

**Session 103: The Essential (But Often Overlooked) Building Blocks
for Creating a Resilient Training Studio**

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The pandemic has been tough – especially for fitness and training studios. But for those who are still standing, it has served as an opportunity to make bold moves that can build a more resilient business that will sustain and thrive in the years to come.

A truly resilient training studio has these essential building blocks in place: 1) An owner or business manager with a mindset and skills to run a successful business; 2) A business model designed to make a healthy profit (including paying yourself what you deserve;) and 3) A team strategically built for the long-haul.

A careful game plan to tackle these areas will lay the building blocks to a more sustainable, resilient studio. And that is exactly what this workshop will give you. You will leave with a detailed and realistic action plan of how to grow and improve your specific business in each of these three key areas.

So, if you are a studio owner looking to build a successful studio that can weather storms and give you the life you desire, this course was designed specifically for you!

Section 1: Step-up Your CEO Skills:

1. Embrace Your Role as a Business Owner / CEO

AHA!

Focus on areas of biggest impact:

Efficient vs Effective:

2. Increase the Effectiveness of Your Time.

The \$10, \$100 and \$1000 Time Audit Spreadsheet:

List every weekly activity or task that you currently do in one of the columns below.

\$10	\$100	\$1000

- a. Calculate approximate weekly \$10 task hours = _____.
- b. Hire a bookkeeper, cleaner and operations person to take over all of these \$10 tasks.
- c. Increase your training rates, so that you can cover the cost of hiring these roles.
- d. Strategize how you will allocate these 'new' hours to your \$1000 columns.

3. Develop Essential CEO Skills:

a. Strategic Planning:

What is your 5-year goal?

What is your 1-year goal?

What are the top 2 things you can focus on right now to ensure you reach your 1-year goal?

1. _____

2. _____

b. Oversee Financials

What are your financial goals and needs?

What is your current system for bookkeeping and monthly budget and P&L review?

What levers can you pull to impact your financials positively right away?

c. Streamline Operations

How can you improve efficiency and automation of scheduling and / or billing?

What is your system for overall facility & equipment cleanliness and maintenance?

d. Leadership and Team Building

What is your leadership style and philosophy?

What are your leadership strengths & weaknesses?

What is your hiring & onboarding process?

What are some ideas to improve team connection?

e. Marketing and Sales?

What is your overall marketing and sales strategy?

What are your strengths and likes in executing this strategy?

What do you need to hire out?

Section 2: Design your Business Model for Profit

1. Pricing for Profit

What are your primary revenue streams?

Are they each currently profitable? If not, what needs to happen to make them profitable?

How can you up-level your brand or offering so that you can increase your price?
(What are your differentiators; Who is your client avatar; What design & decor details would appeal to them - i.e.; colors, flooring, equipment, pictures, plants, etc.?)

What type of memberships do you have, or can you add?

2. Strategic Staff Pay

Is your current pay structure in line with your business model? If not, how can you improve this balance?

How can you implement performance-based pay to incentivize behavior you want?

How can you structure your pay to help retain talent over time?

3. Focus on Your Most Profitable Revenue Streams

What are you the BEST at? How can you go even deeper on this service?

What can you cut that may be costing you time, focus &/or money?

How does this impact staff needs?

Section 3: Building Your Team for the Long Run

1. Which Business Model is Right for You?

Do you envision your business having employees or Independent Contractors and why?

What are your leadership strengths that will help you be successful in growing this type of team?

Define your ideal trainer:

2. Alignment is Key to Staff Loyalty:

First, you need to be clear on your vision for your studio.

What are your core values that align with your vision and mission?

How can you include these in your interview process?

3. Maximize the 3 Keys to Staff Retention:

What growth opportunities can you provide to your current staff members?

What roles / activities can you let team members have autonomy over?

How can you increase pay based on performance &/or tenure?

Action Steps:

1. What are your top 2 action steps for Section 1 – ‘Step-up Your CEO Skills’

1. _____

2. _____

2. What are your top 2 action steps for Section 2 – ‘Design your Business Model for Profit’

1. _____

2. _____

3. What are your top 2 action steps for Section 3 – ‘Building your team for the long run’

1. _____

2. _____

4. Which Section is the most important for you to take action on NOW? _____

5. Focus on your top 2 action steps in that section this month! Schedule specific action items in your calendar.

6. Once complete, move on to the action steps in the next most important section, and so on. Add this system to your ongoing strategic planning!

Thank you! Questions? Send to: ashley@evolutiontrainers.com