

The Fitness Conference, July of 2021

The Past, The Present and The FUTURE OF PT on a C19 ERA

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Index

1. Why we succeed in the Past
2. How we “held fast and stay true” during the 1st and 2nd lockdown
3. My 2020 predictions for the Future of Fitness and Personal Training
4. The lessons we learned from the C19 pandemic
5. The strategies that we created to help, guide and develop our Personal Trainers
6. My 70:30 vision of the Future of Fitness and fitness business companies should be PT Business Oriented





I'm Dipanda!

- Angola...Portugal...3 Kids...
- Sports Science...Football...
- Holmes Place..
- Fitness Hut...
- Vivagym...
- 20 years...



why did we succeed in the recent past?



**PT, MT, GMT, AT!
PEOPLE BUSINESS!
12S, 16K, 40C, 100K!**

**TARGET!!!P
RESSURE!
SELL!
SELL!!**

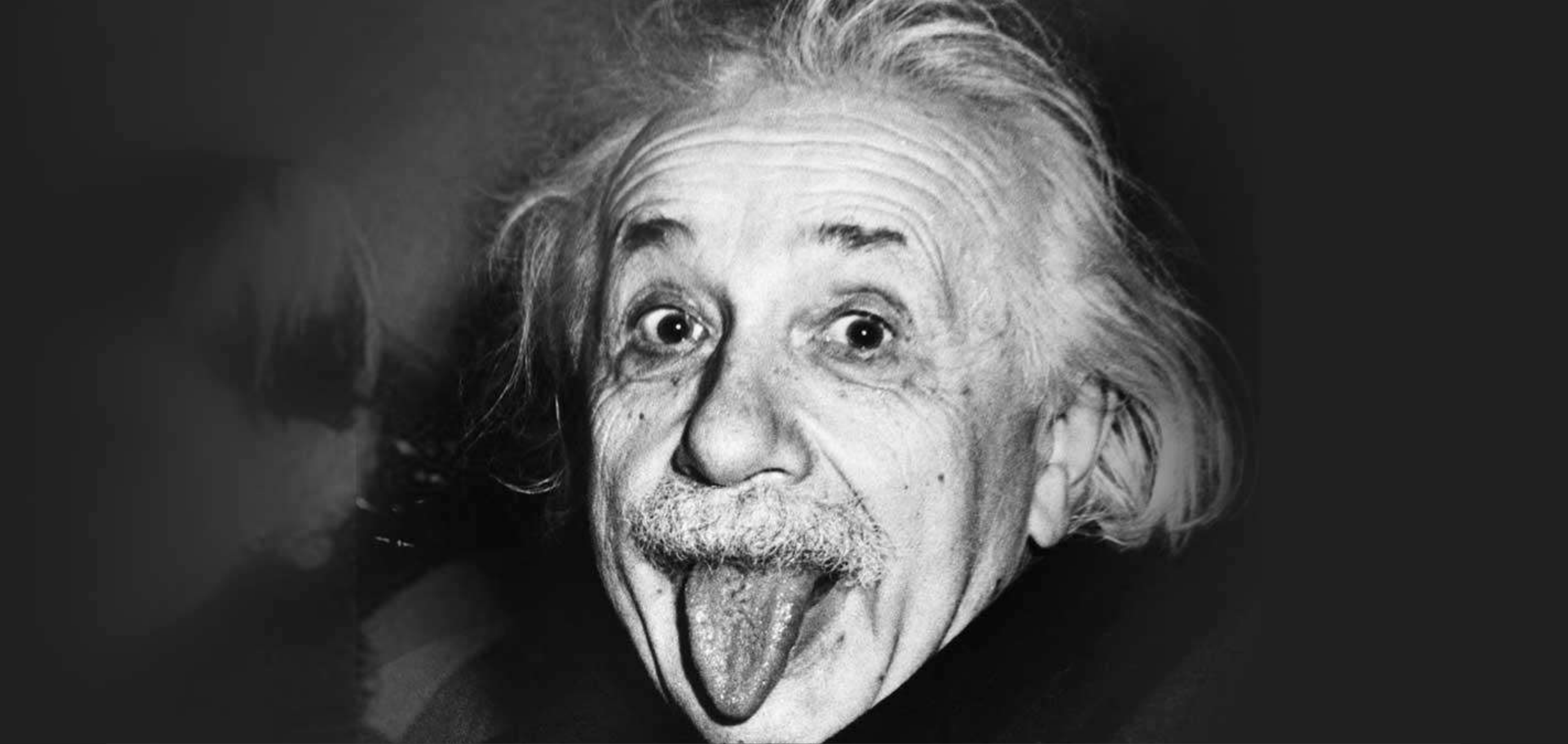
**WE
LEARNED
FROM OUR
PAST
MISTAKES.**

**1st MEETING
CRAZY PEOPLE!!!**

**I COULD say that being a
PT was easy and hard at
the same time if...
2007...a drop on PT SALES
2008...WORLD CRISIS, IMF,
PT 's left...BUSINESS...**



why fh succeed?



“in the middle of difficulty lies an opportunity”



**LEARNED
FROM OUR
PAST
MISTAKES!**

**LET'S give people what
they want and, people
wants FITNESS!!!**

- **AVOID HEADACHES...!**
- **90% MEMBERS GYM...10% SWM, SPA (COSTS)...!**
- **LOOK TO OTHER MARKETS/BRANDS + BOS...!**
- **F.I.T. = WORLD CLASS FITNESS XP at a LOW PRICE**
- **VIBRANT and COOL GYM - cool training kit + functional training space + DJ + training atmosphere + happy staff**
- **FREE ECONOMY PT BUSINESS – 11€/day = 2,5k/month; your business, your agenda, your price... and we help you achieve YOUR DREAMS...CELEBRATE WITH YOU!**



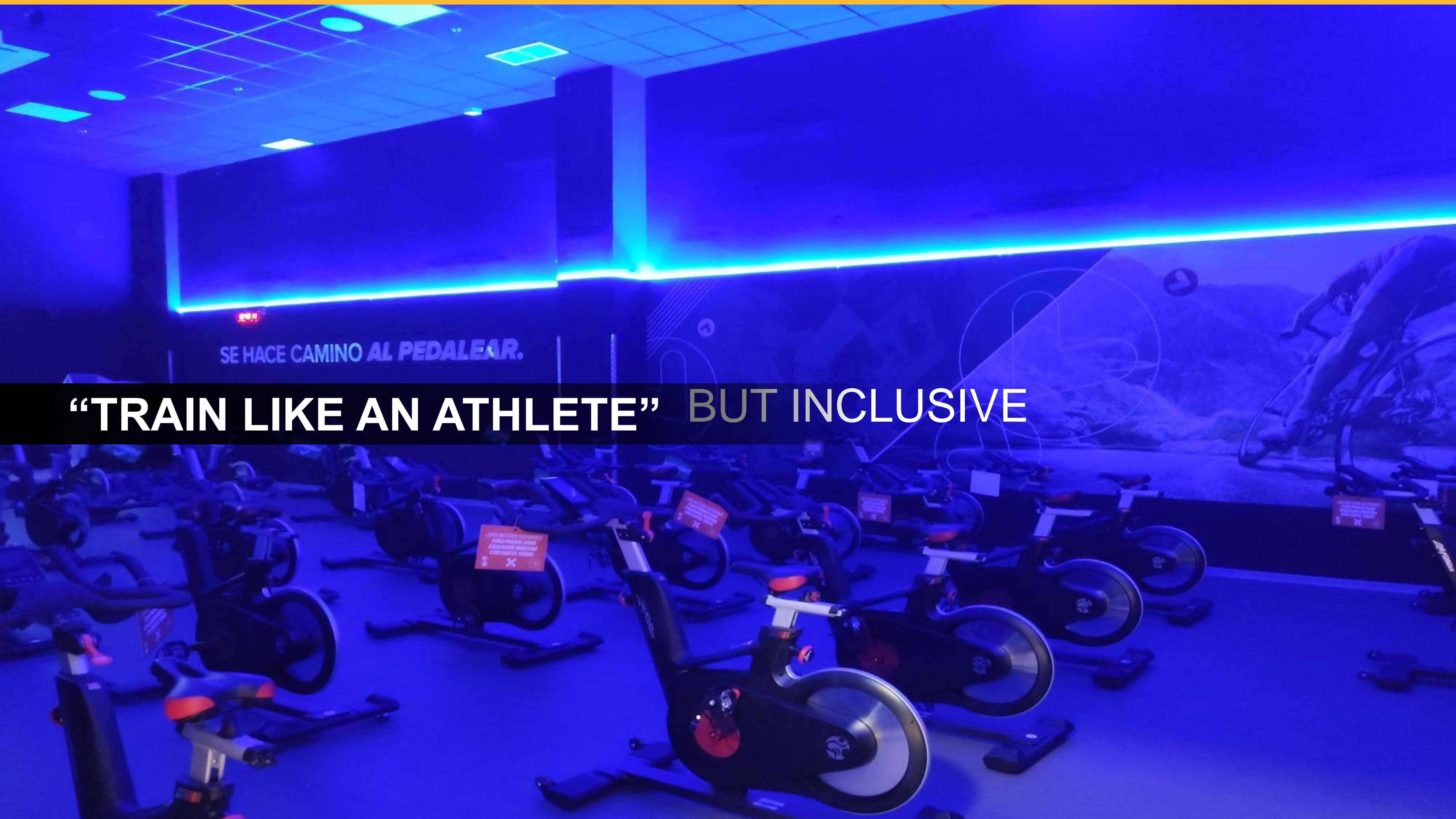
the clubs...



“TRAIN LIKE AN ATHLETE” BUT INCLUSIVE

SE HACE CAMINO *AL PEDALEAR.*

“TRAIN LIKE AN ATHLETE” BUT INCLUSIVE









FITNESS HUT

m o v e . n o w .

“tratar os outros como gostaríamos de ser tratados.”

★ PERSONAL TRAINERS

Treat them like Family, PT Business tools, Help & Guide...

★ CLUB MANAGERS

Responsible for ambient and energy of the Club. PT + GT + GS = MBWA, 80% gym 20% management tasks...

★ SALES

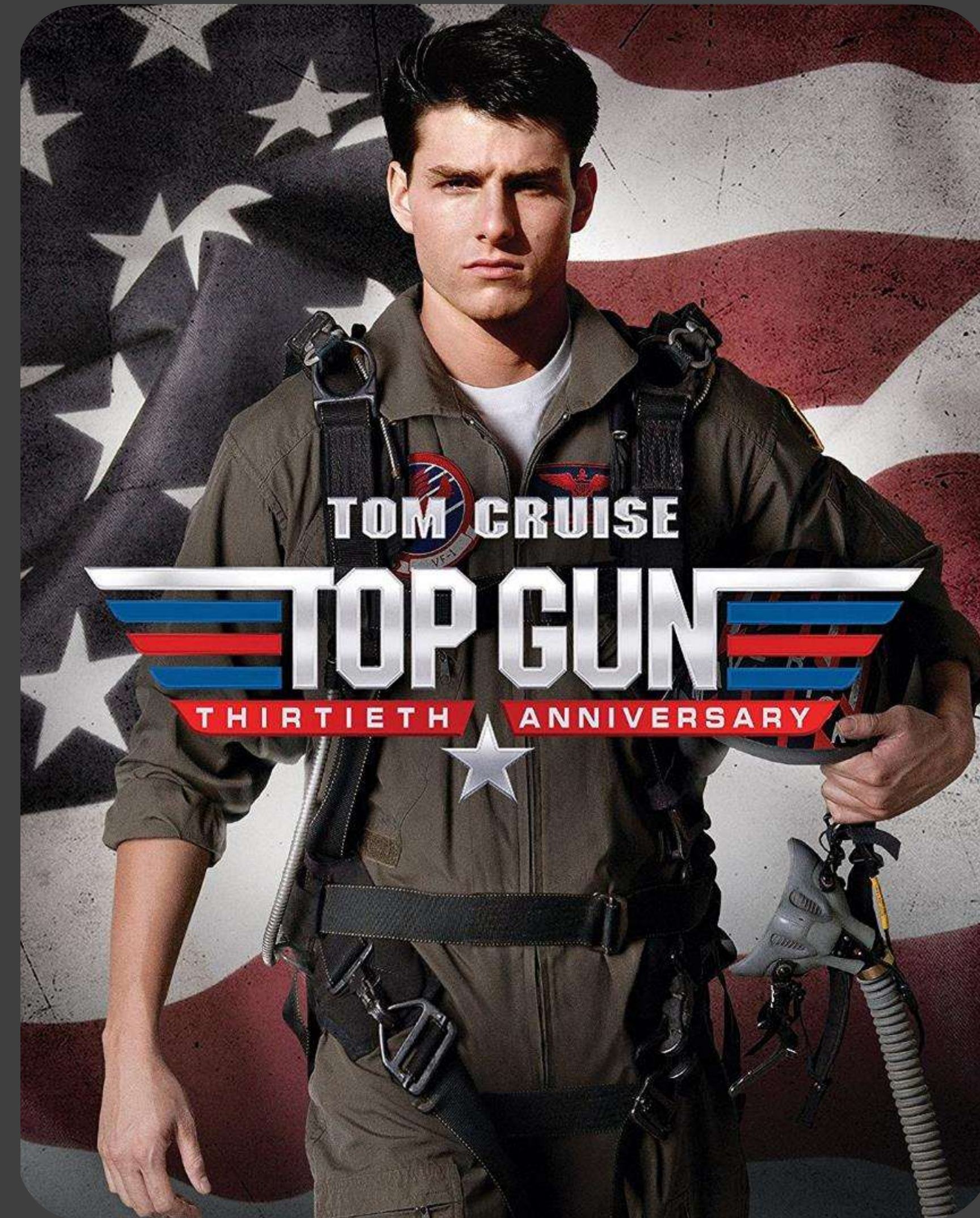
Sales Director + Sales Team = Focus & Volume...

★ MANAGEMENT (Strategy)

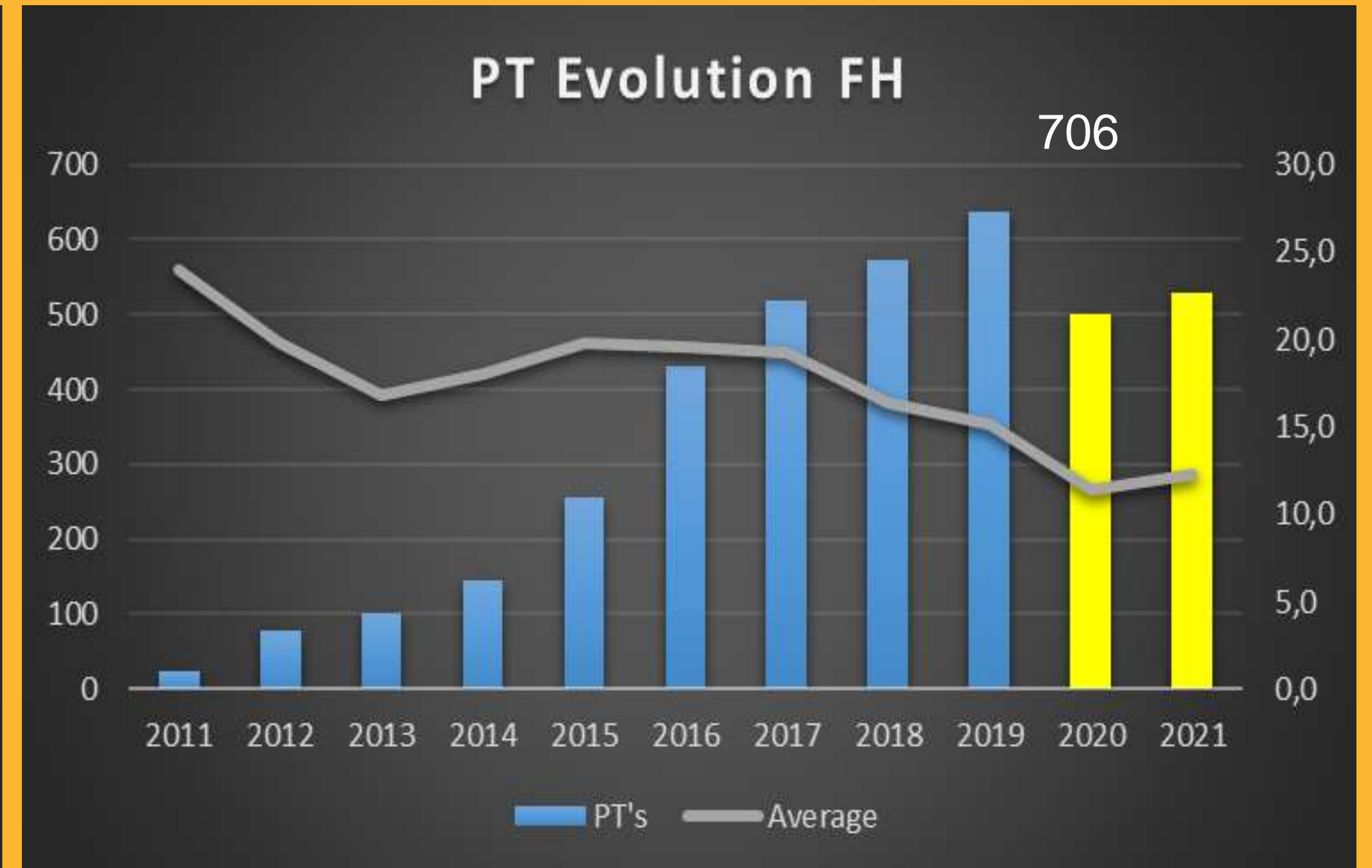
Senior Management Team always on the road from Club to Club – training, training, motivating, always available to receive feedback = staff ownership...

★ F.I.T.

Focus Fitness, Innovation Technology in market & Transparency = Happy Customers will always comeback...

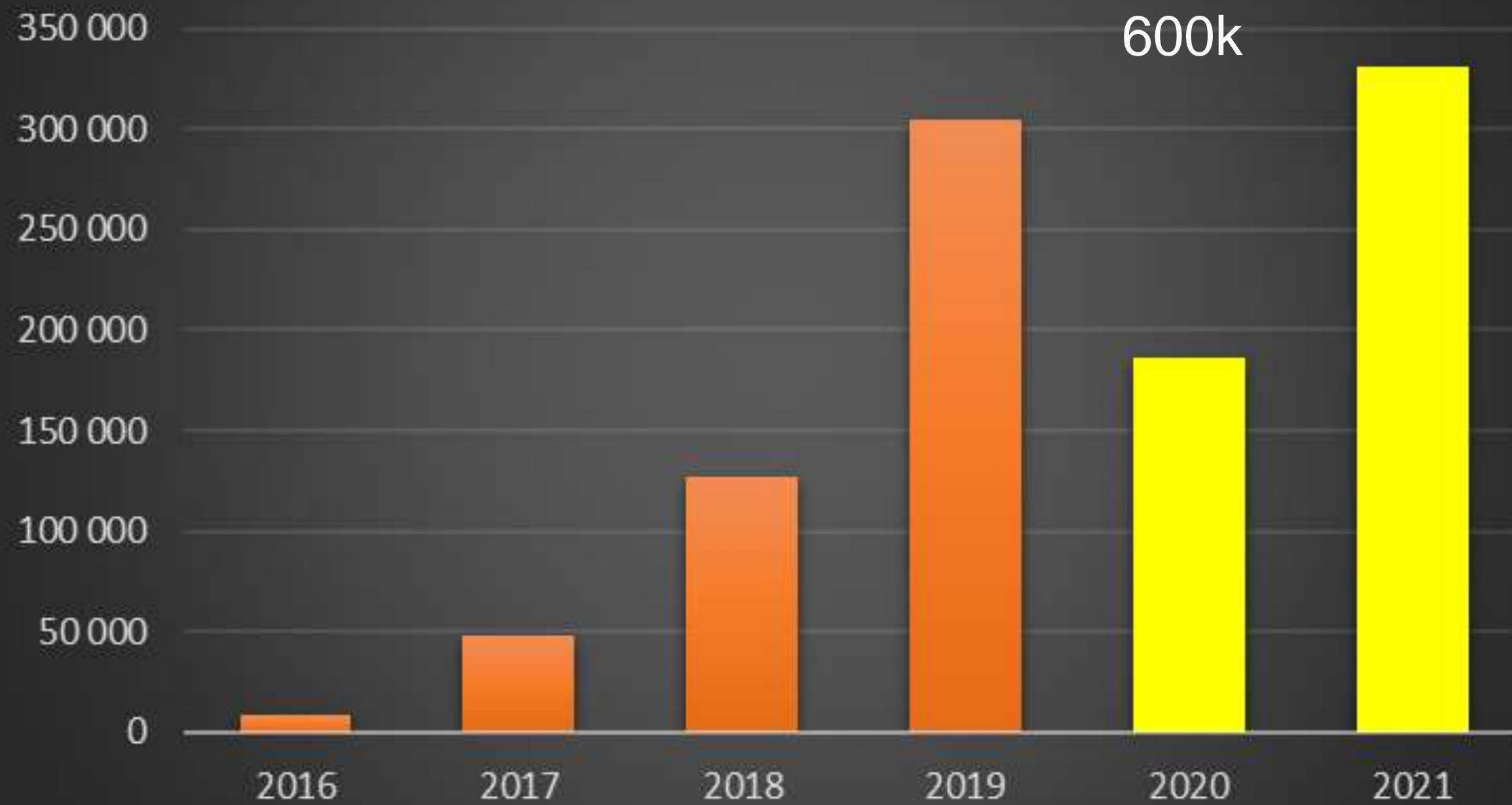


personal training numbers



personal training numbers

All Years Revenue VG



PT Evolution VG



“How we **“held fast and stay true”**
C19 Lockdowns?”



**“HOLD FAST
STAY TRUE”**

**1st
LOCKDOWN”**

- **Keep CALM, LISTEN to our PT's – concerns, doubts, and fears...**
- **LEARN as fast as we could & ADAPT...**
- **Maintain CONTACT, MOTIVATE – online team workouts, meetings, chats...**
- **ONLINE TRAINING – business strategies, sales, marketing, how to communicate with CLIENTS, how to give a good online PT SESSION...**
- **USA & CHINA – trying to understand what was happening...**
- **6 MONTHS of DISCOUNTS on the monthly fee – we needed to help, some PT's lost 60% Clients...**



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**“HOLD FAST
STAY TRUE
2nd
LOCKDOWN”**

- **300 PT’S were gone, Jun/Dec20 ...**
- **THE GROW of a NEW COMPETITION—
online, outdoor, home training, garage,
pt studios...**
- **Maintain CONTACT, MOTIVATE – online
team workouts, meetings, chats...**
- **DEVELOPING PT’S – business, sales,
real skills, marketing offline & Online...**
- **PLAYBOOK – mentorship, get to the
basics...**
- **Provided a more professional ONLINE
and ON-DEMAND content for FREE...**



My 2020 predictions for the **FUTURE** of **FITNESS and PERSONAL TRAINING** ”



**My 2020
predictions
for the
FUTURE!**

**APRIL 2020, "WE WILL
BE LIVING IN A NEW
NORM" at HUT TALKS!**

- **FITNESS IS HEALTH NOT A LUXURY – institutions, governments, people who workout regularly have a higher immunity system, FITNESS WAS ESSENTIAL TO PEOPLE...!**
- **Fitness was going to be HYBRID MODEL 70% OFFLINE – gym, outdoor, home + 30% ONLINE – pt, classes, live, demand...!**
- **PERSONAL TRAINERS – need to establish an online presence and learn how to market themselves online...!**
- **ONLINE was going to be a POWERFULL REVENUE stream for PT's, for GYM's, EQUIPMENT MANUFACTURERS...!**
- **SANATISATION, CLEANING, and HYGIENE were going to a priority...!**



THE LESSONS we learned from the C19 pandemic.

**“CUANDO TU CREEES
CONOCER TODAS LAS
RESPUESTAS, LLEGA EL
UNIVERSO Y TE CAMBIA
LAS PREGUNTAS”** Espinosa, A.



Less VOLUME of MEMBERS!

Less PT BUSINESS!

**PEOPLE 1st and the
NUMBERS will follow.**

**The LESSONS
of COVID19.**

**FRAGILE PT's – better
training and follow up.**

**THE OLD and NEW
COMPETITION - ONLINE,
OUTDOOR, HOME,
STUDIOS!**

**BE PREPARED FOR THE NEXT PANDEMIC –
hybrid service for a hybrid context and according
to the consumer segment – BB, X, Mill, Gen Z.**



“The strategies that we’ve created to help, guide and, develop our Personal Trainers?”

LEAD with OPTIMISM – 360degree, help people that work directly to become better leaders!

PT MINDSET CULTURE – top to bottom and across all departments.

Invest TIME ON TRAINING, DEVELOPING and Mentoring your TEAM!

PROTECT MOST VALUABLE ASSET of the BUSINESS, PEOPLE.

Hold Fast Stay True – Listen, Observe, LEARN FAST & Adapt.

ELEVATE STRENGTHS of YOUR BUSINESS and REDUCE the weakness!

KEEP CALM, HELP and, TAKE CARE of PEOPLE... !



MY 70:30 VISION!

Why Fitness Business companies should be more PT ORIENTED?



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70% OFFFLINE
30% ONLINE





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**Clubs MUST
provide a good
value
proposition to
PTs – to allow
them to
flourish.**

**PT's will give
gym sessions
and online
without leaving
the club.**



**AI will help PT's and
other fitness
professionals to
deliver a better and
more effective
training experience.**



**Clubs should offer a
training and a
wellbeing
atmosphere.**

**MORE PT'S WITH
THE RIGHT
MINDSET and
COMPANY PT
CULTURE –
INCREASE ROI +
RETENTION.**





PERSONAL TRAINERS

PERSONAL
TRAINER





**WE ARE IN
THE PEOPLE
BUSINESS.**



Fitness...Health...Luxury

DIFFICULTY...OPPORTUNITY!

LEARN...MISTAKES!

**PERSONAL TRAINING
CULTURE!**

**The PAST, the
PRESENT and
the FUTURE
ON A NEW
ERA.**

LEAD...DEVELOP!

TREAT...OTHER...PEOPLE!

HEADACHES!

**SOCIAL...ANIMALS...
COMEBACK!**

STRENGTHS...WEAKNESS!



“There is no such thing as a permanently great company, nor a permanently great industry. But there are permanently great strategic moves.” BOS

THANK YOU

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Grab my contacts with your smartphone