

# Case student of a site of adult learning in san antoino

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EDUCATION ESSAY Many people are faced with the problem of obesity and continue to face numerous challenges because of the lack of information providing solutions. "Curves" refer to a fitness club which provides online information to individuals regarding losing weight. The organisation has embarked on a mission to provide women with information regarding fitness clubs and how they can easily find fitness clubs within their region. The organisation runs a large database of information about fitness clubs which people can join. The organisation also provides interested individuals with information regarding exercises on how they can burn body fat. The clubs operated by curves, however, only provide fitness services to women. The organisation was founded by enthusiasts of fitness, Gary and Diane Heavin, who have been involved in fitness advertising. The founder had a passion for sharing information regarding health and fitness to women. The first club targeted women and provided comprehensive 30 minute fitness sessions, which proved to be highly effective. The successes realised by the first two clubs resulted in the massive expansion of the club. The club began undertaking educational training to people on how to operate fitness clubs, in different communities. This created the current franchise of curves, which reached over 7000 outlets in less than a decade. The organisation has been identified as the fastest growing franchise, globally, with presence in 85 countries and running over 10, 000 outlets. Initial training, of the individuals running the outlets, ensures the organisation maintains uniform operating standards.

Within the online site of the company people can learn a lot regarding physical fitness as well as other elements regarding healthy living. The site

provides free information on various aspects of fitness, including exercising, losing weight, among many others. The focus of the website is women, who commonly lack information regarding physical exercises which help individuals maintain their fitness. The website provides answers to fitness questions which visitors might have, absolutely free. The organisation provides information to empower members towards adopting fitness measures which enhance their health (Merriam & Bierema, 2014). The organisation itself provides very effective methods of keeping fit through exercise. The organisation has created a signature 30-minute workout which has been fundamental in ensuring the popularity of the clubs, globally. This approach ensures individuals running on a busy schedule can afford to keep fit through exercise.

With a large network of clubs across 85 countries, maintaining uniformity within these clubs remains essential. The organisation undertakes training to women on how to run fitness clubs, and then provides the women an opportunity to operate a “curves” outlet. The individuals working at the clubs provide visitors with increased information regarding the same activities indicated on the website. The website acts like a marketing platform for interested parties, who commonly seek further assistance through calling the provided numbers. Contacting the people shows interest and they in turn ensure the visitors get the best from the organisation. Other than the information provided online, the club also runs a magazine which people can purchase and read about women’s fitness and health. Members are also provided further information through mails and other private forms of communication, to keep them engaged.

## Reference

Merriam, S. B., & Bierema, L. L. (2014). *Adult Learning: Linking Theory and Practice*. San Francisco: Jossey-Bass.