

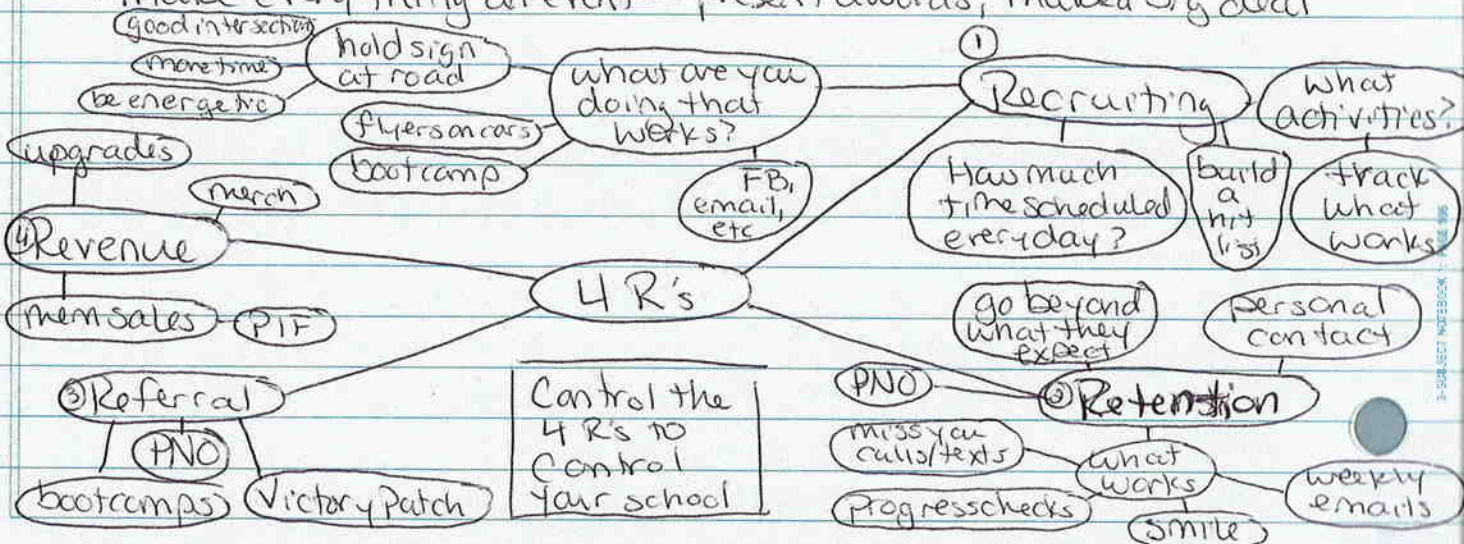
Monday, October 1, 2012

- Review Nationals materials

- color belt shirts → would they sell?  
Just for BBT? For special order anytime?
- Encourage students to watch Nationals at home - not in a group. We want as many different TVs playing it as possible.
- Tokens for town or referrals, Use tokens to get a jacket.  
Do we want to do this? What are the rules?
- Play the DVD in your school
- ATA Leadership How - make sure you understand how to use it.

Collar Testing

- Mr. Cook did good job running it.
- organized, structured
- need more participants
- need stronger technique - They shouldn't have to think about it.
- Work on holding the targets properly
- This is the final product → they must be awesome
- started & ended on time
- Your classes should be super structured - then it will cross over into collar testing, BBT, town, their everyday lives
- Follow ten points of class structure - for all events, classes, etc
- Students should feel comfortable (used to our type of structure) at KA events, because the classes are structured.
- make everything an event - present awards, make a big deal

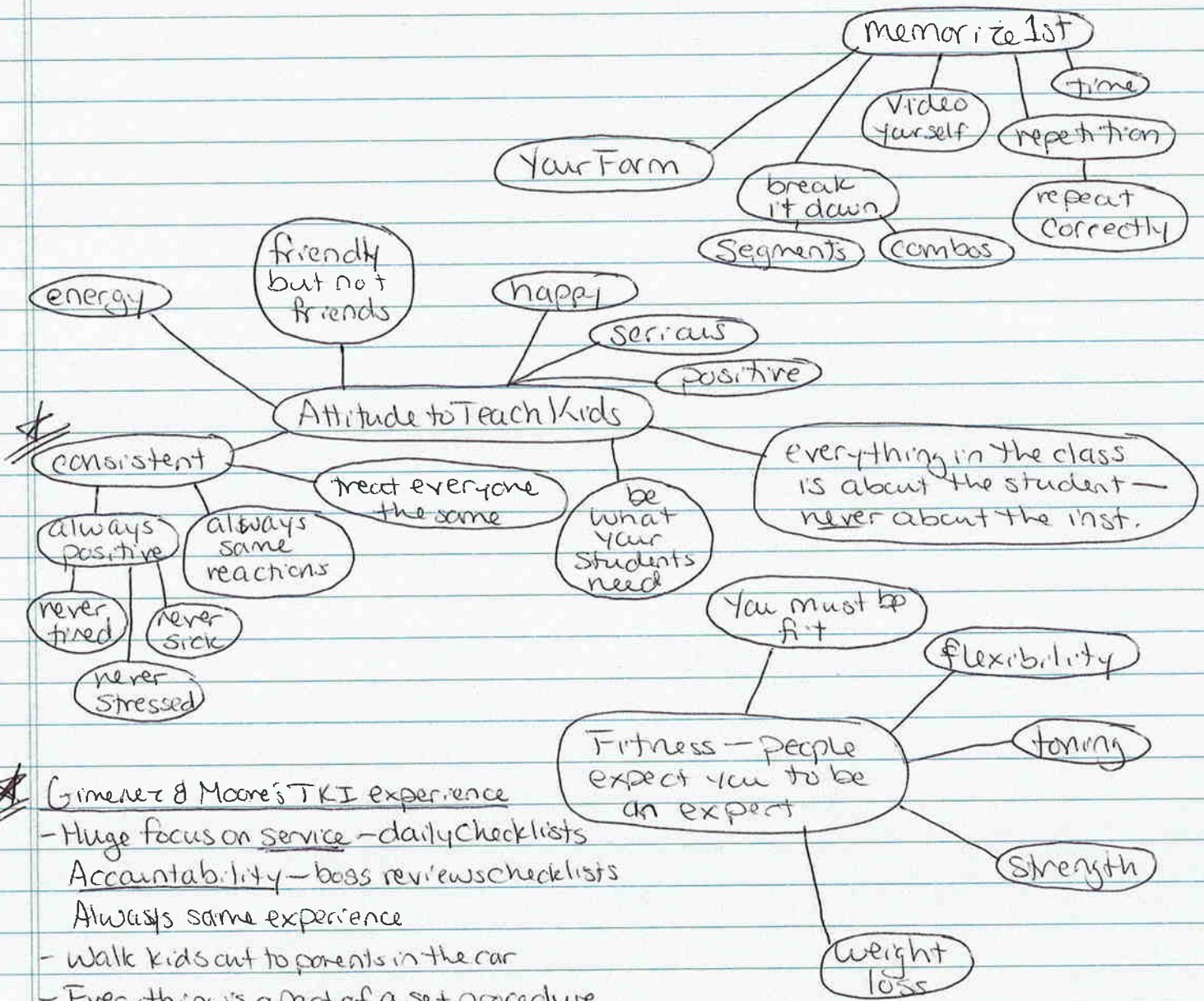


Review your school model → Are you making progress?

What is the projected date you'll achieve your model parameters?

What are your plans to make sure you reach your model? Be specific.

- Afterschool - get into the schools (that's where the kids are)
- focus your marketing according to ~~your~~ your model
- build contacts in the community (business owners, schools, etc)
- focus on the things w/ the highest return.



Gimenez & Moore's TKI experience

- Huge focus on service - daily checklists
- Accountability - boss reviews checklists
- Always same experience
- walk kids out to parents in the car
- Everything is a part of a set procedure
- Spotlessly clean, no stuff everywhere
- organized - procedures for everything
- always the same experience - greet everyone within 5 seconds

3-SUBJECT NOTEBOOK 1: PAGE 117