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TAEKWONDO PROFESSIONALS 2022

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**LESSONS FROM THE PANDEMIC  
& HOW TO ACHIEVE SUCCESS**

# Our Pandemic Story

- **Mid January phone call**
- **Mid March “2 week pause”**
- **4.5 months on Zoom only!**
- **60 classes/600 private lessons per wk.**
- **Offered testing, events, and a tournament!**
- **We kept all of our full time staff**
- **We sidelined (and lost) more than a dozen part time staff 😞**
- **Active count dropped 30%**



# Failure was NOT an Option

- Unbelievable effort by our World Class Staff
- #ONEDOJANG networking group
- Constant communication with students.
- We SURVIVED to THRIVE!
- We are now teaching even more students than before the Pandemic began!

**“WE WILL FIND  
A WAY,  
OR WE WILL  
MAKE ONE”**

So...

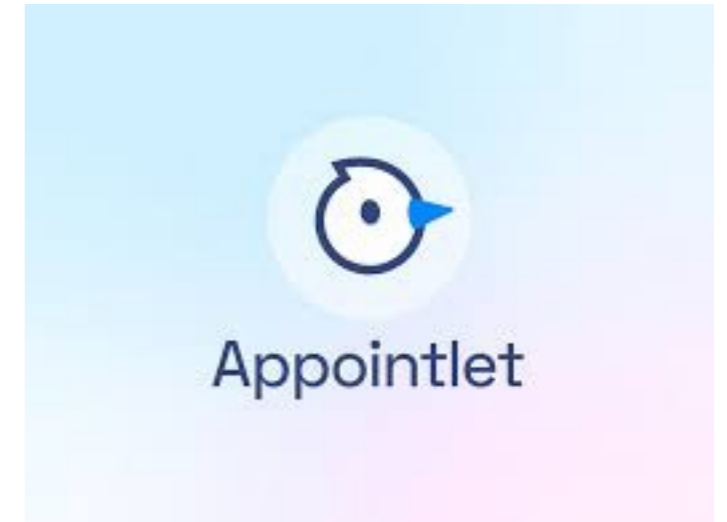
What Lessons

Did We Learn?

# Embrace New Technology & Processes

## We're keeping:

- Zoom
- Slack
- Online Library
- Online event registration
- Online Pro Shop
- Texting to lead follow up
- Digital Contracts
- QR codes



## Reminders

- Be high tech AND high touch
- WHO not HOW
- Sometimes you aren't the smartest person in the room... and that's a GOOD thing.

# The Duality Of Company Vitality



## **Preserve**

- Core Values
- Core Purpose

## **Change**

- Operational Procedures
- Specific Goals and Strategies

Think  
evolution not  
revolution.



# Relationships = Retention

## Retention Fundamentals

- Fun
- Progress
- Community
- People quit activities but not their friends
- Who did we lose and why?

## Lessons Learned

- Be respectful and kind to those you disagree with
- Don't argue science or politics in the dojang
- Students will disagree with you
- Staff will disagree with you
- Taekwondo brings people together!

# We are wanted and needed!

## During the Pademic

- Anxiety & Fear was prevelant
- Financial worry was high
- Uncertainty was everywhere
- Health concerns dominated

## Your dojang provided

- A positive outlet
- A sense of normalcy
- Goals and encouragement
- Fitness, fun, and socialization



**We are NOT a discretionary purchase!**

**We are an invaluable resource to our communities!**

# Life is fleeting!

- **The Pandemic caused us all to “pause” and to examine how we spend each day.**
- **How much does your daily schedule reflect the life you want to lead?**
- **Ask yourself:**
  - Are you spending enough time with family and friends?
  - Don't wait to show appreciation
  - Don't wait to do the things you want to do!
  - Are you carrying out your mission?
  - Are you maximizing your unique potential?



**How much time  
do you have left ?**

# **5 Habits to Achieve Success**

# 1. Be an EDUCATOR in every area of your business!

## Marketing with a story

- About you
- About your mission
- About your TKD community

## Sales as relationship building

- I will learn your story
- We will embark on a journey together
- Write an exciting new chapter for you!

## Teaching as Identity Building

- Not just what it means to learn martial arts but what it means to be a martial artist
- *“Treat you dojang special and it will be special to you.”*
- *“Be a good partner!”*

## Staff

- We don't train employees, we train promise keepers
- Value and feel responsible for your staff
- What's the largest sale you will ever make?

## 2. Proudly offer a premium service at a premium price

### 1. What you offer

- How well do you maintain your facility
- How skilled are your staff?
- How much training time do you put into them?
- How consistently do you deliver great customer service?
- What WOW elements do you add to make it special?

### 2. What you believe

- What is it that you believe you are worth?
- Who are you competing with?
- Which credentials matter?
- How committed are you to changing an outcome?
- We run TOWARD the problem
- We SOLVE big challenges

- **I never spend a minute worrying about WHAT we charge....**
- **Instead, my team and I CONSTANTLY work to be WORTH it!**
- **Charge enough to do it right!**



**“Time is the friend of the wonderful business, the enemy of the mediocre.”**

**Warren Buffett "The Essays of Warren Buffett" (1997)**

**WANT TO BE RECESSION  
PROOF?**

**BE REALLY GOOD AT WHAT  
YOU DO!**

**- WARREN BUFFET**



# 3. It takes a team!





# 3. It takes a team!

- There is no bigger competitive advantage than a great staff
- Staff allow you to FOCUS
- Take care of the people who take care of the people
- How can you improve your staff conditions?
- Love is spelled .....T-I-M-E

# 4. Know your numbers, GROW your numbers

## **Embrace Metrics!**

- What gets measured gets managed
- Data is boring, decision making is not
- What you focus on expands
- Score what you value!

## **Business Stats**

- Inquiry?
- Source?
- New student %
- Renewal percentage
- Revenue

## **Classroom Stats**

- 30 Day Active count
- Attendance List
- Testing Numbers
- Black Belt testing

## **Lifestyle Stats**

- Exercise time
- Family Time
- Vacation time
- Hobby Time

# 5. Double Down on TKD

## Physical benefits for ALL ages!

- Strength
- Flexibility
- Endurance
- Self defense skills

## Mental benefits for daily life

- Increased focus
- Improved listening
- Attention to detail
- Meditation and stress relief

## Emotional strength

- Self Esteem
- Self Confidence
- Goal setting and achievement
- Perseverance

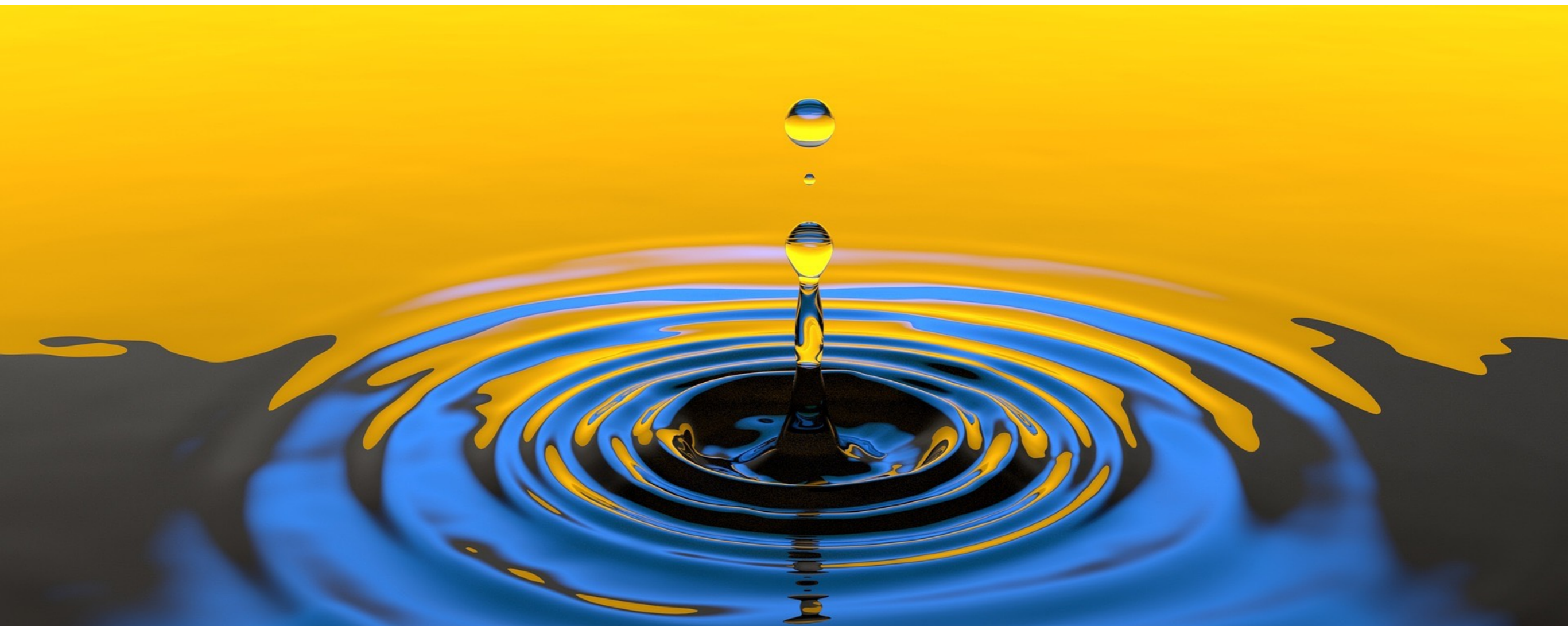
## Character Development

- Etiquette and decorum
- Respect for diversity
- Self control
- Positivity and kindness

**When we do what we do to the best of our abilities the results are amazing!**

**We impact current society and the future!**

**The world needs us!**



**“If there is beauty in character, there will be harmony in the home.  
If there is harmony in the home, there will be order in the nation.  
If there is order in the nation, there will be peace in the world.”  
- Chinese Proverb**



How large is your pebble?



How far reaching is your ripple?

