

## 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**

émpower 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

Create the Fitness Club of the future and deliver fantastic business results by running a smart business, creating a uniquely special environment where members feel they belong, and staff perform at their highest level.

### Key Accountabilities

- Bring the énergie Vision, Core Values and Member Promise to life ... MAKE IT REAL - be proud of your Club, make your staff proud and your customers feel they belong - be an AMAZING ambassador for the energie brand
- Generate revenue by utilising marketing tools and energie business systems enhanced with your own innovation and entrepreneurial flair
- Manage the operation with pace and energy and make your Club sparkle every single day to achieve the highest standards in the most efficient ways
- Achieve outstanding business results by setting ambitious goals and relentlessly driving business performance – outsmart the competition and smash the business plan
- Grow the customer value by creating raving fans and a favourite place where customers are invited to come, feel they belong and want to stay
- Develop the "Club of the future" which delivers the ultimate fitness experience inside and out - a business that stands out from the crowd and is recognised as the best fitness Club in town
- Lead your team to success and manage them with tough love whilst giving them the motivation to have fun achieving results - make it a “no whingeing no shirking” culture
- Build a high performing team where everyone plays their own part in delivering “stand out” results and together they enjoy the thrill of winning and constantly raising the bar
- Keep everything safe and legal, by exercising business discipline in all areas of compliance – play by the rules to meet the brand standards and all the statutory requirements

## Responsibilities & Duties

### Business

- To deliver the énergie experience that will absolutely 'WOW' existing and potential customers, deliver the +1% factor of the *Raving Fans* experience and make customers feel they belong in your club
- To work closely with the club owners and the énergie team to develop an ambitious business plan and take responsibility for hitting and beating the targets
- To efficiently manage all aspects of the day to day operation to ensure the whole club is sparkling clean and meets the highest standards and the brand expectations
- To initiate sales and marketing activity that drives membership numbers and find new and creative ways to increase additional revenue streams
- To deliver an exceptional customer experience within a safe and fun environment where the customer feels they belong and becomes a fan / advocates of the club
- To work closely with the Club Owner to ensure that the facilities and services being delivered are fun, high quality, safe and conform to énergie brand standards.
- To ensure that customers have access to facilities and services, which allow them to develop their fitness, in line with énergie's core purpose "empowering people to transform their lives" and making émpower "world famous" in the club's local community
- To maintain all equipment and mechanical plant in a clean and safe condition, if necessary, calling upon the appropriate contractors.
- To regularly review business performance, take action to keep the business on track and provide financial reporting to the owner and franchisor
- To fully utilise the énergie business systems and processes to attract new members and maximise opportunities to improve the performance of the business
- To maintain effective working relationships with businesses, the press and the local community whilst continuously monitoring local competitors
- To ensure all aspects of the operation and working practice complies with legal requirements and strictly adheres to énergie operating procedures detailed in the current Business Systems manual.
- To maintain accurate and secure membership records in line with énergie protocols and the Data Protection Act.
- To be committed to the Health and Safety Policy and be fully aware of the responsibility for key priorities, taking the upmost care to ensure the Club operates in a safe, legal and compliant manner.

### People

- To create a winning culture with a highly energised atmosphere and building respectful but fun relationships with customers
- To constantly motivate the team, keep spirits high and help them achieve great things by working together, caring about each other and always maintaining a sense of humour
- To take full responsibility for all aspects of the daily line management of your line reports
- To ensure all your line reports fully understand their core roles, responsibilities and accountabilities (as defined in their JD)

- To provide clear direction, support and communication to your line reports so they are all completely clear what you and the business expect and receive regular feedback about how they are doing
- To ensure all new staff are adequately inducted and the probationary period is properly managed, reviewed and concluded
- To ensure all your staff are provided with the resources, training and development they need to acquire/maintain the competence and capability to perform their job to the highest standard and fully contribute to achieving the company goals
- To actively manage staff performance to ensure all individuals are meeting the minimum job requirements and continually improving their performance
- To take decisive and fair disciplinary action when your staff break the rules or their conduct falls below an acceptable level

### **General and Club Responsibilities**

- All employees have a general duty in law to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions.
- To understand and be committed to the Health and Safety Policy statement and be aware of his/her responsibility for key priorities.
- To demonstrate commitment and enthusiasm to promote the principle of Equality and Diversity in employment and service delivery.
- To do whatever it takes, within reason, to make the business successful

## Job Personal Specification

Areas	SKILLS & BEHAVIOURS
Business Skills	<b>Business Driver</b> who achieves great results by intelligent analysis and an intuitive understanding of the market opportunities and initiating action to convert them to tangible revenue streams
	<b>Smart Operator</b> who runs a slick, safe and quality operation that maximises efficiency and achieves sparkling standards which comply with all the brand expectations and health and safety regulations
	<b>Customer Crusader</b> who creates a culture where the customer feels they belong, putting the customer experience and relationship firmly at the centre of the business
People Skills	<b>Dynamic Leader</b> who sets high standards, a fast pace and clear direction which motivates and encourages the staff to “go for it” and constantly beat the competition and smash targets
	<b>Performance Manager</b> who has credibility and quickly gains the respect of their line reports and effectively manages them whilst also playing an active part in enabling them to perform at the highest level and deliver great results
	<b>Team Builder</b> who understand the dynamic of teams and can motivate individuals to share collective goals and work together, have fun together and achieve together
Management Skills	<b>Flexible multi-tasker</b> who has an appetite for the unusual and can cope with changing priorities and things not going to plan with a sense of humour that lightens the atmosphere on a daily basis
	<b>Self Motivated Achiever</b> who has passion, resilience, commitment, integrity and joy. A calm resolve, positive attitude and steely determination that instils confidence in all those around you
	<b>Creative problem solver</b> who is happy to be challenged by a team that are invited to question and are rewarded for finding the problems that you will resolve in innovative and clever ways