

EXITING LOCKDOWN: OPPORTUNITIES TO REBUILD AND ENGAGE YOUR TEAM

LUCY ADEY - CO-FOUNDER, PIPELINE PARTNERS



DISCLAIMER

BFS is agnostic: our goal is to simply provide you with the best and most information possible, so this playbook may contain different points of view and information based on different experts' experience and business models.

LUCY ADEY

CO-FOUNDER, PIPELINE PARTNERS

- Co-Founder of Pipeline; a boutique talent team specializing in building high performing teams in the health and wellness sector in the US and UK (executive search and sales/people consulting)
- Previously, Global People & Culture Performance Director at Les Mills International
- Built and developed teams in the US, UK and Europe
- Worked with Les Mills, Orangetheory and other US boutique fitness brands
- Lover of travel, fitness, food and wine, animals and live music.



EXITING LOCKDOWN: OPPORTUNITIES TO REBUILD AND ENGAGE YOUR TEAM

As we begin to exit lockdown and reopen our studios, how are you feeling about the daunting task of rehiring and engaging your studio teams?

In this Live Class we'll explore what you should consider as you rehire studio staff, your opportunities to start fresh and rebuild rebuild your team and how you can use purpose, values and communication to engage team members and create amazing experiences for your valued members.

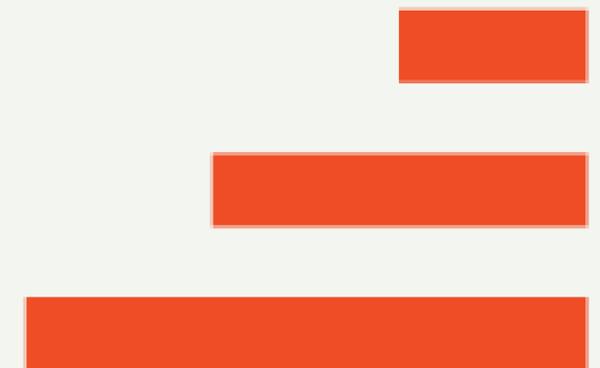
You'll take away from this Live Class:

- Practical considerations for rehiring your team
- Ideas to use this crisis to create your dream team
- A people plan to implement



**I've learned that people will
forget what you said, people
will forget what you did, but
people will never forget how
you made them feel.**

Maya Angelou





ALIGN YOUR PEOPLE PLAN TO YOUR PURPOSE



Your purpose is your guiding light
Everything should extend from your purpose; your
brand, your customer journeys, and your people
plan.

How does your current people plan deliver on your
purpose?

PEOPLE PLAN WORKSHOP

Questions to work
through with your
leadership team

Are you and your team aligned on your purpose? Has this changed as a result of current circumstances? How has it changed?

How does your people plan deliver on your purpose and brand promise?

What opportunities do you have to change/improve your people plan to better deliver on your purpose and brand promise?

What other considerations are there in your business, location, demographic?

What are your short term, mid term and long term plans? How is your people plan impacted by these?

How do you want your team members to feel coming out of lockdown?

What do you need to do to help them feel this way? How will you communicate with them?

How will you execute on your people plan? Is it a priority in your business? How will you hold yourselves accountable to deliver?

REHIRING YOUR TEAM

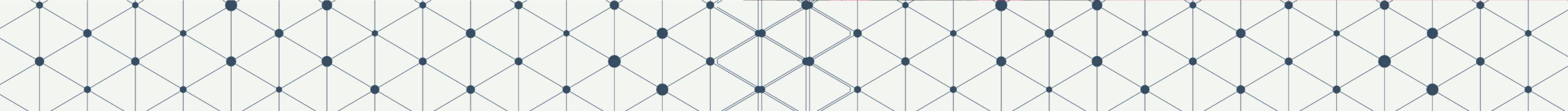
- Start fresh: if you could start again, what would you do differently? What skills/experience do you need? Is everyone aligned to your values? Are you delivering on your brand promise to your members/participants?
- Do the math: what is your new capacity? How many classes can you run? How does this impact the number of staff you need?
- Look ahead: what are your predictions for bouncing back? What digital solutions will you be offering? Do you have people that can deliver on this long term vision?
- Ask your team: have you checked in with them? Are they comfortable to return? What is their home situation? Are they in a better financial position because of the unemployment payment or new digital platform? Do you know how to entice them back?
- Know your legal/financial situation: do you understand how the PPP loan scheme works and how to use this to your advantage? Are you taking into account your mid-long term forecasted revenue when making people decisions?

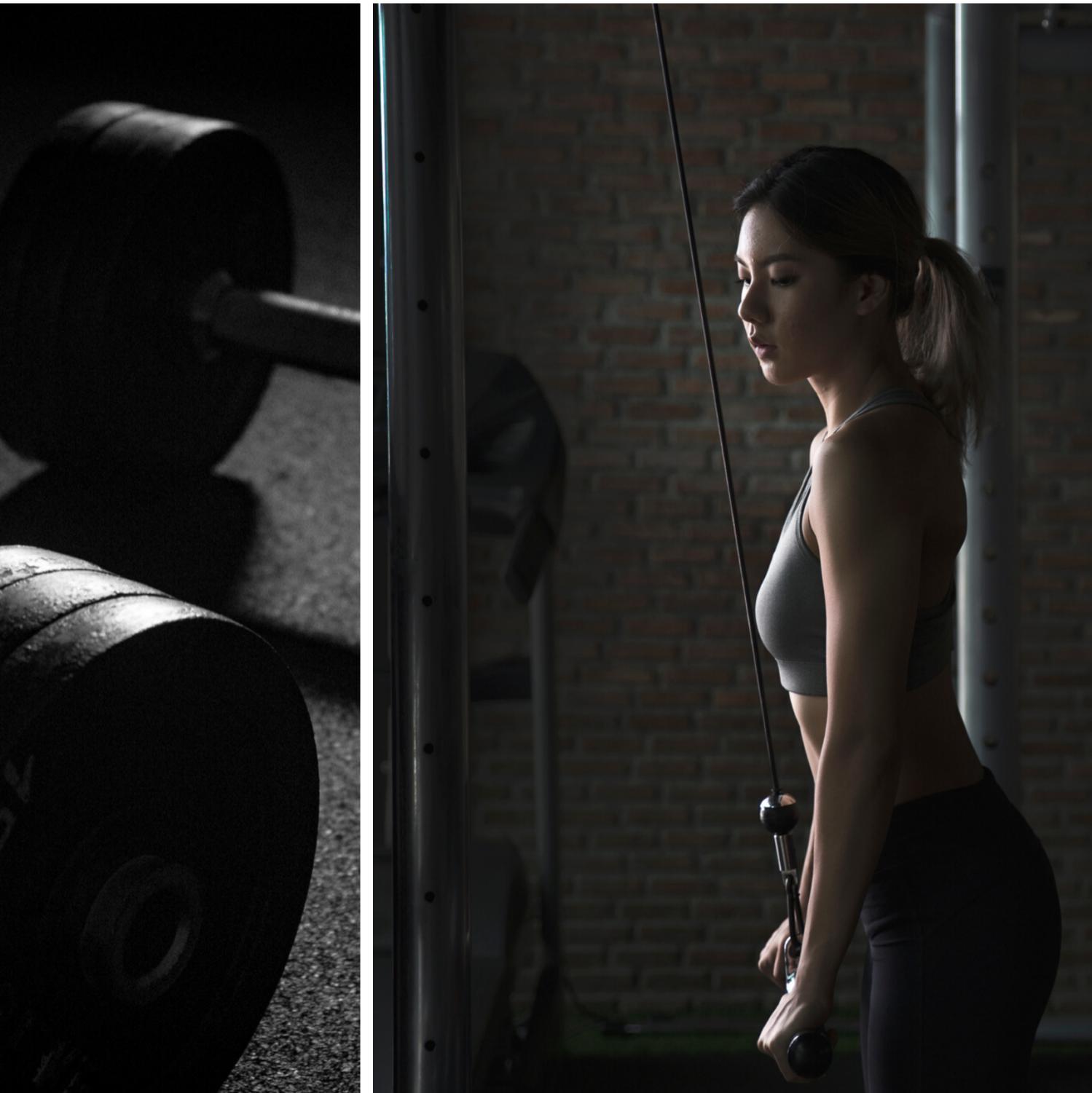
Practical considerations are probably top of mind for you right now; consider these in relation to your purpose, values and brand promise.



REHIRING TIPS

- #1** If you're not bringing everyone back, have a clear process in place for selecting those being offered new roles and ensure it is documented
- #2** Improve your hiring practices: set goals to become more inclusive and diverse, focus on mindset and values, set clear expectations on roles and responsibilities
- #3** Engage with those you want to bring back on a 1:1 basis so they feel valued and you can listen and respond to their concerns





REBUILDING YOUR TEAM

This is an opportunity that many founders/leaders dream of; the opportunity to start with a fresh slate. Let's look at the opportunities to start fresh...

1. The right people
2. Doing the right things
3. Delivering on your brand promise

THE RIGHT PEOPLE



This is a great opportunity to rebuild your team. Have you been struggling with some legacy team members that you've been afraid to deal with? Are there inconsistencies in your compensation levels? Do you feel like you have room to grow your diversity and inclusion practices?

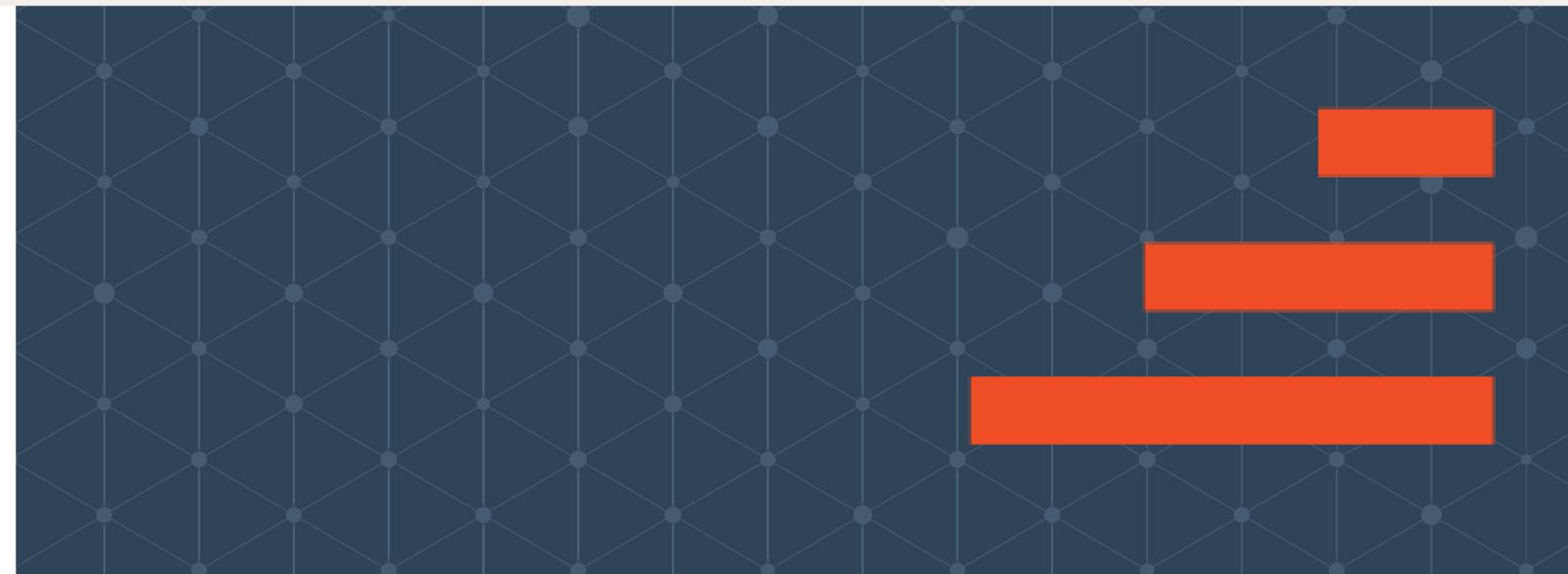
Don't think about what you had, think about what you can build. Reconnect to your vision and ask yourself tough questions about whether your team can deliver on this vision?

Look at your diversity metrics and your compensation data: what needs to change? What can you change immediately and fix on re-hiring? What will need to be in a plan for the future? How do you communicate this in the most effective way to your team?

THE RIGHT PEOPLE, DOING THE RIGHT THINGS

Revise your role functions, org structure and job descriptions. Align these to your purpose, values and brand promise.

Get clear on this before you start re-hiring and this will give you the opportunity to have honest conversations throughout your re-hiring process and only bring the right people, with the right mindset, into the right role.





THE RIGHT PEOPLE, DOING THE RIGHT THINGS

DELIVERING ON YOUR BRAND PROMISE

Think through everything with both your member/participant and your team in mind. Where are the win/wins? Your brand is executed by your team every single day so they need to be completely engaged and clear on expectations to bring this to life.

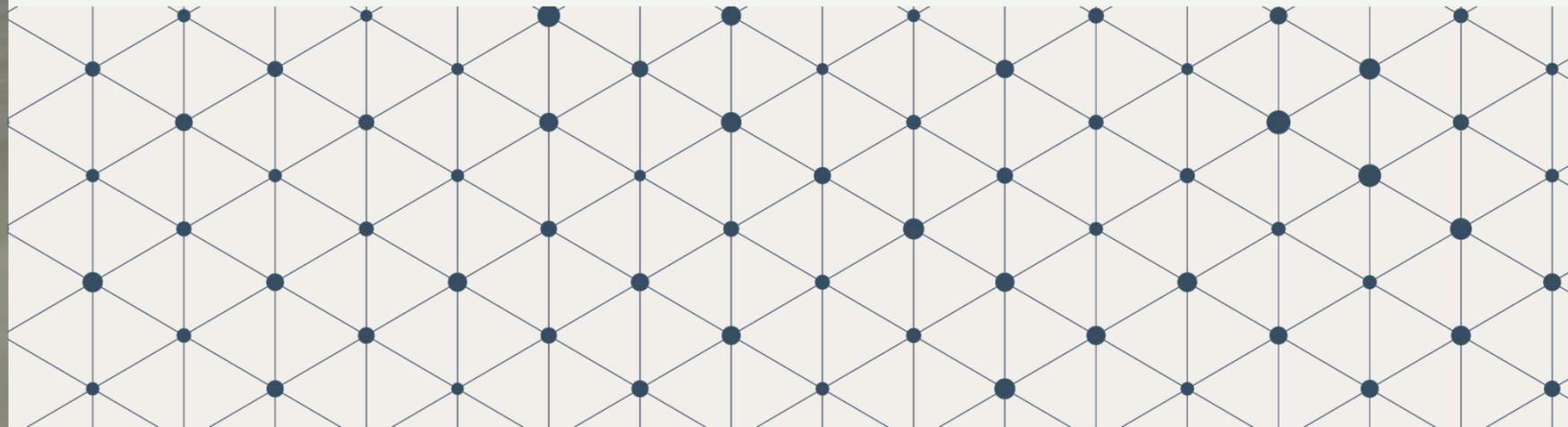




ENGAGING YOUR TEAM

The most important element of engaging your team is communicating with them. They need to feel valued and that their place within the team is directly connected to your purpose.

Create a communication strategy that covers a range of communication tools and mediums to connect with all the different communication styles within your team.



TIPS FOR ENGAGING & COMMUNICATING WITH YOUR TEAM

- #1** Start with a team session which includes: purpose, vision, values, brand promise, current and future state of the business, how they will impact success
- #2** Get input from the team anonymously or from suggestions before the meeting so you can be sure you're getting all issues out on the table; even if you don't want to hear it!
- #3** Ask for volunteers from the team to lead ongoing work on diversity & inclusion, culture, communication and innovations.
- #4** Create a regular schedule so they know when to expect communication from the business and how to get involved
- #5** Check in regularly either through 1:1 conversations or pulse checks

PEOPLE PLAN TEMPLATE

PILLAR 1: PURPOSE AND VALUES

- Team workshop to either agree or revise purpose and values
- Ask team to share how they want to 'live' these as they come back to work and agree expectations
- Discuss growth mindset and ask people to self-reflect why they are here; self-select into doing what it takes

PILLAR 2: OPERATIONAL EFFECTIVENESS

- Get the right people, in the right role, on the team: mindset/values, broaden tech capability, switch up clearing vs front of house, diversity & inclusion.
- Decide what staffing levels will be required in the short, mid and long term and make decisions accordingly
- Take opportunity to change compensation models to support purpose and brand promise

PILLAR 3: COMMS & ENGAGEMENT

- Appoint internal team of stakeholders to drive comms and engagement
- Pulse check how team members are feeling before, during and after return to work
- Over-communicate and be completely transparent about how the business is performing and how the team impacts your purpose

PILLAR 4: LEARNING & DEVELOPMENT

- Get team engaged in coming up with ideas for how things will need to change to deliver brand purpose (including safety) to members
- Return to work training session to be completed virtually before anyone returns; get this done in advance
- Review and optimize ongoing training for studio teams and instructors

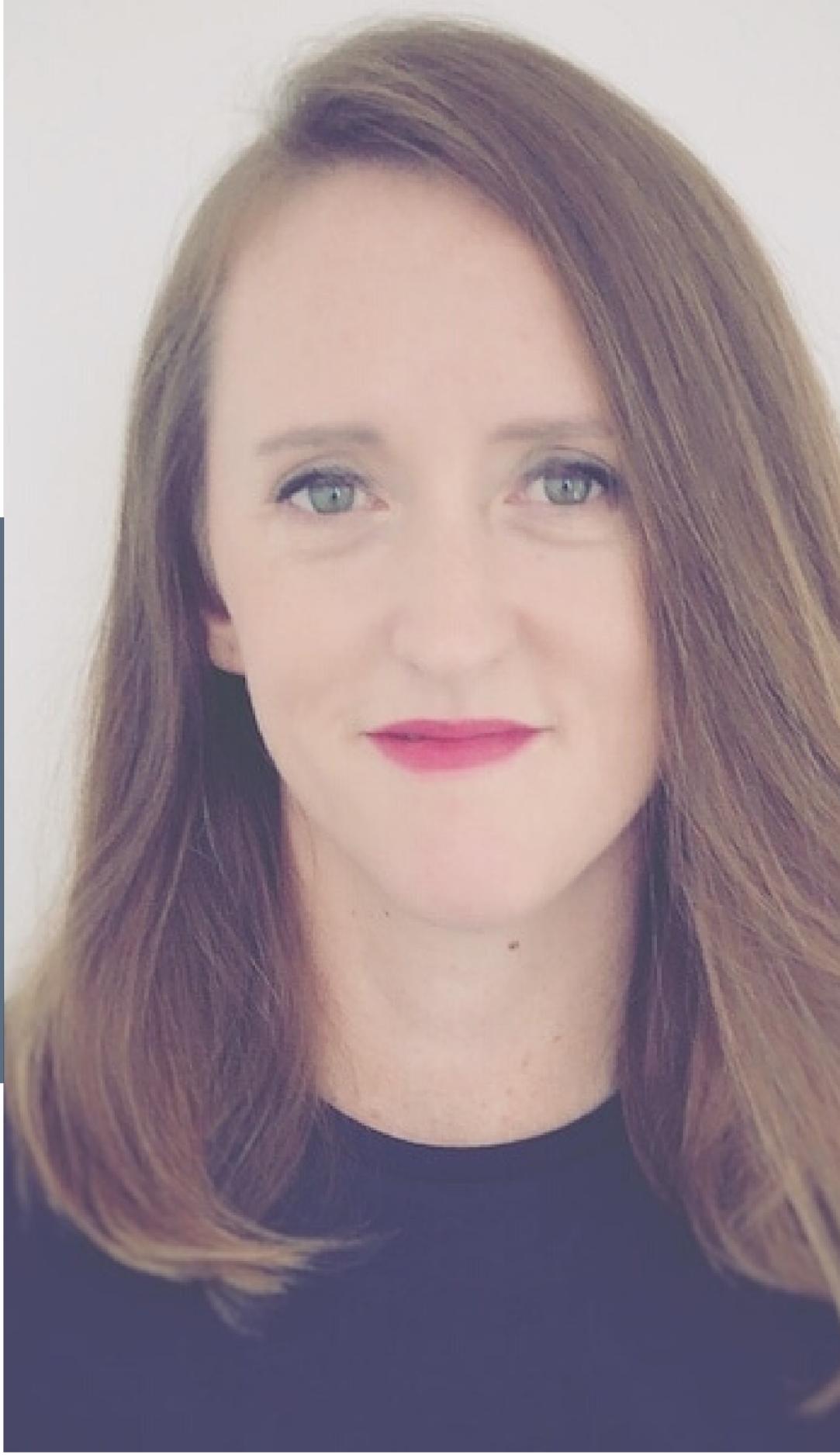


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THANK YOU FOR JOINING US!

**RECAP COMING SOON!
EMAIL ANY QUESTIONS TO
SUPPORT@BOUTIQUEFITNESSSOLUTIONS.COM**