

GROWTH TELECONFERENCES

A Moo Duk Kwan® professional development initiative
For current and future instructors and school owners.

Date: 07/19/2018

To: Current and Future School Owners and Certified Instructors

Re: Continuing Educational and Professional Development Teleconference initiative

Greetings Current and Future School Owners and Certified Instructors

I hope all is well with you and yours.

I am excited to announce the beginning of an initiative to help grow your school by providing continuing education professional development opportunities via regularly scheduled teleconferences.

Just as students have an opportunity to develop technical proficiency and positive habits through regular class attendance, so too can you expand, refine and enhance your instructor and school owner skills through your frequent participation in regularly scheduled teleconferences focused on continuing education about those skills.

The goal for each teleconference is to share actionable information and advice concerning a specific topic related to owning, operating, and/or opening a new school or teaching program.

Initial topics will focus on the two biggest challenges facing instructors and school owners, then other subjects that may be of interest to the group or sub-group:

1. New Student Recruitment

- Setting measurable recruitment goals
- Tracking / Analyzing your new student recruitment results
- Advertising and marketing strategies for existing schools, and for opening new schools or programs



2. Student Retention

- Setting measurable retention goals to increase or sustain student population
- Tracking / Analyzing your student retention/dropouts
- Strategies, methods, tactics to help retain students
- Understanding why students drop out and using creative instructional strategies and tactics to combat student loss



For each teleconference I will be seeking to recruit one presenter to share a success story of what has worked well for you. I'll be asking each presenter to provide specific details and statistics supporting the effectiveness of what is being presented about how you operate, your business practices, your sales techniques, your marketing strategies, student retention strategies, etc.

Some teleconference presentations may draw information, data, and programs from past KDJSS projects as well as from the Soo Bahk Do Biz site resources and/or 3rd party resources.

Each teleconference topic and presenter will be announced in advance.

If you have an interest in being a presenter, please contact me at gbroyles2@cfl.rr.com

The initial teleconference will be **Sunday, August 5th, at 8:00 PM (EST)** with a target duration of 45 minutes.

Topic, agenda, featured speaker, and call-in info, will be sent out in the next week or so with a reminder the week prior to **August 5th.**



I am honored to help facilitate this exciting continuing education opportunity for you with the support of the Board and TAC Chairs so that each current and future school owner can share and/or continue learning skills that can help increase the number of people practicing Soo Bahk Do.

I look forward to your support and participation in growing our art via the Moo Duk Kwan philosophy of continual improvement.

Respectfully,



George Broyles
Board, Vice Chairman

P.S. Be sure you receive the reminders, dial in info and more.

Text **GROWTH** to **70000**



GROWTH TELECONFERENCES

With your participation we can all enjoy an exciting schedule of educational learning opportunities focused on strategies, tactics and business practices for growing our art.

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If you could flip a switch today that would double your enrollment tomorrow, would you do it?

Would doubling the enrollment of your current teaching program or school be a good thing?

Most instructors indicate that they would like to have more students on the floor, but they do not. Why is that?

Could you even effectively manage twice as many students tomorrow? What if 169 new students and 125 parents showed up at your school on the same day because of a new student recruitment campaign that you launched? How would you handle such remarkable new student recruitment results?

Some school owners literally flip a switch every month and generate a group of new students every single month of the year plus they minimize dropouts and reduce the number of students who quit.

These successful school owners set a goal, make a plan to achieve their goal, systematize their practices for consistent daily execution and then relentlessly pursue the result they have targeted and they do not do it all alone.



The general who wins the battle makes many calculations in his temple before the battle is fought. The general who loses makes but few calculations beforehand.

Sun Tzu

The most successful school owners employ continuing education, external resources, parents, students, PVT committees, assistants, staff, technology, service vendors and automation to assure that steps toward their goals are taken without fail each day and every month they evaluate their progress and adjust their actions as needed to move closer to their goals.

The Growth Teleconference Series will help serve as a learning opportunity and connect you with successful peers, even successful practices of non Moo Duk Kwan® schools and other business training opportunities provided by the Board of Directors and Technical Advisory Committee.

Motivated school owners create ongoing opportunities for success by learning about things that peers and competitors are doing and learning about the tools and tactics they are employing in pursuit of the success of their schools.

Some of the information presented may not be applicable to your exact circumstances or it may not be suitable for a Moo Duk Kwan® certified school to use, but it is prudent to be aware of, and to understand, what your competitors are doing to learn if anything they are doing is suitable for you to do and how their activity may be impacting your school in your local area.

If you know the enemy (factors negatively impacting your teaching endeavor) and know yourself you need not fear the results of a hundred battles.

Sun Tzu

During each teleconference, just like during each class we train in, you will encounter educational information from Moo Duk Kwan® peers as well as practices used by 3rd party product and service offerings for martial art schools. All information presented is for your awareness and continuing education about the types of services other school owners seek out and are willing to invest in to help them grow their school. We hope that you'll find inspiration, education and motivation through the information shared during these teleconferences and that it will help you grow your school to the level you desire.

He will win who knows how to handle both superior and inferior forces.

Sun Tzu