



TRAFFIC SERIES:

On your way to where you want to go, there are many twists and turns that can lead you in the wrong direction. This series helps you to navigate in a proactive way so you end up at the top!

PART 3: SLIPPERY WHEN WET

“WHAT HAPPENED! I used to have 100 more students than I do now! What do I do?” So you had a few set backs and as you look back you can’t quiet put your finger on how you got where you are now. You want to grow and get back to the size your school used to be or even beyond that, but you feel stuck, frustrated, beaten. You put up a positive front, but inside you resent your job and are thinking of taking (or already have taken) a “real job”.... THIS IS YOU FOR YOU! Slippery when wet means that you didn't see it coming.... Your car loses control and it’s up to you to get it back in your control. Here are your 1st steps!

1. “Slippery” Habits
2. Remember When You Were Successful...
3. Where did my vision go?

PART I: “SLIPPERY HABITS”

There are certain business models and systems that WORK GREAT for us at different times in our business.... Sometimes, we get “comfortable” with how we do things and figure that we will continue to see the same results. Then we look back a few months or years later and realize that we have been replacing the good habits that got us there with bad ones that now leave us feeling like a failure. Now, if you are reading this and you are saying to yourself, “This doesn’t apply to me”, then I have some news, IT WILL IF YOU AREN’T VIGILANT! Here are 3 of the main “Slippery Habits” that I have noticed:

1. If I’m not teaching the class, I’m not around: Many of us NEED A DAY OFF! So when we have an instructor who is talented at teaching, we let them teach. And why should I have to stay at the school when they have it under control???? Easy, your clients do want and need to see you around (At least until your systems and people are ROCK SOLID). So here is my process: A. I Teach all the classes B. I Teach most of the classes and assist with the ones that I don’t teach. C. I Teach some of the classes and are behind the counter for some classes and assist with some classes (1/3 of the time plan). D. If you are wanting to get out of your school more, now you have the freedom to do so, but keep your people accountable.
2. The second bad habit that I see is when school owners (or staff) stop learning... That can look different for different people. We, as leaders, MUST always be learning and growing. The world is moving too fast for us to put our heads in the sand and stay at the same intellectual level that we are at now. We also must keep learning as a Martial Artist. If we just teach and never train, we are no better than those who just quit all together! Figure out what kind of learner you are and CHARGE INTO IT!

3. The 3rd habit I see in the industry is "Winging it"... This presents itself in marketing, teaching classes and everything in between. How would you feel if you invested \$100,000 into a friend's company... You ask him for his business plan and he looks at you with a blank face. How do you feel about that investment??? Many people though do exactly that in their own studio and never have a 2nd thought about it. Then they wonder what they can do to fix their company and look for the latest trend or the loudest "consultant" out there to SAVE THEM! If it feels like I'm talking to you, then you should take a 4 day Work-ation to reassess your marketing, curriculum, or whatever area you are winging at the moment. I would be happy to chat on this subject and would love to show you how the ULMAA Curriculum is changing schools worldwide with its simplicity and it's relevance.

PART 2: REMEMBER WHEN YOU WERE SUCCESSFUL:

This is a quicker section for me to write, but just as important and time consuming on your end. Hopefully by now, you have identified some of the bad habits you may have been used to, and now it's time to reflect on some of the positive habits/concepts that you don't do anymore but did back when your school was KILLING IT! Here are some ideas to consider:

1. What public events did you used to participate in? (i.e. festivals, booths, movie theater, summer camps, local schools, etc...)
2. What was I doing to build myself as a Martial Artist that I don't do anymore?
3. What did I do to make myself a more professional business owner that I don't do anymore?
4. What did I do to invest more into my students and their families that I don't do anymore?
5. What did I do to grow intellectually that I don't do anymore?

PART 3: WHERE DID MY VISION GO?

If in this industry I have 1 thing that I am "All About" it is this: You must know why you do what you do, and filter EVERYTHING you do through that! For example, let's pretend that your school is 100% Focused on health and wellness. That is the one thing that you have said that you are ALL ABOUT..... Then you have a kids night out and provide Pizza and Candy..... Schools do things like that all the time. Now, I'm not saying that you can't have Pizza and Candy at events, BUT if your vision is all about health and wellness.... You get my point. My big goal for my studio is to get to 200 Actively Training Black Belts.... That means if there are things that I am doing or am thinking about doing, I have to hold it up to that Vision and ask myself, "Will this new program/product/employee help me attain that goal of 200 Black Belts actively training?" If the answer is NO, then we simply DON'T DO IT/OFFER IT/HIRE THEM! So we don't have a fitness program, after school program, upgrades, etc because they don't help us achieve that vision! So, 2 questions:

1. What is your Vision?
2. What are you doing that is working against that Vision for your studio?



We would love to help your school get to the next level.
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