



# PLAYBOOK YOUR 10-TOUCH JOURNEY TO DESIGNING A FITNESS STUDIO THAT ROCKS

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### YOUR BADASS BOUTIQUE PLAYBOOK

Now, this isn't to say that plans won't change along the way-they invariably do-but there must be a roadmap to reference out of due diligence. This is why you need to create your Badass Boutique Playbook. This is your overall operational guide: how you operate, SOPs (standard operating procedures), who to contact when each scenario happens, how to deal with sound complaints, health and safety, requirements regarding suppliers etc.

#### PLAYBOOK

Your business checklist. Your GO-TO for all staff. Your source of truth kept 100% up to date.

#### **PURPOSE (WHY)**

#### Vision, Mission, Values

- ▶ Why do you exist?
- What do you do?

- Who do you serve?
- How do you guide daily behaviors?



#### Strategy & Business Plan

- Strategy: 3-5 years, online/offline, franchise/license, exit, fundraise
- business plan: quarterly, annual
- ► PLOTT-T key projects
- ▶ single site, multi-site, local, regional, national, international
- ▶ partnerships

#### Financials

- ▶ What is your path to profitability?
- ► Do you have a bookkeeper?
- Any loans or investors?
- What is your breakeven point?
- What is your payback period?



#### **BUILDING A BADASS BOUTIQUE**

• Are you hitting targets regularly?

What are your variations: weekly, seasonal, location, daily? 

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□ cash flow

- gross and net margin
- profit and loss accounts
- EBITDA



#### **PRODUCT (WHAT)**

#### People

- What is your organizational structure?
- ▶ Is each role clearly defined?
- Do you have a competitive compensation package (base pay-rates, performance-based bonus, team bonus, profit-share, mixed model)?
- ▶ Is there a complete and updated list of staff and suppliers?
- What is the staff journey?



- recruitment (auditions, scouting, members, advertising)
- onboarding & offboarding
  - training

  - performance reviews
  - recognition and reward (gifts, accolades, love language)
  - mentoring and ongoing development
  - career-pathing and progression



► What is your culture?

What language is used throughout the studio and in coaching models in class?

- ► Are your staff trained to 100% satisfy member needs in your absence?
- ▶ Do you address positive and negative feedback with staff in a timely manner?
- ► Is your schedule and staffing managed seamlessly?
- ▶ Do you have a communication schedule: daily, monthly, quarterly, biannually, annually?

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#### Program

- What are the class touchpoints?
- ▶ How do you test, release and deliver new programs and concepts?
- What proven results do you offer members?
- ► How do you capture and integrate staff and member feedback?
- How do you track fitness and other business-critical trends?
- ▶ What formats do you offer (live, streamed, on-demand, express classes, hybrid workouts)?
- ▶ What is your legal music solution?



- What partnerships do you have (retail, café, ecotourism, apparel, footwear, toiletries, events)?
- What secondary businesses do you support (café shakes, juices, supplements, meals, bars, protein powder)?

#### Place

- ▶ How big is your facility and what is the cost per square foot/meter?
- How well is the space utilized? (zones: entrance/retail/café/studio/wet areas/waiting/ staffroom)?
- ► Is it a quality fit-out?

Are you embracing green building standards?



- ► How good is your air and water quality?
- What is the lighting and sound journey throughout your studio?
- ▶ Is the space "Instagrammable" (promotes your brand in a good light)?
- ► How clean is the facility?
- ► Is everything well maintained and what is the schedule?
- ▶ What is your replacement timeframe: equipment, re-surfacing, refurbishment?



#### **PROCESSES (HOW)**

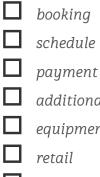
#### **Operations**

▶ Is your front of house and back of house in order?

▶ Are standard operating procedures (SOPs) in place for all key processes?

Are passwords, combination numbers and other business critical information available? 

- Is there a system to capture and address maintenance issues?
- Is there an effective Customer Relationship Management (CRM) system?



- additional services
- equipment-hire
- 🗋 café
- *challenges*
- retreats
- events



#### ▶ opening

► closing

room turnover

cleaning (daily, deep cleans)

maintenance (how is this recorded and actioned)

additional services required



plants

water

legal	services

bookkeeping services

consultancy services

