

Arma's science-backed checklist for addictive group workouts

If you're missing even one of these, you're leaving growth, retention, and coach talent on the table.



<div><div></div><div>Gen Z are your most active members – design for them</div><div>73% of new joiners are Gen Z – they don't want your old aerobics class.</div></div>	Gen Z & Millennials now make up 73–80% of joiners (ABC Fitness 2024, Les Mills 2021). Most gyms recycle tired formats (pump, step, circuits) that don't connect. Modern, music-driven, athletic workouts win Gen Z.
<div><div></div><div>Make workouts addictive with music-led flow states</div><div>Random playlists kill retention.</div></div>	Avoid letting instructors just hit shuffle; or forcing rigid playlists. Keep members hooked with smart playlist design (aligning music, movement, and message) and train coaches how to use the last Spotify hits – something Arma has perfected.
<div><div></div><div>Stop members quitting – engage them with smart programming</div><div>50% of members quit in 6 months.</div></div>	Retention is the real profit driver. The best programs are built on the science of flow state – maximising oxytocin, endorphins, and dopamine through carefully aligned music, movement, and coaching. This makes workouts not just effective, but addictive.
<div><div></div><div>Leverage format economics to improve ROI</div><div>Not every class pays the bills.</div></div>	Consider the economics. Group training is a big investment – space, fitout, and equipment only pay off if you: <ul style="list-style-type: none">• Pick the right assets and maximise use• Fit more members per sqm with smart programming• Keep classes full and repeatable to lower COS
<div><div></div><div>Tech integration is a must</div><div>If your programming is still on paper, you're behind.</div></div>	ACSM's 2025 survey: wearables & mobile apps are the #1 & #2 trends. Most gyms rely on printouts or WhatsApp groups. Mobile-first delivery keeps coaches consistent and members engaged.
<div><div></div><div>Offer young coaches meaningful progress, not just performance</div><div>Flat pay = fast churn.</div></div>	Gen Z coaches prioritise growth (Deloitte 2025). Most gyms give no feedback, no career path, and lose talent fast. Use transparent rate cards and skill-based progression – vocal presence, music mastery, leadership.
<div><div></div><div>Attract and retain coaches with structured autonomy</div><div>Too rigid or too loose – both push Gen Z away.</div></div>	Gen Z thrive on autonomy + feedback. Most gyms either script everything (stifling personality) or give no structure at all. Use a "tight-loose-tight" model: boundaries + creative freedom + outcomes.

Most gyms tick one or two of these boxes. Very few tick all seven. That's why members drift, coaches leave, and ROI stalls. Arma makes it easy to cover every base – fast.

Discover more about Arma and how it could help you deliver outstanding workouts without the usual pain.

Contact Karin Pennington
Phone: 027 210 1609
Email: info@armafitness.com

