

Interview Transcript

Charlotte Adams | Jul 8, 2026 at 3:19 PM | en-US

Recruit AI

0:00

Hi, I'm from Ultimate Longevity Center calling about your AI-powered interview. How are you doing?

Charlotte Adams

0:07

I'm good. Thank you. How are you?

Recruit AI

0:09

I'm doing well, thank you for asking. Thanks for your interest in the Ultimate Longevity Center General Manager position with us. I'm excited to connect to learn more about your experience and how this role could be a fit for you. As part of the first step in our screening process, I'd like to get to know you better and answer any questions you had about the role and company - it should take around ten minutes. Do you have any questions about the interview format?

Charlotte Adams

0:32

Not yet.

Recruit AI

0:34

Great. To start, could you tell us a little bit about yourself and what attracted you to this opportunity?

Charlotte Adams

0:43

I have been a business owner of a fitness boutique fitness studio for the last thirteen years. And I really liked the opportunity here with you guys as I feel like I can bring my leadership qualities into a bigger, larger organization.

Recruit AI

1:01

That sounds like a great step forward. Can you share an example of a time when you influenced someone to make a decision or take action?

Charlotte Adams

1:12

I often oversee, uh, the classes courses that my instructors offer. And so we like to get together and discuss the courses that we're going to do, what that looks like, what the end result will be for the student. And sometimes instructors are a little unsure whether what they're offering is good enough and exactly what it what the student might actually want. And it's my role to encourage the instructor using my own knowledge um, and just to build confidence in my instructors that what they are doing is positive. You what we need, what we want, what the students want and need. And, uh, just to give them the confidence to go forth and take ownership of their own ideas.

Recruit AI

2:03

That's a valuable way to support and empower your team. What experience do you have that makes you a strong fit for this position?

Charlotte Adams

2:13

As I had mentioned, I have been running a boutique fitness studio for the past thirteen years. I built my studio from the ground up. Um, so I've kind of worn every single hat. I take care of sales, marketing, recruitment, team leading, all of it, KPIs, you name it. I take care of it. So yes.

Recruit AI

2:42

Your extensive experience in leading operations and managing all aspects of a business sounds like a great match. Could you share some strategies you've used to generate referrals or build business-to-business partnerships?

Charlotte Adams

2:56

So I I like to trial and error things. And I do often like to get feedback directly from my customer to see what works, what doesn't work. With regards to referrals, nothing beats word-of-mouth in my opinion. So I often will encourage students to bring their friends. Posting on social media. We highlight them. They highlight us. Sometimes do bring a friend for free events. Things like that. Anything where we can kind of build the community, get more people involved, and we also try and do stuff outside of the studio as well as we become, like, a big family. And a big unit. And then with regards to working with other companies, I often work closely with people at, like, fitness expos and things like that. It's a great opportunity to get to know other other sides of, like, the fitness business, what's going on. Put faces to names and things, and you know, see if there's opportunities with with other people for other other like, fitness realms.

Recruit AI

4:01

Building a sense of community and leveraging word-of-mouth seems very effective. When it comes to managing a sales team, what KPI's would you monitor daily, weekly, and monthly?

Charlotte Adams

4:12

I often review this schedule, and I'm looking at what classes are doing well versus classes that maybe are a little bit underperforming, and I tried to find out the why. Why is a class underperforming versus a class that's performing well? So I usually start there. And then subject to what that that is, I will then go. It could just be it could be a a conflict of time. Uh, like, a weekend might underperform more than maybe a Monday evening. So we look at that, and then we try and put in or discuss with the student, with instructors what they're hearing. What what what the client really wants. You know, if we got a big demand for beginner beginner classes, great. Then let's put that on at one of the more popular times of the day. Versus

Charlotte Adams

5:11

you know, a quieter time.

Charlotte Adams

5:16

Just to keep that going. But I typically look at the classes, what's performing well. We also have, like, bachelorette parties we look at, private lessons. So, again, it's just me trying to understand what the student wants and needs and then giving them the opportunity to do those things. If people are looking for more one on one more one on one training, then I open up trying to open up the schedule for more private lessons. Trying to learn what people's goals are. Same with the instructors if they've got more more or less availability. How can we make that work? And, again, just trying to see what what the client really wants. Do they want more dance? They want more strength building? You know? And then we build off that information.

Recruit AI

6:04

It sounds like your approach to monitoring and adjusting according to performance and client feedback is well thought out. It really shows your understanding of adapting to meet customer needs and maximizing class performance. Is there anything else you'd like to explore or any questions you have about the role or company?

Charlotte Adams

6:22

Not at this time. Think what's the what's the the next steps in the interview process?

Recruit AI

6:31

We'll be in touch via email regarding the next steps in the hiring process within the next few days if you're selected to move forward. Do you have any more questions?

Charlotte Adams

6:40

Actually, I might do. I wrote some down. Hang on. Me find them.

Recruit AI

6:45

Take your time. Let me know if there's anything else you'd like to ask.

Charlotte Adams

6:51

Okay. So what does success look like for the person in this role during the first ninety days?

Recruit AI

6:58

Success in this role would likely involve establishing a strong understanding of the company's operations and culture, building rapport with your team, and starting to drive improvements in sales and client experiences. Additionally, having a solid plan in place for growth and identifying initial opportunities for developing partnerships would be significant achievements. Do you have any other questions?

Charlotte Adams

7:21

Was a really great answer. Thank you. The next question I have,

Recruit AI

7:27

Of course, go

Charlotte Adams

7:27

what do your strongest general managers do differently than anyone else?

Recruit AI

7:34

Strong general managers often focus on building a cohesive team environment, staying adaptable to change, and maintaining a clear vision for growth. They are proactive in addressing challenges, fostering strong relationships with clients, and continuously seeking feedback to improve services. Anything else you'd like to know?

Charlotte Adams

7:54

One more question. What attracted you to my application?

Recruit AI

7:59

Your extensive experience in running a fitness studio, combined with your leadership skills and focus on team and client development, stood out. Your ability to wear multiple hats and drive business growth aligns well with what we're looking for in this role. Do you have any more questions?

Charlotte Adams

8:14

That's all I have today.

Recruit AI

8:17

Great! It was wonderful talking with you. Thank you for your time, and we'll be in touch soon regarding the next steps. Have a great day!

Charlotte Adams

8:20

they you.

Recruit AI

8:28

You're welcome. Take care!

Charlotte Adams

8:31

Bye.