

SONY

# ADVAGYM

## INTRODUCTION - CHEKLIST

 ADVAGYM

## INTRODUCTION

This document has been developed to help making Advagym a success at a facility. A service is only as good as your own engagement, but if the instructions are followed and actions taken, you will make the very best of your investment and offer a truly powerful digital service for your members, staff and gym.

## INSTRUCTIONS

There are three sets of instructions that could be used separately. Equip the member, Coach to excel and Optimize the gym. Each and one might have different relevancy for your facility and ambitions. Equip the member is the most basic one and should appeal to all type of facilities whilst Coach to excel assumes the facility is manned to some level and Optimize the gym is useful if your truly like to improve your gym over time using data and analytics to Optimize the gym.

1. Print out one by one, if possible, laminate them.
2. Introduce with your staff and hand out the playbooks
3. Follow up after some time, make your own adjustments if needed

This should be seen as a support in the daily work at the gym. A reminder as well as a guide. The actions have been listed in a timely order but most important is that you incorporate the new service and activities into existing activities when possible.

Good luck with the playbook, and remember, it's not what you say but what you do that matters most. Train with the service yourself and others will follow.

/Advagym Team

## EQUIP THE MEMBERS

Advagym equips the members with an app, supporting hardware and programs to help them reach their goals. Using an app to track the workout motivates, inspires and makes it fun to exercise.

## INVITE THE MEMBERS

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**Action 1**, announce Advagym on social media and web. Add a countdown prior to a new installation and build up the expectations.

**Action 2**, Invite the members, tell them about the service and send them an information mail with links to download the app. Use the web-tool.

**Action 3**, Introduce the service with an intro event at the gym for both members and staff. Try out the service, make it as a challenge, have fun!

## EXPLAIN HOW IT WORKS

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**Action 4**, Show the app to the members. Explain about exercises, the workout screen and the statistics menu that will show them their progress.

**Action 5**, Explain about the machines, main units, pucks and holders. Let them try themselves to tap a puck and use a machine or zone.

**Action 6**, entice them about coaching them with the app. Send them a basic workout. Members use the app; you use the web-tool in your phone.

## INSPIRE THE MEMBERS

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**Action 7**, outfit the facility with posters, deskstand and rollups. Make it easy to find with labels on each machine and zone. Walk in the members shoe.

**Action 8**, make a walkthrough at the gym showing the strength machines, functional zones and additional pucks for stretch areas and group-x.

**Action 9**, train yourself using Advagym, members learn by watching other members and staff and will pick up the news.

## COACH TO EXCEL

Use the Advagym service to coach the members. Offer personalized programs, follow their progress and comment on their training. Add variation by changing exercises on a regular basis. Use the pucks in the gym or add a couple of new ones to distribute the exercises.

## WORK WITH PROGRAMS AND EXERCISES

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**Action 1,** Create and share a set of programs like 'All machines at the gym', beginners' program or basic functional training.

**Action 2,** Use an event and create event programs where you train together for a cause, a challenge or just to have fun.

**Action 3,** Create programs for special occasions. Get fit after the summer, get strong after 40. A program can have both general and/or specific goals.

## COACH THE MEMBERS

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**Action 4,** Invite members to share their workout. Send them an all-round program or offer them a choice of programs. Use the web-tool.

**Action 5,** Track their progress. Use the web-tool to check on the members. Have they have accepted to share their workout or started a program?

**Action 6,** Coach the members using the web-tool. Give them feedback and offer new programs. Explain about range of motion, 1RM and speed.

## COMMUNICATE WITH THE MEMBERS

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**Action 7,** Frequent and relevant communication engages. Use the Inbox in Advagym to send messages from the gym to the members. Use the Gym Messages menu in the Web-tool.

**Action 8,** Introduce the staff using messages or Info zone. If you have any info zones setup at the gym, change the information on a regular basis. introduce the staff with a video or new services and classes at the gym

## MAKE IT INTERESTING

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**Action 9,** Motivate by adding new exercises for selected pucks and zones on a regular basis. Use social media to announce the news.

**Action 10,** Inspire member let them tell their stories on social media, take part in videos and reward them for their achievements with goodies.

**Action 11,** Challenge the members. Setup exercises and programs. Use a puck, add a sign for instance learn a skill like muscle ups or chins.

## OPTIMIZE THE GYM

Using the Advagym utilization service, a facility can be monitored 24/7 and the data can be reviewed in the web tool. The facility gets data showing the usage of every machine in the facility, giving them insights on usage and a way to optimize the gym.

## UNDERSTAND THE DATA

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**Action 1,** Get acquainted with gym utilization in the web-tool. When ready pull out the previous months data for all machines between 10am and 1pm

**Action 2,** Compare with similar equipment or another gym in the group

**Action 3,** Experiment, select a starting date. Move machines closer together or divide them with something. ta

## SET THE AMBITION

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**Action 4,** Set a goal. Increase the usage of the strength area. With a goal you can aim for something and make use of the data.

**Action 5,** Are you making any business decisions, make use of the data and talk with the suppliers about your goals? More machines or more members.

## TAKE ACTIONS

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**Action 6,** Rotate the machines to make the machines more available

**Action 7,** Balance the load by moving machines with high usage

**Action 8,** Add signs and posters to increase knowledge about how to use a machine