



Do's and Don'ts of Hiring Fitness Professionals

Are you sabotaging your staff recruiting process? Bulletproof your hiring with these insights.

BY NATHALIE LACOMBE

DON'T: Ask them, "Where do you see yourself in three to five years?"

DO: Ask them, "What are you passionate about right now, and what are you excited to learn about next?"

► Career paths move quickly and few of us know where our industry paths will lead. Instead of boring interviewees with a traditional corporate question, get a better idea of their "why" so you can quickly assess if it relates to the purpose of your business and the culture of your team.

DON'T: Spend weeks in the selection process and have them in for multiple interviews.

DO: Assess hard skills, soft skills and the right fit at the first face-to-face meeting.

► Most new fitness professionals want to find work quickly, and they aren't looking for a lifetime commitment. Even one week between the interview and your offer could mean you've lost the right candidate. Sleep on it if you must, but make an offer within 48 hours of an interview. Go with your gut, and trust that you can identify great candidates quickly thanks to the excellent clues provided by on-the-job interviews and behavioural interviews.

DON'T: Have them sign an exclusivity contract.

DO: Trust that job candidates are likely interested in multiple professional opportunities and a few side hustles.

▶ Careers are more multifaceted than ever. Very few fitness professionals have just one work commitment. On top of training or teaching for you, they write blogs, do online transformation training, are engaged in multi-level marketing sales, coach and mentor others, etc. Exclusivity contracts indicate a lack of trust and start the relationship negatively. Instead, find out what else they have going on. Better yet, see if there are ways of collaborating versus seeing these additional jobs as competing with your business.

DON'T: Paint a perfectly pretty picture of what it means to work for your business and how poorly your competitors run their businesses.

DO: Be honest about your expectations, and speak respectfully of others who are also dedicated to helping clients get healthy.

▶ No matter how wonderful and different you think you are, there will be some challenging aspects related to working for you. Being honest about these clarifies expectations and makes attaining performance goals much easier. It also creates an environment where imperfections are respected and improvements are welcome, and it creates a desire for growth.

DON'T: Hire people and then let them fend for themselves. (After all, if you selected them they must be awesome without your help.)

DO: Provide learning, mentorship, and safety to ensure growth.

▶ The old leadership adage of “get out of their way” is misleading. A great leader understands what type of learning each staff person needs, provides mentorship and then creates a safe environment for them along the way to growth. Provide candid feedback and positive solutions to keep people engaged and successful. FBC

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