



To Staff or Not to Staff Your Fitness Center

8 Key Considerations

A photograph of a man with a beard and short hair, wearing a red t-shirt and black shorts, lifting two red dumbbells. He is smiling at the camera. In the background, another person is visible, also working out with green dumbbells. The setting appears to be a gym or fitness center.

You may have wondered if staffing your corporate fitness center is really necessary. Staffing your center adds cost, but if you are looking to get the most value out of the space here are eight things to consider.

1 Enhanced employee engagement

Staffed gyms have more engaged and participating employees. When fitness center staff provide personalized attention, guidance and encouragement, employees are more likely to use it regularly, according to the [National Academy of Sports Medicine](#).

2 Community building

Fitness center staff foster employee camaraderie. They host social events, fitness challenges, and wellness workshops to build teamwork, connections, and a health-focused workplace culture.

3 Adaptability and relevance

Staffed fitness centers can better meet employee needs and preferences. Based on feedback, usage patterns, and changing trends, staff can adjust programming, hours, and services to keep the fitness center relevant and appealing to employees.

4 Commitment to wellness

Staffing the fitness center shows that the company values employees' physical fitness, mental health, and overall wellness, which can boost morale, loyalty, and satisfaction.



5 Expert advice and assistance

Fitness center staff can encourage, support, and hold employees accountable to help them reach their fitness goals. They can provide personalized workout advice, demonstrate proper exercise techniques, and help set goals for safer, more effective workouts.

6 Better safety and security

Staffing the fitness center keeps employees safe while exercising. Trained staff can monitor activities, enforce safety protocols, and respond quickly to emergencies or injuries, reducing company liability and accident risk.

7 Tailored programming

Staffed fitness centers can offer customized fitness programs and classes tailored to the needs and preferences of employees. Fitness instructors can design personalized workout plans, lead group exercise classes, and organize fitness challenges to keep employees engaged and motivated.

8 Equipment and maintenance supervision

Staff can oversee equipment maintenance and ensure safe fitness equipment use. Regular inspections, maintenance, and prompt problem resolution reduce downtime and costly repairs. Staff can also make sure employees are using it properly and respectfully, reducing improper wear.

About us

At HealthFitness, we're more than a check-the-box fitness solution. We create opportunities to get and keep people moving, but our services extend beyond to address the whole person on-site and online. We connect with each participant, caring for them and making each person feel as though they belong, while creating a community of health to support their journey. And we'll make it easy for you — we have tons of experience and are really good at what we do:

50+

years in business

3,000+

professionals
nationwide

180+

clients

1M+

participants

\$3.1B

in assets
(parent company
Trustmark)

10 Years

average
client tenure

75

Net Promoter
Score

94%

client satisfaction
rating



Why HealthFitness

If you are considering staffing your currently unstaffed corporate fitness center, HealthFitness has extensive experience supporting the operations of corporate fitness centers nationwide.

We are certain that our experience, together with our extensive resources, will support your commitment to employee health and wellbeing, encourage long-term employee health and wellness, and foster a health-minded culture at your company.

Learn more

Connect with us to learn how a well-managed fitness center can maximize the value of your investment. We will listen to your needs and recommend:

- Staffed hours
- Staff scope
- Programming across fitness, recreation and wellness
- Technology to enable a greater member experience
- Annual budget

We're ready to help! Contact us today.



HealthFitness, a Trustmark company, is a trusted partner in delivering integrated fitness, wellness, and injury prevention solutions that help organizations create thriving cultures of health and wellbeing. A proven leader in engaging people both on-site and digitally, HealthFitness supports the whole person through four key elements: Movement, Nutrition, Recharge and Connection. For more information, visit www.healthfitness.com.

800-639-7913
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