

DANCE STUDIO CEO BOOTCAMP

5-DAY TRANSFORMATION FROM STUDIO OWNER TO STUDIO CEO



Work Book

Presented By Clint Salter
Founder of the Dance Studio Owners Association

DANCE STUDIO CEO BOOTCAMP

5-DAY TRANSFORMATION FROM
STUDIO OWNER TO STUDIO CEO



Welcome from your mentor, Clint Salter...

Hi There,

I'm so thrilled that you'll be joining us for Dance Studio CEO Bootcamp, our first ever training on the steps to taking you from being the studio owner to the CEO of your business!

Over the last 8 years, I've worked with thousands of studio owners around the globe and I've noticed a pattern with those who want to take their studio to the next level but can't figure out how to do it... They haven't prioritized the leadership piece of the puzzle the way they have marketing, retention, competition etc.

But if you ask any successful business owner what the transformative moment was where they went from a "hobby business" to a thriving company, they all refer to the moment when they started to pay attention to becoming a leader, surrounding themselves with the right team members and most importantly mentoring those team members. That's when magic started to happen!

That's why I'm so excited that you've decided to join us for this brand new 5-day training series, because we're going to be diving in deep when it comes to all things leadership for your dance studio!

Here's what we'll be covering across the 5 days:

Day 1 - Monday 19 June

Defining your values and your vision for the studio.

Without these everyone will end up on their own path, doing their own thing and you'll be left to pick up the pieces.

Day 2 - Tuesday 20 June

Working out exactly who you need to hire to help take your studio to the next level. Often studio owners hire too late or they hire for the wrong role.

Day 3 - Wednesday 21 June

Creating a recruitment process that works time and time again. Whether it's a teacher you're looking for or an office staff member, it's time to get a process in place to ensure you have the right person in the right seat the first time.

Day 4 - Thursday 22 June

Creating loyal and lifetime team members. If you're tired of team members leaving or you just want to build better staff culture, you need a system in place to keep everyone accountable and energized.

Day 5 - Friday 23 June

Developing a communication strategy with your team that has them working together! How to get everyone on the same path and focused on your studio's goals for the next 12 months.

Where To Watch The Daily Trainings

These trainings will be happening live inside of our Dance Studio CEO Bootcamp Facebook Group. [Join the group today so you don't miss out!](#) You will also need this workbook with you during the Bootcamp so you can take notes and start mapping out your leadership growth plan!

DANCE STUDIO CEO BOOTCAMP

5-DAY TRANSFORMATION FROM
STUDIO OWNER TO STUDIO CEO

Introducing Our Special Guest Coach For Bootcamp... Jane Grech!

Our special guest for our Bootcamp is the one and only Jane Grech! Jane is our leadership coach inside of the Dance Studio Owners Association helping our members daily to become better leaders as well as being the CEO of the Jane Grech Dance Centre in Adelaide, Australia.

Each week Jane has over 800 students visiting her studio and she has over 30 staff members that work at her studio. If anyone knows about studio owner leadership, it's Jane!

Your Checklist

How To Get The Most From Dance Studio CEO Bootcamp

- ☐ Join the Dance Studio CEO Bootcamp Facebook Group.
- ☐ Put the dates in your calendar for the trainings. See inside the Facebook Group for the exact times in your timezone. Bootcamp starts on Monday 19 June. Each training will go for 20-30 minutes.
- ☐ Print out this workbook before Monday so you can do the work as you learn. There is no better experience than implementing as you go!
- ☐ Have fun and play full out! Join the trainings live, ask questions and complete your worksheet!

I'm so looking forward to spending this time with you during Dance Studio CEO Bootcamp!

See you in the group!

Clint





Day 1 - Defining Your Values And Your Vision For The Studio

In 100 words or less, describe what your dance studio does?

In 100 words or less, who are your ideal customers?

Why do your customers join your studio and stay at your studio?

What does your dance studio offer (product or experience) that can't be found at any other studio in your area?

List the 10 core values that your studio is built upon.

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Your vision statement framework.



Day 2 - Who To Hire And When

My Current Team (All Staff)

NAME	ROLE	RESPONSIBILITIES

My CEO Scorecard

\$	\$	\$	\$

Team Attraction Plan

MONTH 3	MONTH 6	MONTH 9	MONTH 12

My Top 3 Action Steps Over The Next 30 Days

1. _____
2. _____
3. _____

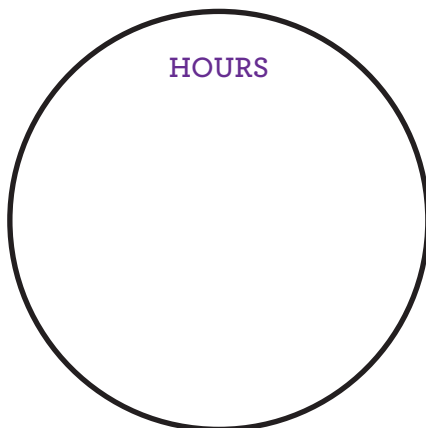


Day 3 - Your Recruitment Blueprint

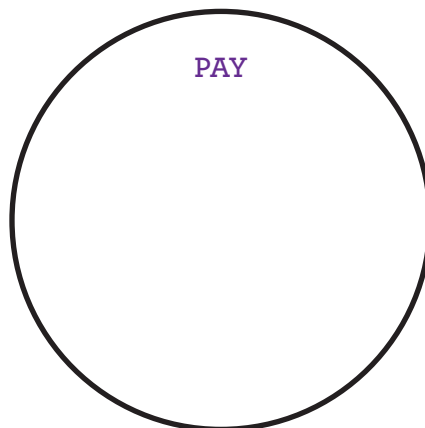
The Role I'm Recruiting For:

Responsibilities

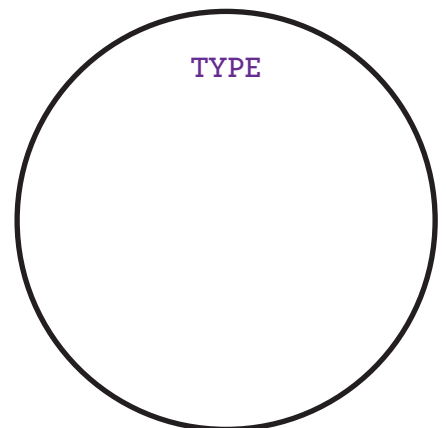
30 DAYS	60 DAYS	90 DAYS
1.	1.	1.
2.	2.	2.
3.	3.	3.



HOURS



PAY



TYPE

Your Hiring Framework

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



Day 4 - Creating Loyal And Lifetime Team Members

PROBLEM IDENTIFICATION	TRAINING
MENTORSHIP	WOW FACTOR

P
T

M
W

How Do You Acknowledge Great Work?

1. _____ 3. _____

2. _____ 4. _____

How Do You Help Your Team Achieve Personal Goals?

1. _____ 2. _____

Why Is Supporting And Mentoring Your Team Important For You, Them And The Studio?



Day 5 - Your Team Communication Strategy

Why You Do What You Do

1

2

3

On a Scale of 1-10 (10 Being 100%), Are Your Team All On The Same Page And Path When It Comes To Working Towards The Vision You Have For the Studio?

1 2 3 4 5 6 7 8 9 10

Communication Amplifier Framework

1	2		
		3	4

Clarity Times

- | | | |
|--|------------------------------------|--|
| ☐ Job Description | ☐ Contracts | ☐ Values & Vision |
| ☐ Team Retreat | ☐ KPI's | ☐ Momentum |

Biggest Lesson Learned From Dance Studio CEO Bootcamp?

Biggest Area For Improvement
