What’s Your Business AA Score?

The 4 “Events” that make or break your business and your sanity!
The 4 EVENTS
1. LEADERSHIP
2. OPERATIONS
3. SMARKETING
4. MONEY
THE 3 SPECIAL REQUIREMENTS ON EACH EVENT

1. OUTCOMES
2. FUNCTIONS
3. MEASURES
1. LEADERSHIP
   OUTCOMES
   FUNCTIONS
   MEASURES

2. OPERATIONS
   OUTCOMES
   FUNCTIONS
   MEASURES

3. SMARKETING
   OUTCOMES
   FUNCTIONS
   MEASURES

4. OPERATIONS
   OUTCOMES
   FUNCTIONS
   MEASURES
What’s an OUTCOME?

Goals are sometimes not achieved, but there’s always an outcome...

What you want to have happen or feel when it’s all said and done....
What’s a FUNCTION?

What you do to get your outcome.
Your practice is the collective actions getting your results
“You don’t have a problem, you have a practice”
What’s a Measure?

It’s your SCORE!
“Don’t confuse effort with RESULTS”
LEADERSHIP
EXAMPLE FUNCTIONS of LEADERSHIP

- Meeting Rhythms
- Education
- Core Value Integration
Example Measures of LEADERSHIP

- Staff retention %
- Staff survey results & follow-up
- Staff attendance
Example of a Quarterly Leadership Outcome for a rec director

- Increase Recreational Enrollment sales by 8% over last year during the same months.
- Plan, lead, & document 1:1 meetings with every staff member

WHAT’S NOT A GOOD OUTCOME...

- Oversee all recreation gymnastics operations
- Exhibit strong leadership abilities
Example FUNCTIONS of Operations

- Programming
- Scheduling
- Methods
Example MEASURES of Operations

- # students retained
- # trial conversions
- # new backhand springs
Example of a Quarterly Operations Outcome for a director

- Implement new mobility system to include monthly progress charts, parent communication, & staff training by 9/31/2018
- Launch new Ninja program with a goal of 75 new students by end 3/31/2019
- Reduce office labor hours 20% by 12/31/2019
“SMARKETING”
Example FUNCTIONS of Smarketing

- Influencer Events
- Branding
- Social Media Calendar
- Sales Messaging
Example MEASURES of Smarketing

- # of online leads
- # of shares
- # of sales conversions
Example of a Quarterly SMarketing Outcome for a director

- Learn and implement Facebook ads to gain 90 new leads in 90 days.
- Create a social media calendar, and follow posting schedule for 90 days.
Example FUNCTIONS of Money

- Accounts Receivable
- Pricing
- Forecasting
Example Measures of Money

- How much do people owe you?
- How long does it take to collect?
- How much do you save? How?
- What percentage of sales is labor?
Example of a Quarterly Money Outcome for a director

- Determine how we can decrease payroll 30% for the Summer months
- Align program revenue streams with payroll and gym space.
- Forecast price increase scenarios to align w/ staff raises.
Strategy changes with scale
As you level up, the more the outcomes, functions, and measures you have.
You be the judge...
“What gets scheduled, gets done”
“YOU are every problem, and every solution”

- Dave Ramsey