TIPS FOR 2017
TAKE CARE OF YOURSELF
“Take the time to nurture and grow your mental, emotional, physical and spiritual aspects.”
Frank Sahlein
Balance: Remember to honor your family.

Cindy Scharns
Are you making a baloney sandwich?
"Be present...doesn’t mean being in the gym 24/7, but being open for communication, suggestions and mentoring. You can decide the way you wish to be communicated with."

Cindy Sharns
CULTIVATE GRATITUDE
“Cultivate gratitude for the opportunities.”
Frank Sahlein
EDUCATE YOURSELF
“Be an educational and learning junkie.”

Patti Komara
"GET OUT! Be among the SMART business owners who GET OUT from their own four walls multiple times a year and show up at every major event. This year, SHOW UP until your head hurts and then do it again next year and keep doing it every year until you retire."

Jeff Metzger
The 4 Hour Work Week
Timothy Ferriss

Use What You've Got by
Barbara Corcoran

How to Win Friends and
Influence People
Dale Carnegie

Mastery
Robert Greene

Coaching In Organizations,
Best Coaching Practices
Homan and Miller
Laws of Success
Napoleon Hill

Motivation Manifesto
Brendon Burchard

The Complete 101 Collection
John Maxwell

Mindset
Carol Dweck

E-Myth Revisted
Michael Gerber

Stone Age Present
William Allman
Favorite Authors

John O'Leary
Seth Godin
Chip and Dan Heath
Malcolm Gladwell
Patrick Lencioni
Tom Peters
Simon Sinek
Tumblebear Connection
JAG Gym Blog
Daily Motivator
Darren Daily
Seth Godin
PODCASTS

Harvard Business Review
Duct Tape Marketing
Entrepreneur on Fire
Make a Will
LEARN HOW TO MAKE DECISIONS
“Master the art of making decisions. Without doing so it is very difficult to be successful. Pricing, hiring and firing, programming etc. are all at the whim of smart, creative and ambitious decision making.”

Anne Josephson
Decisive by Chip and Dan Heath
Leadership Objectivity: taking a quiet step back with an unbiased look at all sides of a business or leadership issue.

Steve Greely
SPEND TIME THINKING STRATEGY
 Spend at least 15-30 minutes per day strategic thinking for your life and business.

Frank Sahlein
MISSION, VISION AND VALUES
First of all: have them. And if your mission statement is so long that no one can say it from memory, make a short version.

Anne Josephson
Company Missions, principles, commandments, staff manuals are inspirational... but only work when everyone in the tribe is exposed to them on a regular basis—daily, weekly, monthly—not just one time, during the hiring/on-boarding process.

Steve Greeley
“Make sure your gym’s visual matches your club’s vision, mission and values.”

Jeff Lulla
Discover your business personality and
STICK TO IT!
Tina Ferriola
DECENTRALIZE YOUR BUSINESS
“Sometimes I feel like a broken record. But here goes: If you are the HUB of your business RESIGN that position and DECENTRALIZE.”

Jeff Metzger
CULTURE
The way the place feels when you walk in because of the people you hire and how everyone treats each other. This includes the importance of having fun, expressing gratitude and appreciation.

Jeff Lulla
Cultural matches are critical in hiring, promoting and separating decisions.

Anne Josephson
ATTEND TO DETAILS
“Attention to detail in every aspect of the business.”

Patti Komara
“Play a game...role play and walk into your business a child, parent, coach, etc and go through all the mannerisms. I bet you will find a huge list of things to improve on...I know I did!”

Tina Ferriola
Having the proper location is key!

Tina Ferriola
FOCUS ON PRICING
Review your pricing strategies. Make pricing a serious study. Learn about pricing from all kinds of sources. Then study YOUR pricing strategies.

Lynn Ledford
Raise prices twice per year (but hold your currently enrolled students at the same price for a year).

Randy Sikora
COMMIT TO GET HIRING (AND FIRING) RIGHT
Make 2017 the year you learn to really HIRE RIGHT. Get in and stay in recruiting mode 365 DAYS A YEAR.

Jeff Metzger
Clean House. Put on your big girl or big boy pants and remove anything or anyone toxic from your business. Now. Just do it. Everyone will thank you for it.

Lynn Ledford
Devote 25% of your time in the next 12 months to creating (or beefing up) a super strong STAFF DEVELOPMENT program.

Lynn Ledford
Educate your staff on how the business works. It helps instructional staff appreciate the work the administrative staff performs to make the ship sail.

Randy Sikora
Host a staff leadership conference and bring in a "headliner".

Randy Sikora
TEACH THEM HOW TO FISH
PAY WELL AND GIVE GREAT BENEFITS
CREATE AND ENFORCE TEACHING STANDARDS
SOLVE YOUR CUSTOMER'S PROBLEM
Imagine you are a Mom, sitting at the kitchen table. You have a 2 year old kid and you are scared to death. You are looking for some activity to put her in. What will you do? Listen to that Mom. Hurt for that Mom.

David Holly
IT COMES DOWN TO RELATIONSHIPS
IT'S ALL ABOUT RELATIONSHIPS
LEAVE IT BETTER THAN YOU FOUND IT.
Whether it be a business system, an employee, a student, customer relationship... or even the table where you ate lunch... leave it better than you found it. Think of the exponential difference that would make.

Steve Greeley
2017 GOALS:

MAKE YOUR BUSINESS BETTER!
The National Business Forum
Wednesday, August 16
1:00-6:00 p.m.