



## Franchise System Case Study: Anytime Fitness

### Situation:

An international health and fitness franchise system wanted to strengthen the emotional intelligence of their corporate staff. They believed that stronger emotional intelligence skills would positively impact franchisee relationships, trust, engagement, brand loyalty, and ultimately support corporate and franchise unit bottom-line success.

### Goals:

- Build upon an existing corporate culture that emphasizes trust, listening, innovation and fun
- Reward and recognize emotional intelligence competencies of relationship-building, listening, empathy, self-management, and self-awareness of all corporate employees and franchisees
- Hire new employees with strong emotional intelligence skills at both the corporate and franchise unit level
- Incorporate emotional intelligence development within new franchise training, corporate conference, the sales process, online communications, CEO messaging, online training
- Build emotional intelligence into the franchise sales process

### Program Description:

- Deliver monthly in-person learning sessions on Emotional Intelligence for all corporate staff, as well as franchise unit employees (club managers, personal trainers, and franchise owners)
- Launch online video learning modules bi-weekly that focus on various components of Emotional Intelligence
- Work with specific corporate teams to strengthen their own trust, conflict, commitment and accountability
- Write monthly “Spotlight Articles” that showcase successful franchise owners who demonstrate emotional intelligence
- Create buzz and buy-in through multi-pronged communication efforts

### Measurable Outcomes:

- Since we started working with this franchise system, Anytime Fitness has increased their rank to #6 [up from #18 in 2011] among all franchises and currently rank #1 among fitness franchises in *Entrepreneur Magazine’s* 2013 Franchise 500 List.
- In 2012 and 2013, *Minnesota Business Magazine* named Anytime Fitness the #1 place to work in Minnesota. Anytime’s CEO, Chuck Runyon, attributes our work as a critical factor in winning these awards.

### Critical Success Factors:

- The CEO and Senior Team members demonstrated their commitment to the learning and to Emotional Intelligence by attending the learning sessions and incorporating it into their messaging.
- The CEO and Senior Team modeled high emotional intelligence in daily behaviors.
- In-class learning was reinforced through online learning modules and monthly articles spotlighting franchisees who were emotional intelligence role models

### For more information, please contact:

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