



INTEGRATING HEALTH & FITNESS FOR OPTIMAL CLIENT RESULTS

WITH UFIT SINGAPORE

INDUSTRY INSIDER | #001

FITNESS **SG**

EXPRO₂₀₂₀
FITNESS CONVENTION SINGAPORE



UFIT, LYNSEY KEYES

Lynsey is Head of Marketing for UFIT, and below discusses with us the improvements they've made to the company in the last year, in order to forge a fresh new direction in this challenging and competitive industry.

My goal is to help spread the word about the Best Team in the fitness industry. UFIT is built upon people, personalities, skills and relationships and so finding the right way to highlight that story and who to tell it to is the cornerstone of Marketing a Health and Fitness brand such as UFIT. People are full of greatness in different ways but extracting and packaging it in such a way that is meaningful to our community, is the key to the challenge and one that I embrace. I aim to enable the Team and Community at UFIT to inspire a healthier and fitter lifestyle for themselves and the wider world, over and over again.

WHAT IS UFIT'S GREATEST ACHIEVEMENT?

10 years since exploding onto the Singapore Fitness scene and transforming Personal Training, UFIT has spent 2019 repositioning, restructuring and rebranding. It's been a huge challenge and one that the whole management team has not taken on lightly. Ultimately we had a very successful and popular company but one that grew fairly organically through our strong community and the superior skill of our professional team.

The industry is now unrecognisable in Singapore, mature and complex with an influx of new talent and competition. All the healthy ingredients required for a thriving industry. So we took a step back and have left no stone unturned in our quest to be the Industry's Best Employer, for the Industry's Leading Team. I see this year as being one of our greatest achievements, putting down the foundations for the next 10 hopefully phenomenal years for us, putting in lots of hard work and fun along the way.



WHY DID UFIT SEE THE NEED FOR INTEGRATION OF HEALTH & FITNESS SERVICES?

After nearly a decade in Singapore, UFIT is at a crossroads where we take stock of where we are and what we need to do to move forward into the new era. Our members are the most important people to us, and we want to create the best environment for all those that step through our doors with a community that is passionate about achieving their health and fitness goals.

UFIT has always stood for a personalised approach - you cannot underestimate the power of truly focusing on that one client in front of you and the effect that has on the end result. By integrating all of our existing services we can offer clients the most holistic professional care and prescribe a flexible, bespoke program to ensure they achieve their absolute best, all within one company.

WHAT ARE THE BENEFITS TO YOUR CLIENTS?

Our aim is to help people achieve their goals. To do this you have to stick with the plan, and also to see results to not lose motivation. So how do you measure that progress? How do you quantify and attribute it to the activity you are performing? If you can't do this, there is doubt which will eventually affect outcome.

The answer is of course data. Know where you are starting from, plot a pathway, track it, measure it and retest. The UFIT Way is a results-driven process. Every person who comes to UFIT will have a health consultation to mark a starting point and set goals. From there, UFIT will prescribe the best course of action for each individual, be it a personal trainer, physio, group classes, a personal nutrition plan or a combination of all these services to suit. They are supported by their UFIT Coach and given data metrics as feedback (not just subjective niceties, although we are nice about it!) to push on or replan as necessary in pursuit of that goal.

HOW CAN OTHER PT'S/BUSINESSES FOLLOW SUIT?

Work out your brand's 'Why' to stand apart and build from there - the reason UFIT exists is to Ignite and Strengthen the Greatness in Everyone. From the moment we defined this, we had a launchpad from where we could build the rest.

The one size fits all approach doesn't work in the long term. Don't just decide what you're delivering but what that means for your consumers as individuals, what impact does your business have on their life? Be personal and put the work in to understand your clients.

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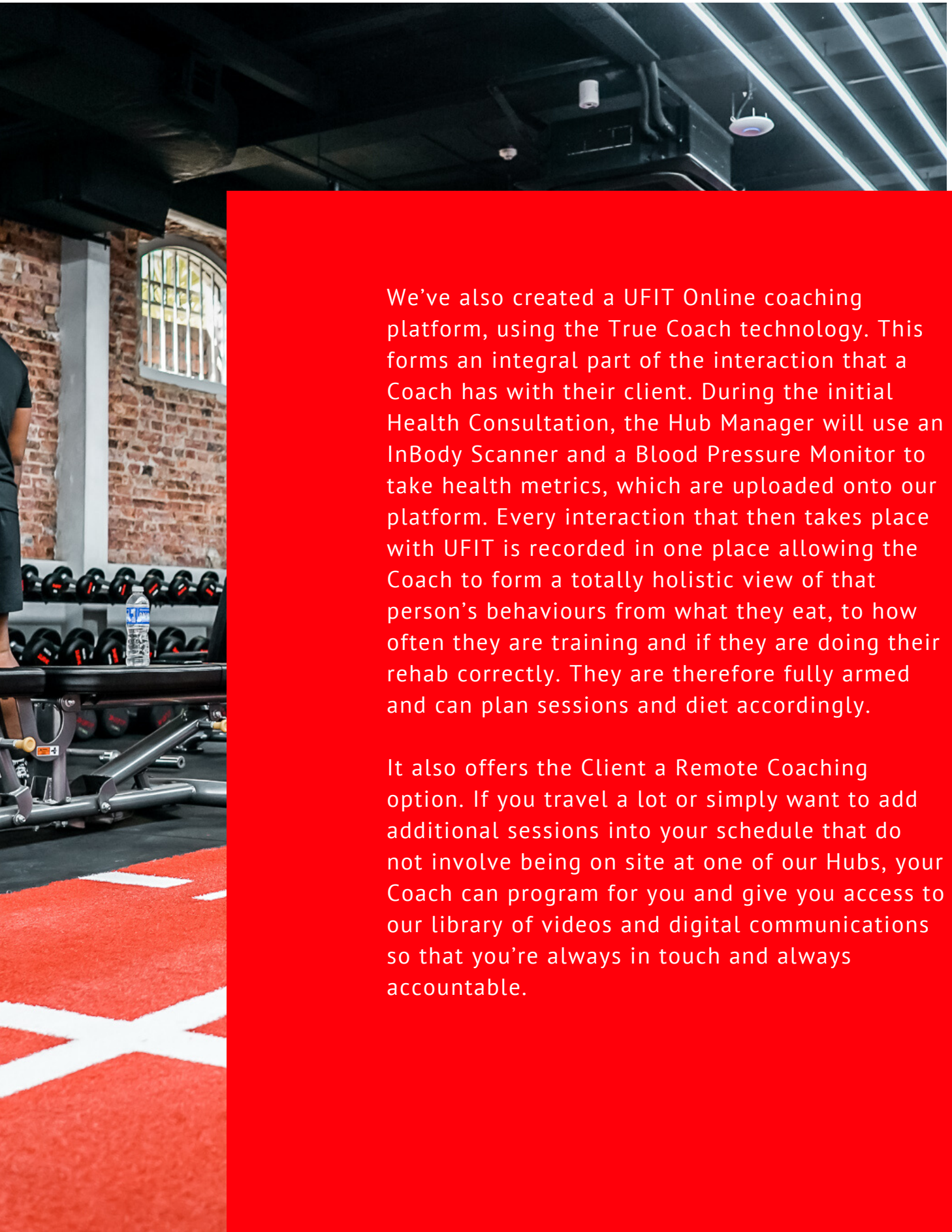
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HOW DOES UFIT UTILISE TECHNOLOGY TO OPTIMISE THEIR CLIENTS RESULTS?

We have updated our platforms and integrated our systems, meaning clients can book into Group Classes directly and pay for our services all in one place at our Online Store. We've also built an app that enables Clients to have complete control of their UFIT experience in their hand. It's quick and easy and offers them total visibility of our services.

We transformed our Group Classes by building the UFIT Class Credit system. All our Group Classes no matter which location or style, are allocated a number of credits. Once you've purchased credits you can book in and try any of them, giving the client the greatest flexibility and choice. Some of our Group Classes use Spivi Heart Rate monitors as live feedback on a client's work rate and performance.



We've also created a UFIT Online coaching platform, using the True Coach technology. This forms an integral part of the interaction that a Coach has with their client. During the initial Health Consultation, the Hub Manager will use an InBody Scanner and a Blood Pressure Monitor to take health metrics, which are uploaded onto our platform. Every interaction that then takes place with UFIT is recorded in one place allowing the Coach to form a totally holistic view of that person's behaviours from what they eat, to how often they are training and if they are doing their rehab correctly. They are therefore fully armed and can plan sessions and diet accordingly.

It also offers the Client a Remote Coaching option. If you travel a lot or simply want to add additional sessions into your schedule that do not involve being on site at one of our Hubs, your Coach can program for you and give you access to our library of videos and digital communications so that you're always in touch and always accountable.

TOP TIP TO PASS TO OUR EXERCISE PROFESSIONALS

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Love your job, learn from the people around you and keep learning.

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You could do worse than coming to work for UFIT! We offer a full 6 week training program to all of our professionals designed to give our new intake all the tools and knowledge they need to hit the ground running. This onboarding has been designed to cover all aspects of The UFIT Way from writing training programs, to understanding the importance of Nutrition, integrating into the UFIT Community and even how to make the most of yourself as a business with tips and tricks for content marketing.

We want our Team to stay well ahead of the game, to be the Industry's Leading Team in every way, to push the boundaries and to do it with passion, energy and a strive for excellence every time. We have to give them the tools to do this so that they continue way after they stay with us.



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OUR FITNESSSG INDUSTRY
INSIDER?

CONTACT OUR TEAM FOR
MORE INFORMATION AND
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24, 25, 26 SEPTEMBER 2020

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