

Entertainment / Leisure / Sport

Enriching lives and inspiring the community through dance

Fit4Dance

With Lenovo, Fit4Dance now has the innovative technology to expand its dance workout programs and help more women of all ages and races get in great shape.



Lenovo

Lenovo
Evolve Small

1

Who is Fit4Dance?

Passionate dancer Laci Chisholm started Fit4Dance with a dream: to empower African-American women to live healthier lives. Since its launch in 2014, the Brooklyn-based fitness studio has flourished to become a safe, inclusive space for the wider community, where women and kids of all ages and races come together to have fun and enjoy energetic dance workouts.

Laci's dedication has helped Fit4Dance to achieve many awards, including Certified B Corporation status, acknowledging the positive social impact of its work. And Laci was named 2020 Entrepreneur of the Year by the Small Business Administration for the State of New York.



2

The Challenge

Laci and her team have their hands full running the business. Resources are tight, and daily tasks cover everything from teaching dance classes in person and online to handling office administration. Having reliable technology to support the team is vital—but previous systems were no longer fit for purpose.

Laci Chisholm, Founder and CEO at Fit4Dance, explains: “We were using older tech that we were unable to update. Everything was running slow, and I was always anxious about systems failing to connect or load properly, especially when clients were paying for classes.”

Recently, a move to a new location gave Fit4Dance the opportunity to expand its program of dance classes and reach more women. But to make the most of the new site and offer clients an unbeatable experience, Laci knew she had to solve her technology challenges.



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“At Fit4Dance, we’re passionate about giving back to the local community and inspiring women to enjoy more active and joyful lives. Dance can give you the confidence and courage to tackle any challenge, and we want to spread the word to as many women as possible.”

Laci Chisholm

Founder and CEO, Fit4Dance

Accessing tailored support for **small businesses**

To support her growing business, Laci entered the Lenovo Evolve Small Mentorship Contest, and was selected as a grand prize winner. The Lenovo initiative provides tailored support to small businesses, including financial support, mentorship, and technology solutions.

Initially, Laci worked with a Lenovo Evolve Small Ambassador to select a suite of Lenovo solutions to support back-office tasks and work in the dance studios. “Our Lenovo Evolve Small Ambassador was amazing,” notes Laci. “Technology can feel confusing, but she helped me feel comfortable. She explained everything brilliantly and even joined a dance class!”

Hardware

Lenovo ThinkBook 14 laptops
Lenovo ThinkCentre M75q desktops
Lenovo Go computing accessories
Lenovo Smart Tab M10 tablets
Lenovo ThinkVision monitors
Lenovo ThinkSmart View smart collaboration devices
Motorola Mota Edge+ smartphones

Software

Microsoft Windows 11 Pro

Services

Lenovo Premier Support

Innovative tech to keep the business growing

With the Lenovo solutions, Laci and the Fit4Dance team have everything they need to run the business more efficiently. For example, Lenovo Smart Tab M10 tablets make it easier for clients to check in on arrival, while Lenovo ThinkSmart View smart collaboration devices enable Laci to organize her time in the studio and office effectively, and run video and voice calls with remote team members and external partners.

Laci adds: “I am so grateful to the Lenovo Evolve Small program; the financial grant has been really useful as we develop our new studio site, and everyone that we worked with at Lenovo has been incredibly helpful.”



“I was really excited when I learned that Lenovo was running a campaign to help small businesses. I used their solutions at a previous job, and knew they deliver great-quality IT equipment.”

Laci Chisholm
Founder and CEO, Fit4Dance

3

Results

Laci is confident that the collaboration with Lenovo will help Fit4Dance continue to thrive. The reliable IT solutions will make life much easier for the team, helping them to work more productively. For example, launching virtual meetings is quicker and simpler than ever with the Lenovo ThinkSmart devices.

“The new equipment in our studios and offices works so much better than our old systems,” adds Laci. “That takes a load off my mind. I no longer spend 30 or 45 minutes crazily trying to make monitors work before a dance class. With Lenovo, we have tech that we can trust.”



Boosts productivity with more reliable IT system



Improves client experience online and in the studio



Helps Fit4Dance connect with more women and kids

**Helping
more women
improve their
health and
wellbeing**

Fit4Dance is offering a better experience to clients, too. Using the Lenovo tablets, they can check in and make payments for dance classes seamlessly—without the risk of connectivity issues. And Lenovo monitors positioned throughout the new studio space will enable Laci and the team to run more virtual workout sessions, and to bring extra dynamism and inventiveness to in-person classes.

Ultimately, Lenovo technology will help Fit4Dance bring dance fitness to more communities, as Laci concludes: “We have big ambitions, from adding new locations in New York and South Carolina, to expanding our children’s program and adult dance workshops.”



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“Every day, someone comes to me in the studio or calls or emails to say that Fit4Dance has changed their life and lifted their mental, spiritual, and physical health. Supported by Lenovo, we’ll keep inspiring our community to come together to smile and laugh through dance fitness.”

Laci Chisholm

Founder and CEO, Fit4Dance

Why **Lenovo**?

The mentorship, financial support, and IT equipment available via the Lenovo Evolve Small initiative were exactly what Fit4Dance wanted to accelerate its growth journey.

Also, Laci was impressed by Lenovo's commitment to diversity, as she explains: "We share similar values in terms of inclusion and accessibility to Lenovo. Where we focus on making dance accessible to all, Lenovo does a great job of giving back to the community and ensuring people in need can access great technology."



How can small businesses make a bigger impact in their community?

The Lenovo Evolve Small initiative enables Fit4Dance to access reliable IT solutions and financial support to keep the business thriving.

[Explore Lenovo Evolve Small](#)