



Written by [R. Cort Kirkwood](#) on April 24, 2024

New Planet Fitness CEO Is DEI Fanatic Who Likely Won't Rescind Dangerous Locker-room Policy

Having learned nothing when its [stock tanked](#) after a man was caught in the women's locker room, Planet Fitness has hired a new CEO who just happens to be a diversity, equity, and inclusion fanatic.

The new chief is one Colleen Keating, who previously ran a single-family-home rental company called FirstKey Homes.

She probably would have flown under the radar were it not for the Libs of TikTok X feed, which exposed her past.

And given that past, women members who want the company to change its "transgender" policy, which allows naked men to parade around in front of women, are likely to be disappointed.



JJBers/flickr

Keating's Background

Not surprisingly, in its optimistic news release, the company didn't focus on Keating's questionable past as a DEI fanatic.

"Ms. Keating is a proven executive that brings to Planet Fitness over three decades of experience across hospitality, real estate, operations and franchise management, with expertise in brand management and leading customer-facing organizations," the [company bragged](#):

Since 2020, she has served as CEO of FirstKey Homes LLC, currently the fourth largest single-family rental home property management company in the United States. As CEO, Ms. Keating led the strategic direction of the business, increasing operational efficiency and driving scalable growth. She also implemented significant brand-aligned digital strategies and helped drive platform cost reduction while improving the overall resident experience. Prior to joining FirstKey, Ms. Keating served in a variety of roles of increasing responsibility at InterContinental Hotels Group (IHG), including Chief Operating Officer, Americas, and Starwood Hotels & Resorts Worldwide, Inc.

Given that Planet Fitness is as committed to DEI as she is, Keating sounds like just the right woman for the job.



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Consistent, equitable hiring practices

We continually strive to diversify our workforce, hiring through a DE&I lens to find talent in multiple locations and backgrounds.

Talent recruitment is a key focus area for promoting diversity throughout the organization. We partner with and attend recruitment fairs at Historically Black Colleges and Universities (HBCUs), and we engage in strategic partnerships with the Georgia Diversity Council, among others. Veterans are another area of hiring focus. In 2022, we inaugurated our military recruitment strategy, partnering with Hire Heroes & the Department of Defense's SkillBridge Program. Through these partnerships, we've already identified and/or hired over 35 active candidates.

To promote consistent and equitable hiring practices, we organize diverse employee groups to participate on interview panels and ultimately inform the selection process. We also integrated a DE&I module with our recruiting partner—Greenhouse—to incorporate various behavioral-science-based tools to reduce biases and ensure equity and inclusion in our recruiting processes. Additionally, we ensure Human Resource Business Partner inclusion for candidate interviews at all director-level positions and above.

FKH 2022 Corporate Social Responsibility Report

FirstKey Homes' 2022 *Corporate and Social Responsibility* boasted about its "consistent, equitable hiring practices" this way: "We continually strive to diversify our work force, hiring through a DE&I lens."

[Keating also](#) joined [CEO Action for Diversity and Inclusion](#), which pulled together 2,500 signers for its "diversity pledge."

"The persistent inequities across our country underscore our urgent, national need to address and alleviate racial, ethnic and other tensions and to promote diversity within our communities," the woke pledge says:

As leaders of some of America's largest corporations, we manage thousands of employees



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and play a critical role in ensuring that inclusion is core to our workplace culture and that our businesses are representative of the communities we serve.

The CEOs also pledge to “continue to make our workplaces trusting places to have complex, and sometimes difficult, conversations about diversity & inclusion,” which is leftist code for requiring [Maoist struggle sessions](#) that deliver anti-white propaganda

As well, they pledge to “implement and expand unconscious bias education.” That’s woke code for anti-white brainwashing:

Experts tell us that we all have unconscious biases — that is human nature. Unconscious bias education enables individuals to begin recognizing, acknowledging, and therefore minimizing any potential blind spots he or she might have, but wasn’t aware of previously. We will commit to rolling out and/or expanding unconscious bias education within our companies in the form that best fits our specific culture and business. By helping our employees recognize and minimize any potential blind spots, we aim to facilitate more open and honest CEO Action Diversity Pledge conversations. Additionally, we will make non-proprietary unconscious bias education modules available to others free of charge.

You needn’t be a diversity CEO with a degree from the [Wharton School](#) to know which group of people have “unconscious biases,” or at least the most and worst of them.

[3-CEO-Action-Diversity-PledgeDownload](#)

Men in the Women’s Locker Room

How Keating will incorporate that woke ideology into her management of Planet Fitness isn’t known.

But given her background, no one should expect her to axe its “[non-discrimination policy](#),” which permits molesters in the women’s locker room. Indeed, not a jot or tittle of that policy has changed, even since [the arrest of a man](#) for indecent exposure at a facility in North Carolina; see Number 5 below:



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3. Members and team members will be treated according to their self-reported gender identity. If a serious concern or significant doubt about the bona fides of a person's transgender or nonbinary status/identity arises and which the team member can articulate, the team member shall address their concerns with the member. If discussion with the member fails to resolve the serious concern or doubt, the club may ask for external evidence of the member's asserted gender identity. If it is confirmed that a member is acting in bad faith and improperly asserts a gender identity, they may be asked to leave and their membership may be terminated.

4. Private information such as a person's identification as transgender or nonbinary and any medical information must be treated as confidential.

5. Subject to Section Three above, all members and team members may use Planet Fitness locker room facilities and programs based on their self-reported gender identity; these facilities include bathrooms, showers, and all other facilities separated by sex. Wherever possible, Planet Fitness clubs should maintain private changing areas in each locker room for the comfort of all members and team members. Where applicable, gender-neutral bathrooms may also be made available as needed for the privacy and comfort of members and team members.

Use of a gender-neutral bathroom is voluntary.

6. Planet Fitness team members and members should address transgender and nonbinary members and other team members with preferred names, titles, pronouns, and other terms consistent with their self-reported gender identity. If a team member or member accidentally misgenders someone, please apologize. Ask the member or team member for their preferred pronouns and use those going forward.

7. The resolution of any conflict or question arising under this policy is at the sole discretion of Planet Fitness team members. Planet Fitness reserves the right to take appropriate action up to and including termination of a person's membership or employment immediately for any violation of this policy or a club rule.

Trouble on that front began for the gym chain when a member of the franchise in Fairbanks, Alaska, Patricia Silva, [photographed a man](#) in the women's locker room. He was shaving, shirtless, in front of a terrified girl of about 13. He told Silva he was allowed to do so because he's "queer."

When Silva complained, the gym terminated her membership. Apparently, a diversity of opinion is not allowed. The company [then lied](#) about the matter to a reporter from Libs of TikTok.

Members nationwide sent the company a message. When the photos went viral, the company's stock [plunged by](#) \$400 million.

That said, despite her commitment to anti-white leftism, Keating was a better choice than former CEO Richard L. Moore, whom [founder Mike Grondahl outed](#) as pedophile and convicted child molester in an interview Libs of TikTok proprietress Chaya Raichik.

Grondahl also said hiring Moore contributed to the sex- and alcohol-fueled culture at the company's headquarters. That led to a lawsuit in which a woman employee claimed she was drugged and raped.



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