

**Q10 If you could give the fitness/ wellness community one piece of advice, what would it be?**

Answered: 485 Skipped: 63

#	RESPONSES	DATE
1	I think that no change will happen when influencers continue to tear each other apart on the internet. I think it is possible to hold studios accountable in ways that are not embarrassing especially when studios are genuinely trying to be better. Also, as you share your results, please recognize that your data collection does not represent a cross section of the fitness community or any community for that matter. You are merely surveying your followers or the followers of your friends who nicely reposted your survey.	6/17/2020 2:15 PM
2	Be authentic in wanting a change and stop performative allyship. If you are not having challenging discussions, adding POC to your staff/leadership, if you aren't educating your people but instead just posting BLM than the gym really isn't for the movement. Of course there are many ways to be part of the movement, but my biggest concern is everyone posting and saying they care with no action. That just perpetuates the problem and puts a bandaid over the problem.	6/17/2020 1:47 PM
3	Look top down and bottom up. Who is in your leadership? Make a change there to include more diverse people. Who are you recruiting as instructors? Actively seek diverse talent	6/17/2020 7:58 AM
4	Celebrate your instructors who show up as their full selves and want to help others, and create a supportive space where instructors feel empowered to do that. Listen to their needs.	6/17/2020 12:59 AM
5	I have applied to about 8 fitness places in Boston, 3 of which being big names like B/Spoke, SoulCycle, and Turnstyle and was only acknowledged by 2. It couldn't have been because of my lack of customer service experience, having years in retail and the restaurant industry, could it have been because of my race? I would suggest the fitness community to hire more diversity. At the front desk, in the saddle, whatever it may be; hire them. Just because you are not explicitly exclusive does not mean others perceive you as such. Do more.	6/16/2020 11:39 PM
6	Set concrete goals that are public to increase racially, ethnically, and socioeconomic diverse instructors, managers, staff and clientele	6/16/2020 11:17 PM
7	Hire more people of color and people with diverse body types as staff, and change the culture from classist to welcoming of all types of people.	6/16/2020 11:13 PM
8	Be more welcoming to new people and less cliquy with those that you already have coming in your doors every week.	6/16/2020 10:31 PM
9	Answered above by my description of trillfit haha. Also maybe it's just ads targeted at me, but why does everyone in a Pilates or spin class look exactly the same? And why would I go if I don't look like that? It's not aspirational it's alienating.	6/16/2020 10:10 PM
10	Educate yourself and think deeply before slapping something onto Instagram. Think long term, sustainable, meaningful work and ACTION	6/16/2020 9:40 PM
11	Love each other. Support each other. Accept each other's differences, and encourage one another to achieve personal goals.	6/16/2020 9:26 PM
12	The studios I see thriving/surviving this crises are built on true community, and have gone out of their way to stand for diversity in their membership and staff. It's a lot of work, but the pay off can be so incredible.	6/16/2020 9:10 PM
13	Be more inclusive. Openly inclusive. It doesn't matter if you hire 500 minorities if you still only post about the four white people	6/16/2020 8:38 PM
14	Open your eyes. Open your minds. Open your hearts. Wellness shouldn't only be afforded to rich who're people, yet that's all this community caters to and it's unacceptable. Even as a white person I've noticed how the music choices can be inappropriate especially seeing as all the instructors I see are white yet they're playing appropriating and verbally aggressive music that has nothing to do with them or their culture and they are unfazed which is unacceptable.	6/16/2020 7:53 PM
15	Change starts from within. Saying you care isn't an action. Be willing to evolve.	6/16/2020 6:29 PM
16	Anti racism education. If your diversity team is lead by a whites person you're doing it wrong.	6/16/2020 6:11 PM
17	Hire diversely at all levels, even if it means developing someone rather than choosing someone with tons of education/experience.	6/16/2020 4:31 PM
18	We have such an influence on people so besides helping people be more comfortable in their own skin, help make people comfortable with other people's skin and sex and promote that	6/16/2020 2:03 PM

19	Find ways to work together on this!	6/16/2020 2:01 PM
20	Make it normal to have black people in places where you've predominantly have see white people placed. Black people are fit, resilient as hell, and could teach non black people a thing or two.	6/16/2020 11:56 AM
21	Take actions - don't just post Fake commitments on Instagram	6/16/2020 10:02 AM
22	Be transparent show that you are racially inclusive Don't just say it	6/16/2020 9:24 AM
23	N/A	6/16/2020 9:23 AM
24	Don't be afraid to speak up & take action now, it's not too late. Just because you haven't done it yet, doesn't mean you can't make a change.	6/16/2020 9:10 AM
25	Making people comfortable and included will lend to better results for everyone	6/16/2020 8:24 AM
26	To actively seek out and recruit diverse employees and also diverse clientele. To make sure you are constantly checking yourself to make sure you are a welcoming space that practices what you preach and hope to become.	6/16/2020 7:55 AM
27	We are here to be better versions of ourselves, but we are here to achieve that with the support if a community! To truly be better we need to have open eyes.	6/16/2020 7:52 AM
28	Do better. The fitness community is suppose to be an open, safe, and welcoming space for people of all walks of life. Hire people of all races, ages, genders, and incomes to join the organization and the clientele should follow.	6/16/2020 1:25 AM
29	SPEAK UP! Lean into the conversation, work and positive change that is happening and don't get left behind.	6/15/2020 11:57 PM
30	Hire advisors/consultants that don't look like you.	6/15/2020 11:32 PM
31	Think about white privilege in a white neighborhood and consider ways to represent more diversity in the instructors and clientele.	6/15/2020 11:27 PM
32	Work harder to be more inclusive and listen to BIPOC!	6/15/2020 11:09 PM
33	Why strive for exclusivity when it means you're alienating a broader community. Be intentional about building the community you speak so much about.	6/15/2020 10:53 PM
34	Don't pretend to be inclusive when you're not. I love big name gyms and the workouts they provide, but I have never felt a sense of community in any of these spaces. Don't pretend like you are for everyone when classes are unaffordable for most. Own your brand, or change it.	6/15/2020 10:53 PM
35	Give your staff the resources, but change is not through force. You can not belittle the people trying to learn, but you also can't force change. Just be active.	6/15/2020 10:47 PM
36	For studio managers and non black staff/instructors- Listen to what BIPOC are saying about lack of representation within the fitness community and respond by actively working to change this lack of diversity, starting with hiring a more diverse staff.	6/15/2020 10:47 PM
37	A more diverse community will make it a more welcoming and dynamic community. There is nothing to lose and so much to gain.	6/15/2020 10:43 PM
38	Diversify your team, truly make everyone feel comfortable and be honest with your community. Wellness leaders should aim to have at least 30% BIPOC in their classes. If they don't they need to ask why and change their structure.	6/15/2020 10:40 PM
39	I think the certifications and schools should help make the fitness and wellness space for desirable and inclusive! More black Women on magazine covers, in ads etc! This might show others "they can do it" too and that they're welcome. Empower them to empower others!	6/15/2020 10:36 PM
40	I mean I'd love to see a studio full of people of different ages and races but living downtown where everyone is likely to be affluent and on the younger side it's just not happening :(	6/15/2020 10:25 PM
41	Do more free events in under served neighborhoods	6/15/2020 10:08 PM
42	Keep doing what you're doing. Make money. We (black and brown) people will soon realize our value, and build our own fitness empires.	6/15/2020 10:01 PM

43	It is easy to say things on social media, but doing things in the studio to make people of different backgrounds feel part of the community starts with treating them as equals. The word community in the fitness industry has always meant to me: the group of friends who all look the same and I don't think they want me to be their friend (unintentional)	6/15/2020 9:51 PM
44	See bipoc as humans, do not be fearful because of what the media might portray. Build relationships and watch more humans heal and flourish to support their community.	6/15/2020 9:34 PM
45	Be humble, do the work to make sure your classes are filled with people that don't look like you. And speak up when your fellow instructors all look like you. The population of your classes should mirror the population of the city you're located in. Otherwise there are people in your community that don't feel welcome in your space.	6/15/2020 9:09 PM
46	Build relationships with people. Actually get to know them and their stories and struggles and build them up, constantly. Lift each other up. Relationships are what matters above all and are what keep people around and what get people to stay.	6/15/2020 8:49 PM
47	Start working towards making a change. The fitness communities will only be stronger if we can get representation, creating safe spaces for everyone.	6/15/2020 8:49 PM
48	1. Encourage your clientele to mix and mingle with each other. There have been many times I've felt outcasted in classes due to the cliques that have been formed amongst the white clientele & instructors. 2. Instructors: take the time to understand the lyrics behind the music you choose to play. If you don't align with the lyrics use the instrumental. Please refrain from using explicit music, get the edited version it is very awkward to be the only black in the room and I hear the N word being played during a spin class. 3. If you want to diversify your staff maybe reach out to active dedicated minority clientele. You never know if they may be interested in being apart of your staff chances are they thought about it but knew they wouldn't fit the scheme!	6/15/2020 7:57 PM
49	take some time to educate yourself and don't just be a showman ally	6/15/2020 7:28 PM
50	Recognize that your role in the community is way bigger than providing fitness. Recruit HARD for POC and be willing to give them everything they need to succeed.	6/15/2020 7:19 PM
51	Focus on diversifying teachers, management, marketing and shifting the culture.	6/15/2020 7:06 PM
52	Look at your community. You are supposed to be marketing to your clientele, right? So do that. You don't need to fit this cookie cutter mold. Break down the barriers and educate from the top down. Hire people to lead your teams that aren't racist and that know a diverse team is a strong one. Hire. More. Black. People. And. More. Black. Women.	6/15/2020 6:49 PM
53	Make sure that your diversity isn't just the cleaning staff and desk staff. I always notice that. Some places have done well diversifying in the sense of having gay instructors (namely, Equinox) - so put some of that same effort/acceptance into finding instructors of different races, body types, etc.	6/15/2020 6:40 PM
54	Admit the problem and listen to the black community, indigenous and POC to learn what they need. Together we can trouble shoot this s***	6/15/2020 6:33 PM
55	Fitness/wellness is for EVERY BODY. If every body is not represented in your gym, studio, followers it's time to find them.	6/15/2020 6:33 PM
56	Be open to hearing POC/minority thoughts and desires, and take action	6/15/2020 6:31 PM
57	I'm not sure I'm qualified to give advice to the wellness community but I think the word wellness has exclusive and socioeconomic connotations so maybe we should start by changing the language we use.	6/15/2020 6:15 PM
58	Make diversity part of your mission statement. If anything, black people NEED wellness more than anyone, and they've been underserved. Connecting and cultivating a diverse community has an even greater impact than just catering to the audience that comes naturally to your studio.	6/15/2020 6:06 PM
59	Be more visible in black & brown communities	6/15/2020 6:04 PM
60	Show/showcase more imagery of black people in fitness in major platforms because we exist. Showcase us as much as the community uses our culture.	6/15/2020 5:56 PM
61	Create a community everyone wants to be a part of.	6/15/2020 5:55 PM

62	We need instructors and staff to be diverse!! it's not a good look to see a whole group of white thin woman as the main representation of your group. We need more United Colors of Benetton and (much) less Vinyard Vines!	6/15/2020 5:52 PM
63	Be authentic in your outreach and remember that inclusivity matters, from the first time someone walks through the door.	6/15/2020 5:47 PM
64	Hire more instructors of color	6/15/2020 5:29 PM
65	Hire more diverse staff and have more diversity training	6/15/2020 5:20 PM
66	use your platform to raise money, help educate, and spread awareness	6/15/2020 5:20 PM
67	It can't just be about rich, thin white women.	6/15/2020 5:20 PM
68	Promote Black women.	6/15/2020 5:13 PM
69	Stop being so cliquey. A privileged persons health is no more important than someone living in poverty.	6/15/2020 5:10 PM
70	Inclusivity is your friend and sustainability is your goal.	6/15/2020 5:02 PM
71	Be more inclusive	6/15/2020 5:01 PM
72	support black- founded and owned groups and build bridges. Be sincere. Don't act like a white savior. And BELIEVE POC when they tell you their experiences.	6/15/2020 4:56 PM
73	Listen to your clients and employees of color/women & put them in positions where they can effect change. & provide them the appropriate resources to do so!	6/15/2020 4:49 PM
74	Take a good hard look inward. What work are you avoiding? If you say you uphold values of equity and inclusion, how are you living those values in your business, on social media, in the ways you teach?	6/15/2020 4:46 PM
75	There's never a wrong time to do the right thing!	6/15/2020 4:45 PM
76	As you navigate this topic and figure out a plan to be more inclusive for all people, don't just come up with a quota. I do believe that if someone is more qualified for a job, then the person should be deserving of the position. However, there needs to be a better effort for these folks to get out there and be seen by other communities. Because the problem is, POC are not coming to you so you need to go to them.	6/15/2020 4:43 PM
77	HIRE DIVERSE INSTRUCTORS. LET THEM BE THEMSELVES.	6/15/2020 4:41 PM
78	Pause. Look around. Think. Hire people of color.	6/15/2020 4:41 PM
79	Get rid of the white girl, sorority vibe. It's truly awful and sometimes hostile. If you use your clientele on the podium, put the black girls on it. I have never seen a white, female instructor put a black girl on the podium. It's not their brand.	6/15/2020 4:36 PM
80	"Matter" is the minimum	6/15/2020 12:59 PM
81	Listen, reach out, and accept feedback about the lack of diversity in your institution.	6/15/2020 9:30 AM
82	Working out is inherently a privilege. Some people don't have the physical or financial capacity to participate. For those that do - this should be acknowledged and in turn all individuals should feel comfortable, welcomed and included when they choose to work out. Surrounding someone with encouraging words, diverse music, and a true sense of community should be the baseline.	6/14/2020 8:29 AM
83	I enjoy where I workout now and I frequent all top spots in Boston. It has always felt welcome to me as minority. I never saw any unfairness amongst any other race as I work out 5x a week	6/13/2020 11:15 PM
84	Listen to your community and stay connected with them.	6/13/2020 10:47 PM
85	Don't shame people for who they are. They made the effort to get to your studio - regardless of race, ethnicity, beliefs, or level of activity - everyone should be treated equal and with respect.	6/13/2020 8:38 PM
86	It's not too late to make a change- start expanding diversity within your leadership teams and instructors and focus on making all communities welcome. Offer scholarships to those in lower income situations to include more members of the Boston community into the fitness/wellness community,	6/13/2020 8:19 PM

87	Love all bodies, inside and out.	6/13/2020 5:58 PM
88	Our beauty & strength is in our differences! Embrace them, explore them, love them! ♥	6/13/2020 5:02 PM
89	Speak up. Talk about the lack of diversity's in places such as orange theory, barre studios etc.	6/13/2020 2:36 PM
90	Educate yourself on systemic racism in the US, and do the work to see the ways this systemic racism is part of you, of your work, of your community spaces and your leadership.	6/13/2020 2:08 PM
91	Stop making empty promises to your clientele - it's not as easy as hiring instructors of color to fix this.	6/13/2020 1:06 PM
92	Hire POC. Have POC instructors teach at areas that are majority white. Show at least SOME color in your class.	6/13/2020 1:05 PM
93	IT IS TIME TO CHANGE	6/13/2020 12:35 PM
94	hold your studios accountable	6/13/2020 12:28 PM
95	Representation really does matter. In your instructors/staff, in your marketing, etc. By removing barriers to access, and replacing it with a more welcoming message that's genuine, fitness spaces can start to become more diverse and welcoming for all.	6/13/2020 11:46 AM
96	Set tangible and actionable targets/goals so that both studios and its residents SEE that changes are being made. I know that I've historically frequented studios that do not actively seek out diversity, and I've been trying to research alternate fitness communities who are more active in that space.	6/13/2020 11:00 AM
97	Keep committed to inclusivity in 6. 12. 18 months. Don't stop soon!	6/13/2020 10:33 AM
98	Hire more black people and give access to more black clientele instead of just curating diversity in your marketing	6/13/2020 10:30 AM
99	Reach out to your community all the time. Not just now when the news reminds you to. It's crucial to keep engaged and always be making your studio more inclusive.	6/13/2020 10:15 AM
100	Be accepting of different colors, different body types, different socioeconomic statuses. It doesn't have to be a competition - it can be a collaboration.	6/13/2020 8:48 AM
101	We need more black owned fitness businesses	6/13/2020 8:43 AM
102	Know your audience and be on the right side of history here	6/13/2020 1:27 AM
103	Broaden your horizons. Have difficult conversations. Meet, talk with, listen to people who don't look like you. Collaborate more, compete less.	6/12/2020 11:01 PM
104	Act with love. You need revenue to grow the business and survive, but don't be selfish.	6/12/2020 10:50 PM
105	Allow your spaces to be experienced by people who would not otherwise have access to them, at least once. For example, doing giveaways or gift cards or demos to disadvantaged groups (like college students or grad students who can't spend the money but have the time).	6/12/2020 10:47 PM
106	It's already been too long. The time for change is now.	6/12/2020 10:47 PM
107	do better.	6/12/2020 10:23 PM
108	Diversity in fitness/wellness spaces is very important. Demographics of your location may be a factor in the lack of diversity but look for various ways you can attract a diverse staff and clientele. Go beyond your comfort zone and make changes to your business model to better attract diversity and racial equity to your spaces.	6/12/2020 8:16 PM
109	Lead with your heart instead of your wallet. Create a space that makes everyone feel accepted, loved, included and respected.	6/12/2020 6:45 PM
110	I was looking for a hip hop class on YouTube , and the majority that I saw were white woman instructors. I don't want to take a HIP HOP class from a white person. I think it's important that people are authentic and that all cultures are represented by the people in that culture.	6/12/2020 6:26 PM
111	See #8 and 9	6/12/2020 5:55 PM
112	Fitness, health, nutrition and wellness are for every body. Every. Body. There is no difference biologically — we are all human and all need to take care of our body. Health is not selective, it	6/12/2020 5:53 PM

is inclusive and should unite us to be better and stronger together.

113	Brands should represent diversity in their products, marketing, and hiring. Education and awareness should be a pillar in the training process. Giving back and supporting diverse groups of people should be a priority as well	6/12/2020 5:23 PM
114	Be open for everyone always. Encourage anyone to try any workout. Offer free workouts to get more people involved and interested and exposed	6/12/2020 5:11 PM
115	For a very long time, I think that the fitness and wellness community has been to obsessed with "goals" as opposed to just building community that fosters every body, every background, every body type. At the end of the day, we never know WHY someone chooses to walk in through that door (unless they verbalize it clearly) but it's not why the walk through the door thats important....it's that they feel comfortable to KEEP walking through the door	6/12/2020 4:52 PM
116	Listen, be open and willing to change. It's uncomfortable to acknowledge your own lack of understanding and inclusiveness but it's so necessary. It's also okay to change your opinion on something when you learn new information.	6/12/2020 4:38 PM
117	Start collaborating and talking to a more diverse group of people on how we can move forward and ensure everyone is represented and celebrated in some way in order to make studios, events, etc more inclusive	6/12/2020 4:22 PM
118	There's more than one definition of beauty and one picture of fitness.	6/12/2020 3:53 PM
119	Let's honor and include the people whose ancestors truly started all these wellness practices we embrace	6/12/2020 3:09 PM
120	Give more diverse instructors a chance!	6/12/2020 3:02 PM
121	Think about all the people you are not serving, ask yourself why, and ask yourself what you could do to reach those people.	6/12/2020 2:54 PM
122	Don't make diversity a check box.	6/12/2020 1:44 PM
123	Stop making it about the money. The community shouldn't be about who has the most Soul or Barry's gear, it should be about building a team of people who support you and root for you.	6/12/2020 1:36 PM
124	Trying to figure it out... honestly don't know	6/12/2020 1:09 PM
125	Maybe hiring a certain percentage of each race? Intentionally create a diverse environment. Do a little work and seek out black, POC and LGBTQ instructors etc	6/12/2020 12:49 PM
126	Give back and get involved with more diverse communities. The gym I go to actually has a good amount of diversity amongst trainers, but there isn't much diversity amongst members. Maybe they could offer some affordable membership options to encourage more diversity.	6/12/2020 12:15 PM
127	Keep trying to find ways on establishing diversity especially when hiring employees.	6/12/2020 11:28 AM
128	As gym leaders: make equitable pricing in gyms (so less money costs for BIPOC and more money costs for white/white passing people). And also hire folx with different social and racial backgrounds to lead and train. As a client: Take classes from people who don't look like you. Also support gyms who are fighting for social justice instead of whitewashing the industry. Your dollar matters!	6/12/2020 11:23 AM
129	Practice what you preach. So many major gyms brand themselves as being inclusive while simultaneously creating a "cult" like environment. That vibe could name any new-comer feel intimidated especially if they are one of the only non-white members in the crowd. Hire more black management and instructors. Make an active effort to market and promote these gyms in tiger neighborhoods. Actually BE inclusive- don't just say that you are	6/12/2020 11:06 AM
130	There needs to be more action and change. There needs to be more diverse perspective involved in the conversations of what to change and how. They need to evaluate whether their goals actually align with what is going on in their own companies/communities. Fitness/wellness might need to evaluate how by being excluded, the health and wellness of many people is negatively impacted.	6/12/2020 10:53 AM
131	Be nice, respectful, treat people the way you want to be treated!!	6/12/2020 10:32 AM
132	Hire more diversity	6/12/2020 10:31 AM

133	To be welcoming to anyone wanting to improve their physical or mental health. Hire a diverse set of employees so more people have visual representation of their race and hopefully feel more comfortable trying a class/session at your location.	6/12/2020 10:21 AM
134	Hire more Black and non-Black POC front desk staff	6/12/2020 10:11 AM
135	Hire a wider range of instructors of color, age, and so on	6/12/2020 10:07 AM
136	scholarships, more diverse instructors	6/12/2020 9:34 AM
137	Educate yourself and do better	6/12/2020 9:34 AM
138	Listen to your clients, commit to hiring more POC's of color and open doors by offering a certain number of classes at a reduced rate or work with groups who will bring a diversity of people to the studio I.e a BIPOC sweat crawl	6/12/2020 9:30 AM
139	Practice what you preach. The message you send should be reflective of walking into your studio/space.	6/12/2020 9:17 AM
140	Stop appropriating black culture if you're not willing to do the work for a work inclusive wellness/fitness community.	6/12/2020 9:04 AM
141	Businesses need to sack up and clients need to demand more. I know I am!	6/12/2020 9:02 AM
142	There needs to be more diversity- set your community apart by being a leader. Don't wait for your customers to ask for it- have it embedded in your values.	6/12/2020 8:57 AM
143	include more POC in their advertising, try to hire more POC, make classes more affordable	6/12/2020 8:40 AM
144	Let's get our shit together! Movement of the body, mindfulness, health and wellness are for everybody!	6/12/2020 8:26 AM
145	No one should be paying \$35 for a class. And every single person in that room should feel welcome and challenged to be there.	6/12/2020 8:24 AM
146	Follow through on words of last few days. Lots of talk by studio owners and trainers since George Floyd was murdered but were will be in 3 months or a year as far as acting on those words	6/12/2020 8:24 AM
147	Look at your clientele, the people who are your 'regulars'—are they all white? Are all your instructors white? Take a hard look at how your advertising, who you're hiring and make a conscious effort to diversifying your studio.	6/12/2020 8:19 AM
148	Diversity is beautiful and necessary	6/12/2020 8:01 AM
149	Keep educating yourself on the importance of this matter and don't stop trying to do and be better	6/12/2020 8:00 AM
150	Follow through	6/12/2020 7:59 AM
151	Network people!!! Connect! That's how we do this all together, especially white people. Showcase influencers in your business realm that look different from you.	6/12/2020 7:58 AM
152	We should all be able to afford to make fitness a priority regardless of the color of our skin.	6/12/2020 7:52 AM
153	Celebrate the diversity more	6/12/2020 7:50 AM
154	Do community outreach, hire black staff (not in a tokenized way), create instructor training programs that are accessible to more than just the white, thin, and wealthy. Use diverse models in your marketing campaigns. I know that's more than one piece of advice but there's so much work to do!	6/12/2020 7:44 AM
155	Institute hiring practices around diversity - when black/POC people are included in leadership roles (instructors, staff, management) the studio can make an honest effort to diversify clientele.	6/12/2020 7:42 AM
156	Why wouldn't you want everyone in your studio to look different from one another? Aren't you aware that 95% of your team and clients look the same? Isn't this strange to you? Isn't fitness supposed to be accessible for everyone?	6/12/2020 7:07 AM
157	Need to start young, and need to have mentors that resemble the target audience, even if the diversity of the company isn't there yet. Look at FIRST Robotics or the Code2040: both orgs	6/12/2020 7:05 AM

	have found a way to do this on massive scale (not in fitness, but tech). There could be some carryover ideas to your fitness world.	
158	Create a scholarship plan specifically designed to recruit and train a more diverse staff.	6/12/2020 6:35 AM
159	Seek out diversity. Fitness is for everyone and should be represented by everyone.	6/12/2020 3:48 AM
160	I	6/12/2020 3:05 AM
161	Create programs to help minorities, offer discounts to non white members maybe, to help balance out the years and years of slaving the unfortunate races.	6/12/2020 1:51 AM
162	Stop judging others!!	6/12/2020 1:05 AM
163	I would challenge wellness professionals to consider different perspectives and philosophies around physical/mental health. Ask themselves if they are perpetuating or challenging the white narrative within their professional environment and across platforms. Ask their specific geographical communities what they need and how they can be more accessible (including low income areas).	6/12/2020 12:45 AM
164	Hire more Black instructors, especially Black women	6/12/2020 12:23 AM
165	Get more inclusive	6/12/2020 12:05 AM
166	Open your doors to all. Just like teaching in a classroom- you'll learn more from your clients than you ever could instructing	6/11/2020 11:35 PM
167	Make an effort to be inclusive.	6/11/2020 11:16 PM
168	Educate yourself. Acknowledge the fact that you may have been doing things wrong and be open to criticism and change.	6/11/2020 10:52 PM
169	Be more open to diverse inputs and participants - support recruit and PAY black and bipoc instructors and influencers	6/11/2020 10:35 PM
170	Support and hire people with diverse backgrounds and experiences. SUPPORT your crew, train them, and make sure they are authentic and REAL.	6/11/2020 9:51 PM
171	Lower your fucking costs, and get over yourselves. Everyone needs accessibility to health education and fitness. Do you realize how bigger your reach would be if you allowed for more people to see what the hypes all about?! Do you know why more Black people run and play basketball- because it's free. Serena and Venus played tennis in Harlem at a court growing up because it was free. They had the drive and motivation, look where that got them. Everyone needs a chance to experience the motivation and community that occurs within our boujie fitness facilities. For god sakes, open the doors and give them the chance.... and then do it again, and again.	6/11/2020 9:46 PM
172	market to more diverse groups, class/membership prices make it cost prohibitive for many people	6/11/2020 9:31 PM
173	Keep pushing to motivate others and lift up those around you!	6/11/2020 9:25 PM
174	Truly define why do you exist? What is the value you bring the world? And live in those values for everyone that you serve	6/11/2020 9:16 PM
175	Change now and fast and ask for help	6/11/2020 9:04 PM
176	Evaluate your mission. Are you truly looking to better others? If so - what does "others" mean?	6/11/2020 9:00 PM
177	Keep going and keep growing.	6/11/2020 8:55 PM
178	If you want to become more diverse, programs and classes need to be more accessible to everyone	6/11/2020 8:45 PM
179	Don't think that hiring one black instructor will fix the issue. It's inside out and top to bottom and bottom to top. No roles that are POC I. The back of the house only whole no rep at the desk or in the studio. It's a culture and values adjustment not a hiring practice.	6/11/2020 8:40 PM
180	We can all learn from each other and it's important to get perspective, and listen to / collaborate with people who are (maybe seemingly) different from us. I love going to a lot of different instructors as everyone has a different style, and others who only go to one "type" of instructor could be pleasantly surprised if they try something new!	6/11/2020 8:40 PM

181	Jesus has the last say. So go hard for him and not what the world wants.	6/11/2020 8:30 PM
182	Aim to help. Do outreach to groups that you don't see - hire diverse staff, and show people of different color, body type, fitness levels using your business to grow.	6/11/2020 8:30 PM
183	I guess I think of the idea of gentrification - what is "good" for some, is not "good" for others; who is it being gentrified or "beautified" for? I guess think about that before deciding what seems like a "good" idea of practice. Also I know for a fact, because someone who works/worked with us at Barrys told me that they decide where to open Barrys location based on - SES of the area; sexuality trends/demographics - marketing it specifically towards higher SES and Younger Gay Men - so I guess they have half of this going well (the latter) but the first part just DON'T DO THAT, open up somewhere more diverse clients can access the services if you really want to be more inclusive	6/11/2020 8:29 PM
184	Make sure everyone feels welcome in your community	6/11/2020 8:19 PM
185	Hire people from what they have to offer, challenges they've overcome, inner strength, leadership skills and their values over their looks. I'm all about promoting health benefits over size, shape, look but that's not how the fitness industry works. It's why I've chosen to be self employed in a wellness field that is about healthy lifestyle over diet products.	6/11/2020 8:18 PM
186	Stop featuring malnourished models just cause they're white	6/11/2020 8:14 PM
187	Keep following your hearts! Anyone in any position can make sound if they are rightfully passionate about it!	6/11/2020 8:04 PM
188	Step up and be more inclusive	6/11/2020 8:01 PM
189	Fitness doesn't have to be just one thing or have one goal. 'Fit' and 'well' mean something different for every single person in the room no matter what room your in.	6/11/2020 8:00 PM
190	It has to start from the top. Studio owners, fitness instructors, make it a mission to be inclusive. Learn, go out and educate yourself, and listen. Reach out to your clientele. Those who came and never came back. Those who come and continue to do so. And do this moving forward and not just right now.	6/11/2020 7:44 PM
191	Hire more black instructors. Have sensitivity trainings for staff once a month and TALK/LISTEN about the black lives matter movement and how a difference can be made.	6/11/2020 7:36 PM
192	It starts from the inside, the more diversity you have in your gym the more diverse clientele you will have	6/11/2020 7:34 PM
193	Do better. Be more aware.	6/11/2020 7:34 PM
194	Just like anything else, we become better when we include all. Further, seeing someone who "looks like you", whether it's teaching your class or taking it, could mean the world to someone.	6/11/2020 7:28 PM
195	Hire a more diverse staff, create connections with more diverse groups,	6/11/2020 7:28 PM
196	Please offer more than superficial, feel good fitness. Please build meaningful community and be willing to welcome newcomers.	6/11/2020 7:01 PM
197	Don't focus on our differences focus on individual goals and achievements	6/11/2020 6:53 PM
198	Become educated about POC.	6/11/2020 6:03 PM
199	Incentivize	6/11/2020 5:53 PM
200	Get your shit together. Pay employees fairly, if diverse individuals aren't coming to you, first take note WHY and then recruit both trainers and clients.	6/11/2020 5:39 PM
201	Listen to Ashley ;) Be more aware of who is in the room and ask yourself why it looks the way it does. And actively seek out a more diverse clientele don't just say that you're accepting and wonder why no one shows up	6/11/2020 5:22 PM
202	Can't say inclusive and sit where you are. Move out into the community. Have events in places that aren't the norm. Break comfort from a place of power. Go have an event where it's challenges the status quo. Show this with ACTION not words. Ok and I know nothing and have a lot to learn. Mistakes are gone be made but status quo is status quo and words are words. What are we going to do differently?	6/11/2020 4:49 PM

203	Diversity	6/11/2020 4:48 PM
204	Stop hiring / photographing only white skinny bitches. *note: I am a white skinny bitch.	6/11/2020 4:30 PM
205	Lead with a passion for people. People go to fitness studios for the workout, but they stay/keep coming back for the experience. The experiences that these communities put out need to be inclusive to every single person, regardless of race, gender, or sexuality.	6/11/2020 4:30 PM
206	Hire more instructors of color, create more experiences for people of color, and normalize more inclusive language.	6/11/2020 4:28 PM
207	Your classes and clothes are too expensive for all of us but we go there because we value the value that you provide to our lives and we prioritize our schedules and lives and time with families and paychecks around continuing to do so. Don't forget that you're the fitness community - priority #1. And just keep doing what you've been doing trying to be inclusive to all people of all shapes races fitness levels etc just keep that going and realize maybe you haven't been paying so much attention to race as you've been paying to fitness level. Be even.	6/11/2020 3:59 PM
208	.	6/11/2020 3:35 PM
209	Provide affordable packages to people who need inexpensive memberships.	6/11/2020 3:29 PM
210	Don't be resistant to change. Be slower to hire and make an emphasis on hiring a diverse set of instructors and leadership. Give your instructors a voice outside of their fitness classroom and hold them more accountable inside their classroom.	6/11/2020 3:07 PM
211	Every "brand" in fitness, especially Orange Theory and the various chain Barre programs, needs to show up better in their advertising and hiring of a more diverse staff to insure that a diverse clientele feels accepted in their spaces, and to send the message that this is what normal looks like, not the all white messaging that we are receiving now.	6/11/2020 3:01 PM
212	Make an active effort to promote the "diversity" of your community and distinguish diversity as an important value in wellness and then more people will start to realize that needs to be a priority in their own wellness journey. It is a shame people, especially whites people, don't realize this already but with a nudge in the right direction I think there could be a lot of positive change and awakenings.	6/11/2020 2:24 PM
213	To stop being so judgy. I didn't feel comfortable in any gym I set foot in before I found Revkor because I'm not the 'fitness type'. I'm old school punk, always was, and my gives no fucks, says what she thinks, tattoo'd, coloured hair ass felt the eyes of judgment every time I stepped into a place. Even those yoga studios that are supposed to be about love and harmony whispered about me and wouldn't speak to me directly unless it was too make some snide comment.	6/11/2020 1:54 PM
214	There are amazing instructors from all walks of life out there and they each bring a unique strength to the table. Use them!	6/11/2020 1:52 PM
215	hire more diverse instructors!!!! 90% of the instructors at my studio are white. and commit to actually making a change in the community not just saying it so they don't look bad if they were to stay silent	6/11/2020 1:50 PM
216	I'm not sure, since I have benefitted due to my white privilege. I think we need to be more aware and more educated for starters. Beyond that, I'm not sure besides having an open mind and ears, kind heart, and a willingness to admit we are wrong sometimes.	6/11/2020 1:43 PM
217	BE MORE WELCOMING ACCEPTING. If you see someone new at the gym or in a class then introduce yourself. STOP charging insane amounts of \$\$\$ for classes. Classes are not affordable and only the top X% of people can afford them	6/11/2020 1:16 PM
218	Get more people of color equally into positions of management, leadership!	6/11/2020 1:01 PM
219	I love boutique fitness but it is a luxury I am privileged to afford. If you are truly interested in health and wellness have at least one class on your schedule that is open to all regardless of fitness ability, wealth, or perhaps even location. I have to imagine studios do well financially and if you have that financial privilege, you are responsible for sharing some of that wealth with your community so everyone can benefit.	6/11/2020 12:35 PM
220	Don't be an elitist! Encourage others, because we were all in our "baby gains" stage once. We all gotta start somewhere.	6/11/2020 12:34 PM
221	Create community that ALL can feel welcomed at. If you are a small studio that charges high	6/11/2020 12:09 PM

prices, create scholarships or bootcamps that don't break the bank. Everyone who chooses should be able to work their bodies in a safe, effective way. I'd like to see more insurances stepping up to pay the cost, or a percentage of the cost. A healthy body should be attainable for every human body.

222	Work with BIPOC! Seeing BIPOC represented in the fitness/wellness community is very needed for intersectionality and for BIPOC to also benefit from fitness/wellness while feeling comfortable in these spaces.	6/11/2020 12:07 PM
223	I'm a big believer in expertise. When someone has an area of expertise due to years of study and experience, that persons option should matter. That's not where mine lies so I feel unqualified to offer advise.	6/11/2020 12:04 PM
224	Train your team in Harassment & Discrimination training, promote someone who has unique perspectives and diverse experience to hire staff, offer community classes to get to know different people and their health journeys.	6/11/2020 11:55 AM
225	Inclusivity must reach beyond fitness level which has felt like the historic focus in Boston	6/11/2020 11:41 AM
226	Look around you. Have you been inclusive in your hiring & marketing practices?	6/11/2020 11:37 AM
227	Fitness is something that brings others together. From teaching classes, to one on sessions to just going and seeing familiar faces. Everyone is there for the same reason - to work on themselves. So my advice is to open up the community to every single person, no judgment and just be supportive.	6/11/2020 11:09 AM
228	Do a self assessment of who you are attracting and who you are not attracting, by who works there, what time classes are, and the costs. Also, if you want people to come back, look at how to create community.	6/11/2020 11:08 AM
229	Think less about your "image" as a community/brand and really unlearn and reframe who should have access to these spaces	6/11/2020 11:07 AM
230	Read up. Learn about the subtle ways you're contributing to white supremacy. Start checking what you say, what music is played in class, don't stare, be aware of the environment you create in the fitness community. This is one very simple way to start making change	6/11/2020 10:51 AM
231	Fitness is all about motivation and support whether it's from yourself or from others pushing you. If we don't push or support each other, whether it's to get stronger or include more diverse players into the community, we won't be the fitness / wellness community we strive to be. I have seen a few fitness accounts that I follow promoting other Black workout women that I would have never come across before because they didn't have the same promotion or opportunities that a lot of the white women probably had. And because of that I followed a few of them that I liked.	6/11/2020 10:44 AM
232	I understand that at the end of the day, these studios and spaces are running a business and owe it to their employees to do what they need to do to keep the business afloat. But what I've been reminding myself of these past few weeks and would encourage the community to think about is the root of it all. Why are we called to be in the fitness/wellness space to begin with? To make people feel good. To encourage people to take charge or their health. To create positive energy in a room that spreads outside of it. How can we look ourselves in the mirror and say we do a good job at that, if we're not being inclusive of everyone?	6/11/2020 10:36 AM
233	Hire more BIPOC	6/11/2020 10:31 AM
234	My one piece of advice, especially those who have benefited from the current system within the fitness/wellness space, would be to listen and learn! I think that it's time to create more representation by amplifying and supporting diverse voices while learning the best way to be an ally.	6/11/2020 10:31 AM
235	Be open to change then act on it	6/11/2020 10:26 AM
236	Take a look in the mirror re: how inclusive your rooms are. You day you welcome everyone, but funny that not everyone feels welcome (as shown by breakdown in instructors and clientele). My privilege had me NEVER REALIZING - NOT ONCE - that Ashley Mitchell is the ONLY black instructor I've EVER taken a class with, or that I even know or follow from a distance. Until BLM: that realization was shocking and disappointing... and then I realized I've never taken a single class from anyone who I wouldn't outwardly identify as "white". To be clear it's NOT that I'm seeking out instructors who look like me... it's that I haven't even seen optionality or	6/11/2020 10:14 AM

diversity in the space. Working in corporate America, I get that companies are bottom-line-driven, which is often disheartening... if you ever need backing on creating a business case (beyond the obvious moral and ethical case and "good human" case), I'm glad to help, if I can (PS this is Kaity :))

237	Continue to be encouraging. Some of us are under-confident, and feel intimidated around the super energetic and fit folks around us. It takes bravery to go, but I force myself. Some times. I've actually liked the zoom rooms because the pressure goes away.	6/11/2020 10:05 AM
238	Include everyone as your target audience and be GENUINE about it, not just for likes on social media. White people are not martyrs here.	6/11/2020 9:56 AM
239	Be open minded and be kind	6/11/2020 9:54 AM
240	Give discounts to BIPOC	6/11/2020 9:39 AM
241	Get uncomfortable. NOW.	6/11/2020 9:38 AM
242	I always tell instructors the following. If it is important to you say it out loud. Members cannot guess how you feel. Every single class that I teach I talk about in a very obvious and emphatic way that everyone is welcome in this space. I go even further to say if you don't feel that way I actually don't want you here. But I'm learning over the last several weeks that actions speak louder than words.	6/11/2020 9:16 AM
243	Maybe have more advertising campaigns with people of color. Advertise in more diverse places	6/11/2020 9:13 AM
244	The term inclusivity needs to be broadened in the fitness/wellness community. To me, inclusivity means creating safe spaces, not only for people of all fitness levels (which is definitely also important!), but people of all races, genders, ages, sexualities, etc	6/11/2020 8:59 AM
245	We all need to put our ego's aside and recognize there is an issue and we need to do better. We need to make sure this isn't a "trendy social media phase," - black lives are not "trendy." This is years and years of oppression and if we don't actively address the issue then things cannot get better. So let's address it, work to change it, and be better as a community by listening.	6/11/2020 8:53 AM
246	Truthfully I'm so new to the fitness community I don't think I'm in the position to be giving advice	6/11/2020 8:52 AM
247	Take this seriously and understand that if it is done right it will not be a quick fix.	6/11/2020 8:41 AM
248	Diversity and inclusion should be at the forefront of your mission as a space that's promoting overall health-mind, body, spirit. Do the work and make the changes as it will deeply benefit your current community and grow your community in amazing ways.	6/11/2020 8:35 AM
249	See me, hear me, and welcome me for me. Don't assume I'm broke, don't assume I'm not fit enough. I'm working and grinding just like everyone else.	6/11/2020 8:26 AM
250	Do better.	6/11/2020 8:22 AM
251	Practice what you preach	6/11/2020 8:08 AM
252	Change is a necessity, and it will happen, so better to start now. Do the work, and make an effort to do better sustainably, consistently, and continually.	6/11/2020 8:07 AM
253	Buck up Get serious Do the hard fucking work Also Hire, learn and connect with communities of color	6/11/2020 8:07 AM
254	Follow through on you grad claims of changing the world. have actual outcomes to show for it...but most importantly zero tolerance policy for employees.	6/11/2020 7:50 AM
255	Actively prioritize and seek out diversity. For owners, don't just let the chips fall - use connections to seek out diversity when hiring instructors. For clients, this means being vocal that this is a priority for you.	6/11/2020 7:37 AM
256	Take an honest look at the space you've created, identifying the low hanging fruit and make changes, then set some long-term goals and hold yourselves accountable.	6/11/2020 7:36 AM
257	That the conversation of diversity and inclusivity needs to include the attendees. As I mentioned above, I have gone places where I have felt judged by class attendees rather than instructors and that feeling is unsettling. Or, wanting to take a specific time slot (like "mommy hour" 930 time slots and not feeling relateable or included because I am not a mom. I would also say, it is	6/11/2020 7:18 AM

	important to consider what families look like nowadays (just because i don't have kids, doesn't mean my spouse and me are not considered a family).	
258	Go barefoot	6/11/2020 7:04 AM
259	Put into action what you preach. And cut the shit	6/11/2020 6:59 AM
260	Get off your high horse . Someone doing a little is better than nothing	6/11/2020 6:45 AM
261	To really listen to what POC, who frequent your spaces and are on your rosters, are saying, because it's not good.	6/11/2020 6:42 AM
262	How now more than ever (myself included in the fitness space), education and action are the keys to playing a role in putting more people of color within the fitness and wellness space	6/11/2020 6:13 AM
263	Survey your local population. Hire people of color	6/11/2020 5:59 AM
264	Try something new. Body size doesn't determine someone's ability to KILL it in a spin class. Period.	6/11/2020 5:12 AM
265	Being inclusive & accepting / respecting others unconditionally	6/11/2020 3:05 AM
266	To be honest, I'm not sure. I am still learning. I do think it would be helpful to be culturally inclusive in advertising as well as in the staff/instructors that are hired.	6/11/2020 1:23 AM
267	Actively find ways to promote inclusion and diversity because just treating clients with respect isn't doing anything in the fight against racism if most of your clients are of the same race.	6/11/2020 1:17 AM
268	Make things cheaper 🙄	6/11/2020 1:09 AM
269	Stop being robotic in your business plans and social media engagement. Also fuck the scale, make every body type feel welcome.	6/11/2020 12:48 AM
270	In all, my advice would be to embrace all of the feelings and anxieties and insecurities you feel during the hard parts and the hard days because it makes your progress more rewarding	6/11/2020 12:24 AM
271	Remember what people look like on the outside has been achieved through sweat and lifting, but what is on the inside affects how we look on the outside and that lasts longer than a treadmill minute feels like.	6/11/2020 12:16 AM
272	There has to be a culture shift that creates space for everyone. I think it starts with instructors and leadership to engage with their clientele more and really create a community that values each other, not just as bodies to fill a class spots for \$\$\$. The clientele also need to be open. Gah I don't know, such a hard question and so many intricacies. But man, I'm thinking about my orangetheory classes in a whole new light. Thank you for facilitating this and the work that you do. New follower and very grateful.	6/11/2020 12:07 AM
273	A sense of community & inclusion should come above all else. Amenities may be great but if a client doesn't come out of that class feeling like a champ & like they are a part of something bigger, did you really do your job?	6/11/2020 12:05 AM
274	Lower your prices! I understand that people need to be paid for their labor and things shouldn't always be close to free, but I see no reason in some gym memberships being hundreds of dollars a month for membership. If you lower your prices, more people of all backgrounds will be able to join	6/11/2020 12:04 AM
275	I'm not sure I'm in a position to give any advice, but if I want to see diversity maybe I need to start seeking it out more instead of prioritizing instructors/price/location etc etc ....I am very grateful for this survey and would love to get insight from the responses.	6/11/2020 12:03 AM
276	studio owners/instructors /students start taking more diverse classes and visiting more inclusive studios	6/10/2020 11:45 PM
277	Affordable and comfortable	6/10/2020 11:42 PM
278	Fitness should be accessible to all and people should feel seen and represented whatever the workout.	6/10/2020 11:31 PM
279	reopen those doors asap baby!!! 🙏🙏🙏🙏🙏🙏🙏🙏	6/10/2020 11:27 PM
280	based on my experience going to workout classes, studios need to actively work to hire instructors and staff from more diverse backgrounds and allow these staff to incorporate their	6/10/2020 11:10 PM

	own style / approach to the workout to attract more diverse clientele. There is an opportunity for the fitness community to play a positive role in dismantling systemic racism and so they should embrace the opportunity	
281	Be what you preach. I take so much from the wellness professionals in my life. No matter their sex age race creed, whether in person or virtually, the words these friends and strangers tell me make such an impact on my soul and my day. They lift me up, they right my mind. Don't just say it; do it. For everyone.	6/10/2020 10:57 PM
282	Keep trying to improve all aspects of the fitness community - listening to clients and proactively making needed changes.	6/10/2020 10:49 PM
283	Listen.	6/10/2020 10:48 PM
284	Learn from your environment, notice things you haven't previously, but do everything moving forward without excuse.	6/10/2020 10:43 PM
285	Stop worrying about how your social media feed and advertising look. It all feels superficial. Show clients more REAL people of all races, colors, sizes/shapes.	6/10/2020 10:41 PM
286	Stop looking in the mirror and start looking around you. Be nice to everyone who walks in the door.	6/10/2020 10:40 PM
287	Sliding scale prices, community outreach in schools, universities, places of business, hire a lot more ibpoc	6/10/2020 10:37 PM
288	Inclusivity takes work and the studios that choose to make an effort to change their statistics are going to stand out.	6/10/2020 10:34 PM
289	ALL ARE WELCOME.	6/10/2020 10:33 PM
290	Be better	6/10/2020 10:31 PM
291	Fuck the summer body mentality	6/10/2020 10:27 PM
292	Donating money to antiracist causes right now does not fix the lack of diversity and representation in the fitness community. The money is one thing; the long-term commitment to increasing diversity and creating antiracist environments must continue long after the protests end. That is how systemic change will happen.	6/10/2020 10:23 PM
293	Try fucking harder! Have more special programs that would bring in a more diverse clientele, especially for students.	6/10/2020 10:22 PM
294	They are missing an opportunity to truly improve the quality of lives, communities and connections.	6/10/2020 10:17 PM
295	You can do better. Be better	6/10/2020 10:17 PM
296	Self reflect and realize who you are - often, owners, instructor and clients care more about ego and being "cool" than being welcoming and improving as a person on a whole	6/10/2020 10:13 PM
297	Make diversity and inclusion a priority!!	6/10/2020 10:13 PM
298	Creat a sense of belonging could be a big one, celebrating different bodies, talents and styles through fitness	6/10/2020 10:12 PM
299	Don't wait for the same kind of people to show up to audition, seek and recruit for diversity.	6/10/2020 10:12 PM
300	Health and wellness are essential for living a full life. We want to encourage people to take care of their bodies & minds, but we must find a way to do so that doesn't willingly uphold the unfair discrimination and oppression of "other"s. We're finally getting okay with the idea of all bodies being beautiful and represented, why not all races?	6/10/2020 10:07 PM
301	Invest in diversity and leaders/instructors of all backgrounds. That is what will bring a more diverse client base!!!	6/10/2020 10:05 PM
302	Connect to your deepest "why", your purpose without the barriers of business and money making	6/10/2020 10:03 PM
303	We need to do more, and currently I'm trying to understand what operationalizes the term "more". Actions need concrete steps for sure, but what that looks like I am not sure just yet.	6/10/2020 10:01 PM

304	remember your why. do you want to look or be the best or do you want to help every single person feel loved and confident. i feel like we forget our why.	6/10/2020 10:01 PM
305	Don't play dumb and say you need to educate yourselves. Focus on rewriting inclusive policies and your hiring structure during your new relaunch.	6/10/2020 10:00 PM
306	Too much	6/10/2020 9:59 PM
307	Love each other, celebrate diversity and inclusiveness.	6/10/2020 9:58 PM
308	Start from the beginning. Open studios in diverse neighborhoods with reduced cost.	6/10/2020 9:54 PM
309	Stop with the quick fixes and help people actually change their habits. And make it fun so it's something they want to keep doing and maybe it'll become a lifestyle instead of a 30 day challenge or something they only do until they lose 10 lbs.	6/10/2020 9:52 PM
310	Figure out what your mantra is. What your philosophy is and just do it. Be you. Don't be what you "should be" if it's something you're not.	6/10/2020 9:52 PM
311	My advice would be to show more women who look like me and you. I want to see more ethnicities thrive in this space. It is hard for people to buy into and spend money where they don't feel like they have representation of themselves.	6/10/2020 9:45 PM
312	If you don't understand; don't act as if the issue doesn't exist. Own up to what you don't know and take action to improve. Stop with the lip service	6/10/2020 9:43 PM
313	Embrace diversity at all levels and it needs to start with racial equality.	6/10/2020 9:41 PM
314	Don't worry about people's opinions. Don't be afraid to mess up. If you care about diversity speak it and act on it and know there will always be someone who doesn't agree or thinks your doing something for the wrong reasons. Be open to feedback and criticism and just keep going. If you know you're doing something from your heart and you believe in it — follow it and don't stop. Create the change you wish to see in the world!	6/10/2020 9:40 PM
315	Think beyond diversity and inclusion and consider belonging. Many BIPOC do not feel as though we belong in many fitness spaces.	6/10/2020 9:34 PM
316	Fitness should be about empowerment, self-care, mental health and community, not loosing weight, not burning calories, not sculpting.	6/10/2020 9:33 PM
317	Enough is enough. It's time for change and right now the message NEEDS to be Black Lives Matter. I wrote a scathing email to CorePowerYoga (where I teach) about their softer messaging the last couple of weeks and how I was disappointed to be associated with their initial reaction about all lives matter and overall yoga bullshit lines. I know other CPY instructors who did this too and know the messaging has gotten better but my piece of advice is don't go soft on this fitness industry. Black Lives Matter...period. And now is the time to right the ship forever.	6/10/2020 9:32 PM
318	- truly focus on a good workout - I pay to workout - not for status and being good people (FOR REAL). don't discriminate based on age/weight/fitness level/COLOR/sex/ANYTHING - just work me out and provide good coaching because I paid for it.	6/10/2020 9:30 PM
319	Be more open and inclusive, and allow for space for a more diverse roster of instructors and clientele by becoming more accessible.	6/10/2020 9:29 PM
320	If I could give the fitness and wellness community one piece of advice it would be to make spaces open and diverse. Everyone should feel welcomed, seen, and comfortable in the fitness spaces that they choose to enter.	6/10/2020 9:28 PM
321	Welcome everyone. Openly.	6/10/2020 9:28 PM
322	To no longer have stereotypes in their head of what instructor's should look like, that includes, race, body, gender, I'm so over instructor's should represent the diversity in this world	6/10/2020 9:25 PM
323	Most of the US (and the world) is NOT single white women, why focus on reaching such a small subset? I also think fitness is largely focused on aesthetics and being a size 2 when the benefits of fitness are so much beyond that!!	6/10/2020 9:25 PM
324	Be more responsive	6/10/2020 9:23 PM
325	We need to be more inclusive	6/10/2020 9:23 PM

326	Be authentic; if you preach wellness for all actually do that. Be a human rather than a business. I also think sliding scales for fitness studios would be really impactful	6/10/2020 9:23 PM
327	Listen to listen, not to respond. Be proactive, not reactive.	6/10/2020 9:23 PM
328	Show up for each other	6/10/2020 9:18 PM
329	Try to look at diversity the same way we look at different body types when we are at the gym/in class. Just like all bodies are beautiful, all races are beautiful as well and just because we look different doesn't mean any of us are less than. It's just about taking perspectives that resonate with you and applying them in a context where you can start to understand what diversity truly means, and that race doesn't make you any less human, just like differing body types don't make us any less human.	6/10/2020 9:17 PM
330	Diversity in advertising, and affordable plans	6/10/2020 9:11 PM
331	Hire more people of color.	6/10/2020 9:08 PM
332	I think they do more harm than good sometimes- as mentioned above, as someone in recovery from an ED I think that was often fueled by certain fitness environments. The focus NEEDS to shift- we need to embrace all bodies and focus on the mental, emotional neurobiological benefits of movement (AND also rest and recovery). The whole paradigm, ultimately, needs to shift	6/10/2020 9:04 PM
333	Open your eyes, fitness HAS diversity you're just not fostering a space where diversity is welcome	6/10/2020 9:03 PM
334	Allow people of colour to be on staff, represented in your clubs and get rid of the ego.	6/10/2020 9:01 PM
335	Practice what you preach. Don't go back to business as usual.	6/10/2020 8:57 PM
336	Focus on the community. You can preach it but taking real initiatives. Having people from the neighborhood and reach out to other neighborhoods. Create a safe space For everyone	6/10/2020 8:57 PM
337	Include all types of body types and race in marketing and instructors.	6/10/2020 8:54 PM
338	Start by training/hiring more diverse instructors	6/10/2020 8:53 PM
339	I think my advice for the fitness/wellness community is no different then the advice for every community now and that is to take a step back and evaluate your unconscious bias and figure out ways to address it and to be more welcoming and inclusive. Also, we need to take the steps to be anti-racist.	6/10/2020 8:53 PM
340	People are loyal to instructors, the instructors are what elevate and motivate. Find the BEST talent across all races and genders. I think Peloton is a good example of inclusivity.	6/10/2020 8:50 PM
341	Hire more diverse visible instructors	6/10/2020 8:47 PM
342	Inclusion makes us better	6/10/2020 8:42 PM
343	This is not it.	6/10/2020 8:41 PM
344	Cut the shit and accept the fact that it's just not diverse. This is the time To Stop pretending your space is different and fix it! It's ok just Learn and recruit!	6/10/2020 8:39 PM
345	STOP GLORIFYING ONE BODY TYPE, don't let the front desk be snobby and judge who can afford what, engage with community leaders to explain how joining the fitness community can be a career	6/10/2020 8:36 PM
346	As a client, contact ownership of your studios and gyms to demand a commitment to diversity. If you're not seeing real changes, take your money elsewhere.	6/10/2020 8:25 PM
347	Make it less about YOU and more about your clients	6/10/2020 8:23 PM
348	I would advise the fitness community to add more instructors of color to their staff. I believe that having a wider range of perspectives and experience would improve the yoga space or the fitness space in general.	6/10/2020 8:22 PM
349	Hire Black instructors!!!	6/10/2020 8:21 PM
350	Make a commitment to hire BIPOC for leadership positions in the fitness community.	6/10/2020 8:21 PM

351	We can't call ourselves a wellness community until we redefine what wellness and community both mean.	6/10/2020 8:21 PM
352	Invest literal dollars in training your staff. Incentivize underserved communities to attend (community classes weekly, for example. Membership with sliding scale, etc). Instructors of color. Owners who are minorities.	6/10/2020 8:21 PM
353	Stop looking at your bottom line and start making real changes to creating a true community that includes all- offer more opportunities for your members to experience different forms of classes/training/ instructors and open yourself up to making everyone feel comfortable in your space.	6/10/2020 8:19 PM
354	Treat everyone the way you want to be treated with respect, dignity, and equality.	6/10/2020 8:16 PM
355	You play a part in this and your gyms voice matters	6/10/2020 8:15 PM
356	Everyone has the same goals to be healthier no matter who we are.	6/10/2020 8:10 PM
357	When considering marketing and class offerings, make a true effort to ensure the fitness community is creating an environment that is welcoming to all.	6/10/2020 8:07 PM
358	Childcare makes a huge difference.	6/10/2020 8:07 PM
359	Make sure your staff reflect the clientele you want (which should be any and everyone)	6/10/2020 8:06 PM
360	It's time to step up and lead by example.	6/10/2020 8:05 PM
361	Close your eyes and picture what you want your classroom full of clients and your roster of instructors to look like...do you want to see a bunch of cookie cutter people who all look alike? If so, think about why. But if not, if when you closed your eyes you see a variety of human beings with different skin colors, genders, sexual orientations, shapes, sizes, and fitness levels, then tell yourself you'll do whatever you can to achieve that vision, open your eyes, and go fight like hell to make it happen.	6/10/2020 8:05 PM
362	Google "how can I make fitness more diverse" and then make sure you're reading black voices	6/10/2020 8:04 PM
363	Make it relatable	6/10/2020 8:00 PM
364	Listen to the BIPOC in your spaces, and make way for their points of view to really make impactful changes.	6/10/2020 8:00 PM
365	Be intentional.	6/10/2020 7:58 PM
366	The lack of diversity and inclusion in Boston's fitness/wellness community really hurts and is exhausting	6/10/2020 7:56 PM
367	Take a closer look at your PR/marketing and think about the fact that if you actually want to grow, you will have to make your own goals and image more inclusive.	6/10/2020 7:56 PM
368	Diversify your networks... get word out in communities of color and build talent pipelines in those communities.	6/10/2020 7:55 PM
369	If you truly seek to foster a diverse and inclusive space in your facility, you must practice what you preach. Ensure you hire a diverse staff. Celebrate diversity initiatives in your space. And make sure your clientele feels welcome in this space as well.	6/10/2020 7:53 PM
370	Affordable access to group classes. Isn't one of the main points of the fitness industry to help those that need it most?	6/10/2020 7:52 PM
371	I don't think I am in a position to give advice. I've only seen the tip of the iceberg	6/10/2020 7:50 PM
372	LOVE and RESPECT	6/10/2020 7:49 PM
373	Spend more time finding ways to be inclusive	6/10/2020 7:49 PM
374	Step up and lead	6/10/2020 7:48 PM
375	Think of all the ways you could be inclusive and the true meaning of what it is and implement.	6/10/2020 7:46 PM
376	I feel like a lot of the fitness community is set up to make me feel like i need to compete and compare myself with the people at the gym. It needs to be more focused on strength and	6/10/2020 7:46 PM

	staying healthy. Don't design around a target client that is white - consciously or not a lot of places do that.	
377	Expand your client base. Don't limit yourself to a type of person. Everyone is at different points in their fitness journey. And their life journey.	6/10/2020 7:45 PM
378	Get out there and get involved! I want to physically meet you and hear about all the amazing things you've done and what you can help me achieve through example!	6/10/2020 7:44 PM
379	Treat everyone the same! Hire more people of color!	6/10/2020 7:42 PM
380	Reevaluate how you market. Have inclusive pricing - I'm not sure if there is a way to get subsidized class prices if you make under a certain amount a year or if you walk into a certain job category. Something that will also everyone the opportunity to walk into the room. Create a stronger community feel. I know this is hard with COVID but maybe having free social events at the studios for people to mingle and meet Stop hiring the same look. 9 of 10 instructors look the exact same Love you Ash 😊	6/10/2020 7:41 PM
381	Welcome to the fight we've been fighting	6/10/2020 7:40 PM
382	Continue educating yourselves and continue to encourage a diverse team and schedule	6/10/2020 7:40 PM
383	Listen to the needs of The entire community	6/10/2020 7:39 PM
384	Do better! Why should the color of our skin or socioeconomic background stop us from being able to enjoy experiences geared toward living our best and healthiest lives??? We have to keep fighting to be and do better!	6/10/2020 7:27 PM
385	one size cannot fit all. diversity training isn't only for corps, it can help you make health/wellness a privilege for all rather than a luxury for the few.	6/10/2020 7:26 PM
386	Diversity will only serve your clients better! A silo of only one type of client/teacher/etc. and an exclusive atmosphere keeps learning from happening in a full and holistic way.	6/10/2020 7:25 PM
387	This is a wake up call and I really do hope to see changes and more diversity both in the clientele and leadership	6/10/2020 7:25 PM
388	To be more cognizant of how unconscious bias affects the communities they serve.	6/10/2020 7:24 PM
389	Mentor & encourage people who want to become instructors.	6/10/2020 7:23 PM
390	Community outreach to people that are not just white and wealthy	6/10/2020 7:23 PM
391	There is no place for trolls in fitness and wellness!! Everyone is just out here trying to be fit and healthy!	6/10/2020 7:22 PM
392	Start with education. Start with kids. Change the focus. Remember why you're in the business. It's not for money no matter how hard it is to accept that. You're in fitness and wellness to help people live healthier better longer lives. PEOPLE. All people. And if the methods were using are excluding over 50% of those people then were doing something wrong. Start the F* over.	6/10/2020 7:22 PM
393	Have your ENTIRE staff be diverse - front staff, leadership, back staff, instructors. Currently it is segregated.	6/10/2020 7:20 PM
394	Fitness is for EVERYONE. Not just skinny/athletic white women & men	6/10/2020 7:17 PM
395	Let's be more inclusive to skin color, size, shape, age, etc!	6/10/2020 7:17 PM
396	When your instructors and personal trainers are diverse you attract a more diverse clientele. Okay. Two pieces of advice. There needs to be a serious conversation about accessibility and affordability.	6/10/2020 7:15 PM
397	<b>Advice for Leaders</b> Don't just add a whole bunch of diverse backgrounds to your space & think that's where it ends. Because there are such diverse backgrounds, understand who the various groups are so you can properly cater to them to the best of your ability (education will be required). Be open to actively and regularly soliciting feedback & listening. Be ready to feel awkward sometimes - guarantee minority individuals have felt awkward on many occasions to conform to your space. Be outwardly candid about what you stand for & require all who enter to respect and abide to the standards you value (ex no tolerance policies. There is just no grey area to areas involving race & human life).	6/10/2020 7:14 PM

398	Think about choosing the presenters, the leaders, the instructors like you would choose team USA for the Olympic. Color, race or gender does not matter.	6/10/2020 7:13 PM
399	You're going to screw up, you're going to have missteps, but if you want to practice what you preach around community and inclusivity, you have to take steps to change.	6/10/2020 7:11 PM
400	Open mind	6/10/2020 7:08 PM
401	Include! By including everyone you are representing everyone and the fitness community experience will be richer for it.	6/10/2020 7:05 PM
402	If you're going to capitalize off of playing hip hop music/ mimicking elements of black culture, please continue to make efforts to diversify your staff and spaces!	6/10/2020 7:05 PM
403	Listen to understand not to respond. I struggled to not give more than one.	6/10/2020 7:05 PM
404	I wish you loved Black people like you love Black culture! The amount of white SoulCycle instructors teaching sold out "Hip Hop Wednesday" classes who do nothing for the cause of racial justice.	6/10/2020 7:04 PM
405	be better, own your shit, im not giving money to places that I don't see.representation any more...that is something I need to own. I won't support financially places that aren't committed to on going, active change. And I mean not just now while it is being talked about everywhere, but I mean later, when we are back in those spaces and we can't just talk.	6/10/2020 7:01 PM
406	Consider deals for increased affordability, market with diverse representation, this includes models AND placement of marketing.	6/10/2020 7:01 PM
407	I'm white, but in some gyms I feel uncomfortable 1) because I'm a larger woman (both tall and curvy) and 2) because people seem snobby af. I feel I can't relate to them and they're uninterested in acknowledging my existence. God only knows how POC feel.	6/10/2020 7:00 PM
408	Try harder, if your serious about this. If looking for an example, I have been impressed by Peloton and the work they are doing. Diverse instructors, diverse content and they seem to be ok given their instructors the opportunity to be there authentic selves	6/10/2020 6:58 PM
409	Everyone working in this space needs to act as a leader	6/10/2020 6:58 PM
410	More people than white women are interested it fitness and wellness. You can go after more than one market and it will help you make more money. I don't put diversity at the top of my preferences because honestly I don't see a lot of it. I would love to see more options and I'm sure everyone would.	6/10/2020 6:58 PM
411	Not sure	6/10/2020 6:57 PM
412	Time to get to the drawing board and make an action plan on how you as an organization will work on their allyship and anti-racism. That the time is NOW to make an impactful change and I have made the commitment to do the work and it's going to get real messy. That myself as a patron of these establishments has committed to my own allyship and anti-racism work and I will be aligning my views and taking my money to those organizations that are making these changes but also supporting Black and BIPOC run businesses. There is no how we use to do things...it how are we going to do the right thing and make these changes.	6/10/2020 6:55 PM
413	Get over yourselves and your brand niche. The point of fitness is to find strength (emotional, mental, physical) and have a safe space or outlet for personal reflection and growth. If you're passionate about that, then find a way to provide that to anyone who wants or needs it (teenagers, mothers, lgbtq, low-income neighborhoods)	6/10/2020 6:55 PM
414	Find ways to offer community classes at lower price points, and actually make those classes appealing to different demographics	6/10/2020 6:53 PM
415	The large organizations (such as Lululemon or The Pilates Method Alliance) need to establish scholarship programs for BIPOC who are interested in certifications.	6/10/2020 6:52 PM
416	The fitness wellness community has a HUGE voice, it's necessary we prioritize inclusivity and diversity in studios	6/10/2020 6:52 PM
417	This question is stumping me. I just think ultimately we are all better and stronger with more exposure to diverse teachers and with more diverse instructors, you'll hopefully start to create a	6/10/2020 6:52 PM

	more welcoming environment for everyone, especially those who may not currently feel welcome now	
418	I'd like to see diversity in race and class	6/10/2020 6:49 PM
419	Seek out BIPOC instructors and give them a chance...and play a variety of music not just offensive rap music to hype up the atmosphere	6/10/2020 6:47 PM
420	We're all complicit in creating and putting up with this mess, so we must be just as complicit, and even more deliberate, in navigating a more inclusive and diverse space for all (that we love to preach). Stop saying community unless you mean everyone in it.	6/10/2020 6:47 PM
421	Grow some thick skin and care about people other than yourself. Stop trying to be ambiguous to protect your dollars if you really want to change. Fire those who don't fit this value.	6/10/2020 6:47 PM
422	Be less outwardly exclusive and stop preaching inclusivity when we all know it's a god damn front	6/10/2020 6:44 PM
423	Reach out to black people and other people of color through marketing. Show people that there are others who look like them in the fitness space; make it welcoming for all; hire diverse coaches and staff.	6/10/2020 6:44 PM
424	Be inclusive of all and keep moving forward and pushing for change	6/10/2020 6:44 PM
425	Write your terms of service to be exceptionally exclusive. Do not limit dress or ignore terms that are welcoming.	6/10/2020 6:42 PM
426	We need more voices than the white wellness voices that come from wealth. Wellness needs to be framed as a right. Not a luxury only some have because of their skin color.	6/10/2020 6:41 PM
427	Don't be afraid because of your identity	6/10/2020 6:39 PM
428	Be open-minded and try different forms of fitness and wellness. Just because you're not a runner doesn't mean you can't try another form of exercise!	6/10/2020 6:39 PM
429	I think to not focus on one goal or body typology. I'm a weight lifter that is not naturally thin and there are places I do not feel comfortable because of my shape or size. I imagine that feel spans races.	6/10/2020 6:38 PM
430	Be mindful. How would you (they) feel if you walked into a space and saw not one person who looked like you. And if you're clientele is all white, it might be an indication that something is wrong.	6/10/2020 6:36 PM
431	Own up to your mistakes and make the change now. We'll all benefit from greater diversity in the fitness/wellness space.	6/10/2020 6:36 PM
432	Make sure you're engaging with consumers on social	6/10/2020 6:35 PM
433	DO BETTER	6/10/2020 6:34 PM
434	*hire* more leadership that looks not white. It should be very easy considering the non-white music that I hear from these spaces nonstop	6/10/2020 6:33 PM
435	Ask yourself: Who are you serving? Who do you want to serve?	6/10/2020 6:28 PM
436	Start highlighting employees and "influencers" of color. Amplify their voice and acknowledge the beauty of their bodies along side the average white girl that is a size 2	6/10/2020 6:28 PM
437	Love and welcome everyone on their fitness journey.	6/10/2020 6:26 PM
438	Change needs to happen NOW and last forever. Stop appropriating cultures. Stop pretending you aren't catering to a certain type of woman who looks a certain way. Wake up to the realities of what type perpetuate.	6/10/2020 6:26 PM
439	Learning and listening must take place. And then massive action.	6/10/2020 6:26 PM
440	Make sure EVERYONE feels seen, valued and understood.	6/10/2020 6:26 PM
441	Being diverse opens you up to so much from perspective, culture and inclusion in the community. It would honest benefit everyone immensely. Places of fitness are where people go to feel better about themselves and to be a part of something. Imagine how much more beautiful it would be if EVERYONE that walked through the door truly felt that.	6/10/2020 6:25 PM

442	Hire POC instructors, offer sliding price scales, and create and cifrate a space that actually feels like a community not a cult for people that look a certain way	6/10/2020 6:24 PM
443	Make classes cheaper, offer classes in Black and Brown communities run by people from those communities	6/10/2020 6:22 PM
444	Existing clients need to try NEW instructors. Don't cancel when your regular teacher is out and switch to a different time...try the sub which is often a new instructor. People will say they just don't like new ones and it has nothing to do with race. But if I think of it in the racist/anti-racist framework, a reluctance to take new instructors of any color would be classified as racist as it preserves the status quo so makes it harder for Black instructors to break into the system to make the system more equitable. I make it a point to NEVER switch when the sub is a new one so I can try it out. It exposes you to instructors you may not have actively selected and may actually like which gives new ones a chance. Fitness studios can encourage this even more: include the new instructors in your marketing, give new instructors prime time slots every so often, structure challenges (Face Yourself,etc) to require you to take a certain number of new instructors. While everything I said is just about new instructors of any race, it is effectively an anti-racist strategy as things like these raise chance of new instructors thriving and raises the chance that hiring new Black instructors will actually translate to a changed makeup of the permanent instructor base.	6/10/2020 6:22 PM
445	Stop showing "after" images - that is, people who look like they've been working out for years. People can be healthy and not fit a standard beauty ideal, so let your images reflect that	6/10/2020 6:21 PM
446	Be more accessible to the communities around you.	6/10/2020 6:20 PM
447	Make your space friendly for everyone. Every race, socioeconomic status, fitness expertise.	6/10/2020 6:19 PM
448	1. Playing hip hop doesn't make you woke or anti-racist and 2. Back up your Instagram claims with action. I don't care that you are thinking about stuff - take action. Lower the price points of classes, hire more diverse instructors, expand offerings to be in more diverse areas. (Sorry that was more than one)	6/10/2020 6:19 PM
449	Be authentic! Share the struggles and the successes :)	6/10/2020 6:19 PM
450	Deliberately hire instructors, influencers, employees, brand ambassadors etc. who reflect a wide variety of ethnicities and races.	6/10/2020 6:17 PM
451	There is one thing we all have in common and it is wanting to improve our fitness/wellness. The path to get there might be different for every body, but the destination is the same!	6/10/2020 6:17 PM
452	To owners: offer a sliding scale/ work study program and look to hire beyond your friends. To the fitness community: acknowledge how white the industry is and put in the work to include and raise others.	6/10/2020 6:16 PM
453	Listen and make changes. It's okay to admit that you were wrong.	6/10/2020 6:15 PM
454	Fitness and wellness should be a safe place for all.. but it's clearly not.	6/10/2020 6:15 PM
455	Ask questions. Invite all.	6/10/2020 6:15 PM
456	Find out the diversity ask before signing up. The more often they are asked the more likely they will to become more inclusive. Advocate for getting a diverse clientele and encourage fitness/wellness spaces to consider the financial disparity that BIPOC face compares to white counterparts when creating pricing.	6/10/2020 6:14 PM
457	Make space for BIPOC and hire+nurture BIPOC	6/10/2020 6:14 PM
458	Realize that not everyone has the resources available to them to access or feel welcomed at a facility	6/10/2020 6:14 PM
459	For the wellness community - please stop with the implication that you can only achieved health & wellness if you eat the right foods (expensive) or spend a lot of money. It's dangerous. For the fitness community - please promote health at all body sizes. Some bodies simply can't get super skinny and toned, and that doesn't mean those people aren't strong or working they're best. For everyone - please stop playing music with offensive words or promoting workouts that involve cultural appropriation.	6/10/2020 6:13 PM
460	Stop being complacent and make an effort even if its uncomfortable.	6/10/2020 6:13 PM

461	Fitness and wellness is for every human. Not just those who have access to upscale group classes or fitness communities, or follow a certain dietary preference. The industry needs to make fitness/wellness accessible to all people, and meet them wherever they are at to help them reach their goals and live a healthy life, instead of expecting people to meet certain criteria before they can be part of the "club"	6/10/2020 6:12 PM
462	Hire more BIPOC instructors and change marketing to include more diverse people and body types.	6/10/2020 6:12 PM
463	BE. MORE. APPROACHABLE.	6/10/2020 6:12 PM
464	We are complicit. And at times explicit. That needs to change.	6/10/2020 6:12 PM
465	Don't know	6/10/2020 6:12 PM
466	Take a long hard look at what you think your ideal or target client looks like, and how that might project to the larger population.	6/10/2020 6:12 PM
467	Think about hiring a population that is representative of all races, body types, gender. So that classes will in turn become more diverse because people will feel comfortable working out amongst others that Better represent them	6/10/2020 6:12 PM
468	It would be awesome if the fitness community could be the leading example in how diversity is better and set the tone for other industries to follow	6/10/2020 6:10 PM
469	Hire more black instructors, please!	6/10/2020 6:10 PM
470	Fitness and wellness isn't just about green smoothies and abs. It's a larger public health issue and comprises mental health as well.	6/10/2020 6:09 PM
471	Find out what everyone in the community needs and do that. If it is personal safety classes, fit kid clubs, dance, and get involved in supporting your local health community initiatives	6/10/2020 6:08 PM
472	Be nicer to people. I worked as a janitor at a fitness studio somewhere and it was horrible. We were treated like dogs and folks talked shit about the clients and were catty and gross. I think the environment was, "Hey! How are ya! Welcome!", for real then I think you'd see me in class more.	6/10/2020 6:08 PM
473	Diversifying your staff, especially in upper management and instructor roles, is long overdue but it's also a good move clientele-wise. If you hire more BIPOC, your clientele base will grow. People want to be in a space where they feel represented and that isn't possible for any person of color when everyone is white.	6/10/2020 6:08 PM
474	Talk and listen to your Black members and employees to make sure they feel seen, heard, valued and supported!	6/10/2020 6:07 PM
475	Intentionally hire black people	6/10/2020 6:07 PM
476	Reevaluate the makeup of your company, the initiatives your company supports and how your company portrays itself. (Company meaning community) Take a look at who the community is emulating and make sure it's inclusive.	6/10/2020 6:07 PM
477	Start doing the inner work. Requires your employees read book, take notes. Lead a weekly book club.	6/10/2020 6:06 PM
478	Listen to, hire, pay your Black fitness and wellness professionals. We're an industry that profits off Black culture and music. We need to do a better job acting as an ally not just posting and performing as one.	6/10/2020 6:06 PM
479	Educate leadership on hiring practices and give your instructors/staff continuing education in this space. While a huge step one, I think it is an important one.	6/10/2020 6:06 PM
480	You have to go out and find the right people to build personal relationships that will continue to grow and evolve. Empower the right leaders + voices. And sometimes that means getting outta the way!	6/10/2020 6:04 PM
481	Shift your perspective. If you find yourself saying "Oh wow, there's a POC"... that's telling you that your place is NOT diverse. You shouldn't have a token POC. Look at your advertisement. Are the people in your images varied or is it monotonous? As a Deaf person, I often look at how people communicate with me when I walk in. If people won't accommodate my request to write on a paper or use gesture, I won't go back. I'm not welcomed. Although that's different for me	6/10/2020 6:02 PM

because that's not based on what they see. It happens AFTER that initial impression of me as a white person. It's when they try talking to me when I see the issues arise. I'm more drawn to diverse places since people are often more open to Deaf people. Unfortunately I'm not finding many yoga places around here that isn't white. Or I'm not looking in the right places.

482	We are watching you. We are going to hold you to the statements you have made and we want to see change within your classes.	6/10/2020 5:59 PM
483	Make people who are newer to exercise and group settings more welcome. Fitness can feel clicky.	6/10/2020 5:58 PM
484	Find a way to lower prices and allow more types of people into the studio not just rich white people in the suburbs and city	6/10/2020 5:58 PM
485	Listen to your students! Ask questions and really work to take suggestions.	6/10/2020 5:55 PM