

POST COVID-19 GYM OPENING GUIDE

This resource will guide you through the process of creating your reopening plan as well as your ongoing operating plan as we adjust to this 'new normal'.

The most important thing is that right now, it's time to start thinking ahead. The reopening of gyms is included in Phase 1 of the Opening Up America Again plan.

This is good news, yet there are still so many unknowns.

WE'VE CREATED THIS RESOURCE TO HELP YOU ANSWER THE FOLLOWING QUESTIONS:

What do I need to be thinking about right now?

What do I need to be doing right now?

How reopening is going to impact my service delivery? My revenue? My expenses?

Is my current (or pre-pandemic) business model sustainable and profitable in this market?

The next several months are going to look a lot like the past six weeks: *constantly changing, filled with new challenges as well as opportunities and the landscape will remain fluid.* Creating your plan for reopening and beyond is going to take thoughtful consideration so that you can move forward with confidence. While it's really important to have a plan, it's also really important to realize that not everything is going to go according to that plan. Things are going to change. The plan you create should serve as a guide, not as an immovable pillar.

WE RECOMMEND FOLLOWING THESE STEPS WHEN CREATING YOUR PLAN:

- Set aside some dedicated time to review your current business plan/strategy
- Work through the list of questions and ideas below
- Determine what adjustments you need to make to operate right now
- Talk to your FR Success Coach™ (if you don't have one, [talk to one of our FR Success Coaches here](#))
- Finalize your plan and act swiftly and decisively (review/assess weekly)

Below is a list of reflective questions and ideation statements to help you create your plan. Your plan will likely need some adjustments for each of the three phases of the Opening Up America Again plan, so keep that in mind and continue to think forward.

WHAT ADJUSTMENTS DO I NEED TO MAKE TO MY SERVICES?

- **Determine the class size you can accommodate and still follow strict physical distancing**
 - Consider including trainers/staff in class size count based on your facility space
- **Be prepared to have to deliver service to members that want to come back in and members that want to continue to train virtually**
 - Consider staffing to accommodate these changes
 - Think about ways to maximize your (and your staff's) time and effort
 - Determine what you will do about any equipment you've rented or loaned out to members who aren't ready to come back to the gym
- **Think about how you can utilize outdoor space**
- **What changes to our coaching style and processes do we need to consider?**
 - Safety, spotting, cueing
 - Programming
 - Equipment use/sharing
- **Create your plan for what you'll do if you have an outbreak of the virus among your membership**
- **Create your plan for if you're mandated to close again**

WHAT ADJUSTMENTS DO I NEED TO MAKE TO MY FINANCES (REVENUE & EXPENSES)?

- **Transition your clients from freezes back to paid memberships**
- **Adjust your marketing and selling for both in-person and virtual training**
- **Update your budget/forecast process to account for additional cleaning supplies and staffing needs**
- **Create your process for tracking the spending of your PPP/EIDL funds (or any other that will require proof/application for forgiveness)**

WHAT ADJUSTMENTS DO I NEED TO MAKE TO MY COMMUNICATION (INTERNAL & EXTERNAL)?

- **Create your plan to communicate about reopening**
- **Who do I need to communicate with? (staff, clients, prospects, vendors, etc)**
 - What communication channels will I use?
 - Communicate any service changes or new offers
 - Communicate new cleaning protocol
 - Communicate member expectations (social distancing, hand washing, shoe policy, bathrooms, etc.)

HOW DO I KEEP MY FACILITY CLEAN AND MY MEMBERS SAFE?

- **Update your cleaning processes**
 - Door handles, light switches, water fountain, towels, cups, bottles
 - Supply list
- **Consider outsourcing or adjusting your outsourced cleaning services**
- **Place signage your facility so that your staff and members feel confident in their safety and facility cleanliness**