



ROADMAP

	ON-RAMP	YEAR 1	YEAR 2	YEAR 3
GROWTH ↓				
ATTRACT		Customer Journey Mapping Marketing Plan Paid Advertising	Out of the Box Marketing Building a Knockout Brand	Copywriting Crash Course Marketing Analysis
ENROLL	The Enrollment Process			
RETAIN		New Student On-Boarding Re-Enrollment & Engagement	Retention Start-Up Customer Experience	
FREEDOM ↓				
PLAN	Class Capacity Forecast Studio Success Plan 3 Year Vision 12 Month Plan Your Next 90 Days	Project Planning		
SYSTEMIZE			Systems Playbook Staff Performance	Automation
PROFIT	Financial Clarity	Revenue Streams Budgeting	Profit First	
EMPIRE ↓				
COMMUNICATE				Streamline Communication
GROW		Mission & Core Values Hiring Process	Organizational Chart	Productivity Training Progression Plan Crisis Management Time Management
MENTOR			Goal Setting Team Onboarding	Personality Testing Team Retreat System

In addition to the cards listed above, you will also have access to an implementation card and one Game Plan card annually.



GROWTH CHECKLIST

LEARN

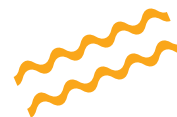
"LEARN"- Think of this as the first time you visit a system or training. You are taking in the material, identifying gaps in your current process (if you have one), and deciding what you need to action, what additional resources will support you, and possibly who inside of your organization needs to be involved. But, of course, progress is made by doing.

DO

The second time you revisit a system or training you are in **"DO"** mode. This involves the implementation of the system, tailoring it to your organization, and establishing KPIs (Key Performance Indicators) that tell you if the system is successful or not.

EXPAND

At some point, you will want to **"EXPAND"** our systems. At this phase, you are looking to maximize the efficiency and effectiveness of the system. This might include automation of the system, delegation to another key player in your organization or simply revisiting the system to find a more effective software solution, adjusting as the needs of your clients change, or refreshing the system to keep your business evolving.



GROWTH					
		YEAR	LEARN	DO	EXPAND
ATTRACT	Marketing Plan	1			
	Paid Advertising	1			
	Customer Journey Mapping	1			
	Out of the Box Marketing	2			
	Building a Knockout Brand	2			
	Copywriting Crash Course	3			
	Marketing Analysis	3			
ENROLL	The Enrollment Process	0			
RETAIN	New Student On-Boarding	1			
	Re-Enrollment & Engagement	1			
	Retention Start-Up	2			
	Customer Experience	2			



FREEDOM CHECKLIST

LEARN

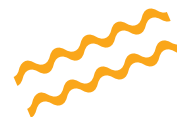
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FREEDOM					
		YEAR	LEARN	DO	EXPAND
PLAN	Class Capacity Forecast	0			
	Studio Success Plan	0			
	3 Year Vision	0			
	12 Month Plan	0			
	Your Next 90 Days	0			
	Project Planning	1			
SYSTEMIZE	Systems Playbook	2			
	Staff Performance	2			
	Automation	3			
PROFIT	Financial Clarity	0			
	Revenue Streams	1			
	Budgeting	1			
	Profit First	2			



EMPIRE CHECKLIST

LEARN

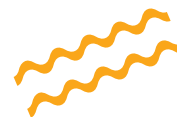
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EMPIRE					
		YEAR	LEARN	DO	EXPAND
COMMUNICATE	Streamline Communication	3			
GROW	Mission & Core Values	1			
	Hiring Process	1			
	Organizational Chart	2			
	Productivity Training	3			
	Progression Plan	3			
	Crisis Management	3			
	Time Management	3			
MENTOR	Goal Setting	2			
	Team Onboarding	2			
	Personality Testing	3			
	Team Retreat System	3			