



## Customer story

**Brianna Steigauf**  
Systems Administrator

“The successful deployment and adoption of the Absorb LMS has not only supported our current objectives but has also positioned Life Time Academy for future growth and innovation in the education sector.”



Diving into the learning well

# How a new LMS helped **Life Time** improve its training programs and scale for growth

Founded more than 30 years ago with a vision to create healthy, happy lives, [Life Time](#) is a wellness pioneer.

Through the company's athletic country clubs, Life Time Work, and Life Time Living brands, it seeks to reshape how people approach health by integrating it into where they move, work, and live. It provides an entertaining, educational, and inviting experience to meet everyone's health and fitness needs, both physically and digitally — wherever they are on their health and wellness path.





Its employees' capabilities and qualifications are paramount, since Life Time delivers excellence in customer experience and programs by having the best people and performers. Also vital is the company's commitment to an inclusive culture that welcomes and respects all.

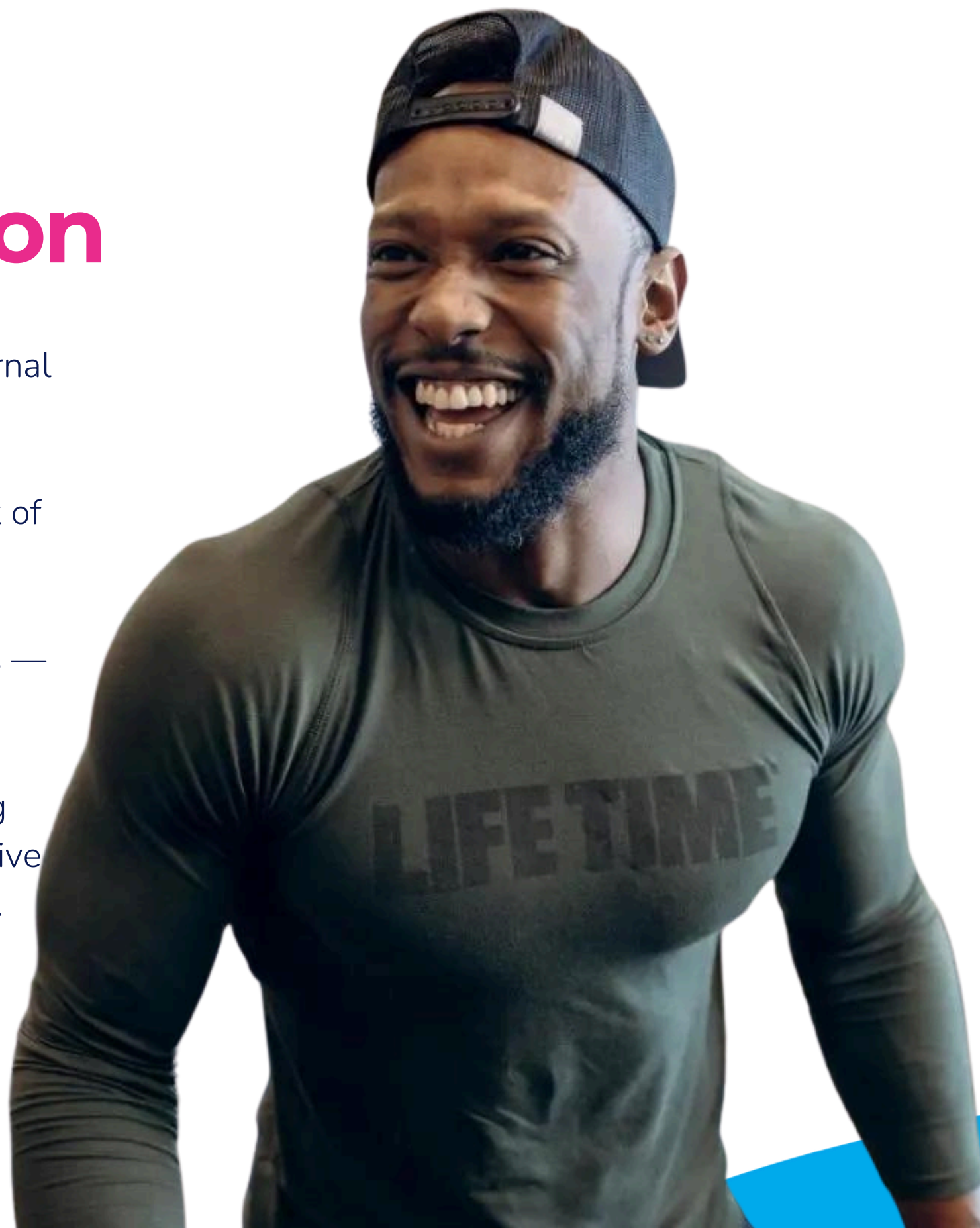
The company's Life Time Academy is an education program where dedicated instructors help turn students' fitness passion into a career through certification training and an innovative, hands-on, science-based curriculum.

Unfortunately, the previous Learning Management System (LMS) being used by Life Time Academy was having trouble meeting several crucial business needs. This forced the company to rethink its approach to learning and development — and find an LMS that could support its goals. The company wanted to improve education delivery, streamline processes, and adapt to evolving industry standards and learner expectations.



# A time for transformation

While functional, the company's external LMS, based on Moodle, required students and instructors to access multiple sources for content. This lack of centralization led to a disjointed and often inefficient experience. Life Time recognized that centralizing resources — including videos, documents, and quizzes — was crucial to improving accessibility, streamlining the learning process, and reducing the administrative costs of managing multiple platforms.



In addition, the need to improve user experience was clear, since instructors were burdened with manual tasks and students faced challenges when navigating the existing learning environment. The existing system lacked the scalability and flexibility needed to handle Life Time's growing population of users and its expanding number of courses and certifications. The existing system also had limited reporting and analytics capabilities, hindering the company's ability to improve its programming continuously.

A new external LMS also aligned with Life Time Academy's goals of improving program quality, increasing operational efficiency, and maintaining a leadership role in fitness and wellness education. With its strong focus on innovation, the new LMS needed to support its existing goals while being flexible and future-proof.

# Building LMS strength

To modernize and streamline the delivery of its training programs, Life Time Academy implemented Absorb LMS. It had been previously using Absorb for its internal training and development.

The platform's flexibility and user-centric design made it a perfect fit to overcome past challenges and meet the Academy's many learning and development goals, particularly around the certification of outside professionals. Absorb provided Life Time with intuitive course creation tools, robust learner management capabilities, advanced reporting and analytics, and mobile accessibility that it previously lacked.

Life Time's Absorb LMS implementation plan was centered on three core phases: assessment and planning, technology deployment and integration, and training and support. It was meticulously designed to address the fitness educator's shift towards a more accessible, digital training model.





## No pains, no gains

No gains come without at least some pain, and deploying a new LMS is no exception. Life Time faced a few challenges, including resistance to change, technical integration, and ensuring instructors and learners were up to speed on the new platform.

It overcame user reticence and digital nay-sayers through an extensive communication program highlighting the many benefits of the platform, including making use of early adopters as advocates.

Close collaboration with the company's IT team and Absorb, as well as a phased rollout, ensured any technical issues were ironed out before full-scale launch, minimizing any distributions to users.

Lastly, to facilitate training and adoption, the learning team developed a support framework that included hands-on training sessions, detailed user guides, and a dedicated hotline so users felt fully supported.

Internally called the "Learning Well," the Absorb LMS was integrated across the Life Time Academy operations to serve both internal team members and external students. This involved integrating with the company's existing IT infrastructure, software, and systems, as well as providing comprehensive training to users to take advantage of the system.

**"The delivery of the "Learning Well" at Life Time Academy represented a pivotal transformation in our approach to training and development,"** says Brianna Steigauf, Systems Administrator at Life Time. **"This strategic deployment was designed to meet specific organizational goals: enhancing educational accessibility, increasing efficiency, and improving both the learner and instructor experiences."**

# Seeing the **results**

The organization's "Learning Well" has successfully centralized all educational content, making it easier for students and streamlining management for instructors. Both groups now experience a more cohesive and engaging learning environment thanks to the intuitive design and interactive capabilities of Absorb LMS — increasing satisfaction and retention. Routine tasks such as enrollment and progress tracking have been taken off the shoulders of administration, freeing up time to focus on improving content and providing excellent student support.





## Seeing the results

Absorb's impact on the organization has been profound, facilitating a shift towards digital learning, enhancing learner engagement, and significantly improving administrative efficiency," Steigauf says.

Life Time Academy's established LMS goals have been met or exceeded, including improving the program delivery efficiency, enhancing user experience, and supporting organizational scalability.



## Through Absorb, the organization has achieved the following goals:

### Improved educational delivery

Streamlined and centralized systems have resulted in more structured and effective course delivery.

### Positive learning outcomes

Enhanced engagement and interactive tools have improved student satisfaction and learning outcomes.

### Scalability and flexibility

Absorb has allowed the Academy to expand its course offerings and adapt to evolving demands while maintaining quality.

### Full enterprise integration

Absorb LMS has integrated smoothly across Life Time Academy's operations and technology stack, including infrastructure, software, and systems.

### Alignment with objectives

The deployment of Absorb is closely aligned with the organization's goals of delivering superior educational programs, enhancing operational efficiency, and maintaining its industry leadership.





Life Time has used a multi-faceted approach to measuring the ROI of its Absorb implementation, focused on both quantitative and qualitative metrics. Collaborating with organizational stakeholders, the Life Time Academy team has measured performance against several key performance indicators (KPIs), including completion rates, times to certification, learner satisfaction, and operational efficiencies.

Completion rate and time tracking data are collected using Absorb's built-in analytics, while the team tracked operational metrics comparing pre- and post-implementation data. User surveys and feedback tools provide insights into user satisfaction and overall learner experience.

Life Time has seen solid results: increased completion rates, learners achieving certifications faster, high learner satisfaction — with many citing flexibility, accessibility, and supportive features as reasons — and a substantial reduction in administrative workload.

With its clearly defined KPIs, and comprehensive data collection, Life Time's learning team has been able to easily demonstrate the value Absorb has brought to transforming the company's approach to training and development today and in the years to come, according to Steigauf.

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