



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

- **We recruit actively.** Sure, we post for openings as positions become available. But we're also actively networking on LinkedIn and through professional associations, and we're connecting with upcoming leaders by presenting to college students and 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 balance class, and provide a short wellness lecture. Candidates must write and demonstrate an exercise program for a mock resident. We also involve our clients in the hiring process to confirm we've found someone to match their culture and expectations. Find out more 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. A lot of fitness center managers work as the only NIFS representative in their area, but with our model of support and resources, they still feel very much a part of a team. With shared programming, your residents will enjoy themselves and stay active at the same time.
- **We provide support for continuing education.** Most of our staff have earned specialty certifications for personal training, group exercise, or other related areas, and 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. We fund our staff's participation in workshops and professional meetings, at industry certifications, and other trainings. We also host an annual managers' meeting at NIFS with peer training and ongoing education about exercise equipment.
- **We collaborate on goal setting and reviewing their progress.** Because our managers regularly touch base with their supervisor, there are no "gotcha" moments in the performance 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 are reviewed by their peers as well as by their members, and they have a robust goal-setting section of the review that guides how they perform in your community fitness center.
- **We have a little fun along the way.** Our staff have been known to do some crazy things to nudge 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 community 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 group fitness classes to your community, visit our website [wellness.nifs.org](http://wellness.nifs.org) or contact Emily Davenport at [edavenport@nifs.org](mailto:edavenport@nifs.org) or by phone at 317-274-3432.***