



Diversity, Inclusion & Belonging (DIB) at NGU

STRONG ALONE, STRONGER TOGETHER

At NGU, we **harness our diversity to elevate our experience together**. We understand our influence, and our responsibility to foster an environment which enables personal and physical growth, for all, regardless of age, gender, ethnicity, political affiliation, education level, religion, or physical ability. Whatever the stage of your fitness journey, you are welcome and in good company at NGU.

WHERE WE ARE NOW...



OUR LEADERSHIP

Our commitment starts at the top, with female leadership and a commitment to **empowering strong individuals of all backgrounds**. Our leadership understands that an inclusive business is a strong business, and one to be proud of, and thus is tirelessly committed to ensuring NGU progresses on its DIB journey.



OUR PEOPLE

We ensure that our studio is a place in which our staff and clientele feel safe, supported, and represented, allowing them to be their best and work their hardest. NGU prides itself on maintaining a vibrant community through our hiring process and in attracting clientele, and we espouse a **zero-tolerance policy** protecting all against discrimination and bullying in any form.



OUR COMMUNITY

We embrace the eclectic culture of our neighborhood, Manayunk, and our trainers and clients are **encouraged to get involved in causes that matter to them**. What's important to our community is important to us.

DIVERSITY

The recognition of what makes each of us, us - seen and unseen.

INCLUSION

The ability to seamlessly bring our differences together to form a stronger community.

BELONGING

The feeling of acceptance and ability to be our unique selves, together.

WHERE WE'RE GOING...

NGU recognizes that though we are on the right track, **we have a long way to go in our DIB journey.** Over the coming months and years, NGU will dedicate time and resources, within its means, to strengthening this commitment.

ONGOING EDUCATION

NGU will encourage and do our best to enable our staff to continuously learn ways to better serve our clients. Along with fitness certifications, our staff should be able to modify workouts for a wide range of abilities, body shapes and sizes, and life stages. NGU will support our staff in doing so over the coming months, through the integration of internal training along with external resources and experts to support in areas we are still learning and growing.

TALENT ACQUISITION

NGU will continue to consciously hire qualified individuals that are representative of various backgrounds and communities. NGU commits to doing its best to mirror our client base, and continue, at the leadership level, to explore ways in which we can diversify our staff.

MARKETING

NGU commits to constantly ensuring its marketing and promotions are inclusive in nature, and representative of our community. How we communicate our offerings and activities is an integral component in successfully executing our commitment to DIB. Over the coming months, we will work with our marketing team to ensure social media, news features, etc. reflect this commitment.

LANGUAGE

NGU commits to enforcing the use of inclusive language by trainers and amongst all communication touchpoints. NGU understands that what we say has just as much of an impact on one's sense of belonging as what we do. From how our trainers address clients to the music we play in class and the writing on our gear, we will provide the resources required for staff to unlearn 'bad' habits, and to learn how to use the correct alternatives.

ACCESSIBILITY

NGU will continue to utilize digital media to promote more accessible fitness offerings to our community. We recognize that our clients have varying obstacles and priorities - family, school, commutes, health challenges, etc. - and a trip to the studio isn't always in the cards. NGU will continue to develop its portfolio of online classes, accessible anytime, anywhere.

MERCHANDISE

NGU commits to being mindful of the inclusivity of our merchandise. In 2022, NGU committed to investing in diverse creators and suppliers, which we continue to explore as part of our Impact Strategy. In addition, NGU will act on its stance that everyone is welcome in the studio and in our community by ensuring our merchandise is size-inclusive and that language is inclusive, as well.