

# JLR Associates' Staffing Guide: A Strategic Approach to Leadership Hiring



As 2026 progresses, fitness organizations must take a more intentional approach to staffing. Too often, clubs and studios delay hiring until it becomes necessary—resulting in talent gaps, rushed onboarding, and missed growth opportunities. JLR Associates specializes in performance-based recruitment for the fitness industry, helping organizations secure proven leaders at the right time, not just when pressure peaks.



Now is the time to strengthen your leadership team and position your organization for success!



## Why Timing Matters in Leadership Hiring

### Hiring with Intention, Not Urgency

Training and integrating new staff takes time. You want to ensure your team is fully prepared to deliver outstanding service to reduce inefficiencies and prevent burnout among your existing staff.

### Capturing Revenue Opportunities

- **Fluctuating Demand for Health & Wellness Services**  
Periods of increased member engagement can place added strain on teams. Without adequate staffing, organizations risk missed revenue opportunities and an inconsistent member experience—both of which can impact long-term performance and brand perception.
- **Growth Initiatives & Program Expansion**  
As clubs introduce new programs, promotions, or corporate wellness offerings, having the right team in place is critical. Insufficient staffing can limit the ability to maximize premium services, personalized offerings, and incremental revenue streams.
- **Member Experience & Long-Term Retention**  
Consistently strong service builds trust and loyalty over time. Staffing gaps, on the other hand, can lead to service breakdowns, diminished satisfaction, and higher attrition—ultimately affecting retention and lifetime member value.

*Rushed hiring decisions are one of the most common causes of early turnover—especially in leadership roles.*



## Gaining a Competitive Hiring Advantage

### Stay Ahead of Market Activity

Leading organizations plan ahead for upcoming initiatives and periods of increased demand. Hiring proactively ensures your team is prepared to execute without scrambling once activity accelerates.

***Most leadership searches take 8–12 weeks from first conversation to accepted offer. Organizations that wait until staffing becomes urgent often lose top candidates to competitors who started earlier.***



### Secure Top Talent First

The strongest candidates are often available before hiring pressure peaks. Waiting until staffing becomes urgent means competing in a crowded market and settling for limited options.

***The strongest leaders rarely apply to job postings. They are identified, approached, and moved through a structured, confidential process.***



### Support Sustainable Growth

A fully staffed, well-prepared team is better positioned to drive membership growth, personal training engagement, group programming, and ancillary revenue—without compromising the member experience.



## Mini Checklist

Before You Hire, Ask:

1. What outcome must this role deliver in the first 12 months?
2. What leadership behaviors matter most in our culture?
3. What would make a hire unsuccessful—even with strong experience?

# Leadership: Shaping the Future of Fitness ...



- Setting a Vision
- Developing Strong Teams
- Cultivating Client Relationships
- Navigating Changes and Challenges
- Measuring success



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## **Partner with JLR Associates**

JLR Associates helps fitness organizations hire smarter and build stronger teams. Our performance-based approach connects you with proven leaders who align with your culture, drive results, and support sustainable growth.

Partnering with us allows you to plan ahead, avoid reactive hiring, and make confident staffing decisions that strengthen your organization now and for what's ahead.