



# MANAGING THE MODERN MEMBER

TOOLS TO MODULATE STRESS, MITIGATE BURNOUT, AND MAXIMISE RESULTS



# THE GYM AS A PERFORMANCE ECOSYSTEM

**Member outcomes** = retention, loyalty, and profitability

[Saputelli, 2016; Schaffer, 2023]

Shift from “access to equipment” → **outcome-driven ecosystems.**

**“FIELD OF DREAMS”**



**WHAT OUTCOMES DO YOUR  
MEMBERS WANT?**

# Physical Outcomes

Better health and longevity (reduced risk of disease, stronger immunity).

Body composition changes (weight management, fat loss, muscle tone).

More energy and vitality for daily life.

Better sleep and recovery.



## **Mental & Emotional Outcomes**

Reduced stress, anxiety, and burnout.

Improved mood, confidence, and self-esteem.

Greater resilience and ability to cope with pressure.

A sense of calm and balance in a fast-paced world.



# **Cognitive & Performance Outcomes**

Sharper focus and concentration.

Enhanced productivity at work or study.

Better decision-making and creativity.

Sustainable high performance (without burning out).



# **Social Outcomes**

A sense of belonging and community.

Shared experiences and accountability with peers.

Opportunities to connect with like-minded people.

# **Lifestyle & Identity Outcomes**

Consistency and habit formation (“I want to stick with this”).

A lifestyle that aligns with personal values (e.g., sustainability, self-care, longevity).

Identity reinforcement (“I see myself as a healthy, high-performing person”).

# THE COMMERCIAL OPPORTUNITY

**Global fitness & wellness industry** worth ~\$97B (IHRSA 2023).

Boutique and recovery services growing **10%+ CAGR** [Schaffer, 2023].

**UK gyms:** 15% adult penetration, but **~40% attrition annually** [Ozuem et al., 2021].

**Gen Z:** 2x more likely than Boomers to pay for recovery & mental health add-ons.



# **THE FUTURE**

The future belongs to biologically literate fitness operators bridging training and recovery science.

# IS WELLNESS A LUXURY OR A NECESSITY?

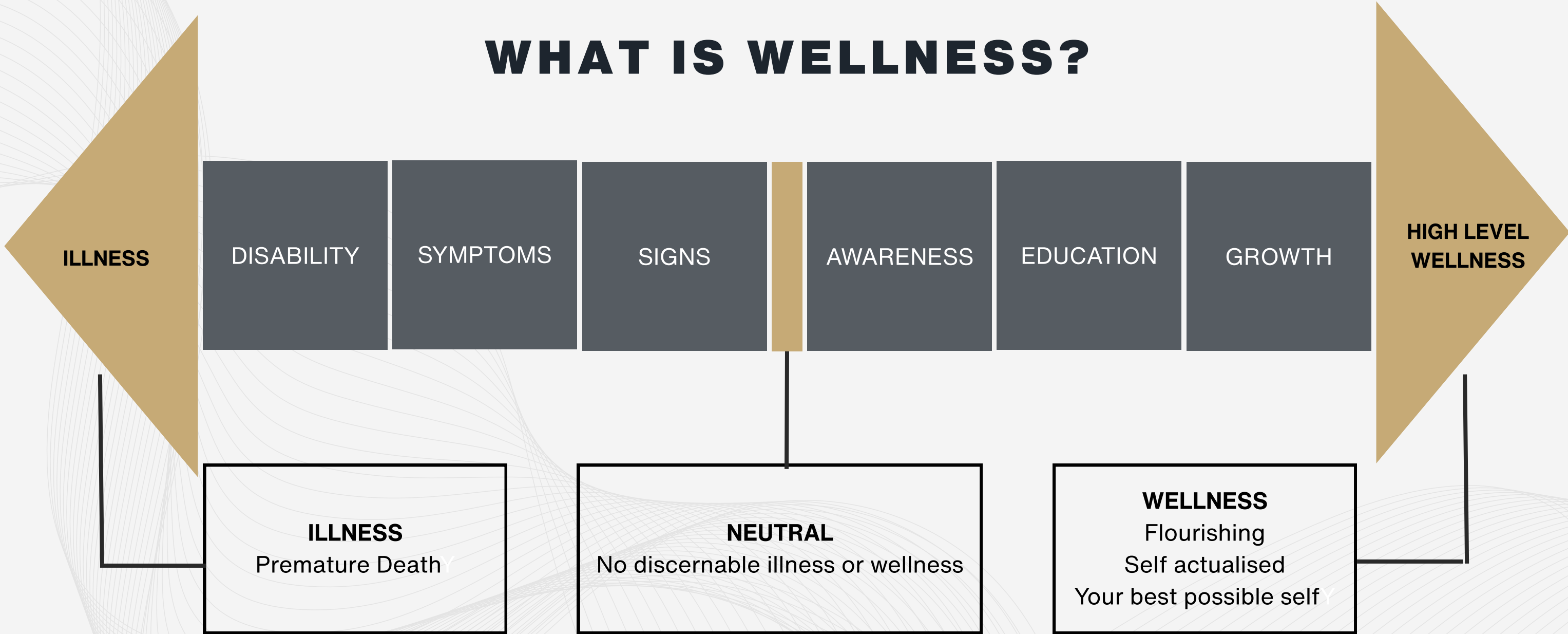
71%

More than 37 million (71%) of people across the UK do not get the recommended amount of sleep duration.

90%

In Western countries, approximately 90% of all adults consume central nervous system stimulants on a regular basis.

# WHAT IS WELLNESS?



*“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”*



# **WHAT DOES THE WELLNESS FRAMEWORK LOOK LIKE**

Who will lead the charge with future wellness?

# THE WELLNESS WHEEL

## SOCIAL WELLNESS

Developing a sense of connection, belonging, and a well-developed support system

## EMOTIONAL WELLNESS

Coping effectively with life and creating satisfying relationships

## SPIRITUAL WELLNESS

Expanding our sense of purpose and meaning in life

## INTELLECTUAL WELLNESS

Recognising creative abilities and finding ways to expand knowledge and skills

## PHYSICAL WELLNESS

Recognising the need for physical activity, diet, sleep, and nutrition

## ENVIRONMENTAL WELLNESS

Good health by occupying pleasant, stimulating environments that support well-being

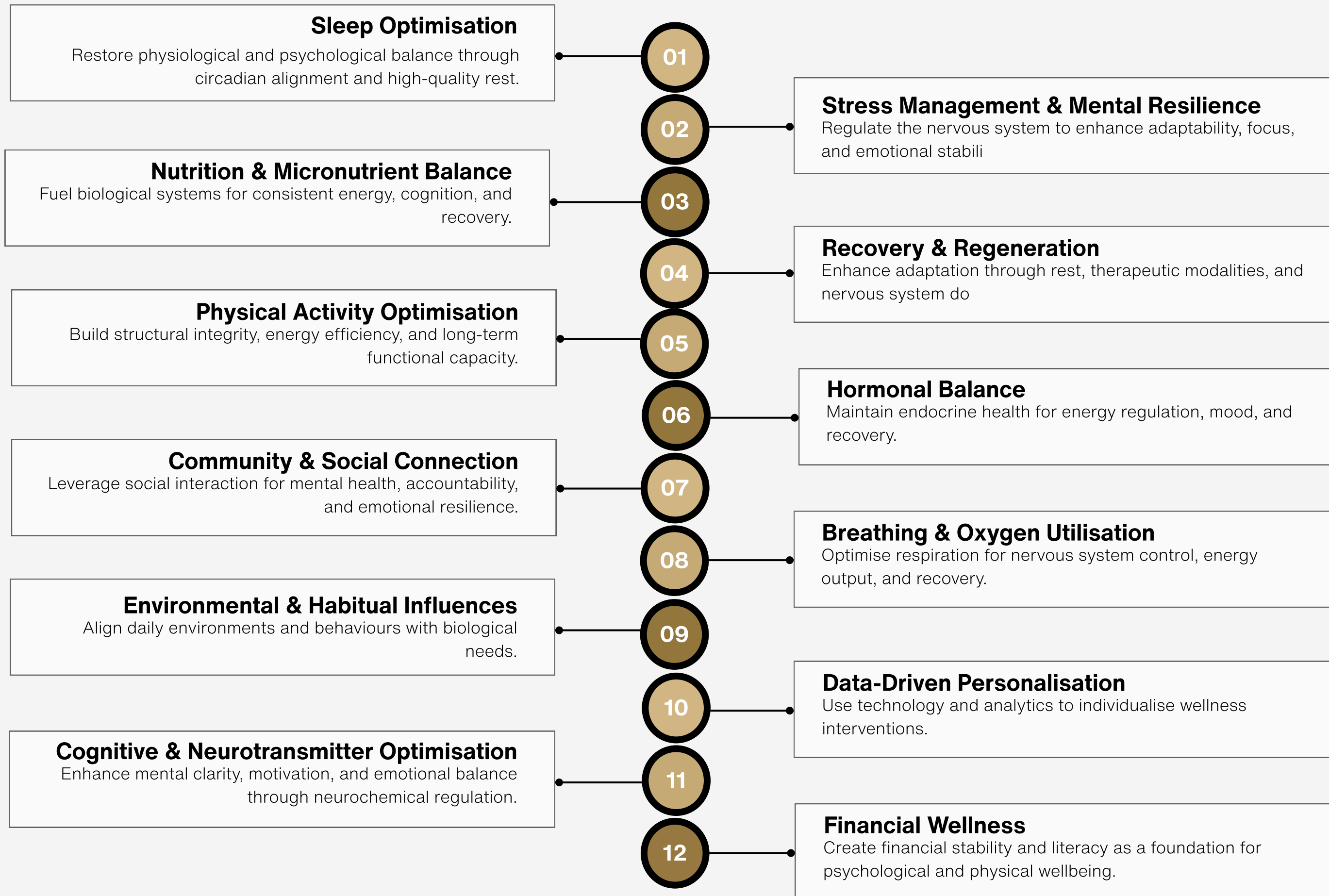
## FINANCIAL WELLNESS

Satisfaction with current and future financial situations

## OCCUPATIONAL WELLNESS

Personal satisfaction and enrichment derived from one's work

# HUMAN PERFORMANCE OPTIMISATION



# **THE WELLNESS ECONOMY SHIFT**

**Fitness 1.0** - Escape: vanity, calorie burn.

**Fitness 2.0** - Expectation: good equipment, PT, classes = baseline.

**Fitness 3.0** - Infrastructure: gyms as performance hubs → circadian lighting, recovery lounges, nervous-system programming.

**Operators who invest in infrastructure justify premium pricing and retention.**

# DEFINING WELLNESS FOR FITNESS

## Pillars applied to gyms:

**Physical** – training, sleep, nutrition.

**Emotional** – coaching relationships, community.

**Environmental** – light, air, music, recovery zones.

**Financial** – perceived membership value.

**Occupational** – staff wellbeing → better retention.

# WELLNESS AS A CULTURAL AND GENERATIONAL SHIFT

## From Luxury ➡ Necessity

Wellness has moved from spas and retreats to boardrooms, schools, and city planning.

## From Fitness ➡ Human Performance

Focus has expanded beyond muscles and aesthetics to energy, focus, recovery, and mental health.

## From Healthcare ➡ Self-Care

Shift from treating illness reactively to optimising health proactively.

## From Individual ➡ Collective

Once personal choice, now an organisational, societal, and policy-level priority.

## From Occasional ➡ Everyday

Wellness rituals (sleep, light, nutrition, recovery) embedded into daily life, not reserved for holidays.

**Luxury Spa (2000s) → Fitness Boom (2010s) → Wellness Economy (2020s).**



# **SLEEP AND NERVOUS SYSTEM MANAGEMENT**

Stress is the body's physiological and psychological response to perceived demands or threats, regulated primarily by the nervous system.



# **THE NERVOUS SYSTEM**

There is an imbalance in modern life between anxiogenic (anxiety-producing) and anxiolytic (anxiety-reducing) factors resulting in the chronic stress and anxiety-inducing situations outweighing the body's natural and medicinal mechanisms to calm itself

# LOOK UP

Light flicker keeps the nervous system in a low-grade state of stress, disrupting calm focus and recovery.

Flicker-free lighting supports parasympathetic dominance, helping people feel steadier, clearer, and more relaxed.

## **CONSTANT CONNECTIVITY**

Information Overload  
Cognitive processing  
Continuous stimulation  
Algorithm-driven content

## **FAST PACED LIFESTYLES**

Modern Workplace Demands  
Urbanisation & Sensory  
Overload

## **SOCIAL PRESSURE**

Social Media Demands  
Societal Expectancies  
Professional and Personal  
Competition

## **INFORMATION OVERLOAD**

News Exposure & Lack Of  
Curation Multitasking  
Analysis paralysis

## **ENVIRONMENTAL FACTORS**

Noise and Air Pollution  
Low Quality Light Exposure  
EMF Exposure

## **POOR LIFESTYLE HABITS**

High Intake of Stimulants  
Overconsumption Of Refined &  
Processed Foods  
Sedentary Lifestyles  
Use Of Depressants & Sedatives

## **WORK-LIFE IMBALANCE**

Extended Working Hours  
Insufficient Downtime and  
Parasympathetic Activity

## **PERSONAL ISSUES**

Health Conditions  
Lack Of Sleep Duration Or Quality



# NERVOUS SYSTEM MANAGEMENT

## HYPER AROUSAL (Over-activation)

Fight/Flight Activation - Impaired Judgement  
Rigid Thinking/Racing Thoughts  
Feeling too Much, Emotional Reactivity, Distress  
Hypervigilance, panic, anger or agitation

Acute stress, deadlines, or high workload  
Excessive stimulants (caffeine, alcohol, energy drinks)  
Noise, overcrowded or chaotic environments  
Constant digital stimulation / lack of downtime  
Conflict, high-pressure interactions  
Trauma triggers or unresolved stress  
Lack of recovery time after exertion

OPTIMAL AROUSAL LEVEL  
(TOLERANCE WINDOW)

High performance zone.  
Increased energy, sharp focus, creative problem-solving.  
Flow state potential, challenged but not overwhelmed.  
Sympathetic activation is present but still regulated.

Balanced engagement.  
Alert but steady, clear thinking, adaptive emotional regulation.  
Ideal for learning, connecting, socialising.

Calm, grounded, relaxed.  
Recovery state: parasympathetic dominance, restorative functions.

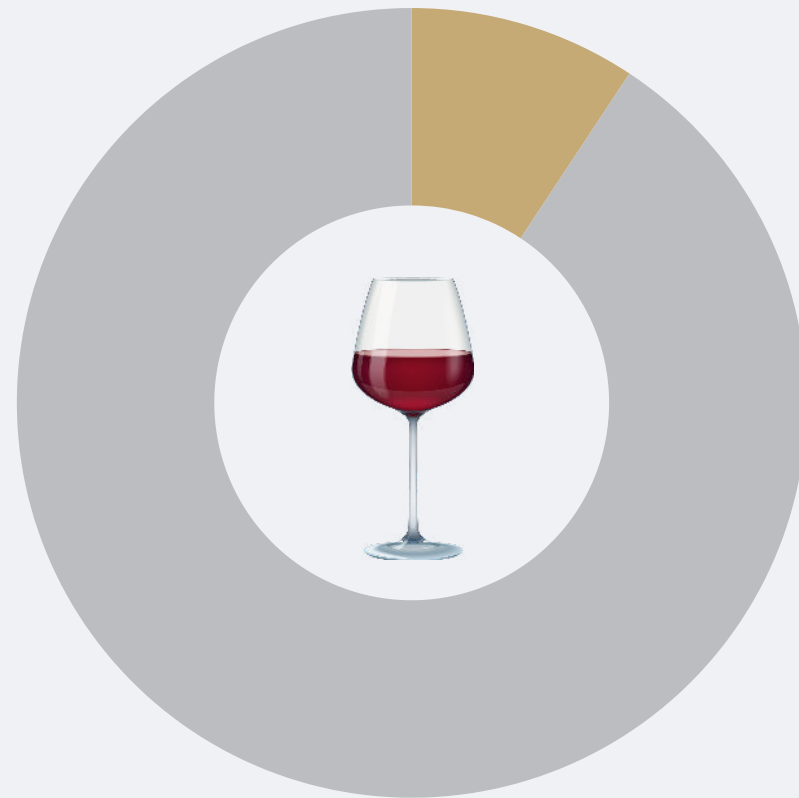
Consistent circadian rhythm and quality sleep  
Balanced nutrition and hydration  
Physical activity at the right intensity  
Supportive social interactions  
Stress management practices (breathwork, mindfulness, recovery)  
Environments with healthy light, air, and temperature  
Purpose-driven activity (engagement, meaning, flow)

## HYPO AROUSAL (Under-activation)

Freeze/Feeling too little/Absence of sensations  
Numbness > Isolation > Withdrawal  
Depressed > Hopelessness  
Shutdown- Dissociation

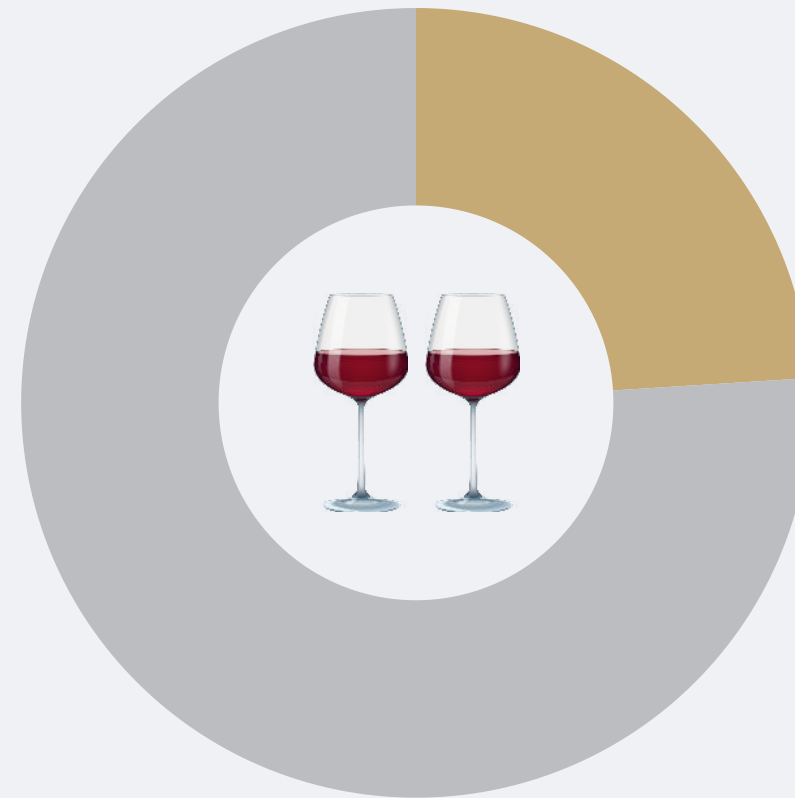
Sleep deprivation or irregular sleep cycles  
Poor nutrition, blood sugar crashes  
Chronic fatigue, burnout, overtraining  
Isolation or lack of social connection  
Learned helplessness, depression, trauma  
Low-stimulation environments

# How Alcohol Affects Sleep



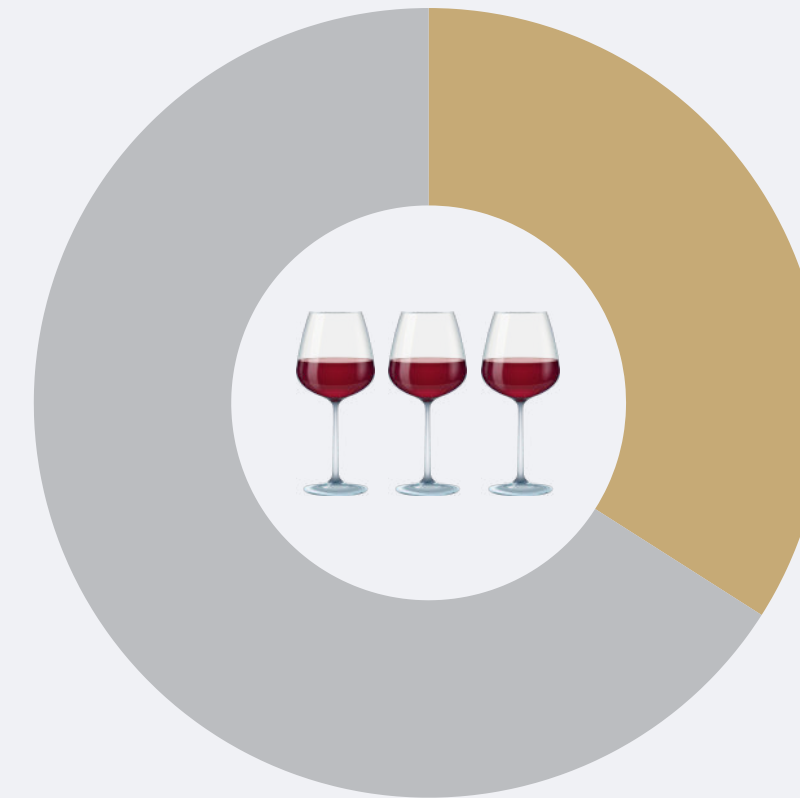
**Low amounts of alcohol  
decreased sleep quality by  
9.3%**

Less than 2 drinks for men and less than 1 drink for women



**Moderate amounts of alcohol  
decreased sleep quality by  
24%**

Approximately 2 drinks for men and 1 drink for women



**High amounts of alcohol  
decreased sleep quality by  
39.2%**

More than 2 drinks for men and more than 1 drink for women



# **CIRCADIAN MISALIGNMENT AND SLEEP DEPRIVATION**

**Meta-Analysis and Scientific Reviews**

Controlled Trials

Cohort Studies

Case Control Studies

Cross Sectional Studies

Case reports, Case Studies

Ideas, expert opinion, editorials, anecdote

# **PHYSICAL PERFORMANCE**

**Overall performance: -7.6% vs. baseline**

**Skill-based performance: -29.8% vs. baseline**

**Strength-Endurance: -9.9% vs. baseline**

**Anaerobic power: -6.3% vs. baseline**

**High-Intensity Interval Training (HIIT): -6.2% vs. baseline**

**Speed/Power endurance: -5.6% vs. baseline**

**Strength: -2.9% vs baseline**

# **COGNITIVE PERFORMANCE**

**Overall cognitive performance: -15% vs. baseline**

**Working memory: -25% vs. baseline**

**Attention: -20% vs. baseline**

# **MENTAL HEALTH**

**Increased depressive symptoms: +35% vs. baseline**

**Increased anxiety symptoms: +40% vs. baseline**

**Mood disturbances: +60% vs. baseline**

# **METABOLIC HEALTH**

**Increased insulin resistance: +25% vs. baseline**

**Impaired glucose tolerance: -30% vs. baseline**

**Weight gain risk: +30% vs. baseline**

**Overall metabolic dysfunction: +35% vs. baseline**

# HOW IS THE SLEEP-WAKE CYCLE GOVERNED?

These chemicals work together to keep our sleep/wake cycles in harmony.

**Adenosine:** slowly builds the desire for sleep throughout the day. We need to ensure a clear passage to the receptors in the brain by intelligently managing our use of stimulants.

**Melatonin:** produces drowsy feelings that signal your body is now ready for sleep. We need to ensure that we manage our light exposure throughout our day to support this.

**Cortisol:** naturally triggers your body to wake up. We must manage and regulate internal and external stressors to ensure cortisol follows its normal biological process.



# **JET LAG AND SOCIAL JET LAG**

# **CIRCADIAN MODULATION**

LIGHT

EXERCISE

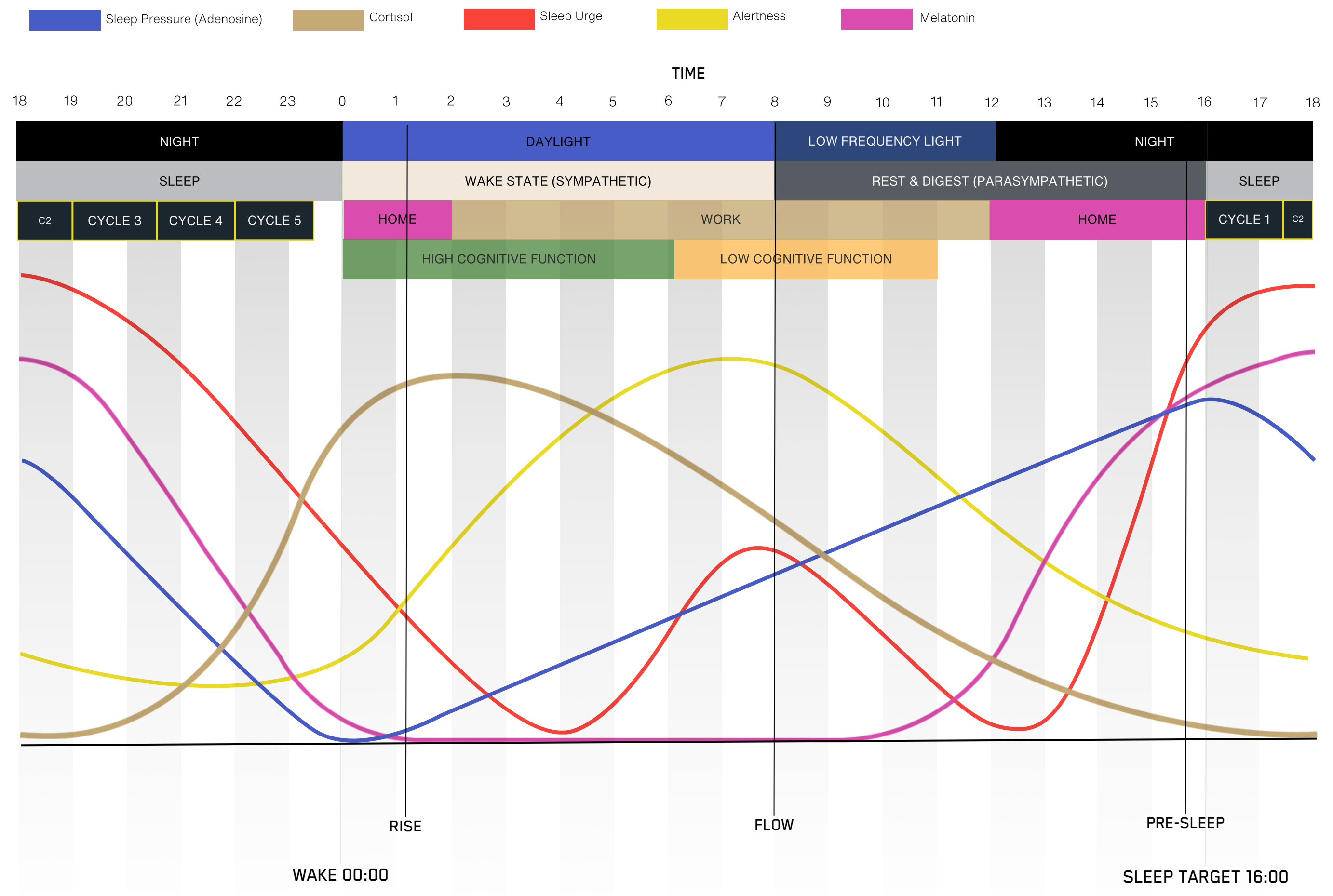
TEMPERATURE

SOCIAL INTERACTION

STIMULANTS/MEDICATION

WHAT WE EAT AND DRINK

**TIME ZERO**



# QUESTIONS

