

TACKLING 2020 AS...

ONE TRIBE

By Monique Hall
Marketing Manager

If word of the year for 2020 is 'unprecedented', then the overall action has to be teamwork. None could have prepared themselves for such an uncertain time. But despite the unknown our TRIBE remained unified and we had the privilege of witnessing resilience, humility, compassion, and strength.

With some having limited or no access at all to their TRIBE gyms our team at TRIBE HQ made it their mission to create the opportunity for every TRIBER to stay connected and to stay healthy with TRIBE's 'At-home sessions'. We went where no TRIBE team had gone before, into the land of ZOOM, and made ourselves 'at-home'.

From the DIY weights made from water bottles and canned food to the gym/daycare/pet obstacle course workout areas, the Zoom sessions to the social distanced session in the park, we saw how TRIBE Team Training® has no limits and that neither do our TRIBERs when it comes to investing in their health and fitness!

Although most of us were separated from each other our TRIBE remained a community as we transitioned into a 'new normal'.

Our TribeCOACHES™ in particular, provided some consistency and normalcy to member's everyday lives motivating, inspiring and sharing their TRIBE spirits to deliver the best Team Training they possibly could!

Some even chose to use this period to further their coach education and we had the pleasure of welcoming some new Coaches to the TRIBE family. The overflow of support from Coaches, Members and Clubs alike made for a safe harbor in the midst of uncertainty and we all proved that, "together, everyone can achieve more than they ever thought possible".

In the light of the changing dynamic of the fitness industry and as the world leader in SGT TRIBE HQ was inspired to take a fresh look at how TRIBE runs and how it will run going forward to better cater to TRIBE members and gyms. The result was not only the development of the exciting TRIBE at-home sessions but some really insightful podcast discussions from TRIBE Heads like Sue Richard, JP Richard and special guests like Marissa Hoff.

As a TRIBE, we can safely say, we took 2020 by the horns! We may not have jumped every hurdle that came our way but we helped each other to make it over the ones that counted, like maintaining our health, fitness and wellbeing, to better set us up for the bigger ones to come. As a true team we can be so proud of all of our achievements this year and grateful for all that we have gained.

There may not be a clear picture of what the year to come has in store for the world but in reflection of the one that's been WE'VE GOT THIS!

