



“IF I WERE YOU...”

Mid November

OTA TEAM:

With Thanksgiving coming up, it is normal for Franchisee to feel like they have one foot in the fall session and one foot looking ahead to the winter session. This is the time of year to challenge yourself to grow your business, provide exceptional customer service, and to be a supportive leader to your staff. With that in mind – *if I were you...*

House Keeping:

- I would make an effort to do “spot-check” customer service with any parents I see in person at programs or with randomly selected parent email addresses I can grab from a roster or database, and reach out with a simple question – “How is/was the program?”
- I would spend some time revising my To Do Lists – Programming TO DO List and Business TO DO List – to reflect the actions I need to take to close-out the Fall Session and the actions I need to prepare for the Winter Session (and Spring Session and Summer Session).

Programming Review:

- I would make decisions about whether any handouts (t-shirts, water bottles, OTA medals, wristbands, etc.) will go to fall program participants and make sure I have a process and schedule to get them where they need to be.

Staff Management:

- I would begin making notes about the ability and skill set of each instructor on my team – using the Staff Ranking Template.
- I would check in with staff on wear and tear of equipment, uniforms, instructor folders, and instructor backpack contents so that they have what they need to finish the fall session strong.
- I would begin to gauge the interest of instructors continuing on for the winter/spring sessions.

Brand Support – Sales/Retention/Marketing:

- I would make efforts to lineup Winter Break Camps and Spring Break Camps.
- I would continue with my retention effort for all fall partners to continue with winter programs.
- I would initiate conversations with summer camp partners/locations (where appropriate).

Research and Projects – Investigations:

- I would map out a marketing strategy for the first 6 months of 2024 to promote Birthday Parties to families in the database that have kids birthdays in that January – June window.

Thanks, OTA