

# How to Grow and Maintain a Mega School

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World Class Tae Kwon Do - San Jose, CA

# Background

- Born and Raised in Buffalo, NY
- Trained under Grandmaster Sun Ki Chong and Master Michael Mertens
- Owners of World Class Tae Kwon Do in San Jose, CA

# Our First Month

- Mindset, and Goal Setting = Success
- Goal: 100 Active Students
- Created a detailed roadmap (plan)
- 90 Active Students
- Quick Takes
- Our Story

# Where We Are Now

- 687 Students - 30 Day Active 655 Students
- 3900 Square Foot Facility - One Floor
- 3 Full Time Salaried Instructors
- 2 Administrators
- 5 Part Time Paid Assistant Instructors
- 4 Junior Assistants

# C.A.R.E.

The Core Principles of “How We Do”

# COMMUNICATION

- Have an Open Door
- Active Listening
- Anticipate, Be Proactive and Build Rapport
- 4 C's - Concise, Curious, Clear, and Consistent

# APPRECIATION

- Be a Good Finder
- Speak Words of Affirmation
- Quality Time
- Be Real, Genuine, and Direct

# Relation(ships)

- Create Long Term Relationships and Shared Visions
- Let's Do Great Things Together
- Roles, Expectations, and Boundaries



# EDUCATION

- We are the Most Important Educators
- Take Time to Learn
- Every Moment is a Teachable Moment

# Pre-Trial Lesson

- Visitor Information Form
- Matching Benefits
- 5 Why's

# TRIAL LESSON

- Enjoy the Time
- It's Special - Treat it That Way
- Baby Steps
- Give them Proof - We're Worth It

# Post-Trial Lesson

- Connect
- Be Honest and Upfront
- Create Realistic Expectations
- Demotivation Happens
- Memberships and Costs

# REGULAR AND BOOSTER CLASSES

- Booster Class
- Connect and Redirect
- Name It to Tame It

# STAFF DEVELOPMENT

- Communication - Appreciation - Relation(ships) - Education
- Staff Meetings
- Feedback in Real Time
- Purpose and Growth