



# 5 Ways to Avoid Hiring the Wrong Fitness Leader

1

## Define Success—Not Just Responsibilities

Instead of listing duties or qualifications, ask: “**What must this person achieve in their first 12 months?**” For example:

- Launching two revenue-generating programs by Q3
- Improving member retention by 10–15%
- Building a strong team of department leads



➡ **Defining success this way attracts candidates motivated by impact, not just compensation.**

2

## Look for Achiever Patterns, Not Just Experience

The best leaders may not come from obvious places—but they show a consistent track record of delivering results. Look for signs of upward mobility, stretch assignments, and breakthrough accomplishments. **Ask:**

- “What are you most proud of in your recent roles?”
- “What recognition or promotions have you earned?”



➡ **These answers reveal more than a résumé ever could.**

3

## Interview for Culture Fit and Problem-Solving

Two of the top reasons leaders fail:

1. They don’t think strategically
2. They don’t align with the team’s pace, values, or leadership style

Use structured interviews to evaluate real-world problem-solving. **Ask:**

“Tell me about a time you turned around a struggling department. What was your first step?”



➡ **Then assess how they fit with your organization’s rhythm and expectations.**

4

## Sell the Career Move—Not Just the Job

The best candidates aren’t looking for jobs. They’re looking for a step forward. That means you need to position your role as a career opportunity:

- Bigger scope
- Strategic visibility
- Culture fit and alignment with their long-term goals



➡ **In PBH, we use a Push-Pull tactic—pull them toward the challenge and growth, push them away with the truth about what makes the job hard.**

5

## Align on Metrics Before Making the Offer

If your team and the candidate don’t share the same vision of success, onboarding will be chaotic and retention at risk. Use your performance objectives to:

- Build the onboarding plan
- Set first-year expectations
- Anchor your interview and reference checks



➡ **The clearer the path to success, the greater the likelihood of commitment.**

