



HIIT

High Impact Instant Takeaways

STRATEGY

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HIIT is a strategy workshop for Health, Fitness and Wellness Operators that provides immediately actionable insight by focusing on your key challenges, whats happening in the market, and informed diagnosis

*Led by Robert Sawhney BSc (Hons), MBA, PhD
Hong Kong based*

With a select team based in Asia, we help you align around the key issues you face and leave you with actionable insight. All delivered in a half day or one day interactive workshop that is impactful and cost effective



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*Strategy is not a plan, it
is agile adaptation
based on insight.*

The Benefit of Strategy HIIT

Long term strategy engagements can be expensive and time consuming, often resulting in lengthy planning documents with little actual strategy. Our workshops are designed to get to the crux of the matter quickly and leave you with actionable insight.

How Does It Work?

Workshops are driven by an evidence based playbook that engages audiences in a realistic problem solving process. This is where theory and practice are shaped into clear result-oriented actions.

- Select from 3 options of workshop
- Be guided by our team and strategy playbook during the session
- Bring your challenges and questions to the workshop
- Be prepared to be engaged and ask questions
- Uncover 'what you don't know you don't know'
- Use key takeaways and apply immediately in your organisation



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3 HOUR INTERACTIVE WORKSHOP
US\$4,000*



OPTION B: **ONE DAY INTERACTIVE** **WORKSHOP (6 HOURS)** **US\$7,000***

Option B covers all that is covered in option A plus:

- Pre workshop call with your senior team to help focus and structure the workshop around your key needs.
- More in depth analysis of your issues as you can provide us with pre-read materials etc that will allow us to customise the workshop to your context.
- Additional expertise added as needed based on your context (see BIOs on following pages)



What need does option B fulfil? – for those looking for a more customised experience that allows a deeper dive into the contextual challenges faced.

OPTION C: **ONE DAY INTERACTIVE** **WORKSHOP (6 HOURS) PLUS** **MYSTERY SHOP AND EXECUTION** **PLAYBOOK** **US\$10,000***

Option C covers all that is covered in option A and B plus:

- A mystery shop at some of your clubs in advance of the workshop with findings integrated into the session.

- An execution playbook provided within 2 weeks after the session that addresses the key challenges identified and how initiatives can be executed based on an agile flexible approach.

- A follow up 2-hour call with our team 3-6 months after the workshop to provide additional guidance and support.



What need does option C fulfil? – in addition to the high level of customisation, option C provides a higher level of guidance for those looking for further execution support, gaining key stakeholder alignment.

*exclude travel expenses



WHO SHOULD ATTEND STRATEGY HIIT?

C suite is a must plus senior management team including club managers, fitness directors and PT managers, potentially investors and willing customers.

RANGE OF TOPICS

The range of topics our team can cover is diverse, below is a sample list of key areas. If there is something you wish to cover that is not on the list please let us know:

STRATEGY, RETENTION, LEARNING & VALUE PROPOSITION

Evaluation of your strategy and diagnosis of key issues leading to stakeholder engagement and buy in

Major industry trends such as wellness, eco systems, digital, AI, personalization, strength training etc., identifying best practice and implications

Member retention, value proposition and the link to employee value proposition and motivation

Club and trainer of the future – 3.0 version

Designing experiences, member journeys, employee journeys and exemplars from other industries

Value proposition canvas, business model canvas and jobs to be done

Developing managerial and leadership proficiency within the working ranks of the organization from line staff to single unit leadership and progressing to multi-unit leadership levels as well as senior/director level and ultimately to C Suite roles.

Evaluate current learning and development practices and continuing education programs to ensure proper content and facilitation

Implementation of new and more impactful training methodologies need to be practiced such micro-learning, blended learning solutions and action mapping

Use of technology and mobile learning platforms that enhance learning and application

PT, TRAINING, GX, MEMBER EXPERIENCE & DEPARTMENT STRUCTURE

Providing clients with exceptional exercise experiences that impact results and retention

How to maximise efficiency for high-value personal training and revenue generation

Improving conversions by conveying value to prospects in trial sessions

How to intelligently progress clients to keep their training and your PT value evolving

Design and create a quality control program for Group Training Coaches

Implement a studio standards program for Studio quality control

Develop and implement PT career path and remuneration structures

Develop and run Coaches and PT onboarding education program

SALES, OPERATIONS, MEMBER JOURNEY, SECONDARY REVENUE & FEASIBILITY TESTING

Identify possible revenue opportunities or efficiencies by auditing ancillary operations such as reception services, changing and facility management, F&B outlets, and housekeeping

Test and vet new concepts or improvement by completing feasibility studies, market research and business planning

Provide professional technical service inputs to ensure that design meets function and workspaces are organized to provide the highest standards of customer service

Enhance operational excellence by establishing and developing Standard Operating Procedures (SOPs).

Evaluate the member journey for your business covering your people, service delivery, software, hardware, communications, reporting & HQ requirements

Sales and Member Operations Review – covering Prospecting/lead generation/referral, sales process, member onboarding process, PT Sales Process, membership types etc

CHOOSING THE TEAM

We have six members on the HIIT team (see BIOs on next pages), all with their areas of expertise. Based on your needs and initial discussions, we will work with you on choosing the team members most appropriate for your context.



THE TEAM



**Robert Sawhney, BSc (Hons), MBA, PhD – (Robert leads the Strategy HIIT team)
Strategy, Marketing and Culture Specialist**

Robert has had a varied career spanning industry, health and fitness, strategy consultancy, and academia. He has a BSc in Sports Science and Management from Brunel University and an MBA from the University of Lincoln. He did his doctoral studies in business (strategy) at a university in Hong Kong. He is currently the CEO (APAC) and Global Chief Strategy Officer for Watson Gym Equipment UK, being based in Hong Kong.

He is the author of 2 books. Marketing Professional Services in Asia (Lexis Nexis, 2009) which was called one of the most indigenous books on Asian marketing by Professor Oliver Yau (Chair Professor of Marketing at City University HK) and Developing a Profitable Practice in Asia (Ark Group, 2010).

He has also published over 50 articles in various newspapers and magazines on the topics of strategy, marketing, and leadership. He has spoken at numerous events around Asia and globally as a keynote speaker or panellist.



**Benny Price, BSc, CPT, RTSm
Personal Training and Exercise Experience Specialist**

Before he became a Personal Trainer, Benny's background was Mechanical Engineering — which has helped immensely in his current role of COO of Resistance Training Specialists (RTS) global arm. Based in Kuala Lumpur, Malaysia, Benny also founded the country's leading PT booking app Joompa. As the region's only qualified RTS Mastery graduate and Level 2 Instructor, Benny travels APAC and EMEA teaching the world's top PTs how to provide greater and longer-lasting value to their clients and therefore achieve better results. Exercise mechanics — the one true science of exercise and the art of personalised coaching — is the core of that education.

Benny has previously been the lead fitness columnist for a national newspaper and been featured in several publications. He is dedicated to understanding what gives the world's leading fitness minds and organisations their edge — and delivering that wisdom to businesses looking to match them.

THE TEAM



Steven Wileman
Operations and Digital Implementation Specialist

Steven has 23 years of health and fitness industry experience across the UK, Europe, MENA and SEA, 21 of which were spent directly involved in club operations. An experienced Direct and C-suite executive, he brings along a unique first-hand experience and understanding of frontline operations.

He has spent time working with a leading SaaS provider, helping clients implement digital transformation and maximize the capabilities of software solutions to enhance and improve operation processes, workflows, and lifetime member value.

He has developed 2 key industry products in “The Engine Room” a first of its kind HIIT Box in the Middle East incorporating wearable technology – back in 2013. And more recently, U-Time Fitness Swansea a student accommodation based, commercial fitness concept for a collaboration between Bricks, True Student & UTime Fitness.



Marco Tarquini, MBA
Hospitality, Operations and Planning Specialist

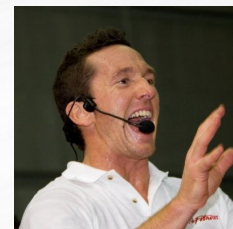
Marco has over 30 years of experience in the hospitality, wellness and fitness industry and is the CEO and Partner of International Leisure Consultants.

Marco has worked for some of the world’s largest and most prestigious hotel brands researching and planning wellness concepts, leading development teams and consultants in the construction phase, preparing and running operations and managing assets for the operators, investors and owners.

Marco brings a wealth of experience in the ability develop and to execute strategy. Marco’s management style is resilient and sensitive to change resistance, his leadership style has a proven track record for reshaping corporate cultures while effecting positive changes.



THE TEAM



Rey Bolivar

Organizational Structure & Operational Excellence and Continuing Education/Training Specialist

Rey is the CEO of International Fitness Academy. Previous roles include; CEO of Anytime Fitness Asia, COO/President of Wills Gyms in China, CEO of UTime Fitness, Global Head of Sales/Marketing for PURE Group and Director for Town Sports International.

His 30-year career in the global fitness and wellness industry started with a degree in physiology/exercise science, sports management, and multiple certifications in the fitness industry. He started within a clinical setting in cardiac rehab, physical therapy and corporate fitness. He then moved to the commercial fitness industry where he gained his experience in all facets of the fitness industry including operations, sales, business development, marketing, personal training, and held several senior/executive management positions and C-suite roles.

Rey has been fortunate that his unique career has not only spanned the global fitness and wellness markets but also a varied set of business platforms. From premium aspirational brands to mass market operators to HVLP formats. In addition, he has led organizations that were wholly owned corporate gyms to PE/VC driven companies and full franchise networks. Having worked in virtually every department in the trade, it has given him the insight to focus on the details, correct root cause issues.

Gavin Aquilina

PT and Coaching Structure Specialist

Gavin is the Head of Product and Education for Clean Health Fitness Institute and Head of Athletic

Performance for Northern Suburbs Rugby Union Shute Shield team. He specializes in HQ Operations for Master Franchisees and chains, having extensive experience as a fitness facility owner, trainer, educator and manager.

For 25 years he was a guest coach for the Australian Institute of Fitness and for 20 years a Global Master Trainer for some of the largest fitness brands in the market. He holds a Bachelor of Human

Movement/Sports Science and a Masters in Human Nutrition.

Gavin has presented to 1000's of trainers, owners, managers and national sporting team coaches on topics ranging from performance to postural analysis, business to fat loss. This led to him founding the Fitness Professionals Global Summit, a free summit for fitness and performance professionals. Over the 4 Summits hosted between 2016 to 2019, in which I had more than 17,000 owners, coaches and trainers from around the globe attend.

In 2017 he was asked to join The Australian Fitness Industry Standards Council and became the National PT Operations manager for Vision PT overseeing 350+ personal trainers.

TALK TO US ABOUT HOW STRATEGY HIIT CAN HELP YOU



Contact Robert Sawhney (Hong Kong based) on:

+852 90132532

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“Strategy is a market oriented process that describes the what and the how. A coherent, integrated set of concepts and dialogue that offer a guiding principle in addressing the organizations most pressing contextual challenges. It is dynamic, open, iterative, and accepts paradox in moving the organization towards its ambitions”. (Robert Sawhney, 2024)