



Introducing
ACG NJ's 2020 Corporate Growth Award Honoree

An Interview with
Bryan Klein
Founder & CEO
THE MAX Challenge

*Conducted by Sally Glick, Past President, ACG New Jersey
Principal of the Firm and Chief Growth Strategist, SobelCo*



Every day, newspapers, TV shows and magazines broadcast the poor state of American health. Obesity, diabetes and other significant healthcare crisis dominate the media. All the experts agree that, "This is the first generation that is expected to have a shorter life expectancy than their parents."

Hearing this dire message over and over was all the inspiration that Bryan Klein needed to fuel his passion and drive him to create a unique fitness experience that could help turn the trend around.

What is so different about Bryan's vision?

Under Bryan's guidance, THE MAX Challenge is a comprehensive 10-week body renewal system that combines fitness classes, nutritional guidance, and (probably most important) motivation into one easy-to-follow program.

The motivation behind this concept has its genesis in the fact that Bryan himself lived through years of gaining weight and losing weight – at one point putting on an extra 100 pounds! - until he discovered how the combination of proper exercise, nutrition, and motivation can lead to lasting results in appearance, fitness, and overall health.

Treating the whole person makes the difference

That distinctive philosophy behind THE MAX Challenge, a combination of fitness that is comprised of high-energy, muscle toning workouts and nutrition, including selecting the right foods in the right portions at the right times, has encouraged tens of thousands of people to participate throughout the country. As a result, clients have made quick and lasting changes to their health and fitness that has led to amazing feedback. The data supports this, which is demonstrated by tracking the company's NPS (net promoter score). This means that when members are asked if they would recommend THE MAX Challenge to somebody else, the answer results in a whopping 93% score.

A challenge to change the fitness world

Like all innovators, Bryan's goal in creating THE MAX Challenge was to transform minds, bodies, and spirits in just 10 weeks. He wanted to inspire everyone NOT to settle for mediocrity. He was confident that anyone can reach their own goals for personal health, fitness, and wellness, even goals that they may

have previously considered out of reach.

While he knew the fitness industry was quickly becoming saturated in response to growing demand, he also knew that typical “gyms, exercise places and trainers” did not embrace a holistic approach. But he was convinced that any healthy lifestyle could not ignore the impact of good nutrition and an understanding of the motivational needs of a person, along with an exercise program. Once he was able put together a formula that included exercise, nutrition and motivation, he developed a business plan founded on pursuing a happier/healthier life.

With a bold vision fueled by the idea to move into a franchise environment, Bryan was able to launch an organization that would support a culture based on his values. Once he began, the concept caught on like wildfire. He went from 32 original members to 500 members in six months. Interestingly, 75% of the franchise owners were members themselves! There are now over 80 locations total, including six company- owned centers. It is estimated that by the end of 2020 they will have 100+ locations.

And now for the ultimate challenge for any entrepreneur: a pandemic!

When a company is built on LIVE interaction and motivation, and a global virus makes it impossible to gather in groups, there are two ways to respond: fold up the tent and retreat – or find a new platform to continue helping clients remain fit.

Bryan never even considered giving up. Instead he opted to develop alternative experiences to maintain THE MAX Challenge using technology to offer an unconventional experience in the face of COVID-19. As the virus continues to spread, Bryan is providing online classes as a substitute until social distancing is no longer necessary.

An innovator at heart, Bryan is always looking ahead, preparing and planning for the next episode of the ongoing story!

We look forward to seeing you next May at The Palace at Somerset Park, Somerset, NJ, for networking, plated breakfast, panel presentations featuring our Corporate Growth Award Honorees, and Keynote with our Corporate Lifetime Achievement Award Honoree, Church & Dwight Co., Inc.

ACG NJ 2020 Corporate Growth Conference & Awards

NEW DATE: Thursday, May 6, 2021

7:30 AM - 12:00 PM

The Palace at Somerset Park, Somerset, NJ