



Inspirations from Allison Beardsley

APRIL 18, 2018 ALYSSA HOLLAND

Who Is Allison Beardsley?

Allison began her journey with Pilates back in 2007. At the time, Allison had been teaching private Pilates sessions at a local gym, but given a number of life events, Allison started teaching Pilates out of her home. She soon outgrew her living room and relocated into her own Pilates studio – Club Pilates.

After the recession hit, Allison had to restructure her business model to withstand the recession and also provide a means for her clients to continue attending Pilates sessions. While the recession was hurting most businesses in the San

Diego area, Allison’s business was just starting to thrive. Allison was able to expand her company to include new studio locations and even started training instructors to do exactly as she did in her classes. Her business continued to grow.



In 2015, Allison sold Club Pilates to LAS Fit LLC to continue to pursue her passions. She didn’t feel that managing the business was something that she wanted to do or was passionate about. She stayed on with Club Pilates for a year as the Director of Education and Culture and then moved to Nevada where she has opened a number of Club Pilates studios in greater Reno area.

One of the main reasons Allison’s story is so great is because she had no business education or background. She admits that most of the time she didn’t necessarily strategically plan the future of her business, but instead made a decision she thought was right in the moment and found a way to make it happen. Allison truly embodies determination and grit. Another reason Allison found success is that she truly understood the need in the

market as well as her clientele. She found a way to make Pilates accessible to everyone, especially the average person which resulted in the success of her business.

Not only does Allison have a great story but she carries herself with such a great energy and charisma. She is such a genuine, authentic person and you know that within minutes of being in her presence. She has a such a great story and I am so thankful to have had the opportunity to hear her tell her story as well as meet with her personally. Although the presentation as a whole was incredibly insightful, a few of the most notable take-aways for me are listed below.

Key Take-Aways

- **Burning Passion & Desire:**
If you do not feel strongly and passionately about what you are doing, don't do it. You have to have the burning passion and desire to create success and meaning. This goes for anything in life.
- **Values:**
Figure out what you value and what drives you. Once you determine that, you can truly be authentic in your aspirations and your values will determine all your decisions. Don't let others tell you what your values are.
- **Never Stop Learning:**
Continue to grow and learn each day. This does not have to come in the form of traditional learning, it can be learning in any form imaginable.
- **Get Comfortable with Uncertainty:**
As change is the only constant, be prepared to step into the unknown. Make sure to take action each day and learn to be comfortable with not knowing all the answers. Determine and be prepared to live with the worst that could happen, but don't be stagnant.
- **Change Your Perspective to See Opportunity:**
You cannot be a victim and be successful. Learn to change your perspective from scarcity to abundance and take ownership of your life. Opportunity is waiting for you.
- **Don't Forego Personal Development:**
"Play, sleep, & self-care." **Make sure you are creating time to take care of yourself both physically as well as mentally.** Foregoing personal development does not promote longevity.
- **Balance of Efficiency & Creativity:**
Efficiency can kill creativity. Create time and space to promote creativity in your efficient world.
- **Take Chances:**
"Ready, fire, aim." Sometimes you have to take a chance and figure out all the finer details later.

The key take-aways from Allison have been playing like a record in my head. This has been a great opportunity and each day these take-aways continue to gain more meaning.