

# ORANGETHEORY KEEPS BUSINESS HEALTHY WITH INKLING

## Challenges:

- Limited talent pool due to shifts in fitness industry and the pandemic
- High growth, even during pandemic, meant training had to keep up with faster pace
- Increase in younger workforce who want more personalized, digital training
- Decentralized, mobile, training environment

## Solution:

- Knowledge & Training
- Content Authoring
- Mobile Learning

## Results:

- 60% increase in learning network (15,000+ people) adoption & participation monthly
- 40% increase in learning agility and new training distribution
- 10% reduction in content duplication and approval timelines

## Reimagining Learning to fit Orangetheory's Unique Environment

Orangetheory Fitness provides science-backed, technology-tracked, and coach-inspired group workout programs in each of its one-of-a-kind studios to enable members to live a longer, more vibrant life. Using a franchise model, the company has 1,400+ locations in all 50 states in the U.S. and in 26 countries. There are over 15,000 business and fitness professionals that the company's L&D team supports with training and career development programs.

To deliver the kind of learning that would meet the needs of more than seven job roles at each studio and for employees at company headquarters, Orangetheory's L&D team realized that a LMS wasn't going to be able to do it all.

The learning strategy was to spark a learning mindset with memorable and unique learning experiences to create knowledgeable and results-driven leaders. The biggest challenge was that sometimes it can be difficult to get franchisees to buy-in to learning programs developed by headquarters so reimagining traditional training by using multimedia, quick short TikTok-like snippets, and more engagement was top of the list. Another challenge is the high turnover within the fitness industry—and the pandemic only made it worse. At any time, there could be as much as 80% of the workforce onboarding.

## Pivoting Business to Respond to a Global Pandemic

Orangetheory went with Inkling as its digital operational knowledge platform for its mobile capabilities, ability to create collaborative learning content fast, and as a single source of truth for learning knowledge. The company rolled out Inkling globally in June 2019, and realized early-on how much faster content creation and delivery was in Inkling.



In 2019, Orangetheory Fitness completely reimagined how employees learn on the job by implementing Inkling. Then in 2020, less than a year later, the company had to shut down studios due to the global pandemic. Inkling enabled Orangetheory to quickly pivot its entire business from in-person fitness training to virtual fitness training in about 72 hours. During this pivot, the company reimagined training to be more streamlined, mobile-friendly and dynamic with content tailored to various job roles with specific learning paths.

Now Orangetheory's learning and development (L&D) team can crank out branded, digital learning content and make it easily accessible, instantly to over 1,300 studios domestically, and a growing number of studios across the globe.

Just some of the great results **Orangetheory Fitness** achieved by using the Inkling platform



In Content Duplication and Approval Timelines



In Learning Agility



In Monthly Learning Adoption & Participation



Then the global pandemic hit, and on March 10, 2020 all Orangetheory studios closed to keep employees and members safe. The following Friday, the CEO asked the team to come up with a new program that would shift group workouts from in-studio to at-home for members. The L&D team had 72 hours to put together new protocols and training for trainers and coaches to deliver “Orangetheory Anywhere” on Zoom.

Inkling became a critical tool for changing learning content, delivering it, and notifying franchisees of any additional changes as the new program rolled out to all members. As the program became a success, the L&D team took the opportunity to reboard franchisees and streamline training further with Inkling. They also launched an internal video series interviewing various people within the network and industry leaders on best practices all on the Inkling app. Today, this pivot has fundamentally changed the way that the Orangetheory L&D team and their learners think about and consume training.

### Keeping Business Healthy

Accessibility and engagement is one way the Orangetheory L&D team measures learning success. “If we know that all 15,000 people in the network can access and engage with our programs then we know how many people completed our programs, and that we get feedback so we can keep improving,” said Brittany Gutierrez, Director of Learning and Development at Orangetheory Fitness.

And one of the main reasons why Orangetheory is so happy with their Inkling platform is that they can pull information into the company’s business analytics solution to see the real numbers. “What’s great about Inkling’s platform is we’re actually able to tie it to our BI solution. We can see how our programs are influencing performance numbers, and that’s what makes a difference for us,” Gutierrez said.

For the future, Orangetheory plans to use Inkling as the company expands internationally with localization like language and culture. The L&D team is also planning to look at sales and operations training to refresh evergreen training to amp up interactivity and gamification.

“ We closed on March 10. Our CEO approached us that following Friday and said we need to get at-home workouts up and running quickly. He gave us 72 hours to spin up a program and roll it out to our members. We did it. The program was called Orangetheory Anywhere. ”

**Brittany Gutierrez, Learning & Development Manager**

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