships to retain both instructors and members.

Key Concepts:

- Instructor stability improves program consistency
- Community creates accountability and long-term connection
- Communication strengthens engagement and retention

Action Exercise: Draft a communication plan for instructors (monthly meetings, check-ins, or recognition).

6. Cheat Sheet / Quick-Reference Guide

4 Pillars of Group Fitness Success

- Schedule: Data-driven and member-centric
- Operations: Consistent, branded, and staff-friendly
- Community: Built on inclusion, connection, and retention
- Leadership: Recruit, train, and support instructors intentionally

Quick Tips for Studio Management

- Walk the space weekly to assess member flow
- Train front desk and operations staff on studio equipment
- Use signage and branding to reinforce your fitness identity

The Pillars of Successful Group Fitness Management

Instructor: Jalynn Brown, HWX Director, Healthworks Group

7. Exercises & Practices Continued

Schedule Optimization Audit

Goal: Align class times with actual member usage

Instructions: Cross-reference your busiest club hours with your current class offerings. Adjust as needed.

Instructor Engagement Plan

Goal: Build long-term instructor loyalty

Instructions: Create a 30-day plan to engage instructors using communication, support, and recognition.

Studio Walkthrough Checklist

Goal: Improve member and instructor experience

Instructions: List items to check weekly: cleanliness, signage, traffic flow, equipment setup.

8. Next Steps & Call to Action

Congratulations! You've completed The Pillars of Successful Group Fitness Management.

Keep momentum by:

- Reviewing your schedule every quarter
- Communicating regularly with your instructor team
- Auditing your studio layout and branding semi-annually