



# WIN TOGETHER

*in the Age of AI*

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You don't just run  
businesses.

You run belonging.





# THE MACHINE

Data without context.

Rules without judgment.

# THE HUMAN

"Do the Right Thing."

— Lee Scott, Walmart CEO, Baby Formula Crisis



# THE TRAP: ZOMBIE CONTENT

## The Trust Standard

You use ChatGPT to write a generic email.

Your client uses AI to summarize that email.

**Two robots talking to each other.**

If you send a robot, why shouldn't they?

## 📄 The Real Goal

Stop creating

**NOISE.**

Start creating

**Profitable**

**VALUE.**



# THE AI SHIFT ISN'T ABOUT TECHNOLOGY. IT'S ABOUT TEMPO.

What Agentic AI Is Already Doing in Fitness:



Answering Calls  
Handling inquiries 24/7



Managing Inventory  
Supplies & equipment



Optimizing Pricing  
Memberships & revenue



Scheduling  
Classes & trainers



Predicting Churn  
Before members leave

**☑ Agentic AI doesn't just assist anymore. It acts.**

# THE REAL SHIFT ISN'T AUTOMATION. IT'S ACCELERATION.

## YOUR DNA

- People-first
- High-touch
- In-person
- Community-centered

## THE NEW REALITY

- Decisions are data-assisted
- Operations are AI-augmented
- Competitors are AI-native
- **Speed is the new currency**

❑ The question isn't *IF* AI changes fitness. It's whether you **lead the change or chase it.**

# THE RISK IS NOT AI. THE RISK IS AUTOPILOT.

- ✗ Trainer copies AI workout plan without personalization
- ✗ Studio uses AI scripts but forgets the member's injury history
- ✗ Owner automates follow-ups but stops listening
- ✗ Front desk runs AI chatbot but loses the personal greeting



# WHAT WINNING TOGETHER ACTUALLY MEANS

## 1. TOGETHER WITH TECHNOLOGY

AI as your spotter, not your  
replacement

## 2. TOGETHER AS TEAMS

Learning together

## 3. TOGETHER AS AN INDUSTRY

Sharing playbooks, not hoarding secrets



PART 1

# TOGETHER WITH TECHNOLOGY

*AI as your spotter, not your replacement*

# THE SOLUTION: THE THINK SANDWICH



Strategic Intent

**(Human)** — You set the direction



The Super Teammate

**(AI)** — Does the heavy lifting



The Trust Test

**(Human)** — You validate and humanize

# 1. STRATEGIC INTENT: THE C.R.I.T. FRAMEWORK

How to prompt AI so it actually works for your studio or club



## C — CONTEXT

Set the scene. Who you are, your business size, your challenge.



## R — ROLE

Tell AI what expert to be. Coach, analyst, retention strategist.



## I — INTERVIEW

Ask AI to interview you before it answers. Better questions, better output.



## T — TASK

Define the exact output you want. Format, tone, length.

## 2. USE AI: MEMBER RETENTION

1

### CONTEXT

I manage a boutique fitness studio with 400 members. My challenge is members quietly going inactive before they cancel.

2

### ROLE

Act as a member retention strategist with deep expertise in boutique fitness studios.

3

### INTERVIEW

Interview me, ask up to 3 questions, one at a time, to understand my current re-engagement approach.

4

### TASK

Create a 30-day re-engagement playbook with 3 trigger points, sample texts, and a trainer call script.

# TRY IT NOW: 3 PROMPTS

## MEMBER WIN-BACK

**C:** I run a gym with 600 members; 80 haven't visited in 45+ days

**R:** Act as a membership retention coach

**I:** Ask me 2 questions about my current outreach approach

**T:** Write 3 personalized re-engagement texts I can send this week

## TRAINER SCHEDULING

**C:** I manage 12 trainers across 3 locations with peak demand 6-9am and 5-7pm

**R:** Act as an operations manager for boutique fitness

**I:** Ask me 2 questions about trainer preferences and constraints

**T:** Draft a weekly schedule template that maximizes coverage during peak hours

## NEW MEMBER WELCOME

**C:** I own a yoga studio; new members often drop off in the first 30 days

**R:** Act as a community onboarding expert for wellness businesses

**I:** Ask me 2 questions about my current new member process

**T:** Build a 30-day welcome sequence with touchpoints, messages, and human moments I should never automate

# 3. THE TRUST TEST

## VERIFY. DE-BIAS. HUMANIZE.

### ACCURACY CHECK

Is this actually **TRUE**?



### BIAS CHECK

Whose voice is **MISSING**? Is this language inclusive?



### FINGERPRINT CHECK

Does this sound like **ME**?

# TOGETHER WITH TECHNOLOGY:

## AI CAN BE YOUR:

- Spotter: catching what you miss
- Personal assistant: handling admin
- Front desk partner: first impressions
- Retention analyst: flagging at-risk members
- Scheduling optimizer: maximizing capacity

## AI SHOULD NEVER BE YOUR:

- Coach: *that's your gift*
- Culture builder: *that's your soul*
- Community architect: *that's your legacy*
- Motivator: *that's your energy*
- Empathy source: *that's your heart*

PART 2

# TOGETHER AS TEAMS

Learning together





# TOGETHER AS TEAMS

"I know some of you are wondering: Will AI replace jobs?"

## The Truth

The people who fall behind won't be replaced by AI. They'll be replaced by **someone who learned how to think with it.**

## The Reframe

In a people-first industry, staying current is not selfish.

**It's service.**

Frame experimentation as responsibility. Every new tool you learn is a gift to your members.



# THE FRICTION MEETING

AI is a 'Yes Man.' It gives the average answer every time.

## DESIGNATE A DISSENTER

When AI says "Launch" assign a human to argue "Don't Launch."

## BREAK THE SILO OF ONE

No single voice. No single algorithm. Diverse perspectives win.

## INNOVATION LIVES IN FRICTION

Healthy tension is not a problem. It's your competitive advantage.

# WHO IS ON YOUR TEAM? THE 4 ARCHETYPES

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## THE SYNTH DETECTIVE

**High Value / High Leverage:**

Speed + Judgment = The Goal

## THE STEWARD

**High Value / Low Leverage:**

Guardian of ethics, privacy

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## THE ACCELERATOR

**Low Value / High Leverage:**

Fast but risky

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## THE ANCHOR

**Low Value / Low Leverage:**

Refuses to change



TYPE A

# THE SYNTH DETECTIVE

## THE ACTION

Uses tools and data to challenge assumptions and sharpen strategy. Treats AI speed as a **sparring partner, not a shortcut.**

## CEO VALUE

### **Strategic Velocity**

High-speed decision-making without the blind spots.

 Must partner with **Stewards** for context and knowledge.

TYPE B

# THE STEWARD

## THE ACTION

Protects institutional context, human nuance, and long-term consequences. Knows exactly **when to slow the organization down.**

## CEO VALUE

**Sound Governance**  
Ethical oversight and deep risk mitigation.

 Must partner with **Synth Detectives** for speed and momentum.

TYPE C

# THE ACCELERATOR

## THE ACTION

Loves Speed. Ships Fast. **May skip quality.** Moves before the strategy is set.

❑ Must be balanced with **Stewards.**

## CEO VALUE

**Market Momentum**  
Unmatched speed to market.

TYPE D

# THE ANCHOR

## THE ACTION

Refuses to change. Waiting for AI to "**blow over.**" Dismisses every new tool as a fad.

## CEO VALUE

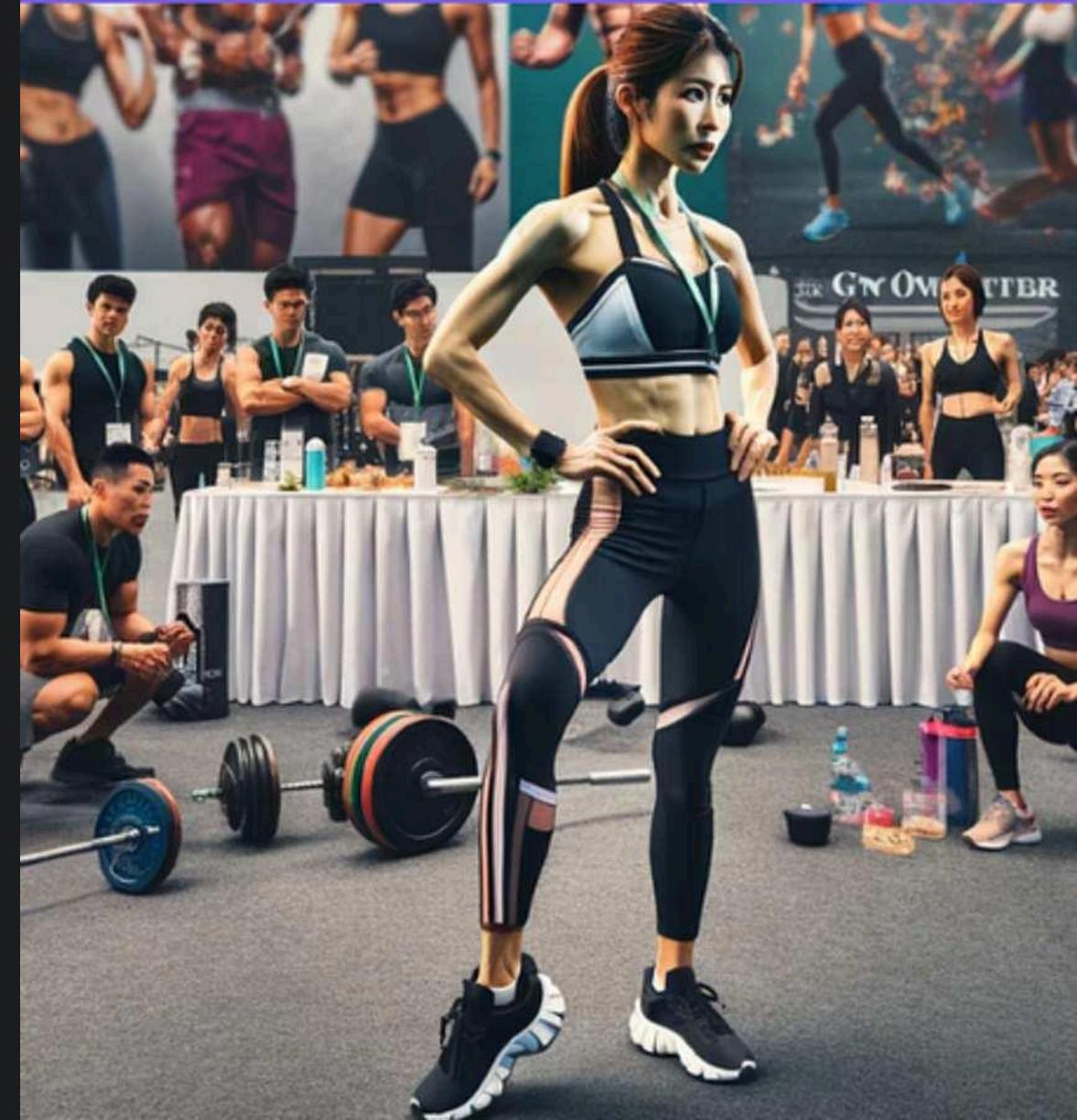
**Will be left behind.**

PART 3

# TOGETHER AS AN INDUSTRY

Sharing playbooks,  
not hoarding secrets

GYM OWNER HEALTH  
FITNESS CONFERENCE



# TOGETHER AS AN INDUSTRY

What if fitness became the most AI-intelligent people-first industry?



## Shared AI Playbooks

Across studios and gyms, what works, what doesn't



## Best-Practice Exchanges

AI experiments openly discussed at every conference



## Smaller Operators Lead

Innovating faster than franchises, human-centered technology



# THE HUMAN ADVANTAGE

## AI IS GOOD AT:

- Pattern recognition
- Optimization
- Prediction
- Scale
- Speed

## HUMANS ARE GOOD AT:

- Meaning
- Empathy
- Trust
- Motivation
- Community

Nobody joins a gym because of your CRM. They join because of how they feel.

*AI can optimize  
your operations.*

*Only you can elevate your  
impact.*

# THE 4 LAWS TO WIN TOGETHER: R.I.D.A.



REFLECT

Pause before you plug it in.



INTERROGATE

Pressure-test the output.



DISCERN

Choose what stays human.



ACCOUNTABLE

Turn judgment into culture.

# REFLECT

Pause before you plug it in.

Before adopting a new AI tool, ask:  
"What are we trying to improve: member outcomes, staff time, retention, or experience?"

Name the "human moments" you refuse to automate:  
First visit. Injury disclosure. Comeback after absence. Conflict repair.

Reflective question:  
"Where are we moving faster than our judgment?"

AI rewards speed. **Leaders reward the pause.**

# INTERROGATE

Pressure-test the output.

Treat AI like a super-confident team member: helpful, fast, **sometimes wrong**.

## WHAT'S THE SOURCE?

Is this based on real fitness data or generic patterns?

## WHAT'S MISSING?

Context, nuance, injury history, culture, ethics? Does this account for YOUR members?

## WHO COULD THIS HURT?

Members, staff, trust, brand? What's the worst case if this is wrong?

 **Don't outsource your standards.**

# DISCERN

Choose what stays human and what gets automated.

## AUTOMATE

Scheduling  
Follow-up reminders  
Inventory  
FAQs  
Capacity reports  
Payments

## AUGMENT

Programming ideas  
Personalization drafts  
Churn prediction  
Marketing copy  
Data insights

## PROTECT

Trust conversations  
Motivation  
Belonging  
Conflict resolution  
Injury care  
Culture

# EXECUTE

Turn judgment into culture. And culture into habits.

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## 1-2 EXPERIMENTS PER MONTH

Small reps, not one big transformation. Pick a tool, test it, learn.

## SHARE WINS + MISSES WITH PEERS

Build the industry's collaboration muscle. What worked? What flopped?

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## CREATE TEAM RITUALS

"AI Spot-Check" · "Human Moment Audit" · "Experiment and Share"



# THE FUTURE VISION

Imagine a studio where  
AI predicts burnout in  
trainers

So leaders step in early before  
it's too late.

Imagine AI identifying  
members at risk

And you call them before they  
disappear.

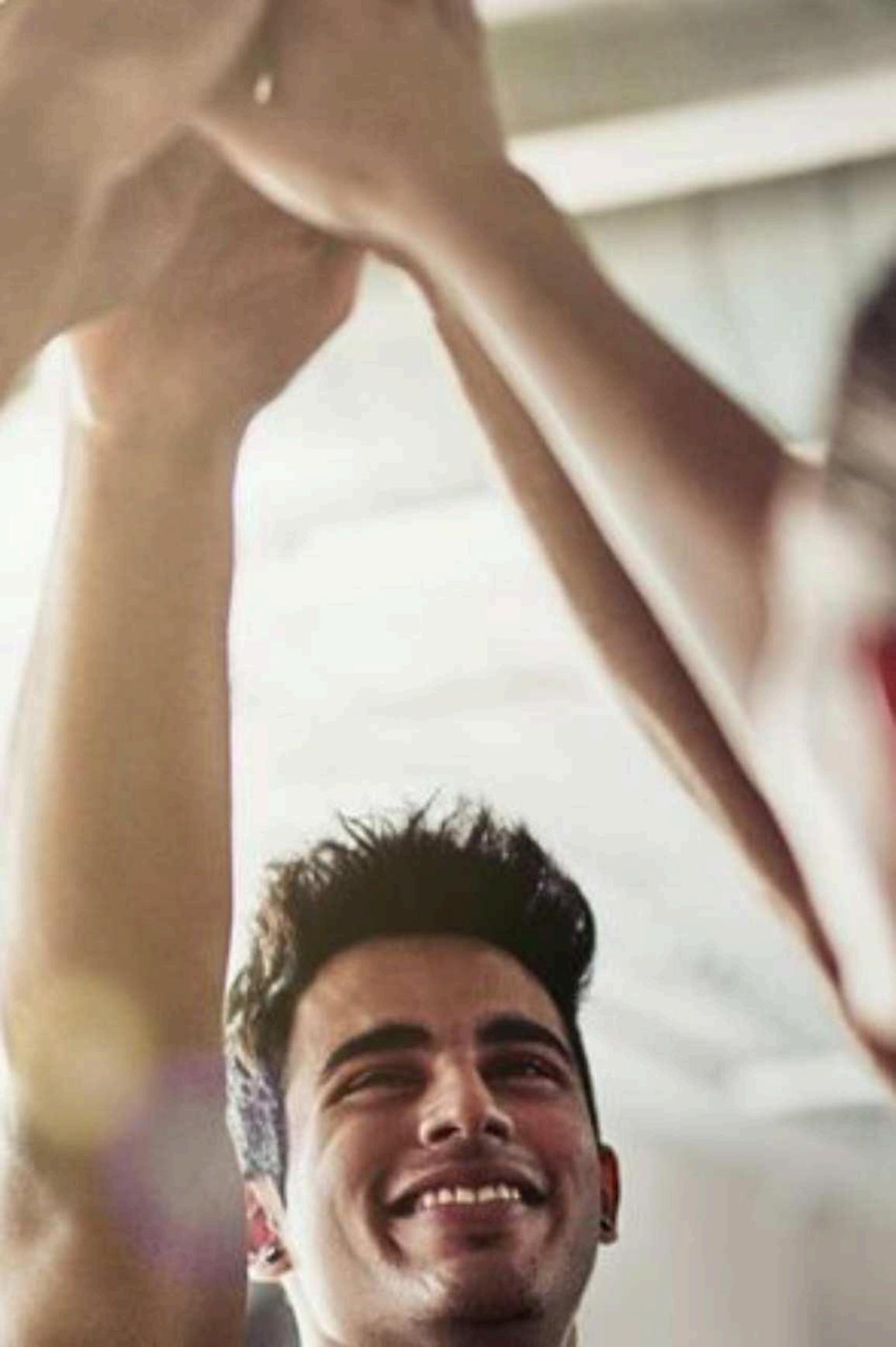
Imagine using AI not to replace connection

But to create **more time for it.**

The winners in the age of AI will  
not be the most automated.  
They will be the most intentional.

Stronger together  
doesn't mean  
humans against  
machines.

It means humans with  
machines in service of  
other humans.



Every day, people walk into your clubs carrying stress, loneliness, fear, health challenges.

They don't need a smarter algorithm.  
They need a stronger community.



Use the tools



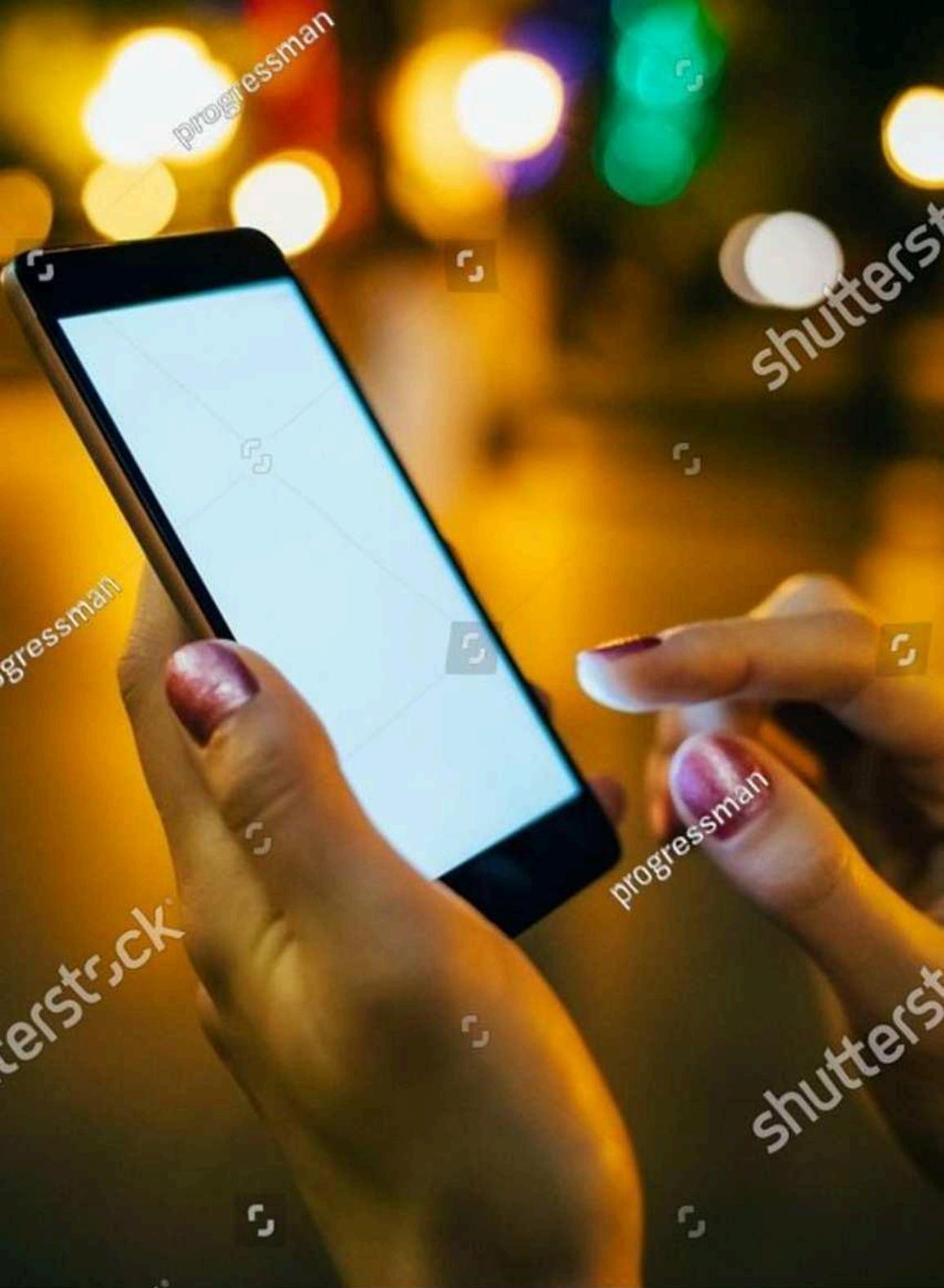
Experiment boldly



Share what works



Stay curious



GET THE RESOURCE

Text 33777 with 'Quiz'

to receive the  
Critical Thinking Assessment



How will you lead for all those  
counting on your wisdom,  
creativity and heart?

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