



How NIFS Attracts and Retains the Industry's Best Fitness Professionals

- **We recruit actively.** Sure, we post for openings – the old fashioned way – as positions become available. But we're also actively networking on LinkedIn and through professional associations, and we're connecting with upcoming leaders by speaking to college students as part of their coursework and by regularly hosting interns.
- **We interview rigorously.** Our interview process is not for the faint of heart, and we make no apologies for it. During the interview, candidates are required to create a wellness program, teach a class, provide a wellness lecture, risk stratify a mock member, and write and demonstrate an exercise program for that member. We also involve our clients into the process by making a connection between them and our best candidate to confirm we've found someone to match their culture and expectations. Find out more detail about our interview process in this blog.
- **We connect our staff to each other and to online resources.** Team meetings, regular leadership support and training, and a robust intranet are all readily available to our staff. We have a lot of fitness center managers working as the only NIFS representative in their area or their state, but with our model of support and the online resources we provide to our staff, they still feel very much a part of a team. And as an added bonus, our clients get the benefit of NIFS staff working in similar settings across the US who can help our staff solve challenges they might be facing at your office.
- **We provide support for continuing education.** Most of our staff have earned specialty certifications for personal training, group exercise, or other related areas, and as a business, NIFS recognizes the importance of our staff continuing to learn and grow. It's our practice to support diverse continuing education opportunities that help our staff perform better at their craft. We also host an annual managers meeting at NIFS where our staff provide peer training and our vendor partners provide ongoing education about exercise equipment and other industry-relevant topics.
- **We collaborate on goal setting and reviewing their progress.** Ah, the dreaded performance review. Well, in our case, there's not so much dread, because our managers regularly touch base with their supervisor, there are no "gotcha" moments in the review. But more importantly, we've made the review process a rich experience where staff can speak to their accomplishments and about what they need to work on. They can be reviewed by their peers as well as by their members, and they have a robust goal-setting section of the review that truly guides how they perform in your corporate fitness center.
- **We have a little fun along the way.** Our staff have been known to do some crazy things all in the name of nudging participants into the fitness center. At one site, our manager dressed up in a chicken costume to get participants signed up for their annual fitness challenge. At another client location, our manager donned a wonder woman costume and got the whole business involved in her ice bucket challenge to raise awareness for ALS. It's really all in a day's work.

To find out more about bringing NIFS staff onsite to manage your fitness center, visit our website wellness.nifs.org or contact Emily Davenport at 317-274-3432 or by email.

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