



HARNESSING HIIT: A TOOLKIT

NOTHING BEATS GRIT.

LES MILLS
GRIT

HOW CAN YOU HARNESS THE HIIT EFFECT?

WHEN IMPLEMENTING HIIT IN YOUR FACILITY, 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 FACILITY, 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.



-\$674

TYPICAL FITNESS FACILITIES LOSE 50% OF THEIR MEMBERS EVERY YEAR – THIS CAN COST YOU UP TO USD\$674 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 2 X 30 MINUTE HIIT WORKOUTS
LIKE LES MILLS GRIT™ OR LES MILLS
SPRINT™ DELIVERS INCREASED FITNESS,
DECREASED FAT AND MANY OTHER
BIOCHEMICAL RESULTS BENEFICIAL FOR
MEMBERS.**

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

30%

HIIT GROUP FITNESS HAS BEEN GROWING IN ADOPTION.

IT WAS THE HIGHEST GROWING OFFERING BETWEEN 2013-2017 WITH FACILITY ADOPTION OVER 30%.

62%

DOES YOUR FACILITY 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 AS WELL AS 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?

MAKE SURE YOUR MEMBERS HAVE OPTIONS THAT FIT THEIR NEEDS AND LIFESTYLE.

LES MILLS GRIT™ AND CYCLE-BASED LES MILLS SPRINT™ ARE BOTH AVAILABLE AS LIVE, VIRTUAL AND ONLINE WORKOUTS.

ARE YOUR CLASSES LASTING LONGER THAN 30 MINS?

IF SO, ARE YOU CERTAIN THAT THEY ARE TRUE HIIT CLASSES?

OVERTRAINING IN HIIT CAN LEAD TO DIMINISHED RESULTS FOR MEMBERS AS WELL AS AN INCREASED RISK OF INJURIES.

MEMBERS SHOULD BE DOING NO MORE THAN 2 X 30 MIN HIIT WORKOUTS PER WEEK.



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