

A background image of a Pilates studio with several people practicing on reformers. The image is overlaid with a semi-transparent dark teal rectangle. Inside this rectangle, the title 'What makes great Pilates instructors stay?' is written in a white, bold, sans-serif font.

What makes great Pilates instructors stay?

Hi {{ contact.FIRSTNAME | default: "friend" }},

One of the biggest challenges studio owners talk about right now isn't finding clients.

A little surprising, we know.

The biggest challenge is keeping great instructors.

As Pilates continues growing across different age groups and demographics, the demand for thoughtful, high-quality teaching is growing too. According to a recent report from Les Mills, interest in Pilates has expanded well beyond the traditional wellness audience, which means studios are serving a wider range of students with different needs and expectations.

And that changes what instructors need in order to feel confident and supported.

Many instructors don't leave because they no longer love Pilates. They leave because they stop feeling like they're growing.

And that's why in-house skill development matters!

Today, we're sharing a few ways studios are doing this successfully.

1. Monthly Education Sessions

Host short monthly training sessions for instructors focused on topics like cueing, client communication, contraindications, or teaching flow.

These sessions don't need to be formal. Even one hour of collaborative learning can make a difference!

2. Practice Teaching Opportunities

Newer instructors often benefit from teaching portions of class, workshops, or community events alongside senior teachers.

It creates a supportive environment for growth and feedback.

3. Continuing Education Around Special Populations

As more diverse students enter Pilates spaces, instructors increasingly need confidence working with different bodies, movement histories, and limitations.

Topics like modifications, progressions, and contraindications become especially important.

4. Peer Observation

Some studios encourage instructors to observe one another's classes periodically.

Watching different teaching styles often sparks new ideas and helps instructors refine their own communication.

Your next steps:

- Identify one teaching skill your team would benefit from developing together
- Schedule a simple monthly education session
- Encourage newer instructors to shadow experienced teachers
- Create space for instructors to ask questions and collaborate

Studios that prioritize teacher development often create something students can feel immediately:

- ✓ Consistency.
- ✓ Care.
- ✓ Confidence in the teaching team.

And in a growing Pilates industry, that kind of learning culture matters more than ever.

The PEI Team



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!



Pilates Education Institute

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