

GYROTONIC® Organization Transition FAQ

GENERAL QUESTIONS

Why is this happening?

- **The Gyrotonic Organization needs operational, structural and logistically support to ensure sustainability and growth.**
- The goal is to strengthen and support the Gyrotonic community for the long term by investing in infrastructure, education, operations and global growth while preserving the integrity of the method and the culture of the community.

Why did Juliu choose Merrithew?

- This decision was deeply personal to Juliu. Preserving the integrity, quality and future of his methods is his highest priority.
- Throughout the process Juliu, with assurances from Merrithew, decided that Merrithew is the right organization to continue and **protect his legacy for generations to come.**

Is the organization becoming “corporate”?

- **No. The intention is not to change the heart or culture of the community.**
- **The goal is to strengthen the operational and organizational support systems behind the scenes so the community can continue to grow sustainably.**
- **Gyrotonic and Gyrokinesis Methods will continue to exist as their own distinct Method, organization and brand.**

Will the Gyrotonic and Gyrokinesis Methods change?

- **No. The methods, curriculum, educational philosophy and standards remain unchanged.**
- **Protecting the integrity of the work** is one of the most important priorities moving forward.

Will certifications, qualifications, licenses and legal contracts still be valid?

- Yes. All certifications, licenses and educational credentials remain fully recognized and valid.

FOUNDER LEGACY & GOVERNANCE

Is Juliu still involved?

- **Juliu’s work, philosophy and methodology remain the foundation of the organization.**
- **While day-to-day leadership responsibilities will evolve over time, the principles and systems he created will continue to guide the organization moving forward.**
- **Juliu will be an on-going advisor and mentor**

Who will lead the organization moving forward?

- **The Gyrotonic leadership team will report directly to Jim Heidenreich, CEO of Merrithew. Juliu, Matt and Gina have contracts with Merrithew.**
- Jim is an experienced global executive with more than 30 years of leadership experience across the health, wellness and consumer industries, including expertise in founder transitions, global operations and long-term organizational growth.

How will the integrity of Julius Methods be protected?

- **Merrithew and the Gyrotonic leadership team are committed to preserving the quality and standards of Julius Methods.**

Will standards be lowered to grow faster?

- **Absolutely not. Maintaining the integrity and quality of the method remains a top priority and will not be compromised.**

Will future decisions still reflect the original philosophy of Julius Methods?

- **Yes. Preserving the philosophy, intention and integrity of Julius Methods is central to this transition**
- **Any future developments will be approached thoughtfully and in alignment with the principles Juliu established.**

LEADERSHIP & ORGANIZATION

What role will Merrithew play?

- Merrithew will provide strategic leadership, operational support, infrastructure, technology and global resources to help strengthen and expand the organization while allowing the Gyrotonic Method and community to remain distinct.

Will there be changes to the existing leadership or team?

- **The current team and leadership structure will continue to support day-to-day operations during the transition.**
- The focus is on continuity, stability and preserving institutional knowledge.

EDUCATION & CERTIFICATION

Will certification requirements change?

- **There are no immediate changes planned.**
- Any future updates would be introduced thoughtfully, gradually and with clear communication.

Will courses still be taught by the same Pre-Trainers and Master Trainers?

- **Yes. The existing network of Master Trainers, Specialized Master Trainers, Pre-Trainers remains central to the organization.**

Will digital education become part of the system?

- Merrithew brings significant experience in digital education and content development.
- Any future digital initiatives would be developed carefully to support — not replace — the hands-on experiential nature of Julius Methods.

INSTRUCTORS & COMMUNITY

What does this mean for instructors?

- This partnership is intended to create more opportunity for instructors through improved support, better communication, expanded education access and stronger operational infrastructure.

Will this change my relationship with the organization?

- **No. Your relationships, certifications and community connections remain unchanged.**

Will there be changes to instructor support systems?

- Over time, instructors should see improvements in responsiveness, communication tools, systems and global coordination.

Will the culture of the community change?

- **The goal is to preserve the unique culture and identity of the GYROTONIC® community while strengthening the operational support behind it.**

EQUIPMENT & STUDIOS

Will equipment change?

- Julius continues to develop and fine tune equipment. Because of the resources and logistical support that Merrithew offers, Julius ideas can now materialize.

Will equipment availability improve?

- One of the long-term goals is to improve access, production planning, customer service and delivery timelines globally.

Will pricing change?

- **There are no immediate pricing changes planned.**
- Any future adjustments would be communicated clearly and thoughtfully.

Will studios need to make operational changes?

- **No immediate changes are required for studios, instructors or training centers.**

OPERATIONS & TRANSITION

Will there be disruptions to Teacher Training Courses or operations?

- **No. A major priority throughout the transition is ensuring continuity and minimizing disruption across all operations globally.**

Will my existing contacts change?

- **For now, your current contacts and communication channels remain the same.**

Who should I contact with questions?

- **Please continue working with your existing contacts**
- Additional communication and support resources will be introduced as the transition progresses.

LONG-TERM VISION

What is the long-term vision for the organization?

- The long-term goal is to build a stronger global platform that supports instructors, studios and movement education while preserving the integrity and uniqueness of the Gyrotonic and Gyrokinesis Methods.

How will the community benefit over time?

- Over time, the community should benefit from:
 - Stronger operational infrastructure
 - Improved communication and support
 - Expanded educational access
 - Greater global reach
 - Increased investment in systems and technology
 - Enhanced instructor and studio resources

What happens next?

- **For now, it is business as usual.**
- The leadership teams are focused on ensuring a smooth transition with ongoing communication and support for the community.
- Additional updates and communications from Merrithew leadership, including CEO Jim Heidenreich, will be shared in the coming weeks.