



A DISCOVER STRENGTH FRANCHISE OWNER'S PLAYBOOK

7 Steps to Running a Meeting That Builds a Thriving Studio

How our franchise owners lead their teams — without ever teaching a class

Great decisions build great studios — and effective meetings are where those decisions get made.

As a Discover Strength franchise owner, your job isn't to coach the workout. It's to lead the people who do.

Every session at your studio is delivered by a degreed exercise physiologist, following our proven, evidence-based programming. That frees you to focus on what actually grows the business: leading your team, driving local marketing, and keeping a close eye on the numbers that predict your studio's health.

The tool that ties all of it together is a weekly meeting your whole team can count on.

Most owners dread meetings and assume they're inherently a waste of time. They don't have to be. Run well, your weekly leadership meeting can become the most valuable 90 minutes of your studio's week — and building the right meeting cadence into your operating rhythm may be the single biggest lever you have as an owner, in fitness or any other business.



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1. **Same time, same day. Start on time; end on time.** Put a 90-minute leadership meeting on the calendar with your studio team, once a week, same day and same time — every week. Your team should build their schedules around this meeting, not the other way around. If someone is out, the meeting still happens. Consistency is what turns a meeting into a system.
2. **Segue.** Open by going around the room for one personal and one professional win from the week. It's a small ritual, but it moves your team out of the day-to-day whirlwind — front desk, class schedules, member questions — and into the meeting itself, while starting things off on a positive note.
3. **Review your KPIs.** Spend 5–10 minutes on the handful of leading and lagging numbers that tell you the objective truth about your studio: membership growth, retention, lead-to-member conversion, class attendance, and Net Promoter Score. If a number is off track for more than a week, it doesn't get argued about here — it goes on your Issues List (see #5).

Discover Strength franchise owners track studio performance using the same core KPI framework taught during onboarding and reinforced through ongoing home office support. Systemwide figures — including retention and NPS — vary by studio and are not a guarantee of individual results. See Item 19 of our Franchise Disclosure Document for details.

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4. **Headlines.** Spend 5–10 minutes sharing member and staff headlines — a new referral, a strength PR, a five-star review, an exercise physiologist who went above and beyond. Keep a running list all week so the whole team walks in prepared. No discussion needed here; just keep everyone current on the people behind the numbers.
5. **IDS: Identify, Discuss, Solve.** This is the real engine of the meeting — 45–60 minutes spent working your Issues List. Anything can land on it: a staffing question, a marketing idea, a member complaint, an opportunity to explore. Each week, the team picks the three most important issues, identifies the real problem, debates it, and drives it to a solution — then moves to the next three. If you get stuck, home office support is a call away.
6. **A solved issue gets a written to-do, owned by one person.** One issue can produce several to-dos, but each one needs a single owner and a clear, 7-day deadline. Check in on it next week. Issues that get "solved" without a to-do have a way of resurfacing.



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7. **Enter the danger.** The mark of a great meeting is the same as a great movie or a great book: real conflict. Your team should passionately debate the issues facing the studio. That's healthy, as long as it stays ideological rather than personal. The strongest studio teams engage in that conflict — and come out the other side with better decisions and real commitment to them.

With these 7 steps, you're ready to lead a studio team that shows up, speaks up, and grows the business — even if you've never taught a workout in your life.



You Won't Be Building This Playbook Alone

Home Office Support

From leadership training to KPI dashboards, Discover Strength gives every franchise owner the systems and support to run this exact meeting cadence from day one.

A Staffing Model Built for Owners

Every workout is led by a degreed exercise physiologist. Your role is leadership and growth, not programming or coaching classes yourself.

A Compact, Scalable Footprint

Studios operate in a lean 1,800–2,200 sq. ft. space, keeping buildout costs and overhead low — and making multi-unit ownership realistic.

Guided Path to Opening

Site selection, buildout, training, and pre-sale marketing are all supported systems, not things you figure out on your own.

This is the same operating discipline built into every Discover Strength franchise — so you're never building it alone.