



## MASA Project – Philosophy Shift Guide for Fitness Centers

### The New Mission

**Old Model:** Sell memberships.

**New Model:** Improve lives. Your club becomes a health transformation hub — stronger, healthier members mean retention and referrals.

### The MASA Principle

*“Measure success by how much healthier your members are one year from now, not just how many joined last month.”*

### Core Health Priorities

- **Prevent Muscle Loss:** Progressive resistance training 2–3x/week.
- **Boost Recovery:** Mobility, stretching, sleep strategies.
- **Fuel Properly:** Protein 1.2–1.6g/kg, nutrient-rich eating.
- **Stress Reduction:** Mindfulness, breathing, community events.
- **Educate Members:** Explain *why* programs work.

### Breaking the 'Itch & Scratch' Cycle

Stop chasing temporary boosts. Address root causes — mobility, posture, recovery, and nutrition — so members improve quality of life and see lasting results.

### Culture of Belonging

Staff are guides, not gatekeepers. Recognize members, track progress, celebrate successes, and make everyone feel part of the MASA mission.

### Business Through Impact

Serve first — retention rises, referrals grow, brand reputation strengthens.

### Daily Staff Reminder

*Before every interaction, ask: 'If this were my family member, how would I want them to be treated?'*

### The MASA Commitment

- Stand for members' long-term health over short-term revenue.
- Measure success in lives improved, not just memberships sold.
- Strength is the foundation for a longer, better life.