



## Build Your Team: Attract and Retain Your Staff

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### Overview

Attracting and keeping good staff is the key to long term stability and growth in your business, and crucial for the retention, progression and growth of your clients. Pilates studios are unique in that they are not “just a place to work” but can be places that foster connection and community. We will look at ways that you can develop this kind of environment.

### **KNOW YOUR MISSION AND GOALS**

- Mission statement dictates competencies
- Know who you want to hire

### **CULTIVATE GROWTH AND SUPPORT**

- Make your studio a place to grow
- Build a family
- Invest in continuing education
- Recognize and reward staff (i.e. feature on social media)
- Encourage niche interests

### **PROVIDE FAIR BUT CLEAR STRUCTURE**

- Competitive compensation and benefits
- Know your state’s laws on contract vs. employee
- Flexible and fair scheduling
- Studio environment
- Open communication and feedback
- Professionalize the environment (technology, clear expectations)

