

## OUR PEOPLE AND OUR BUSINESS

*We aim to be a pervasive business recognised as a leader in the health, fitness and wellness market. We set bold and audacious goals that excite us, align to our core purpose, philosophy and values whilst moving us towards our vision for the future. We value our people and choose to work only with those who share our values and are believers in our Vision. We care passionately about our franchisees, their staff and their members and invite them to measure our performance against our promise. We work hard to make a positive contribution to the communities we serve and strive to be a force for positive change. We vigorously pursue profit in all that we do, not only to drive a good return to our shareholders, but also to make it possible for us to pursue our long term goals and vision.*

### **Our Vision**

#### **Core Purpose**

empower people to transform their lives

#### **Core Philosophy**

We create inspirational environments where people matter, results count and a passion for excellence drives all that we do!

#### **Core Values**

##### **Integrity –**

Taking an ethical and honest approach to all that we do

##### **Innovation –**

Finding new ways to achieve our goals

##### **Fun –**

Creating a playful environment where people feel connected

##### **Accountability –**

Ensuring that what we say is what we do

#### **Primary Goals and Envisioned Future**

Our Core Purpose, Philosophy, Values and our Service Manifesto (overleaf) are a constant for our business that will never change and these form the framework that we use to measure our decisions, behaviours and actions. Our goals and vision of the future, however, change often and as a member of the team, you will be involved in helping to shape this.

Please read the above and the Service Manifesto overleaf carefully. Our Vision is not a marketing statement, but a cornerstone and fundamental commitment to a way of doing business.

**The énergie Promise** 

**HERE TO WOW YOU** We are on a mission to amaze and delight you.  
Passionate about service and obsessive about making you a lifelong fan, we win when you say "Wow"

**WE PLAY** 😊 énergie by name, énergie by nature.  
Creating a rocking atmosphere where fun (and a little quirkiness) comes naturally. At énergie, you'll sweat... and smile

**A PLACE FOR YOU** A home from home where everyone is welcome and can be themselves,  
a place where individuality is embraced and difference celebrated. At énergie, you don't just join a gym, you join our family.

**GOT YOUR BACK** We're here for you however you need us...  
to encourage or inspire, to help or just listen. Your experience, delivered on your terms.

**IT'S PERSONAL** We believe in you and your personal victory.  
When you win, we win. We love nothing more than celebrating the little as well as the big victories you have along the way.

énergie Fitness

## THE ÉNERGIE GROUP

énergie has been an innovator and a disruptor in the UK and Ireland fitness market for more than a decade. In an age dominated by faceless big box budget gyms, énergie is building clubs for the future. Affordable fitness with personality, service and accessibility, reaching out to people of all ages and becoming the brand that breaks down the barriers of intimidation to everyone. Our workforce expects to 'Take The Stage' in our clubs. We look for passion, belief, energy and ambition. We want **everyone** to feel they belong in an énergie movement that will change their lives.

### Job Purpose

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To make personal training an integral and important element of the énergie member experience across énergie Fitness Clubs

#### Key Accountabilities

- ❖ To enable personal training clients to maintain their lifestyle, fitness and health goals
- ❖ To create profitable and sustainable personal training accounts with new and existing customers
- ❖ To ensure that the énergie émpower Programme delivers the guaranteed results that it promises
- ❖ To deliver creative, innovative and inspiring personal training programmes that sustain member retention at industry beating levels
- ❖ To deliver NPS from members that are best in class

#### Responsibilities

- ❖ To sustain CPD profile that ensures you are operating at level 3 professional levels at all times
- ❖ To deliver monthly income turnover that sustains profit targets for personal training business at club level
- ❖ To challenge and support clients in ways that enables them to achieve their goals
- ❖ To maintain integrity and honesty that builds trust with personal training member community
- ❖ To promote and deliver exceptional results through énergie émpower Programme
- ❖ To maintain focus on individual clients' needs and not on your own preconceived ideas of fitness regimes and imaging
- ❖ To receive and promote great client testimonials on the outcomes of their ongoing personal training experience
- ❖ To work with colleagues to ensure that all clubs members feel that they belong with énergie
- ❖ To build on-line capacity that enables you to sustain contact with members
- ❖ To work creatively with the énergie's Head of Fitness, Training and Innovation to devise personal training practice that surprises and delights clients.

## The Personal Specification –

Areas	SKILLS & BEHAVIOURS
<b>People Skills</b>	<ul style="list-style-type: none"> <li>• To motivate members to achieve great results by demonstrating knowledge, understanding and empathy that connects with different personalities.</li> </ul>
	<ul style="list-style-type: none"> <li>• To establish a rapport with members that earns their respect and confidence</li> </ul>
	<ul style="list-style-type: none"> <li>• To celebrate and promote the success of members on personal training programmes</li> </ul>
<b>Business Skills</b>	<ul style="list-style-type: none"> <li>• A business driver who achieves great results by intelligent analysis and an understanding of the personal training market opportunities that can be translated into tangible revenue streams.</li> </ul>
	<ul style="list-style-type: none"> <li>• Customer Crusader who creates a culture where the customer feels they belong putting customer experience and relationships at the centre of the business</li> </ul>
	<ul style="list-style-type: none"> <li>• People Skills dynamic innovator who sets high standards, fast pace and clear direction which motivates and encourages members and colleagues to go for it and smash participation targets</li> </ul>
	<ul style="list-style-type: none"> <li>• Team builder who can motivate individuals to deliver collective goals and to achieve much together</li> </ul>