



## Being a Great Leader in Your Pilates Studio

When I first started running my studio, I thought it was all about the classes. But I quickly realized that the real magic happens behind the scenes—with leadership. Being a strong leader doesn't just keep things running smoothly; it creates a space where your team feels motivated and your clients feel like they belong.

So, what does it take to be a strong leader? Let's break it down into simple steps you can start using today!

### 1. Lead by Example

One of my biggest "aha!" moments was realizing how much my team watches me. If I show up on time, stay organized, and keep a positive attitude, they do too! It's like a ripple effect.

**ACTION TIP:** Today, take a moment to check your schedule and plan your day. Be the role model your team looks up to!

### 2. Support Your Team

I'll never forget the time a team member came to me feeling overwhelmed. A quick 10-minute chat made all the difference. Sometimes, all they need is someone to listen and help them figure things out.

**ACTION TIP:** Have a quick 10-minute check-in with one of your team members today. Ask how they're feeling and if there's anything they need help with.

### 3. Create a Friendly Environment for Clients

There's nothing like walking into a space where you feel truly seen. I started making it a point to greet clients by name and ask how they were doing—and the

way they lit up made it so worth it.

**ACTION TIP:** The next time a client comes in, greet them by name and ask how they're doing. Show them you care!

## 4. Communicate Clearly

Clear communication helps everyone stay on the same page. Make sure your team knows what's expected of them and keep clients informed about any changes to the schedule or new offerings.

**ACTION TIP:** Write a short, friendly message to your team or clients today, updating them on something important—whether it's a class change or an exciting new service.

## 5. Keep Learning and Growing

No leader knows everything. The best leaders never stop learning. I make it a habit to read, listen, or ask for feedback regularly—it keeps me sharp and inspires my team to grow too.

**ACTION TIP:** Take 10 minutes to read something new today—whether it's a leadership article or a book. Small steps toward learning can make a big impact.

Being a great leader doesn't happen overnight, but with small, simple actions every day, you'll build a strong, supportive studio that clients love and your team can rely on.

*What's one leadership action you're going to take this week? Hit reply—we'd love to hear your thoughts!*

Team PEI



*At PEI, our mission is to increase the number of highly-qualified Pilates instructors across the world by empowering you, the Pilates studio owner, to build and implement a Pilates teacher training program. We provide the curriculum and resources, and you train your own instructors - and keep the profits!*



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