



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. Be prepared to explain your choices to your teammates.

1. What technology trends have Kyle and Thrive been paying attention to?
2. What does Kyle think about our products and services?
3. What matters to Thrive's most important members?
4. What assumptions are behind Kyle's decision to choose FitClub over us?
5. What does Thrive need from us that we're not currently equipped to provide?
6. What's changing in Thrive's competitive landscape that has Kyle worried?
7. What's Kyle's overall assessment of our business model?
8. What elements of Thrive's cost structure are they most focused on?
9. What future products and services would get Kyle excited?
10. What is Kyle hearing about changing priorities for Thrive's members?
11. How is Kyle thinking about the choice between us and FitClub?
12. What insights about members have influenced Thrive's interest in FitClub?
13. What does Kyle like about what we offer and what does he want that we don't offer?
14. What's changing that could provide an alternative for Thrive's members?
15. What's changing about the priorities of young adults when it comes to health and fitness?
16. What beliefs about Thrive's business might need to be challenged?