A FITNESS CLUB SHOULD BE MORE THAN A SWEAT BOX

This belief guided the planning of Fit Athletic Club in downtown Houston, and this philosophy continues to inspire its direction today. Thousands of professional men and women have voted with their time and wallets to let us know they agree. Unlike “big box” gyms, our athletic club does not compete on price, but rather on service, the quality of people, and the caliber of people we hire. The cleanest dressing rooms in the industry, the downtown Houston skyline serves to attract the best. 

This philosophy is working. Fit Athletic Club in downtown Houston, and the Athlete Club in uptown Houston, Texas, are financially successful. Most importantly, Fit has helped thousands of people improve their health, and it is exciting to be in such a business. Members can work out in a social setting with personal trainers and like-minded people around to keep them motivated. Additionally, we have been able to provide dozens of jobs for the Houston area.

ONE OF FIT’S GOALS IS TO MAKE A MEMBER’S WORKOUT THE BEST HOUR OF THEIR DAY. WE WANT PEOPLE TO LOOK FORWARD TO WORKING OUT, NOT DREAD IT.

We want people to look forward to working out, not dread it. We also want a strong sense of community, not just a “big box” where people run inside and don’t interact. We have built a café, complete with juice and smoothie bar, where people can gather before and after their workout, meet their business contacts, eat healthy food and watch sporting events on a big screen television. The spectacular view of the downtown Houston skyline serves to enhance the gym’s atmosphere.

Business owners know that a well-run organization happens because of the people who manage the business. This is not magic, but an executive who recognizes that management is so easy, he feels as if he’s not working. Our club is managed by these kinds of top-notch professionals. This greatly lessens the amount of time one has to devote to the business, which allows one to pursue other business and non-profit activities.

TO PERSIST IS TO SUCCEED. The words “be persistent” roll out easily, but actually pursuing a challenge while facing obstacles can be difficult. However, persistence can be a competitive advantage. When times are difficult, push forward into the fray. Figure out how to go over, around or through the roadblock. In doing so, you develop perseverance for the next challenge to come.

LISTEN MORE THAN YOU TALK. Did an employee bring you a problem? Listen to what that employee and other workers say. If you spend all your time trying to come to a conclusion, you prevent the people around you from voicing their opinions. That covers almost everyone.

ESTABLISH AN ACCOUNTABILITY SYSTEM. Goals and objectives are important for the company as a whole. Many people in a company look up to the manager and are eager to contribute. However, without a clear vision of where the company is going, it is difficult to achieve your targets.

NEVER STOP LEARNING. Early in my life I developed a passion for learning new things every day. This skill set we have now will be obsolete in five years. If we continue doing business without making necessary changes, we too will become obsolete. All of us should keep on learning. For me, that included becoming involved in entrepreneurial ventures. Making changes has been a blessing for me because change allows me to grow.

MENTOR OTHER PEOPLE. Certain men did that for me and made a huge difference in my life. Anyone blessed with wisdom, talent and insight has been knocked around a little has an obligation to advise others. That covers almost everyone.

WATCH THE CASH. Business has many variables, but if you have a firm grasp on cash flow, you will know where your business is healthy and if the business is performing as it should. Monitoring cash flow will tell you whether you are hitting your most important goals. Look at what’s in the bank and what was in the forecast. If you see negative variances, immediately investigate to determine what is keeping you from achieving your targets.

STUDY THE COMPETITION. Find out what your competitors are doing, but do not automatically assume the competition knows what it is doing. Your model may be superior. Adapt best practices.

PRACTICE FORGIVENESS IN YOUR PERSONAL AND BUSINESS LIFE. Girdles and bitterness block our ability to achieve our personal best. Letting go of anger by forgiving others allows us to see a brand new world. Doctors say practicing forgiveness lowers blood pressure and lengths lives. Christ said forgiving others is necessary in order for us to be forgiven.

Finally, passions aside from work are essential to a well-rounded life. A well-rounded life allows us to achieve our personal best spiritually, mentally, physically and socially. One of my passions is pursuing the Christian lifestyle. I’m also passionate about my relationship with my wife and family, extended family and friends. Baylor is another passion of mine. Another is Star of Hope, a mission organization that provides the homeless with the Gospel, food, clothing and shelter. The Bible tells us to take care of the needy. Attacking a problem such as homelessness on my own would be insurmountable, but uniting with like-minded believers has allowed me to assist others in a way I never dreamed possible.

Through my faith in Christ’s teachings, I have discovered that a true core passion of mine is helping those in need. I believe that having numerous passions is important because they add meaning to what we do each day. They allow us to pursue something bigger than ourselves.