

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...

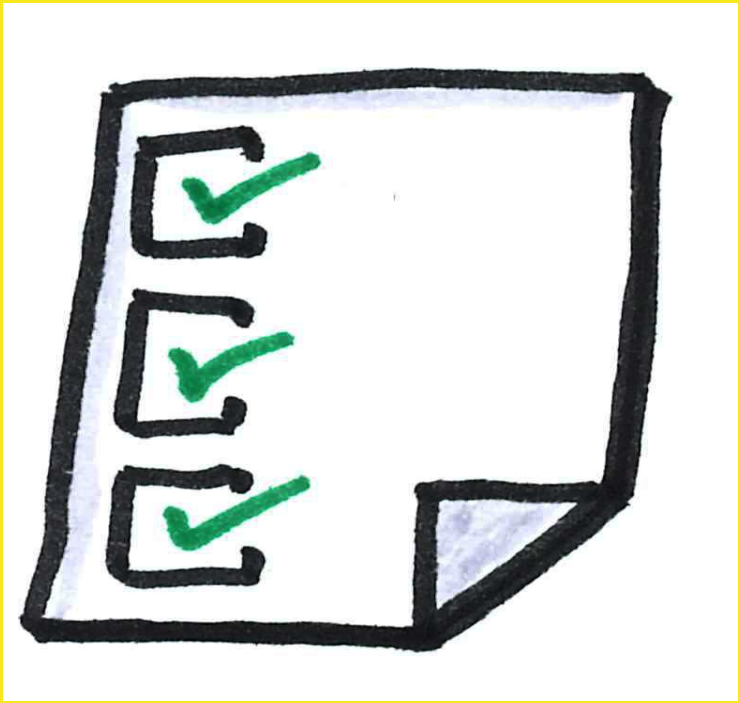
What you want to
have happen or feel
when it's all said and
done....

What's a FUNCTION?

What you do to get your outcome.



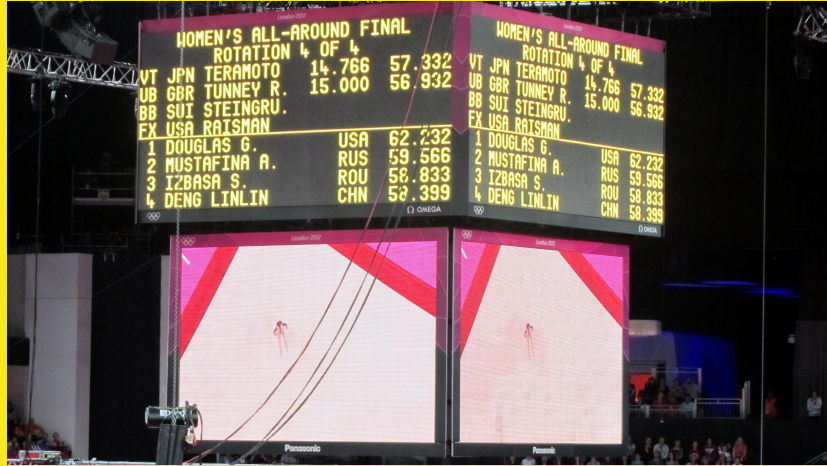
**Your practice is the
collective actions
getting your results**



“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**

A person in a blue uniform is performing a handstand on a blue bar. The person's hands are resting on the bar, and their body is inverted. The background is a solid blue color.

OPERATIONS

Example FUNCTIONS of Operations

- Programming
- Scheduling
- Methods

Example MEASURES of Operations

- # students retained
- # trial conversions
- # new backhandsprings

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



“SMARTETING”

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.



MONEY

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

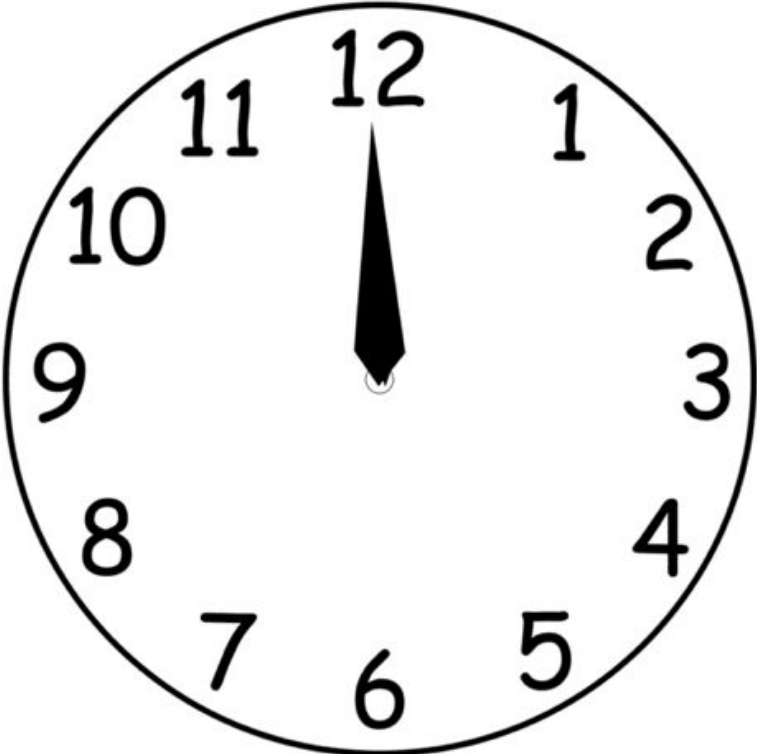
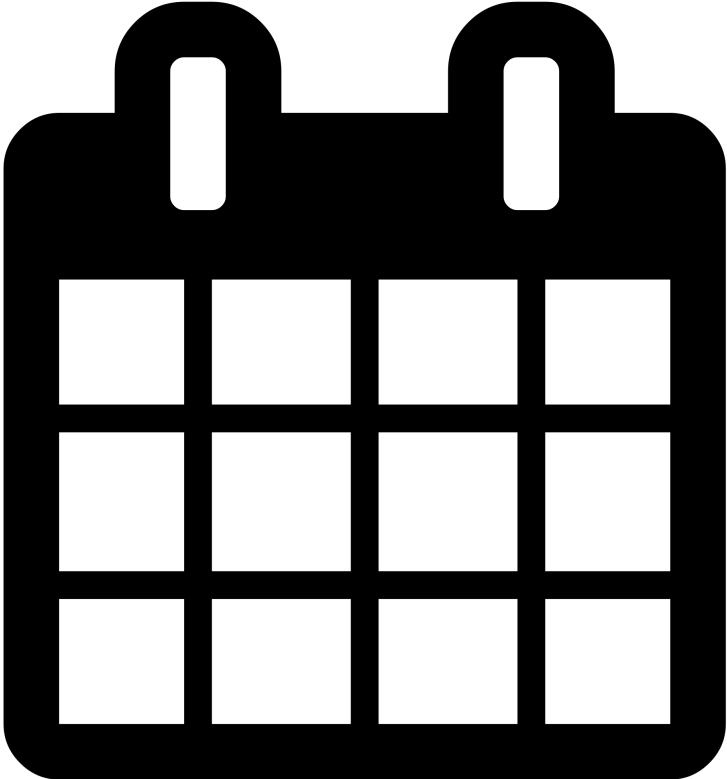
As you level up, the more the outcomes, functions, and measures you have.





You be the judge...

“What gets scheduled, gets done”



**“YOU are every problem, and
every solution”** - Dave Ramsey
