

# ardent

## Weight Watchers: Retention Program

### Summary

Weight Watchers sought to increase consumer appeal of Weight Watchers Weekly Meetings – a cornerstone of the organization’s 50-year legacy of member-driven success. A key enabler (and gap) was organizational capacity to consistently deliver high-value, active meeting experiences that drive member engagement. Ardent Learning was asked to combine Weight Watchers vast pool of content with their core of learning expertise and create effective programs supporting the continued success of member meetings.



### The Problem

The Weight Watchers’ field organization is an amalgam of corporate-owned and former franchise locations. Consequently, Meeting Leaders are a highly diverse group with a broad range of learning and development needs. The challenge was to create standardized programs that would meet these diverse learning needs and yield predictable performance outcomes.

As part of the national rollout, Ardent utilized our Training and Learning expertise to develop Orientation sessions based on Weight Watchers existing curriculum and market research. Meeting Leaders would then roll out their new and updated knowledge to their own local community.

# Orientation Training Session Content

**Welcome**

Why is weight loss important to you right now?

What are you hoping for?



**You'll leave today with:**

- A simple plan to get started losing weight
- Info on how we can help you stick with the plan



**Focus this week:**

- 1 Do your best to track and stick to your plan
- 2 Use your Weight Watchers tools to help make it easier
- 3 Come back next week to check in on your progress

These first weeks are critical for the best possible weight-loss results. Attend 4 of your first 5 meetings and receive a special award!



## ONE Assess metrics & the performance factors\* that influence them:

- |                             |                          |
|-----------------------------|--------------------------|
| 1 Expectations & Feedback   | 4 Skills & Knowledge     |
| 2 Tools & Resources         | 5 Selection & Assignment |
| 3 Consequences & Incentives | 6 Retention & Attitude   |

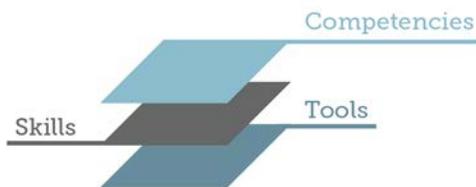
\*Six Boxes™

## TWO

Drill down to job role metrics for:

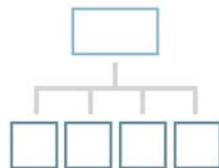


## THREE For each job role metric, find the gaps & identify:



## FOUR

Create a learning plan based on gaps, competencies, skills, & tools.



## The Ardent Approach

Ardent's audience driven solutions are based on field observations, needs assessment interviews, and a design philosophy that includes:

A holistic approach acknowledging that learning is an ongoing process, not just one event or point in time.

An experiential, immersive design in which every aspect of the learning experience resonates with real-life context and desired success behaviors.

A motivational approach that uses marketing and communication of learning to increase awareness, engagement, and to model the brand experience



## Deliverables

- 1 Ardent created and published a monthly magazine *Leader Connection* that includes shopping guides, Weight Watchers methodologies and information for members
- 2 *Innovation Workshops* promoting new ideas and tactics for members were developed and delivered
- 3 A holistic, competency-based Leader Learning Curriculum including a two-day, instructor-led learning experience designed to ensure that he or she leaves confident and capable of delivering weekly meeting experiences
- 4 Full roll-out and train-the-trainer support for Weight Watchers National Training Team

For the first time, this key training is truly focused where it should be – on creating the ideal Member experience.

“

Leaders were performing at higher levels, earlier in the process, and with 100% less stress and anxiety. This new format, and the observable results from Leaders, is light-years ahead of where we were before!

I can't imagine how the trainers could have performed any better.

”

Working with Ardent has renewed my faith in what's possible when you have the right people involved!

”

## Some Quotes

Ardent Learning received accolades from members across the country