



INSTRUCTOR SCRIPT AND SOCIAL MEDIA GUIDE

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STUDY: LES MILLS GRIT STUDY

- ACTIVE ADULTS

There's HIIT and then there's LES MILLS GRIT™. But do your participants know the difference?

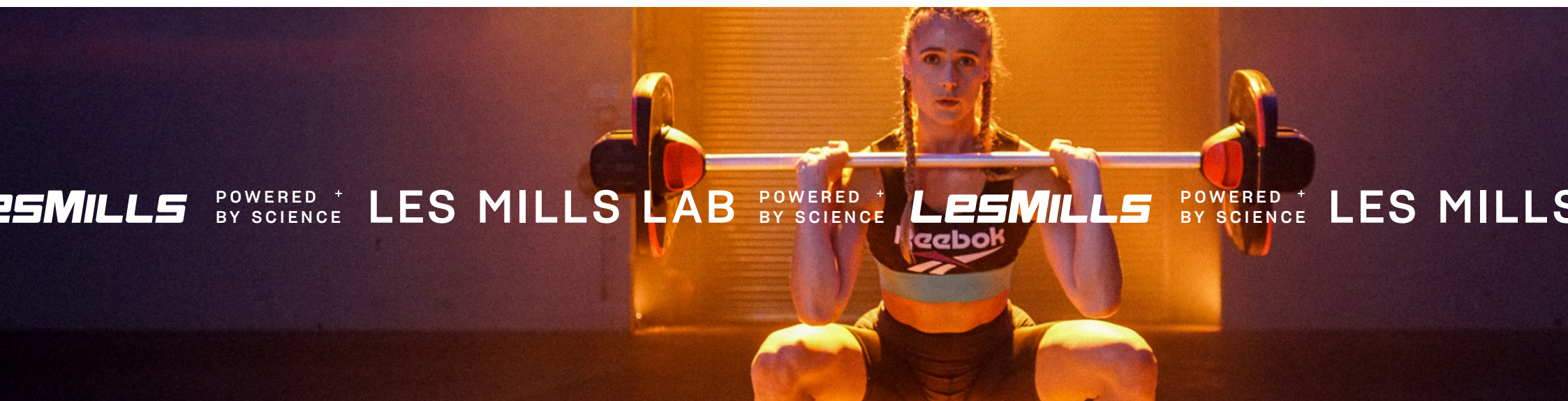
Science-backed knowledge can have considerable impact on your participants.

They want to know benefits, and that the classes they attend actually work. It's what keeps them coming back and continually pushing themselves to reach new limits.

So, what's the secret to how the fit, get fitter? It's the intensity, not the volume, that gets results.

Use the research findings on your social media or when coaching on the gym floor. It's an awesome way to introduce your class, grow your class attendance and motivate participants to try LES MILLS GRIT.

When posting, please ensure you use the hashtags #LesMillsLab and #PoweredByScience



INSTRUCTOR WORKOUT SCRIPT

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WHAT THE LES MILLS LAB FOUND*

CLASS INTRO

"Welcome to LES MILLS GRIT [TIME]+[DAY]. I have some awesome research to share with you. Les Mills Lab and experts from Penn State University teamed up and tested two groups of fit adults over six weeks – one group did five hours of cardio exercise classes including BODYPUMP™, while the other group substituted one hour of cardio with 2 x 30 minute Les Mills GRIT workouts. The results were pretty epic! After six weeks, the group who did LES MILLS GRIT [insert facts].

No wonder it's the best HIIT on the planet. Let's get into it!"

FACTS TO MENTION

2.1%

decrease
in bodyfat

2.5^{CM}

reduction in waist
circumference

15.7%

improvement
in leg strength

21.9%

improvement
in back strength

6.4%

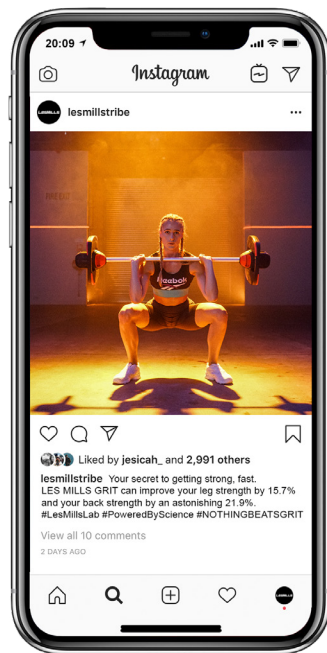
increase in
cardiovascular
fitness

14.5%

drop in
triglycerides
(the type of fat in the blood)

INSTRUCTOR SOCIAL MEDIA GUIDE

STRONG, AND STRONGER (SOCIAL TILE)



Your secret to getting strong, fast. LES MILLS GRIT can improve your leg strength by 15.7% and your back strength by an astonishing 21.9%.

#LesMillsLab
#PoweredByScience
#NOTHINGBEATSGRIT

RESEARCH RESULTS (INSTAGRAM STORY)

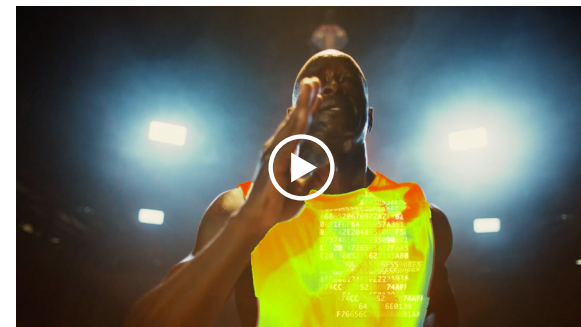


THE SCIENCE BEHIND LES MILLS GRIT (15" MASTER FACT VIDEO)

Do you want results quick? Research from the Les Mills Lab shows that just two GRIT workouts per week, for six weeks can transform your fitness and body composition.

Experience LES MILLS GRIT for yourself. Come try it with me at <TIME+ DATE> at <CLUB>.

#LesMillsLab #PoweredByScience #NOTHINGBEATSGRIT

[WATCH VIDEO](#)[DOWNLOAD COLLECTION](#)