

WALLA THOUGHT LEADERSHIP

The Magnetic Studio

Leadership, culture, and the edge no one
can copy.



Laura Munkholm
President, Walla

Walla

Why leadership is your edge

Boutique fitness is crowded, and almost everything in your studio can be copied. Anyone with a lease can buy the same equipment. Your class format shows up down the street within a season. So the real question is not what you sell. It is **what you deliver every single time**, which no one can copy from your floor plan.

The answer is leadership, and the culture you build with it. It is the only thing in your studio that grows over time, cannot be bought, and never shows up in a competitor's budget. It is also the only one that can slip away without anyone noticing.

FOUR MODERN, REAL LIFE PRESSURES

Information overload

More advice than anyone can use.

Toxic comparison

You see their best posts, never their numbers.

Perfectionism

A standard that burns out your team.

Short attention

You have seconds to earn trust, again and again.

"You are sitting in a room full of people who bet on themselves. None of you settle for mediocrity."

LAURA MUNKHOLM

Knowing your strengths isn't a soft skill. It is how you decide where the money goes.

Three kinds of studio leaders

Your strength is why the studio grew fast.
Your ceiling comes from that same strength.

The Visionary Magnet

WHAT YOU ARE GREAT AT

Big energy and bold ideas. Talent, press, and early members show up fast.

WHERE IT GOES WRONG

Follow-through slips, and the team burns out. People who execute are expensive to find.

WHAT LIMITS GROWTH

Money and people. Growth stalls without structure and a full team.

YOUR BEST NEXT MOVE

Hire a strong operator, give them real equity, and let software handle the repeat work.

The Operator

WHAT YOU ARE GREAT AT

Steady systems and steady growth. The studio runs the same on your day off.

WHERE IT GOES WRONG

It can feel cold, and creativity gets squeezed out.

WHAT LIMITS GROWTH

Retention and word of mouth. Process alone does not make people loyal.

YOUR BEST NEXT MOVE

Hire warm people, and put community events on the calendar with a budget.

The Teaching Star

WHAT YOU ARE GREAT AT

Members love you and loyalty runs deep. Cheap to get started.

WHERE IT GOES WRONG

Handing work off is hard, so the business depends on you. Burnout is the real risk.

WHAT LIMITS GROWTH

Time and money. There is only so much you can do and teach.

YOUR BEST NEXT MOVE

Train your teachers well and write down how you do things. Keep teaching, just less.

Protecting the standard

Culture is not a vibe you have. It is a standard you set, repeat, and hold people to.

01 Be the same every time

Same greeting, same clean equipment, same energy at 6 am Tuesday as on a packed Saturday. *You always know what to expect from the best brands.* That is the product.

02 Say no more often

Saying yes to the wrong client or hire is saying no to the people who love your studio. Money from the wrong fit is not growth. It waters you down.

03 Stop the slow slide

A star instructor who plays by their own rules. A shortcut on a busy night. A hard conversation you skipped. None of it feels like a decision, but everyone who saw it now knows the standard moved.

People are lonelier than ever, and working from home took away the easy everyday contact that jobs used to provide. So a studio is not a nice-to-have. It is one of the few places where an adult is known by name, expected on a certain day, and missed when they do not show up. *Your unique four walls are a beautiful antidote.*

Check yourself, then check your culture

FOUR QUESTIONS FOR YOU

01 Name what you are great at

In one sentence a new hire could repeat.

02 Accept your weak spot

Write down what it costs you in money, hours, and turnover.

03 Look at your ceiling

A ceiling you chose is a plan. One you have never looked at is a leak.

04 Say who will help

A partner, a lead teacher, a written standard, or software. Name a date.

CULTURAL SAFEGUARD CHECKLIST

Check in every quarter. Anything unchecked is where culture slips.

- ☐ The service standard is written down and every instructor has read it.
- ☐ No one gets a pass because they are popular or have been here longest.
- ☐ A 6am class feels the same as a packed Saturday class.
- ☐ We turned someone down this year because they were not the right fit.
- ☐ New members and new staff get the same welcome without me.
- ☐ Community events are on the calendar with a budget.
- ☐ Scheduling, payments, and member communication run on systems.
- ☐ Every member is known by name by at least one person on the team.
- ☐ I could be off the floor for three weeks without the experience changing.

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Your community needs your leadership

Looks get copied. Class formats get copied. A room that makes people feel known does not. That is the edge no one can compete with, and it comes from the leader who sets the standard and holds everyone to it.

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Ready to scale your studio with modern software?

Book a demo at hellowalla.com

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