

Trends for 2021



SCW FITNESS EDUCATION
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10 MANIA® Fitness Pro Conventions



DC MANIA®
February



CALIFORNIA MANIA®
March



FLORIDA MANIA®
May



ATLANTA MANIA®
July



DALLAS MANIA®
August



MIDWEST MANIA®
October



BOSTON MANIA®
December



LIVE STREAM MANIA®
April / June / Sept



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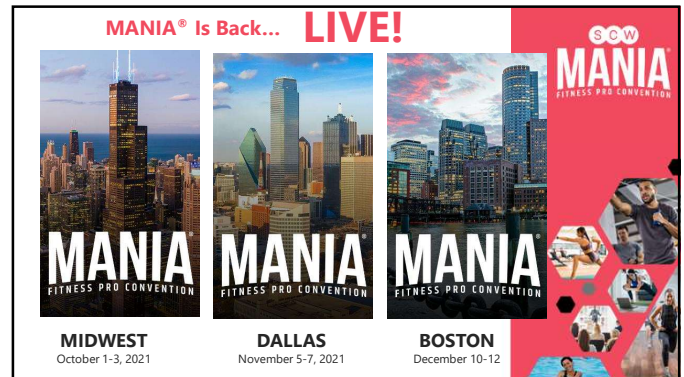
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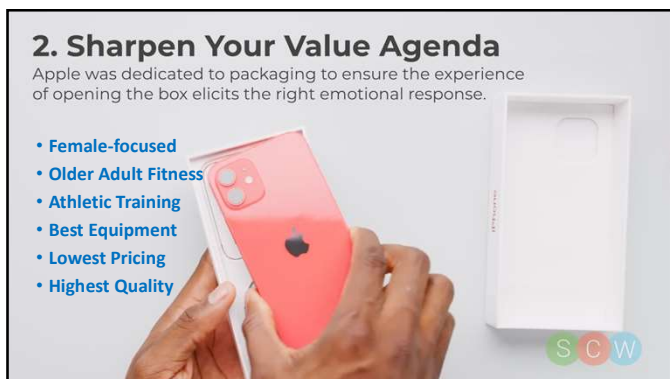
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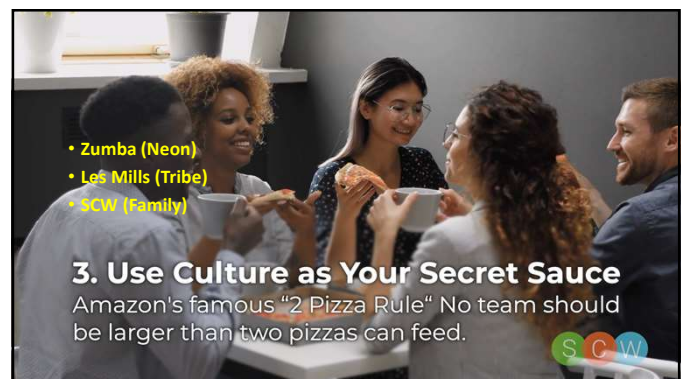
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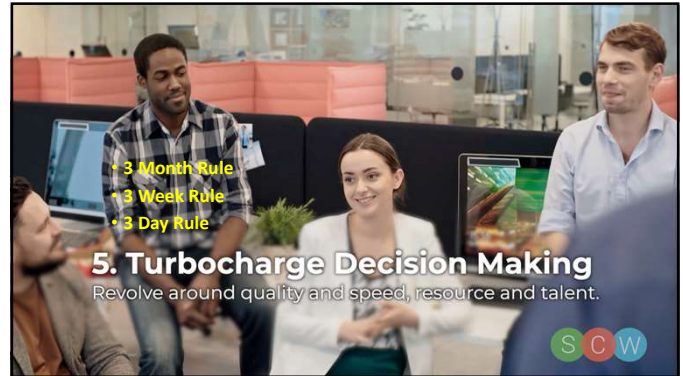
4. Radically Flatten Your Structure.

Simplicity is key. Change happens fast with fewer layers.

- Weekly Staff Meetings
- Monthly Decision-Making Meetings
- Leadership – Self-Selected Published Timelines

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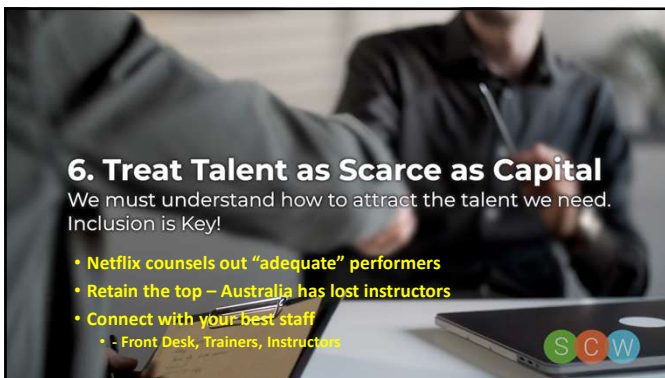
- 3 Month Rule
- 3 Week Rule
- 3 Day Rule

5. Turbocharge Decision Making

Revolve around quality and speed, resource and talent.

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6. Treat Talent as Scarce as Capital

We must understand how to attract the talent we need. Inclusion is Key!

- Netflix counsels out “adequate” performers
- Retain the top – Australia has lost instructors
- Connect with your best staff
 - - Front Desk, Trainers, Instructors

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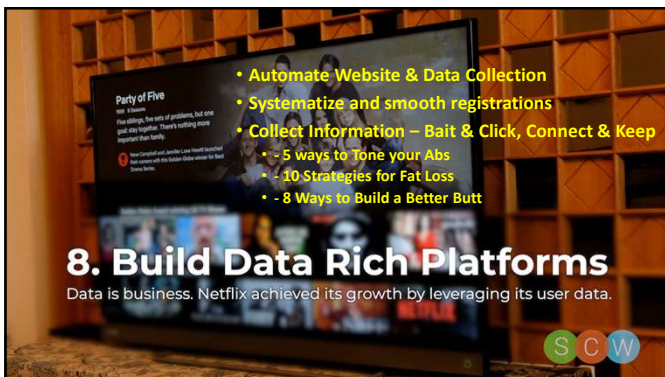
7. Adopt an Ecosystem View

Tesla made a radical decision to do open source patents. This allows for acceleration of sustainable transport.

- Retain & Reuse – Live, Live-Streaming, OnDemand
- Connect with Physical Therapists, Nutritionists, Restaurants, Other Clubs
- “We are all in this Together”

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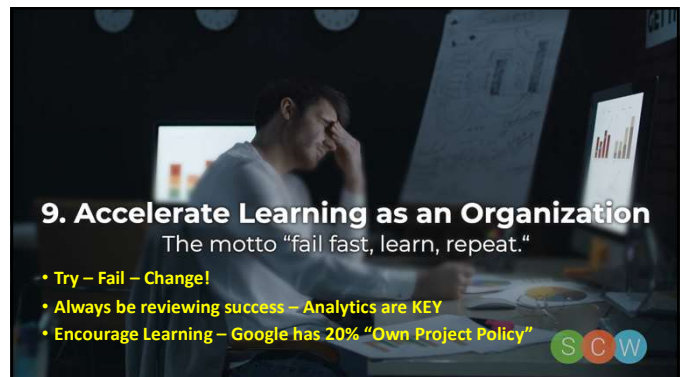
- Automate Website & Data Collection
- Systematize and smooth registrations
- Collect Information – Bait & Click, Connect & Keep
 - - 5 ways to Tone your Abs
 - - 10 Strategies for Fat Loss
 - - 8 Ways to Build a Better Butt

8. Build Data Rich Platforms

Data is business. Netflix achieved its growth by leveraging its user data.

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9. Accelerate Learning as an Organization

The motto “fail fast, learn, repeat.”

- Try – Fail – Change!
- Always be reviewing success – Analytics are KEY
- Encourage Learning – Google has 20% “Own Project Policy”

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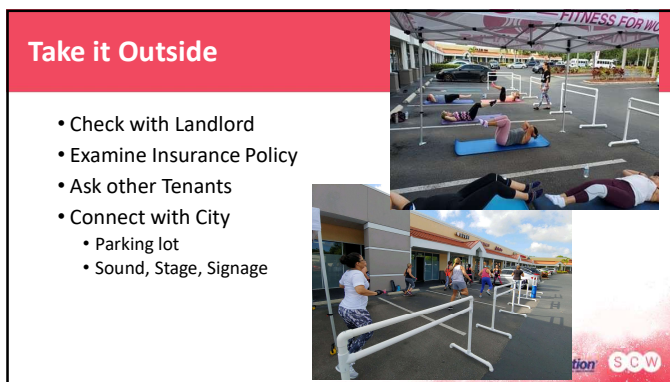
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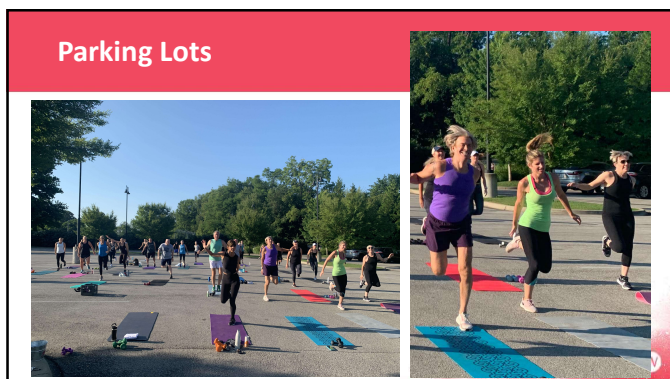
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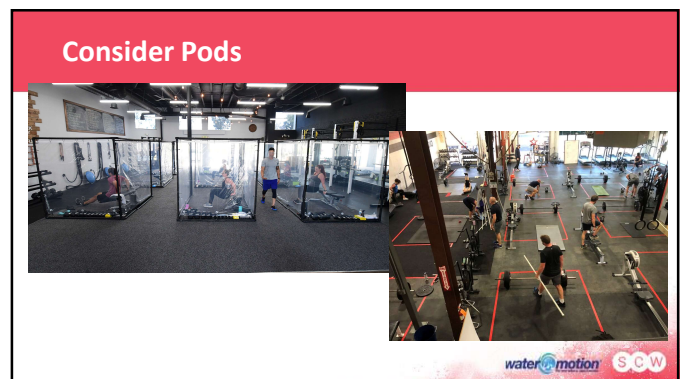
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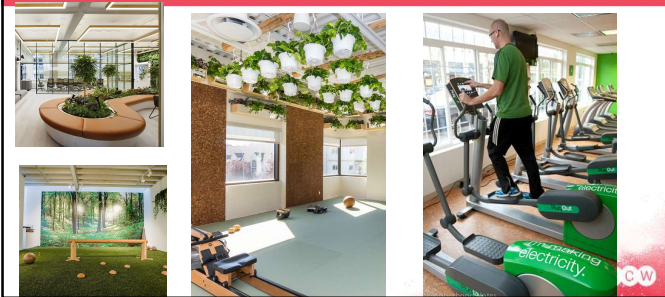


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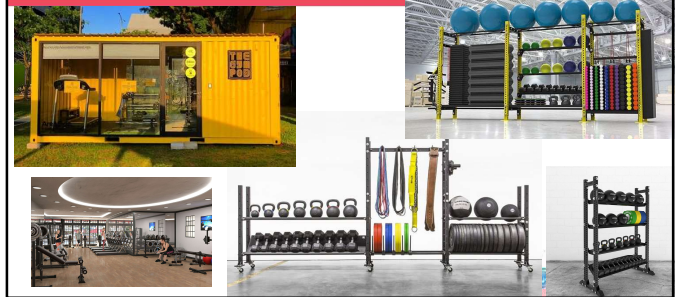
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Use Sustainable Materials



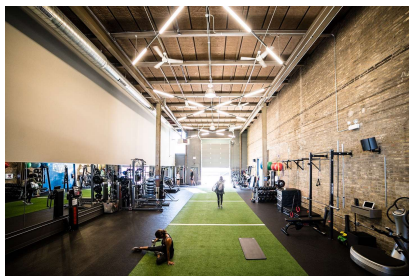
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Space Saving Options



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Provide More Space



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of SPORTS MEDICINE
LEADING THE WAY



Top 10 Worldwide Fitness Trends for 2021

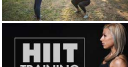
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Exercise
is Medicine

1. Online Training
2. Wearable Technology
3. Body Weight Training
4. Outdoor Activities
5. HIIT
6. Virtual Training
7. Exercise is Medicine
8. Strength Training
9. Active Aging
10. Personal Training



HIIT
TRAINING



HIIT
TRAINING

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RESPONDENT'S OCCUPATION

- 20% Personal Trainers
- 20% Academics (Professors, Teachers, Graduate & Undergraduate Students)
- 14% Owners, Managers, & Directors
- 13% Exercise Physiologists
- 5% Coaches
- 4% Group Exercise Leaders

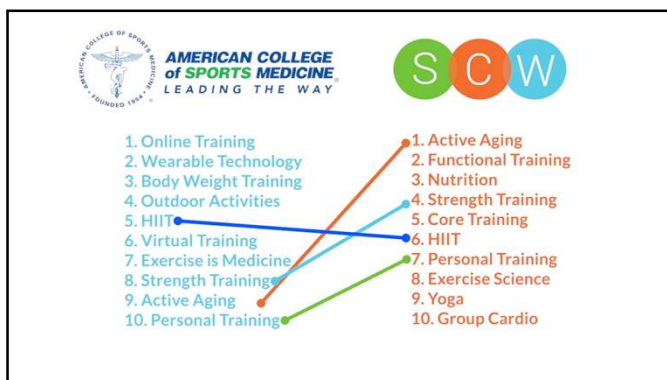
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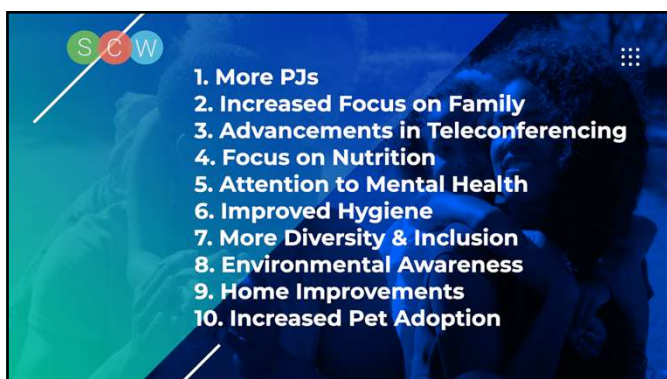
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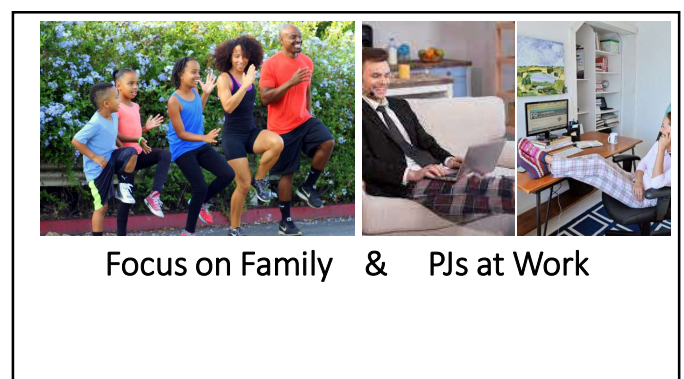
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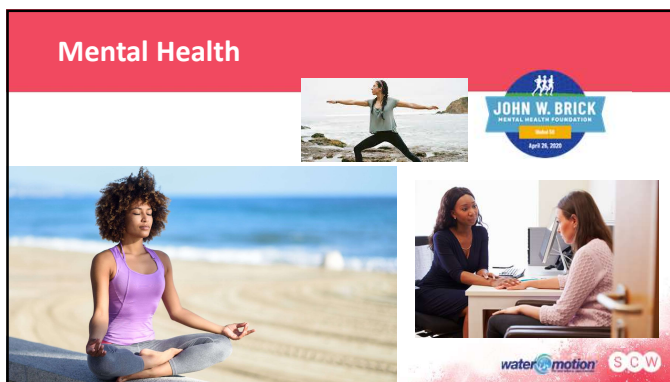
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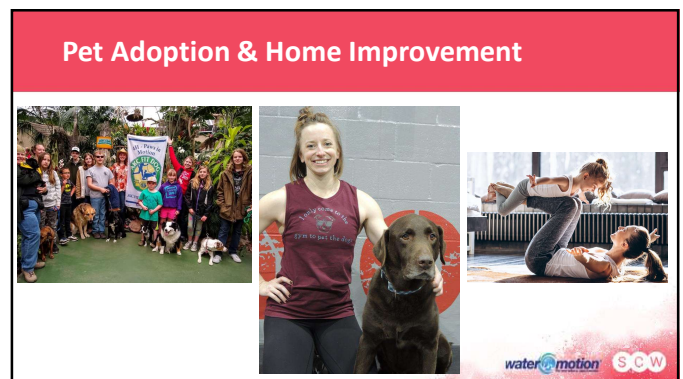
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