



90 DAY DEEP DIVE



Welcome

90 DAY REFLECTION



WHAT GOALS DID YOU ACHIEVE OVER THE PAST 90 DAYS?

Class Curriculum & Program:

Student Attraction and Retention:

You and Your Team:

Operations and Execution:

Finances:



WHAT ACTIVITIES, PROJECTS AND PROGRAMS WORKED WELL OVER THE LAST 90 DAYS?

Class Curriculum & Program:

Student Attraction and Retention:

You and Your Team:

Operations and Execution:

Finances:

WHAT COULD YOU IMPROVE? WHAT WOULD YOU HAVE DONE DIFFERENTLY?

Class Curriculum & Program:

Student Attraction and Retention:

You and Your Team:

Operations and Execution:

Finances:



YOUR STUDIO SUCCESS PLAN

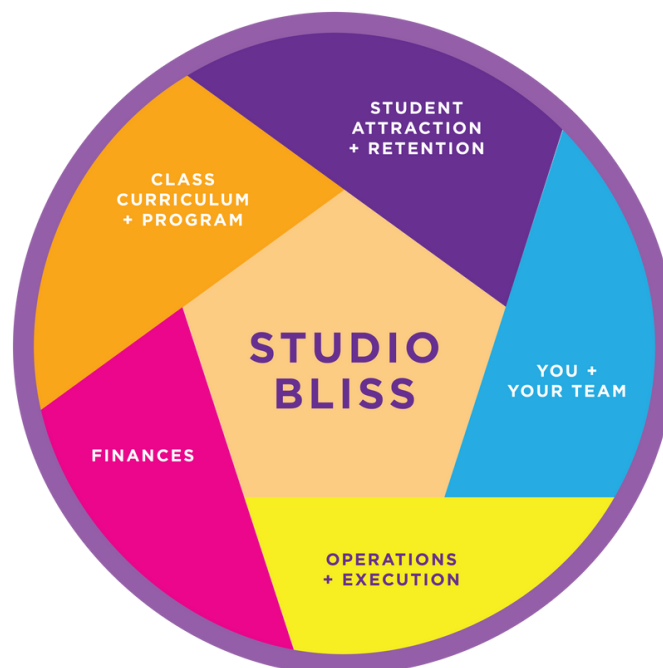
MAPPING OUT YOUR SUCCESS BLUEPRINT

Anytime you gain clarity in your business you gain power. When you know where you're going and have a plan in place that you review and take action on each day, it's hard to get lost.

[CLICK HERE TO TAKE THE STUDIO
SUCCESS SCORECARD NOW](#)

SO, LET'S GET STARTED ON THE PLAN!

THE STUDIO SUCCESS SCORECARD WILL TELL YOU HOW YOU ARE
PERFORMING IN THE FIVE CORE BUILDING BLOCKS OF YOUR BUSINESS:





YOUR TOTAL STUDIO SUCCESS SCORE IS:

%

Rank the 5 pillars from highest-scoring to lowest-scoring:

1 : _____ **Score:** _____ %

2 : _____ **Score:** _____ %

3 : _____ **Score:** _____ %

4 : _____ **Score:** _____ %

5 : _____ **Score:** _____ %

Reflect on your scores. What is the #1 thing you need to work on in each area?

**Curriculum &
Program**

**Student
Attraction &
Retention**

**You & Your
Team**

**Operations &
Execution**

Finance



THE BIG 3

SMART GOAL #1		
	GOOD	
	AWESOME	
	KIOTP	
ACHIEVE BY:		
SMART GOAL #2		
	GOOD	
	AWESOME	
	KIOTP	
ACHIEVE BY:		
SMART GOAL #3		
	GOOD	
	AWESOME	
	KIOTP	
ACHIEVE BY:		



***Make sure you are logged into the membership site before clicking any links!**

RESOURCES

CLASS CURRICULUM & PROGRAMMING

STUDENT TEACHER TRAINING MASTERCLASS

- Training: [DSOA Inner Circle | Student Teacher Master Class with Hillary 2/16/23 | Facebook](#)
- Workbook: [2023 February Student Teacher Training Workbook](#)

SUMMER CAMP MASTERCLASS

- Training: [DSOA Inner Circle | Summer Camp Masterclass with Shannon Westveer | Facebook](#)
- Workbook: [DSOA Inner Circle Summer Camp Master Class Handbook - Jan 2022](#)

ELEVATE PERFORMING ARTS PROGRAM

- Training: [DSOA Inner Circle | \[IC\] Elevate Performing Arts Programming 2/24/22 | Facebook](#)

CONFETTI ON THE DANCEFLOOR PODCAST SERIES

- [Make Dance Fun - 'With Confetti On The Dancefloor' | Dance Studio Owners Association](#)
- [BRIGHT! - 'With Confetti On The Dancefloor' | Dance Studio Owners Association](#)
- [Confetti FUN 19 in 2019! | Dance Studio Owners Association](#)
- [FRESH - Done, but FUN! | Dance Studio Owners Association](#)
- [Sunny Summers! | Dance Studio Owners Association](#)
- [The Ultimate Theme - Your RECITAL! | Dance Studio Owners Association](#)

PEOPLE AND PROGRAMS WITH JULIE KAY STALLCUP

- Training: [DSOA Inner Circle | \[IC\] Golden Hour with Julie Kay Stallcup | Facebook](#)

PREMIER MEMBER BONUS

- Stacy Tuschl Retreat Session - [DSOA Las Vegas 2020 Session Day 2 Stacy Tuschl](#)

YOU & YOUR TEAM

JOB DESCRIPTIONS MASTERCLASS

- Training: [DSOA Inner Circle | Job descriptions Master Class with Hillary | Facebook](#)
- Workbook: [DSOA Inner Circle Creating Job Descriptions for Key Studio Positions Masterclass Handbook - April 2022](#)

HIRING FUNNEL

- Training: [DSOA Inner Circle | \[IC\] Hiring Funnel Masterclass with Shannon Westveer 6-8-23 | Facebook](#)
- Workbook: [The Hiring Funnel](#)

TEAM ONBOARDING MASTERCLASS

- Training: [DSOA Inner Circle | MASTER CLASS WITH HILLARY | Facebook](#)
- Workbook: [DSOA Inner Circle Team Onboarding Masterclass Handbook - September 2022](#)

ORGANIZATIONAL CHART - MASTERCLASS: JUMPSTART YOUR SEASON

- Training: [DSOA Inner Circle | \[IC\] Jump Start Your Season Masterclass 8/11/22 | Facebook](#)
- Workbook: [Jump Start Your Season Fillable Workbook Masterclass](#)

ENNEAGRAM ADVANTAGE MASTERCLASS

- Training: [DSOA Inner Circle | \[IC\] The Enneagram Advantage - Using Personality Testing for Self Discovery and Team Dynamics Masterclass with Shannon Westveer 11-16-23 | Facebook](#)
- Workbook: [Nov 2023 | Masterclass | The Enneagram Advantage](#)

MASTERCLASS: DELEGATING FRONT DESK DUTIES

- Training: [DSOA Inner Circle | Masterclass: Delegating Front Desk Duties on Thursday August 10th | Facebook](#)
- Workbook: [2023 Workbook | August | How to Delegate Front Desk Duties](#)



STAFF LEADERSHIP & PERFORMANCE REVIEWS

- Training: [DSOA Inner Circle | \[IC\] June Masterclass on Staff Leadership & Performance Reviews with Shannon Westveer | Facebook](#)
- Workbook: [Inner Circle Staff Leadership & Performance Review Masterclass - June 2022](#)

PREMIER MEMBER BONUS

- Joey Coleman – Never Lose an Employee Again - [Las Vegas Retreat – July 2023 | Dance Studio Owners Association](#)

STUDENT ATTRACTION & RETENTION

11-STEP ENROLLMENT PROCESS

- Training: [On Ramp – The Customer Journey | Dance Studio Owners Association](#)
- Training: [On Ramp – Implementation | Dance Studio Owners Association](#)
- Workbook: [DSOA – On Ramp Workbook Week 4 11 Step Enrollment](#)

CREATING A MARKETING PLAN

- Training: [On Ramp – Creating A Marketing Plan | Dance Studio Owners Association](#)
- Workbook: [DSOA-On Ramp Workbook Week6](#)

6-WEEK ONBOARDING SYSTEM

- [Clint Salter Onboard Retention](#)

KEEPING STUDENTS YEAR-ROUND

- Training: [Growth Curriculum – Week 10 | Dance Studio Owners Association](#)
- Workbook: [Growth Week 10 Workbook](#)

RETENTION & FREQUENCY

- Training: [On Ramp – Retention & Frequency | Dance Studio Owners Association](#)
- Workbook: [DSOA – On Ramp Workbook Week 3 Retention & Frequency](#)

NURTURING LEADS

- Training: [On Ramp – Nurturing Leads | Dance Studio Owners Association](#)
- Workbook: [DSOA-On Ramp Workbook Week 7](#)

RETENTION STRATEGIES MASTERCLASS

- Training: [DSOA Inner Circle | Retention Master Class - Cara Poppitt April 6 | Facebook](#)
- Workbook: [Retention Masterclass 2023](#)

PREMIER MEMBER BONUS

- Jesse Cole – Design the Ultimate Customer Experience - [Retreats – Virtual Retreat – April 2021 | Dance Studio Owners Association](#)

OPERATIONS/EXECUTION

AUTOMATION WORKSHOP

- Training: [DSOA Inner Circle | BONUS SESSION: Automation <3 Join us live on Zoom | Facebook](#)

COMMUNICATION SUPERSHARE

[Oct 2020 IC Retreat Annie Thistle D2-1](#)

GOOGLE WORKSPACE BOOTCAMP

- Training Day 1: [DSOA Inner Circle | \[IC\] Google Bootcamp with IT Genius Day 1 - 5/24/23 | Facebook](#)
- Training Day 2: [DSOA Inner Circle | \[IC\] Google Bootcamp Day 2 5/25/23 | Facebook](#)

PROJECT MANAGEMENT MASTERCLASS

- Training: [DSOA Inner Circle | Project Management Tools for Your Studio Masterclass with Shannon Westveer 5-19-22 | Facebook](#)
- Workbook: [Inner Circle Project Management Tools for Your Studio Masterclass Handbook - May 2022](#)

GOLDEN HOUR – LEGAL MATTERS AND AGREEMENTS FOR YOUR STUDIO

- Training: [DSOA Inner Circle | \[IC\] Pro Class with Cory Sterling 2/8/22 | Facebook](#)

PREMIER MEMBER BONUS

- Neen James – Folding Time Pro Class [Folding Time' Pro Class with Neen James](#)



FINANCE

INTRODUCTION TO PROFIT FIRST

- [DSOA Inner Circle | ** POW! How amaaazing was today's Profit First session with Shannon Simmons | Facebook](#)

FINANCE MODEL

- Training: [On Ramp – Retention & Frequency | Dance Studio Owners Association](#)
- Workbook: [DSOA – On Ramp Workbook Week 3 Retention & Frequency](#)

PRICING OFFICE HOURS CALL

- Training: [DSOA Inner Circle | Friday 1/22/20 Daily Office Hours with Hillary Parnell | Facebook](#)

CLASS CAPACITY FORECAST

- Training: [On Ramp – Your Studio's Potential | Dance Studio Owners Association](#)
- Workbook: [DSOA-On Ramp Week 1 Workbook](#)

OUTSIDE OF THE BOX IDEAS TO MAXIMIZE RECITAL REVENUE MASTERCLASS

- Training: [DSOA Inner Circle | \[IC\] Masterclass - Out of the Box Ideas to Maximize Recital Revenue 3/16/23 | Facebook](#)
- Workbook: [DSOA | 2023 | March Masterclass Workbook | Out of the Box Ideas to Increase Recital Revenue](#)

PREMIER MEMBER BONUS

- Alex Chafren – The Billionaire Code - [Virtual Retreat – April 2021 | Dance Studio Owners Association](#)

