

**THIS
GIRL
CAN**

CLASSES

powered by



**TRANSITIONAL GUIDE
FOR INSTRUCTORS**

Embracing new beginnings: A guide for transitioning from This Girl Can Classes

From the 1st of April 2024, you have the power to shape your class in a way that supports your participants and we are here to help you. Following feedback from instructors, we've gathered scenarios and inspiration to guide you through the next few months with confidence. If you need help visualising how to transition your class – keep on reading.



How do you feel about This Girl Can Classes?

1 You absolutely LOVE everything about This Girl Can Classes

If you and your participants are enjoying This Girl Can Classes, then keep them as they are but simply change the name of the class. Explain the change to your participants and reassure them that everything they love about the class remains unchanged.

For additional information please visit our [FAQ page](#).

Our communication tip:

During the first few weeks, refer to your new class as the "Former This Girl Can Class" to keep everyone feeling connected and secure. Just make sure you don't use the This Girl Can Classes logo or any branded material after 1st April 2024.



How do you feel about This Girl Can Classes?

2 You like the structure of This Girl Can Classes, but you are excited to play around with the choreography

If you like the structure in This Girl Can Classes, where you offer a taste of various group exercise styles, then why don't you keep the format and add your own twist? It's your time to tailor the class to better suit your style and your participants' preferences. Need some inspiration or you want to look at new areas of group exercise to diversify your training? Check out your [EMD UK member area](#) where you will find sample class content across different genres.

Are you running other classes as well? Give your participants a taste of your other classes so when they're ready to move away from a beginner class, they know where to go.

Our communication tip:

Share the excitement of new choreography with your participants. Express your enthusiasm about introducing new steps from April – assure them it's going to be simple yet fresh.



How do you feel about This Girl Can Classes?

3 You liked the ethos of This Girl Can Classes, but you're ready to make a big change

You are passionate about the idea of a community of women getting active together in a safe group exercise class that is designed with beginners in mind. However, if you find that the current structure or choreography doesn't suit your vision or style, take this opportunity to revamp your class and make it truly yours. Consider crafting a brand-new name and class that reflects your unique style and meets the needs of both you and your participants, but keeps the ethos of This Girl Can Classes: fun, friendly and free from judgement.

Our communication tip:

Share the exciting news about the changes coming in April with your participants: it's all about creating a fresh, unique experience. Get them excited about it and reassure them that in the new class getting it wrong, is still totally alright.



How do you feel about This Girl Can Classes?

4 You don't want to run this class anymore

If you choose not to continue offering a beginner-only class, consider inviting your participants to another class that still aligns with their needs and fitness level. It's a great opportunity for them to explore new classes while enjoying the familiar guidance of the same instructor.

Our communication tip:

Make sure you support your participants in the transition from one class type to another by being clear on what they can expect in the new class.



Top Tips for communicating with your participants:



Make sure you communicate the new class name clearly to your participants. Remind them regularly in your classes or on your social media channels as needed to make sure your participants know which class to book from April.



Reassure your participants that just because some changes are on the horizon, they don't need to start their journey from square one again. Explain the changes and make them feel supported: you are in this together but with a fresh name and some tweaks.



The frequency and intensity of your communications regarding these changes need to match the extent of adjustments you make to your current This Girl Can Class. The more significant the changes, the more updates and details you might want to give to your participants.



As your class undergoes a thrilling transformation with a fresh name, use this chance to promote it as an entirely new class! It's the perfect opportunity to generate buzz and welcome new participants into your class.

Top Tips for communicating with your participants:



Remember to check out the [Marketing Hub](#) and review the [Instructor Marketing Toolkit](#) for tips on promoting your classes. If you feel connected with the This Girl Can Classes ethos, you can use the social media copy inspirations in the “[This Girl Can Classes Images and Texts document](#)” - just don't forget to change the name of the class to your own.



Do you like the slogans and mottos from This Girl Can Classes? Good news – you can still use them when naming, talking about, or promoting your new class. Feel free to use those empowering and celebratory words in your communications to keep that encouragement alive. Just make sure you use them with your own brand's colours and fonts to avoid any confusion.



Maybe it's time to explore the resources in your [EMD UK PRO membership](#) again for a wealth of articles that can be useful for your business and communications.



The This Girl Can brand is still here to support you! Visit their [Campaign Hub](#) for fresh images and templates to refresh your promotions and check out their social media posts for that extra boost of inspiration.