



TAKE



OF

"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



CULTEVATE GRATETUDE

11111111111



"Cultivate gratitude for the opportunities." Frank Sahlein



"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



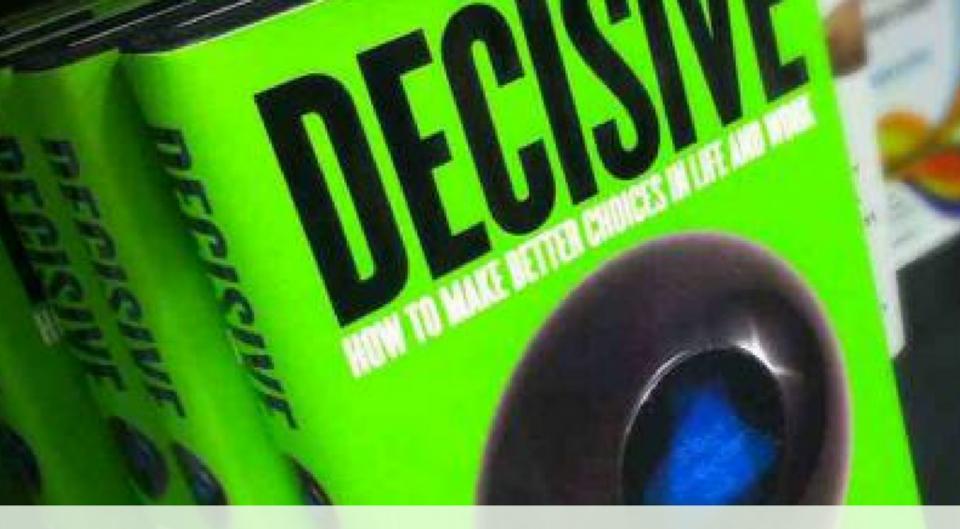


LEARN HOW TO MAKE DECISIONS

11111111111



""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



UUUUUUUUU SPEND TIME THENKENG STRATEGY



Spend at least 15-30 minutes per day strategic thinking for your life and business. Frank Sahlein



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

isir

340



Company Missions, principles, commandments, staff manuals are inspirational... but only work when everyone in the tribe is exposed to them on 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





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

Organizational

Culture

Cultural matches are critical in hiring, promoting and separating decisions. Anne Josephson







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



LOCATION MATTERS

11111111111



Having the proper location is key! Tina Ferriola



FOCUS ON

UUUUUUUU

PRECENG

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



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 GEVE GREAT BENEFETS

11111111111



11111111111 CREATE AND ENFORCE TEACHING STANDARDS



SOLVE YOUR CUSTOMER'S PROBLEM

UUUUUU0000

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

UUUUUU0000

IT'S ALL ABOUT RELATIONSHIPS

arketing

rategy

stomers

UCCI

V

Communication

THE OF T

This is mourtant

Customers D

larketing

STRAIEG



11111111111 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

OCOLO GOALS: MERE YOUR BUSINESS BETTERI



The National Business Forum Wednesday, August 16 1:00-6:00 p.m.

Club Services Business Ambassadors