

Monday, December 3, 2012

Giftgiving - unexpected gifts to students, unrelated to your school (ie no school logo). Starbucks, nail salon, massage, movie passes
- This will help you be more referable

unexpected
meaningful
spontaneous

Teams - based on membership levels

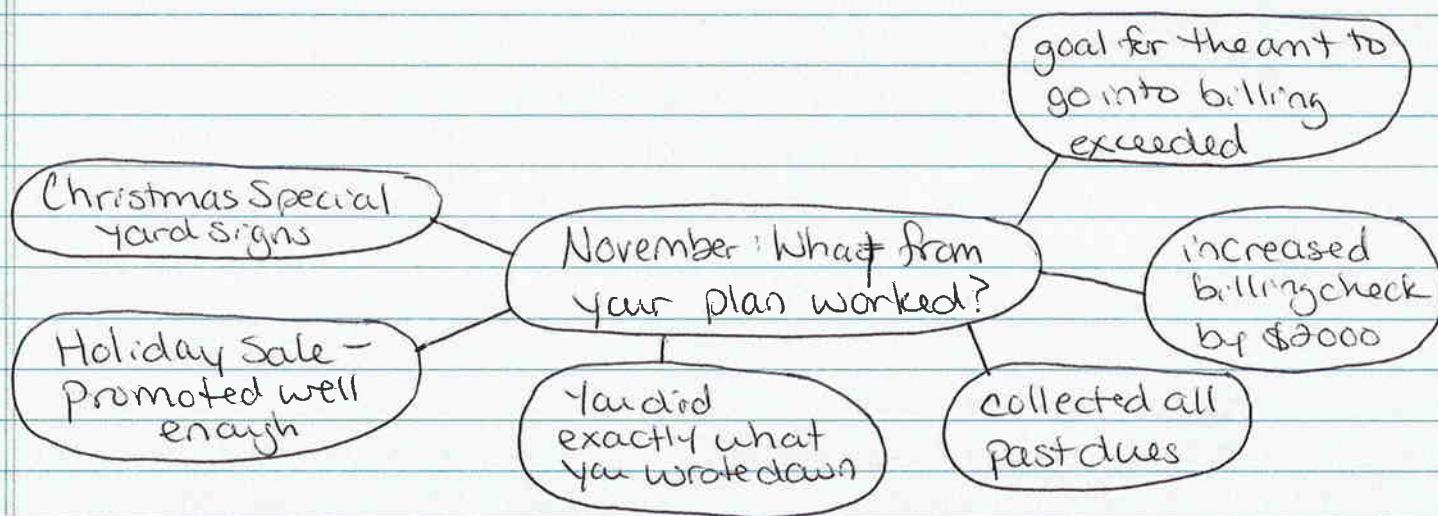
- Standard team names
- KM self defense for everyone
- colored uniforms
- team weapon
- all do traditional MA

Customer experience changes every 6 months - Set your school apart from the rest. Recognize the parent's experience & be helpful.

TKI checklists - Are they working?

Every employee & CIT member should have a checklist

Use the checklist 1st thing - it must be the priority



Have all the patches on your uniform → you are a bill board

This month people are spending → get your product in front of them. People are looking for something to start in January. Reactivate all old students - send letters & emails now



Clean your schools - surveys are now showing that men are becoming more concerned about restroom cleanliness.

In-School Tournaments

- big improvements in the students
- parents pay more attention
- students have a diff. mindset in class - a higher goal.
- helps retention
- changes the experience

BBT 10/15/12 UNF

7:00 judges & demo meeting

7:30 demo run thru

8:00 testers meeting

8:15 intro judges

8:30 demo

8:40 testing starts

11:30 finish

10:00 Tourn - Tigers

1:00 - 3:00 Wh - green & BB

- Bring extra pens for the fit test

- write fit test #'s on judging sheet

- punches

kicks (front & round)

combos (1-2 punches per 1 kick)

- 5532 \rightarrow top scores for each round

(forms, weapons, spcr, break)

3:00 Pur - 1Br