

**Subject:** Fwd: Follow up from "lunch" meeting 23/5  
**From:** Matthew Stenzel <matt\_stenzel@hotmail.com>  
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**From:** Matthew Stenzel <matt\_stenzel@hotmail.com>  
**Sent:** Friday, May 24, 2024 8:53:46 AM  
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**Subject:** Follow up from "lunch" meeting 23/5

Hey guys, just a follow up from our session yesterday about member engagement, and working through our list of members to reward those who have been great advocates for us, and to support those we see as at risk or slipping through the cracks at the moment.

It was so good to hear you guys get excited about changes to make at the gym. We're all really excited to ride this wave and push forward with all of these initiatives.

I'll list below what we spoke about.

1. Greeting members when they arrive and engaging with them about their goals, how their training is going, and letting them know that you'll just be up at the desk but to please let me know if you need a spot, wrap, any assistance. Try to get to know one thing about each person you have a chance to come into contact with and follow up about it when you see them next. It means a lot to people to be memorable to you.

A great quote on this is " people don't care how much you know until they know how much you care"

2. Working to amalgamate members into the broader community with introductions and helping people work together if possible - this one is key, and has the ability to forge some great relationships, but also to decrease the pressure of an increase in members on our gym equipment as we build a culture of people working together.

3. Photos all over the kitchen wall, of busy groups, pbs, significant moments. ( maybe a quick message to check the members are okay if we put up a photo of them alone)

I saw you're already starting on this Jamie, so good to see it up there!

4. Building some hype around the record board and updating it when changes occur, highlighting on socials when someone has made a move.

One thing I'd like to add to this that we didn't discuss is including their real name if

you're going to use a nickname as well - we want to use this as a bragging rights tool so people need to be instantly identifiable.

5. Jamie's challenges - definitely keep these up, we talked about focusing them on being physical, low barrier of entry challenges that people will have a crack at and feel confident to share on socials - key thing is for it to not interrupt their training and be easy to attempt. Giving a shirt to the winners of the challenges to encourage participation and friendly community competition.

If you'd like a hand coming up with some ideas maybe we can workshop them together a bit, come up with a few in a row so we're sorted for a few months?

6. Leisas yoga class - such a great initiative that you had, it made such an impact to the culture early on.

If you can come up with a suitable time and post it on Instagram, and invite people in for a free session that would be an awesome kickstart!

7. Working with our members who aren't coaching with us to make sure their needs are being met. We spoke about how to assist them without being predatory - "this is what we would do but definitely run it by your coach , If you haven't spoken to them about it id definitely encourage communicating your issue to them". We want to not pressure them because that builds our authority with them over the long term.

8. Gifting shirts to people who have been incredible for us with referrals, such as van.

9. We will meet up again on Monday the 10th at 11 o'clock to review the previous weeks, how all of these initiatives have progressed and we will identify any at risk members on the list of members.

10. Little off topic but let's action it. Moving the fridge to clear the view to the stairs- ideally somewhere there is a camera on it but not too far from the eftpos machine. We may need another sign telling people to pay at the front desk if we move it elsewhere.

Prioritising and systemising client experience will be the focus for us going forward, so any support you need with anything above we are all really excited to provide.

Thanks so much for brainstorming this with us, I think we make a great team together and we are all going to be amazed at the results this will bring for the gym.

Finally, id like to apologise for my misleading lunch promises. I take full responsibility, and am grateful for the donation of scotch fingers.

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