

Pivotal Mistakes You Do NOT Want to Make! Part 2

Jeff Metzger
President, GymClub Owners Boot Camp
President, Kids First Sports Center

Last issue in Part 1, I wrote of the following Mistakes You Do NOT Want to Make: failure to answer your phone every time it rings; believing in Theory X (people are basically lazy and dishonest) rather than Theory Y (people are basically good, given the right environment); valuing a highly-talented child more than a non-talented child; failure to have a warm, inviting viewing area for the parents; confusing relegation (of tasks) for delegation (of responsibilities); being policy-driven rather than procedure-driven; not being fun to do business with. Here is Part 2 of "Mistakes You Do NOT Want to Make."

- **Failure to brand programs.**

Are your preschool classes called 'Gymnastics Classes for 2 year-olds' or do you have a 'branded' program with a special name, mark and identity? Proctor and Gamble would not think of marketing 'P&G Diapers' (instead of Pampers) and P&G Toothpaste (instead of Crest) and you shouldn't either. The brain cannot focus on vapor. Give your customers something to wrap their minds around: identify and BRAND everything.

- **Using a hub-and-spoke organizational structure.** By this, I mean, when the 'wheel' revolves

around one person. In a hub-and-spoke organizational strategy there is one main thinker, one main decision maker and one main doer. The reason the hub-and-spoke organizational strategy is so insidious is because, darn it, at first, it works! However, once a gym club reaches 500 students and/or three separate programs—a hub-and-spoke will put a ceiling on your growth and drive your quality of life into the ground. (This notion is closely related to the mistake of confusing relegation for delegation written about last month.)

- **Lack of 'professionalism.'** If you or your company appears unprofessional, your clients will treat you unprofessionally. Is your facility neat, clean, organized? If not, expect treatment in kind. Do you have clear, organized procedures and follow them yourself? There is no better way to teach your clients that it is OK to ignore procedures than to ignore them yourself. Do you take credit cards? If not, do you think this affects the image of your company (not to mention keeps certain clients from participating)? Do your employees act in a warm, accepting, caring manner at all times? If not, you can expect cold, uncaring treatment in return. It is a foundational BOOT CAMP tenet and it could not be truer..."you get treated in life the way you teach

people to treat you."

- **Failing to have a defined Leadership Strategy.** If there is one thing worse than a bad strategy, it is having NO strategy. And having no leadership strategy is worst of all and guaranteed to cause severe and ongoing problems. A business that cannot clearly articulate its beliefs about what inspiration is and how to stimulate it will suffer for its inability to do so.

- **Hiring poorly.** You cannot have a great business with mediocre people. And mediocre people is what you will have unless you take hiring seriously... very seriously. There is no substitute for good hiring: you can do all the right things running a business and if you blow the hiring aspect, you will REALLY blow it. Learn how to hire well. (Hint: hiring is 90% discipline to do what you know to do and 10% knowledge.)

Avoiding these mistakes will improve your business, will improve your life, and that is a wonderful thing for you and me. ✨

Make it a great spring!

Jeff Metzger



**Small Business
BOOT CAMP**
Since 1991

Hosted in Cincinnati, BOOT CAMP is a life-changing, 4 1/2 day total immersion leadership, marketing and organizational workshop for GymClub Owners

May 13-17, 2010

For a FREE portfolio of information:
513-489-7575 or gymclub@aol.com

*lifetime solutions for your business...
...business solutions for your lifetime*

••• Visit us at www.metzgerbootcamp.com

