

USA Gymnastics Webinar

BUILDING YOUR DREAM TEAM:

HOW TO EFFECTIVELY STAFF YOUR BUSINESS FOR SUCCESS

WITH ELAINE JEWART



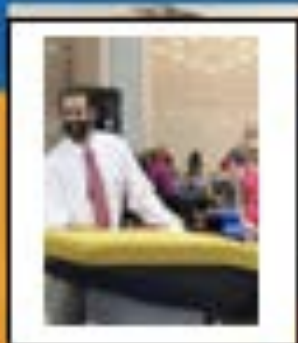
Want to Own a Business or Expand Your Business?

- ▶ Exit Strategy: What if this didn't work?
- ▶ Plan what to do if an employee leaves
- ▶ Plan what to do if another gym opens close to your location
- ▶ Plan what to do if gymnastics loses popularity
- ▶ Priorities are important



Family

BUSINESS



Growth, Change and Handling the Competition

- ▶ Build or rent?
- ▶ How to handle competition?
- ▶ What is Your Marketing Strategy
- ▶ Resources:
 - ▶ Financial, personal, family, investor, partners

Personal Growth: The Key to Success

- ▶ Self Educate
- ▶ Professional Development
- ▶ IT Development
- ▶ Brand Your Business with USA Gymnastics
- ▶ Read Local Business News

Reinvent Your Business



- ▶ Gymnastics and non-gymnastics revenue and opportunities
- ▶ Leasing out space
- ▶ Sharing revenue on percentage basis
- ▶ Independent contractor
- ▶ The purpose of owning a business

Your Business Vision

- ▶ Parents are important
- ▶ Kids Should Have Fun
- ▶ Program Implementation
- ▶ Create a good Employee Manual

Things to Monitor



- ▶ Pay attention to finances from the the beginning
- ▶ Find and rely on professional advisors
- ▶ Understand strategic thinking
- ▶ Work ON the business not IN the business
- ▶ Encourage and compliment employees
- ▶ Tie job descriptions to accountability
- ▶ Document good or bad behaviors

Two Types of Staffing Business Staff

- ▶ Legal
- ▶ Office
- ▶ Financial
- ▶ Insurance
- ▶ HR
- ▶ IT
- ▶ Maintenance
- ▶ Marketing

Professionals Who Help You Run the Business

- ▶ Legal : Contracts, waiver, lawsuits, estate, will, lease
- ▶ Financial : Banker, accountant, taxes, payroll, bookkeeper, quick books, dashboards, spreadsheets
- ▶ HR : workforce, compliance, employee issues, staff, hires, child labor laws, employee handbooks, contracts, leases, complaints
- ▶ Insurance : Premise liability, rent or own, content, equipment, accident, liability, umbrella, bonding, professional
- ▶ IT : Data, social media, website, communications, computer networking, audio, video, PR

Two Types of Staffing Teaching Staff

- ▶ Coaches
- ▶ Teachers
- ▶ Assistants
- ▶ Managers

Hiring Staff for Success Empower Your Employees

- ▶ The difference between being a good leader and being a manager are different skill sets.
- ▶ Train Staff on working for the business not just teaching the athletes.
- ▶ Encourage staff to contribute ideas.
- ▶ Make them feel important
- ▶ Reward and encourage
- ▶ Get buy in for change
- ▶ Educate them on the business
- ▶ Hire people smarter than you



Get to Know Your Staff

- ▶ Disc Test: Personality traits
- ▶ Energy Leadership Index Assessment
- ▶ Look for entrepreneurial traits
- ▶ "Rainmaker" qualities
- ▶ Culture first
- ▶ Hire a team player
- ▶ Spend more time and resources developing the top third of your staff

Family Members on Your Staff

- ▶ Hire for competency
- ▶ Know which hat you are wearing
- ▶ Treat family and non-family staff the same
- ▶ Spend separate time on business and family

Be a Great Delegator

- ▶ Clear expectations
- ▶ Make sure they do what you are asking
- ▶ Use your value statement in decision making
- ▶ Know that you can't do it ALL
- ▶ Assume everyone is doing their best
- ▶ Give away administrative tasks
- ▶ Make promotion a big deal
- ▶ Train staff to interact with parents appropriately

My Greatest Surprise!

- ▶ 1999 : Family Business of the Year
- ▶ Got to analyze the Business from a family business perspective to appreciate what we do.
- ▶ Raise level of education by joining the IEE (Institute for Entrepreneurial Excellence) program
- ▶ Workshops, seminars, peer forum groups



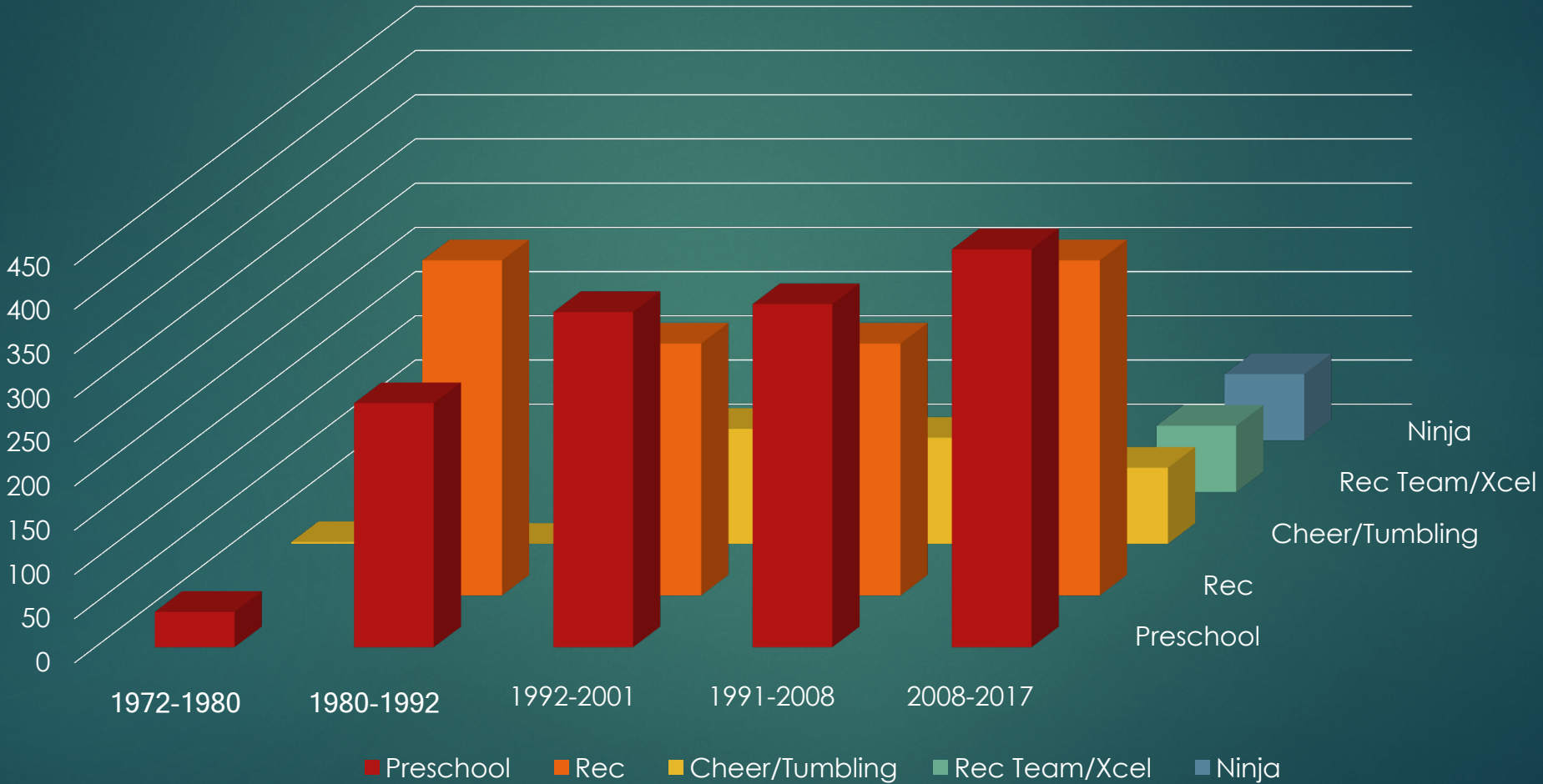
Use an Advisory Board for Your Business

- ▶ 2000 POWERLINK: Purpose of an Advisory Board
- ▶ Use Strategic Planning: How? When? Why? Where? Who?
- ▶ Working on your business not in your business?
- ▶ “If you can’t measure it you can’t manage it!!!”
- ▶ Become a data nerd. It will pay off.
- ▶ Do SWOT Analysis on everything. (Strength, weakness, opportunities, threats)
- ▶ 5 to 7 people: Your partners, department heads, outside expertise, facilitator.

Set Up an Administrative Binder

- ▶ Create an Administrative Binder.
- ▶ Letter from President: Letter to self about the business.
- ▶ Program Overview: Who is running the program? How many kids? How many classes? Who is teaching? What changes are you trying to make? What changes do you need to make? Trends of the times? How are you marketing? What is your wish list?
- ▶ Mission Statement for business. Your personal mission statement. Your resume.
- ▶ Governing principles
- ▶ Manpower
- ▶ Organizational Chart
- ▶ Financials: Monthly, yearly, profitability, Statistical Historic Data: Enrollment, personal finances, budget, P / L, Profitability Statements
- ▶ History of the business
- ▶ Marketing Plan: In house, word of mouth, social media, free news, your brand
- ▶ Legal Binder: Two copies. Shareholder agreements, contracts, leases, will, living will.
- ▶ Maintaining the administrative binder allowed me to have information at my finger tips for marketing, financial needs, making decisions, strategic planning, etc.

Enrollment History



What is a Successful Business?

- ▶ How do you define your success?
- ▶ The Balanced Score Card: Revenue, student-team success, systems, legacy
- ▶ Business plan
- ▶ Mission
- ▶ Systems
- ▶ Class and Team Goals
- ▶ Legacy

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