



# HARNESSING HIIT: A TOOLKIT

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LES MILLS  
**GRIT**

# HOW CAN YOU HARNESS THE HIIT EFFECT?



## WHEN IMPLEMENTING HIIT IN YOUR CLUB, WHAT DOES SUCCESS LOOK LIKE?

THIS TOOLKIT SUMMARISES THE KEY AREAS YOU NEED TO KNOW TO MAKE YOUR HIIT OFFERING A SUCCESS.

WHAT CONSTITUTES SUCCESS? MORE MEMBERS ATTRACTED TO YOUR CLUB, ATTENDING MORE OFTEN AND STAYING FOR LONGER.

## BUT FIRST: WHAT IS HIIT?

HIGH INTENSITY INTERVAL TRAINING. IT'S ALL ABOUT GOING AS HARD AS YOU CAN FOR SHORT BURSTS, RECOVERING, THEN REPEATING. IT PUSHES YOU INTO YOUR MAXIMUM TRAINING ZONE AGAIN AND AGAIN, SHOCKING YOUR BODY WITH EACH AND EVERY WORKOUT.

WHEN YOUR BODY IS INTRODUCED TO HIGH INTENSITY INTERVAL TRAINING, BENEFICIAL STRESS HORMONES ARE RELEASED. THE SWEET-SPOT FOR HIGH INTENSITY INTERVAL TRAINING IS TO SPEND 30-40 MINUTES PER WEEK ABOVE 90 PERCENT OF YOUR MAXIMUM HEART RATE. IF THIS ZONE ISN'T REACHED, IT ISN'T HIIT.

# -£511

**TYPICAL CLUBS LOSE 50% OF THEIR MEMBERS EVERY YEAR – THIS CAN COST YOU UP TO £511 ANNUALLY PER LOST MEMBER.**

**HOW CAN YOU DRIVE INCREASED RETENTION?**

**MEMBERS WANT TO SEE RESULTS. IF THEY ARE SEEING RESULTS, THEY ARE COMING MORE OFTEN AND STAYING FOR LONGER.**

# 52%

**52% OF MILLENNIALS AND GEN Z CITE 'ACHIEVING RESULTS' AS THEIR MOST MOTIVATING FACTOR WHEN EXERCISING.**



**WHAT CAN YOU TRUST THAT  
WILL DELIVER THE RESULTS  
YOUR MEMBERS WANT?**



**HIIT = RESULTS**

**NOTHING BEATS GRIT.**

**5 SEPARATE SCIENTIFIC STUDIES  
CONDUCTED BY LES MILLS AND  
PENNSYLVANIA STATE UNIVERSITY  
DEMONSTRATE THAT IN EVERY CASE,  
ADDING IN TWO 30 MINUTE LES MILLS  
GRIT™ WORKOUTS DELIVERS INCREASED  
FITNESS, DECREASED FAT AND MANY  
OTHER BIOCHEMICAL RESULTS THAT ARE  
NOTICEABLE FOR MEMBERS.**

**HIIT IS MORE THAN JUST A TREND – IT IS A MANDATORY CATEGORY. IT HAS BEEN IN THE TOP 5 FITNESS TRENDS SINCE 2014 EVERY YEAR.**

**30%**

**HIIT GF HAS BEEN GROWING IN ADOPTION. IT WAS THE HIGHEST GROWING OFFERING BETWEEN 2013-2017 WITH FACILITY ADOPTION OVER 30%.**

**62%**

**DOES YOUR CLUB OFFER HIIT AS A GROUP WORKOUT – 62% OF ALL FACILITIES GLOBALLY DO.**

**BENCHMARKS**

**24%**

**24% OF ALL MILLENNIALS & GEN Z ARE CURRENTLY DOING GROUP HIIT WORKOUTS – WHAT DOES YOUR ATTENDANCE LOOK LIKE?**

## **IS YOUR HIIT REALLY HIIT?**

THERE ARE 4 MAIN AREAS IN HIIT GROUP WORKOUTS THAT WILL ENSURE IT IS SUCCESSFUL FOR YOU AND YOUR MEMBERS. HIIT SHOULD BE:

- SCIENTIFICALLY SUPPORTED**
- CONTAIN REST PERIODS AND COMPLEX COMPOUND EXERCISES**
- CONTAIN MOVES WHICH OPERATE WITHIN A SAFE RANGE OF MOTION**
- SCALABLE; WITH ENOUGH VARIETY TO KEEP MEMBERS ENGAGED**





**DO YOU OFFER HIIT PROGRAMMING IN DIFFERENT FORMATS?**

**HIIT PROGRAMMING IS READILY AVAILABLE IN VARIOUS FORMATS.**

**STUDIO CLASSES, CYCLE CLASSES & WEIGHT BASED CLASSES – ALL IN LIVE AND VIRTUAL FORMATS.**

**ARE YOUR CLASSES LASTING LONGER THAN 30 MINS?**

**IF SO, ARE YOU CERTAIN IT IS A TRUE HIIT CLASS?**

**OVERTRAINING IN HIIT IS POSSIBLE AND LEADS TO DIMINISHED RESULTS FOR MEMBERS AND INCREASED RISK OF INJURIES.**

**MEMBERS SHOULD NOT BE DOING MORE THAN 2 X 30 MIN HIIT WORKOUTS PER WEEK.**



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