



Embracing Uncertainty

Mateo will have a limited amount of time to meet with Kyle. Review the list below. What do you want Mateo to find out? You and your workout squad will need to align on the information that will help you develop a response to Kyle.

Before meeting with the workout squad, select up to five questions representing the information you most want from Kyle about the situation with Thrive Gyms. Prepare to explain your choices to your teammates.

1. What do we need to do to keep Thrive's business?
2. What happened that changed the way Thrive values our products and services?
3. How does switching to Fit Club help Thrive achieve its strategic priorities?
4. What does Thrive find most attractive about working with Fit Club? Why does that appeal to Thrive?
5. May we see relevant sales and cost data for the last few years so that we can propose a restructured contract?
6. What would it take for Thrive to consider renegotiating our contract so that we can match or beat Fit Club's deal?
7. What emerging trends are Thrive and its members paying attention to?
8. What assumptions has Thrive made about our ability to exceed their expectations now and in the future?
9. What is Thrive hearing from its members about our supplements?
10. What does Thrive know about Fit Club's ability to respond to changing market dynamics?
11. What is changing about the needs and priorities of the members that Thrive most wants to attract and retain?
12. As Thrive considers long-standing assumptions about its business model, what might need to be reinvented or eliminated?
13. What if we could bring down the cost of the ingredients for the supplement printer?
14. Does Thrive know about the products we have in development that leverage data analytics to refine the supplement ingredients?
15. What key driver of Thrive's profitability will need to improve for them to conclude that partnering with Fit Club was a good move?
16. What are the biggest complaints Thrive's current members have about their experience with Thrive?