



# Membership Mastery University

A Scientific Approach to Retention

## The Big Picture

*Membership Mastery University* is a unique training designed specifically for fitness industry professionals. The focus of the training is to deliver a clear picture of what impacts member retention, the research-proven principles that drive it, and how to practically put those principles into practice.



## Session 1: The Science of Member Retention

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9:00 - 9:50 *Lance Perkins*

This session will introduce you to the "whys" behind what we will be discussing the rest of the day. We'll look at some of the larger fitness industry trends to understand how the increasing competition in the market is affecting your bottom line. From there, we'll dive into the research to find what has been **proven** to work in retaining members. Finally, we'll discuss the practical steps you can take today to combat membership churn no matter how large or small your facility.

## Session 2: Perfecting Your Processes

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10:00 - 10:50 *Kelly Kidd*

Having the proper processes in place for your new member journey is absolutely essential to retention success. In this session, you'll learn the transferable tool of process mapping as a way to evaluate your current new member process. Then, you'll hear industry best practices for every step of the new member journey. Time will be allotted to work as a team to see where your processes align with industry standards and where they do not. The practical takeaway will be a clear direction for driving change in your new member journey that will improve the member experience and increase member retention.

## Session 3: Measuring for Success

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**11:00 - 11:50** *Rich Humphrey*

In order to achieve retention success, you also need to create a culture of measuring performance in each step of the member journey. In this session you'll be introduced at Key Performance Indicators (KPIs) as way to measure results and even predict future outcomes. You'll learn to apply these KPIs to your new member process to develop simple-to-use metrics for your team that align with industry best practices.

## Break for Lunch

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**12:00 - 12:30**

Lunch is provided

## Session 4: Putting It In Practice

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**12:30 - 1:20** *Adam McIver*

Adam and his team led a restructuring of the new member sales and onboarding process at their 16-branch YMCA Association. In a single year, their efforts yielded a 50% increase in new member retention, a 4% increase in overall member retention, and a 4% increase in membership revenue in a single year. Adam will discuss the key moves they made to achieve such success. There will also be time for Q & A at the end of the session.

## Session 5: Behavioral Coaching

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**1:30 - 2:45** *Kelly Kidd*

Research has shown that exercise prescription alone has no impact on member retention or helping members change their health behaviors. Instead of just teaching a new member how to exercise, research confirms that we should be teaching them how to change their behavior. In this session, you will learn how to drive real behavioral change in members that dramatically extends membership life. The material covered is specifically designed to be easily transferable so you can pass on what you learn to your team.

## Session 6: Taking It Home

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3:00 - 4:00 *Panel*

By now, you will have learned a lot. But, that knowledge is only as good as the steps you will take to put it into practice in your facility. What is the first step for you? How will you get your team aligned? How ready is your organization for change? These questions and many more will be answered in this session. You will leave with a specific, customized plan for the first, and subsequent steps for making real sustainable change that generates significant returns. There will be time for Q & A with all the presenters from the day.



“We are thrilled to partner with MobileFit. We believe this will be a real game-changer for our Association as we will have the perfect recipe of people, process and technology to help us better connect with members and assist them in meeting their health and wellness goals, thus impacting more lives in a deeper way.”