MATRIX LEARNING

PERSONALIZED GUIDANCE CHECKLIST

SEE HOW WELL YOUR MEMBER DATA SUPPORTS MORE PERSONAL WORKOUT DIRECTION.

1. Capture: Are you collecting the right member inputs?

- ☐ Are you collecting basic member goals?
- ☐ Are you capturing fitness level or workout experience?
- ☐ Are you tracking workout history across sessions?
- ☐ Are you collecting performance data like heart rate, output, speed, resistance or weight used?
- ☐ Are members sharing preferences, limitations or comfort level?
- ☐ Is data connected across equipment, apps or coaching tools?
- ☐ Is the data organized in a way that can support future AI guidance?
- ☐ Can staff access the information they need to support members?

Checkpoint:

AI guidance starts with useful inputs. The right data helps create a stronger starting point from the first workout forward.

2. Guide: Does your data help members make better workout choices?

- ☐ Does the data help members know where to start?
- ☐ Does it help them choose a workout that fits their goal?
- ☐ Does it guide intensity, pace, weight or duration?
- ☐ Does it show what changed since the last session?
- ☐ Does it help staff make better coaching decisions?
- ☐ Does it support safer, more informed recommendations?
- ☐ Does it help reduce guesswork during the workout?
- ☐ Does it make guidance easier to follow for different fitness levels?

Checkpoint:

Useful data gives members direction they can act on. It helps turn information into a more guided workout.

3. Connect: Can members and staff use the data easily?

- ☐ Can members understand the insight without a trainer explaining it?
- ☐ Can trainers use it to guide conversations?
- ☐ Can operators use it to improve the member experience?
- ☐ Can new exercisers use it without feeling overwhelmed?
- ☐ Can experienced members use it to train with more focus?
- ☐ Can staff quickly spot when a member may need support?
- ☐ Can the same data support both digital and human guidance?
- ☐ Can insights be shared across the tools staff and members already use?

Checkpoint:

Connected data helps members, trainers and operators work from the same view of progress.

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4. Act: Does each insight lead to a clear next step?

- ☐ Does the system recommend what to do next?
- ☐ Does it explain why that recommendation matters?
- ☐ Does it help the member make a choice before or during the workout?
- ☐ Does it help members plan their next visit?
- ☐ Does it make progress feel useful and doable?
- ☐ Does it keep the experience simple?
- ☐ Does it turn feedback into guidance?
- ☐ Does it help members leave with a plan?

Checkpoint:

The best insights make the next step easy to understand. Members should leave each workout knowing where they are headed.

5. Adapt: Does guidance improve the next workout?

- ☐ Does the system use previous workout data to guide the next session?
- ☐ Does it account for recent performance trends?
- ☐ Does it suggest different intensity, pace or resistance for the next workout?
- ☐ Does it help members progress at a realistic rate?
- ☐ Does it support different workout lengths?
- ☐ Does it account for available equipment or training options?
- ☐ Does it help members stay engaged over time?
- ☐ Does it adjust as member goals, ability or routine change?

Checkpoint:

Adaptive guidance helps each workout build from the last one, so members can progress at a pace that feels personal and practical.

6. Continue: Does the experience help members build momentum?

- ☐ Does the experience help members feel prepared?
- ☐ Does it help members see improvement in a way that motivates the next visit?
- ☐ Does it help members build confidence over time?
- ☐ Does it make the next workout easier to start?
- ☐ Does it keep guidance relevant as the member improves?
- ☐ Does it support steady progress across future sessions?
- ☐ Does it make the next session feel easier to begin?
- ☐ Does it make the training experience feel personal and useful?

Checkpoint:

The right guidance gives members a reason to return. It helps progress feel personal, practical and within reach.

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Final Score

What does your score mean for personalized guidance?

Count how many items you checked. Use your score to understand how well your data and member experience support more personalized workout direction today and AI-supported guidance in the future.

0 to 15 checked: Build the foundation

It is time to review what data you collect, where it lives and how it supports the member's first few workout decisions. Focus on the basics that make personalized guidance easier to deliver.

16 to 30 checked: Strengthen the path

It is time to turn more insights into action. Focus on the moments where members need help choosing, adjusting or planning their workout. These steps create a stronger base for AI-supported guidance.

31 to 45 checked: Expand the experience

It is time to make guidance more consistent across the floor. Look for ways AI could help personalize recommendations, support future workouts and give staff easier access to useful insights.

46 to 48 checked: Lead with direction

Your experience is well positioned for AI-supported personalization. The next step is refining how guidance is delivered across more members, programs and locations so data can support better workout decisions at scale.