

FIT FOR BUSINESS

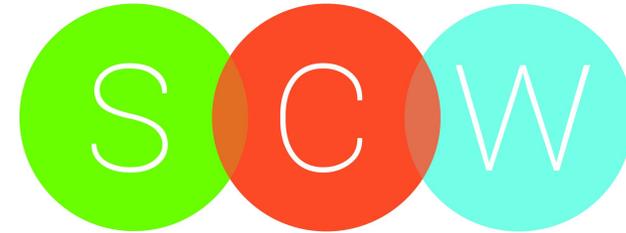
Sara Kooperman, JD

www.scwfit.com

www.waterinmotion.com

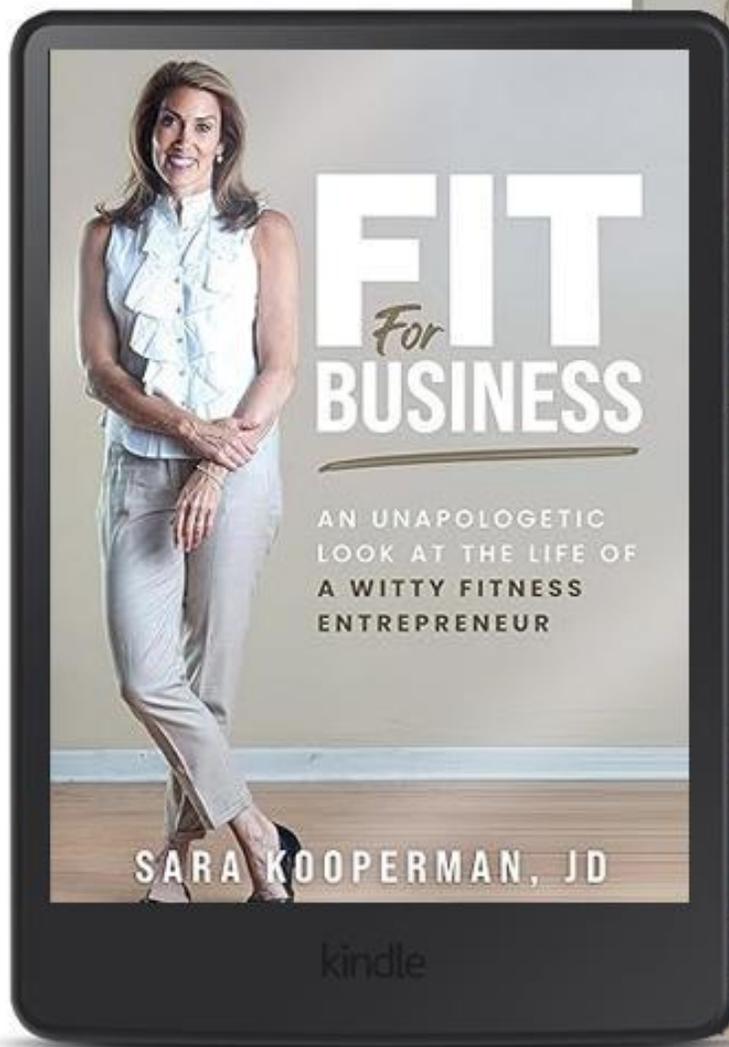
www.seatfitness.com

www.sarakooperman.com



Fit For Business

By Sara Kooperman, JD



Definition of Leadership

The only thing more overrated than natural childbirth, is the joy of owning your own business.

How to Lead to Succeed

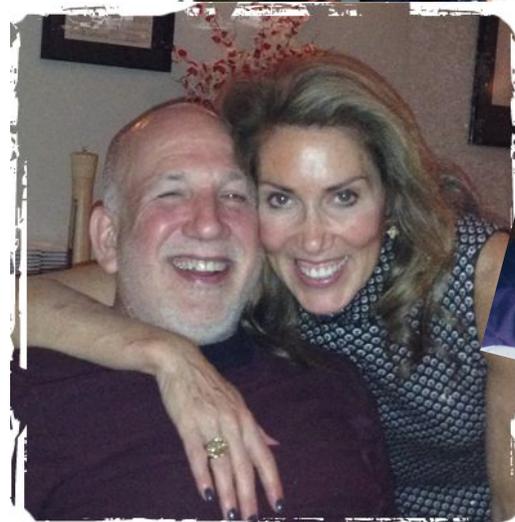
- Determine Who You Are
- Set a Goal
- Plan a Strategy
- Build a Team
- Inspire Action
- Learn from Failure
- Figure out Success



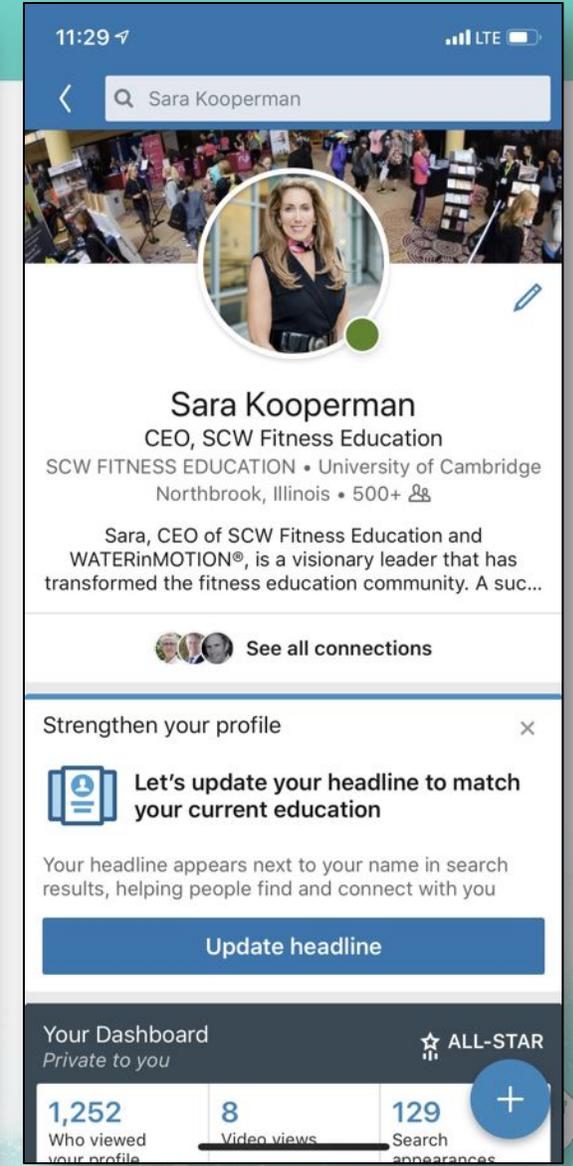
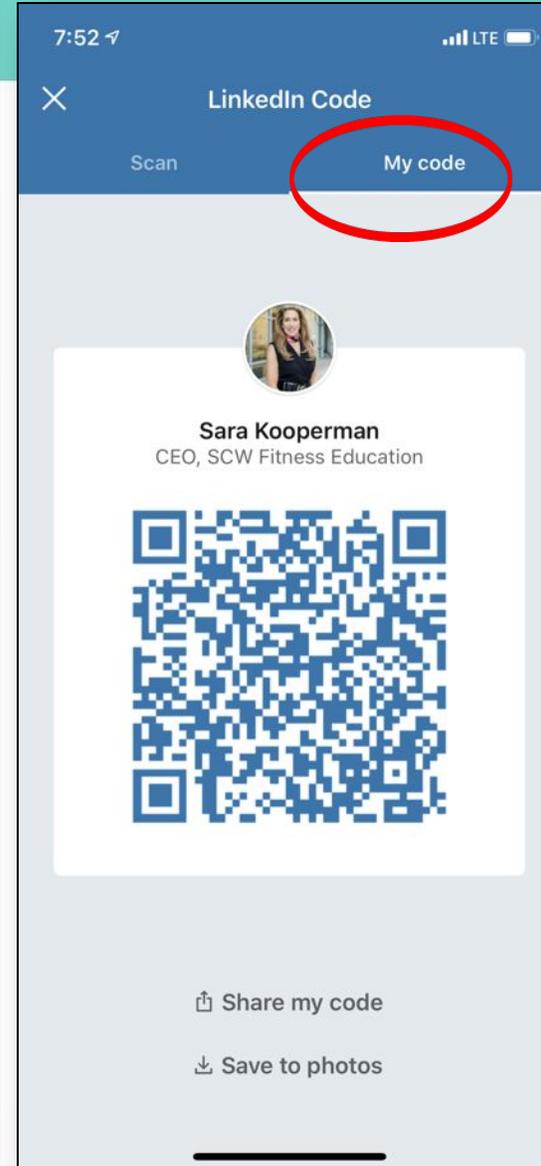
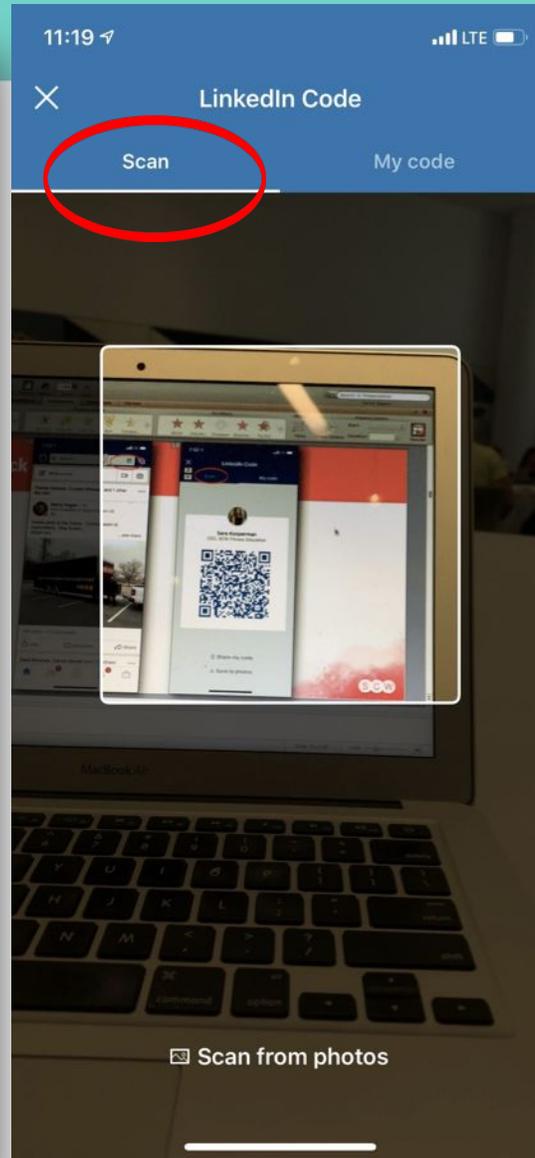
Who are YOU?

- Who are you as a person?
- Where do you come from?
- Why did you start this business?
- Build a sense of pride

- Share!

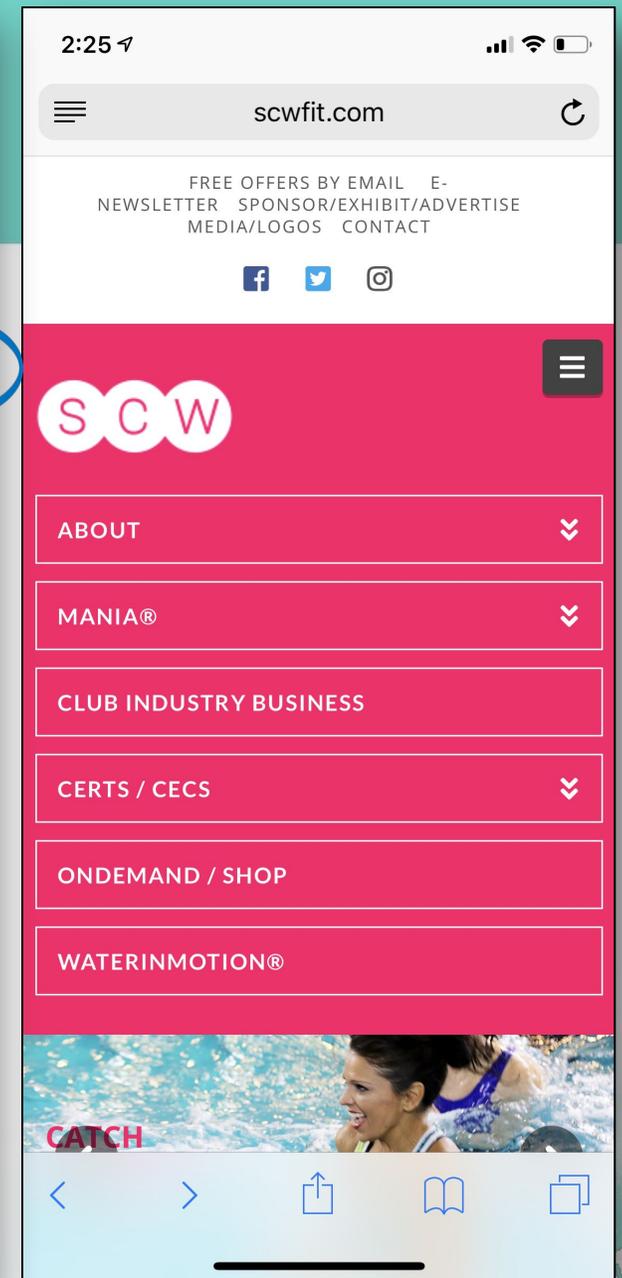
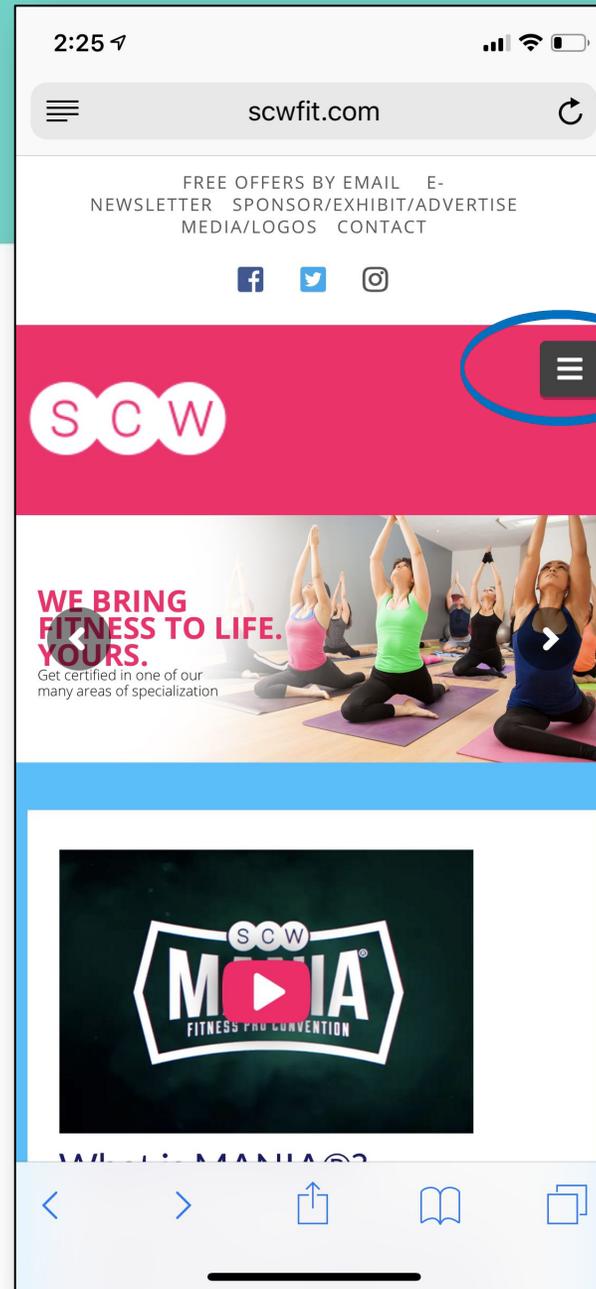


Instagram, Facebook, LinkedIn



Website is where to Start

- Figure out who you are
- And from what angle
- How do people see you?
- Static Landing Page
- Mobile Device
- Drop Down Tabs



What Will Your Website Include?

- What is in YOUR Dropdown Box
- About
- Group Ex
 - Mind/Body
 - Small Group
- Personal Training
- Functional Training
- Strength Training
- Athletic Therapy
- Contact Us



Get them to

FREE OFFERS BY EMAIL E-NEWSLETTER SPO



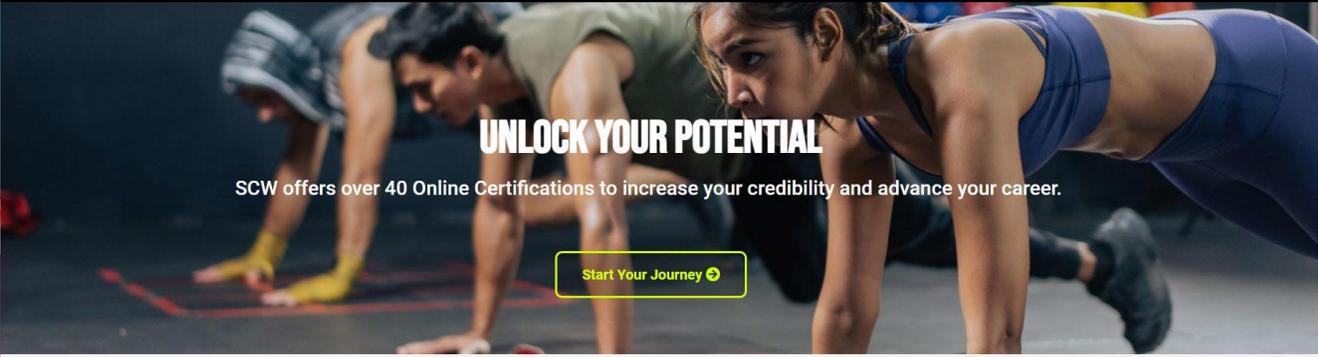
ABOUT ▾

WE BRING FITNESS TO YOURS.

Get certified in one of
many areas of special



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UNLOCK YOUR POTENTIAL

SCW offers over 40 Online Certifications to increase your credibility and advance your career.

[Start Your Journey](#)

MANIA FITNESS PRO CONVENTIONS

In Person. In Your City. Always Online.

MANIA® is where the fitness community goes to be educated, inspired and recharged! Earn up to 20 CECs from a wide variety of sessions and certifications featuring industry leading presenters. Every in-person MANIA® offers over 150 in-person sessions with an available 100+ convention recordings online. Held in 7 major cities access the nation, you'll always find a MANIA® near you.

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MANIA® FITNESS PRO CONVENTIONS - LIVE IN-PERSON

MANIA® is more than just a Fitness Pro Convention; it's the place where the fitness community goes to be educated, inspired and recharged! As the largest global provider of Fitness Conferences in the world, earn up to 20 CECs in a single weekend, running 13 sessions every hour, featuring 70+ presenters. MANIA® Conventions across the U.S. attract world-renowned fitness educators leading over 200 sessions and 17 certifications.

[Become a MANIAC Today!](#)



SCW CERTIFICATIONS ARE RELIABLE, RESPECTED AND RECOGNIZED

38 high-quality, affordable certifications from SCW covering Group Exercise, Personal Training & Aqua to Specialty Courses including Barre, Yoga, Aging & Meditation. These extensive courses are offered Live & Online including detailed manuals, comprehensive videos, fully automated testing procedures, & certificates suitable for framing. Each course is authored and led by a professional with a graduate degree who has over 20 years of practical fitness field experience & includes CECs from ACE, AFAA, NASM, ACSM, AEA, SCW and more.

[Get Certified with SCW](#)



INTIMATE AND AFFORDABLE FITNESS BUSINESS DEVELOPMENT

If you want to grow your business and build your career, the SCW Health & Fitness Business Summit partnered with IHRSA is a must-attend event for you and your team. 50 seminars led by 30+ elite fitness experts held at the MANIA® Conventions in DC, San Francisco, Orlando, Atlanta, Dallas, Chicago and Boston. 3-days of laser-focused fitness business sessions exclusively dedicated to marketing, technology, trends, sales, retention, social media, products, programming, finance and leadership

[Be the Best in Business](#)

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Pop-Ups

- Contact Data Collection
- Build a prospect list
- Sign-up for something free
 - Newsletter
 - Free book or booklet
 - Free PT session
 - Free Fitness Assessment
- Enter to Win
 - Free membership
 - Free PT Session, etc.

JOIN the **SCW** Community!

FREE Education & Event Discounts

1 ————— 2

First Name Last Name

Email Address

Cell Phone

Next



Set a Goals & Plan a Strategy

- Figure out your “MISSION”
 - Long-term strategy
 - Evolves rather than forced
- Set a “THEME” for the year
 - No more Mediocrity
 - We are all team players
- Set a concrete "GOAL" to accomplish
 - Get an APP
 - Set up a chatbot
 - Update our database
 - Expand our Small Group Training



Setting SPECIFIC Targets

- Let the trainers set their own goals
 - How many new clients?
 - How many clients will they retain?
 - How much revenue generated?
- Let the teachers set their own targets
 - How many will attend class?
 - When will the program decline or grow
- RED DOT CLASSES



Managing Targets

- INSPECT what you EXPECT
- Don't come to me with PROBLEMS.
Come to me with SOLUTIONS!



Staff **SELECTS** their own Responsibilities

- Set Accountability
- Staff sets their own goals
- Selects their own team
- Determines their own deadlines

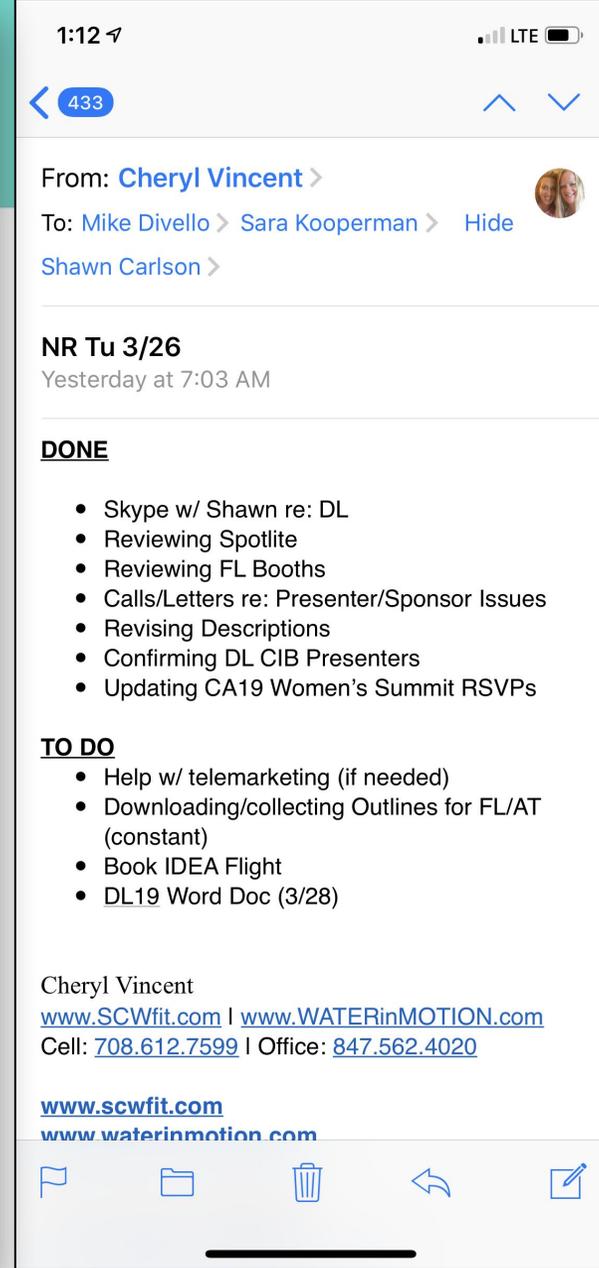
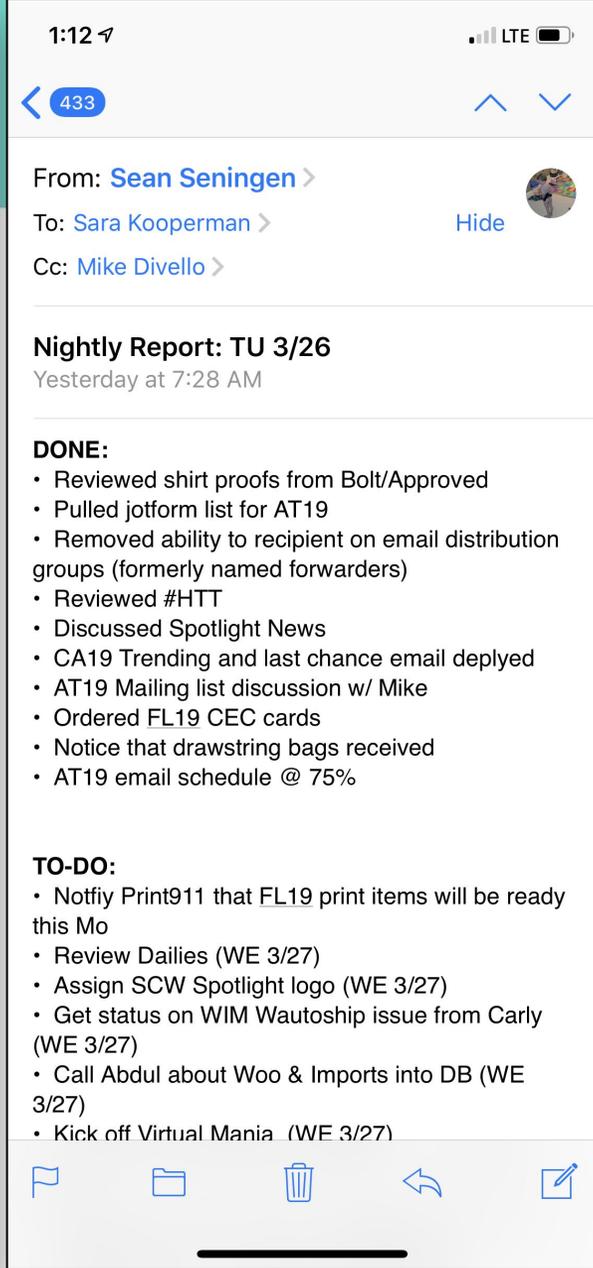
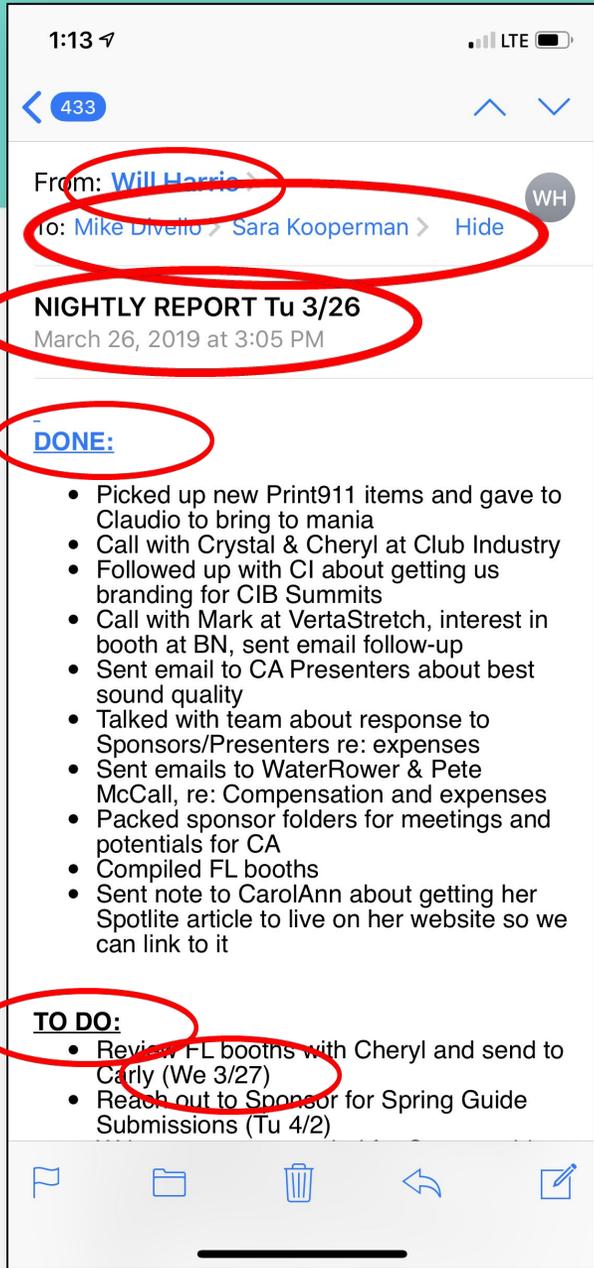


- Like teaching a class ... find your own sub!

Taking on a Project

- Assigning a project is the same as asking for help
- Having someone “drop the ball” is the same as stopping CPR and walking away
- A Plan requires the ability to rely!





Staff Meetings

- Weekly – without fail
- Short – 30 minutes or less
- No phones
- Visible
- Use Zoom or Skype
- No excuses - vacation?



Weekly Staff Meetings Notes

Staff Meeting 03192019 [Read-Only] [Compatibility Mode] - Excel

File Home Insert Page Layout Formulas Data Review View Help Acrobat Tell me what you want to do

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A29 24

	A	B	C	D	E	F
1	Staff Meeting					
2	Tuesday, 3/19/2019					
3						
4	ITEM	TOPIC	DETAILS	RESPONSIBLE	DUE DAY/DATE	COMMENTS
6	1	General MANIA®	Welcome Bag Order - we will not provide Exhibitors and Presenters w/bags in CA, for FL, Sean ordered drawstring bags	Sean	Completed	Annual date is Mon 4/29 for Welcome Bags
7	2	Staff Assistant Shirts	Staff Assistant Shirts - Produce shirts like concert shirts (Black for Staff Assistants and Red for sale to customers)	Creative	Fri 3/15	Front side two-color with design. Sean is working on 2 quotes for t-shirts. Sean
8	3	MANIA® Shirts	Order Fearless and Heroes Shirts (Black and Other Color)	Creative/Leslie	Fri 3/15	Chris will change dates on back
9	4	California MANIA®	Registration Phone Number - (650) 696-2673, Truck leaves Friday, 3/22 (Claudio prints badges on Wed 3/20 and hires Labor Ready or Staff Member Friend/Child to Stuff on Thurs 3/21), Extreme HIIT Certification by Savvier cancelled on Sunday, Claire Powell working Pool Booth, Cheri Kulp assisting as Door Monitor	Claudio/Informational	Wed 3/20	Cheri Kulp will assist in Pool Booth if we get enough Door Monitors
10	5	California MANIA®	Changing BODYATTACK to LES MILLS GRIT Cardio - change Cvent and printed materials only	Claudio/Creative		
11	6	California MANIA®	Pipe and drape ordered for California and Dallas MANIA®	Denise/Claudio	Completed	Hiring 1 Labor Ready Worker for Set-up and
12	7	California MANIA®	Gloves and additional ladder needed for Pipe and Drape	Claudio		
13	8	California MANIA®	Send a confirmation letter to pool participants letting them know they will need to bring pool clothing that will keep them warm while in the pool (e.g. long sleeves)	Claudio/Jane	Fri 3/15	No Pool Tent this year from rental company - Mike will bring small pool tent for AV
14	9	California MANIA®	Send reminder regarding attendees bringing their own mats	Claudio/Jane	Fri 3/15	
15	10	California MANIA®	Telemarketing Calls	Jane	Completed	
16	11	Florida MANIA®	Registration Phone Number - (407) 387-8598, Guest Rooms and House Phones dial Ext 8598, Truck leaves Friday, 4/5 (Claudio prints badges on Wed 4/3 and hires Labor Ready or Staff Member Friend/Child to Stuff on Thurs 4/4)	Claudio/Informational	Wed 4/3	
17	12	Florida MANIA®	Telemarketing Calls	Jane		
18	13	Florida MANIA®	David Bertucci will count Projector Screens - determine if we have enough for 2 in Stages Room in Dallas	David Bertucci	Fri 4/12	
19	14	Dallas MANIA®	Begin talks with Sound Off or other companies to assist with dividing International Ballroom	Will	Fri 3/22	
			The following is the protocol for all customer service emails: 1) Thank individual for reaching out and	All Staff	Immediately	

Sheet1

List Upcoming Events

Staff Meeting 03192019 [Read-Only] [Compatibility Mode] - Excel

File Home Insert Page Layout Formulas Data Review View Help Acrobat Tell me what you want to do

Clipboard Font Alignment Number Styles Cells Editing

2019 Upcoming Events

Date	Day	Event
2/29 - 3/31	Fri - Sun	California MANIA®
3/28 - 3/31	Thurs - Sun	Empower Fusion in Chicago, IL
4/1	Mon	April Fool's Day
4/12 - 4/14	Fri - Sun	Florida MANIA®
4/12 - 4/14	Fri - Sun	FILEX in Australia
4/12 - 4/14	Fri - Sun	Empower Fusion in Franklin, TN
4/19	Fri	Good Friday
4/21	Sun	Easter
4/25 - 4/28	Thurs - Sun	Fitness Fest in Phoenix, AZ
5/3 - 5/5	Fri - Sun	Empower Fusion in Garden City, NY
5/4 - 5/5	Sat - Sun	Kentucky Derby
5/5	Sun	Cinco de Mayo
5/12	Sun	Mother's Day
5/17 - 5/19	Fri - Sun	Empower Fusion in Fort Washington, PA
5/18	Sat	Armed Forces Day
5/27	Mon	Memorial Day
6/6 - 6/9	Thurs - Sun	Perform Better Summit in Orlando, FL
6/7 - 6/9	Fri - Sun	Empower Fusion in Burlington, MA
6/14 - 6/15	Fri - Sat	Functional Aging Institute Conference in Albuquerque, NM
6/16	Sun	Father's Day
6/26 - 6/29	Wed - Sat	IDEA World in Anaheim, CA
6/27 - 6/30	Thurs - Sun	Perform Better Summit in Chicago, IL

Sheet1

Club “Topics” to Address in Meetings

- New Staff Introductions
- Membership Sales
- PT Sales
- Prospects
- % Likelihood of Closing
- New Group Ex Schedule
- Member Check-In Improvements
- Ideas for New Member Specials
- Club Renovations
- Stay POSITIVE but be REALISTIC

HOT TOPICS

Leadership

- They don't need to LIKE you
- They need to RESPECT you

- Don't always jump in



You can expect
what you inspect.

W. Edwards Deming

You are now a Manager

- People won't like you
- You will make mistakes
- You will anger your staff
- You will insult your clients
- You will annoy your spouse
- You will alienate your children

- Everyone hates the boss



Reciprocal Training

- CROSS-TRAIN
- Back-ups
- Vacations
- Injuries
- Firing
- Quitting
- Just plain help!



Supporting or Hiding

- Is “supporting” really “hiding”?
- Push to discover why things are slowing down
 - Do you need more staff?
 - Is someone unproductive?
 - **JUST ASK – DIG!**



Have Fun at Work

- Find time to Celebrate
- Let them go without you
- Aqua Balls at Airport



“GOOD” Management

- Good management is NOT asking someone to do something
- Good management is seeing that it gets done!

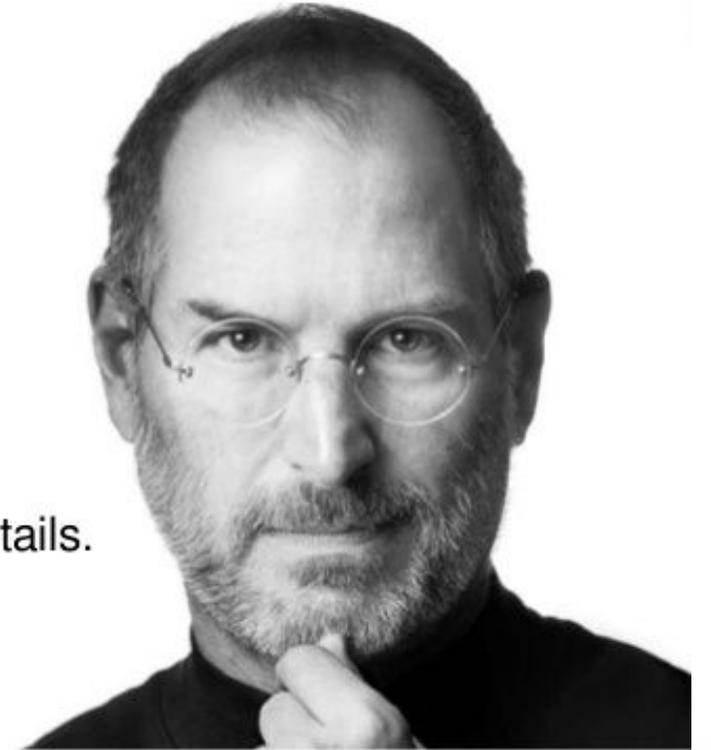
- Can people self-manage?
- These are the managers of the future!



Mistakes & the Mediocre

- Finding mistakes
 - Correcting errors
 - Softly
 - Kindly
 - Effectively
-
- Please & Thank you

Everything is important
- that success is in the details.
- Steve Jobs



Just do your job

- I asked you to do something
- I told you to do something
- Now I am angry!

• 3 Strikes you're out!

• Request

• Require

• Expect



Change & Improve - Criticism Sandwich

- Praise
- Criticism
- Praise



Dealing with the Difficult

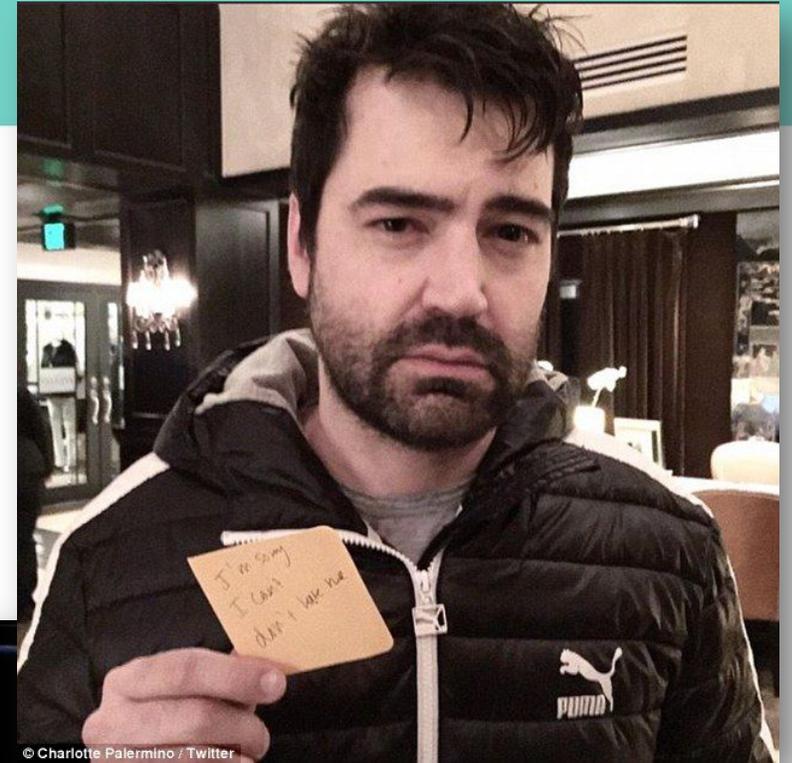
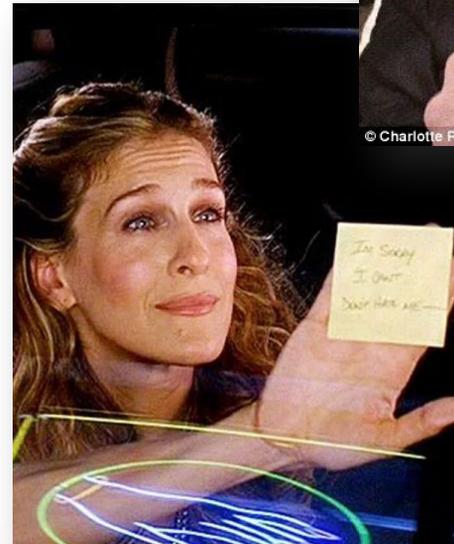
- Address the Elephant in the Room
- Be the Bigger Person
- This is why you make the big bucks!



Make an Apology

- Admitting your error
- CONFRONT their error
- Be direct – do not hide

- Send the email
- Send a text
- Make a call
- ZOOM -TALK FACE-TO-FACE



Where do we find the Patience

- Rejuvenate yourself
 - Podcast
 - Ted Talks
 - Conferences
- Time off for good behavior
- Something Positive EVERY DAY!



Understand what they do!

- To Understand the job – DO IT!
- Spend a full day with the person
- Spend time working on the project



Coach to Success

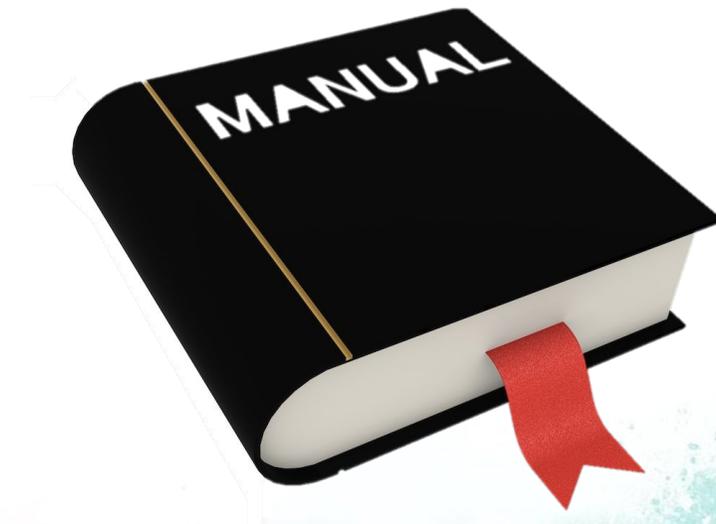
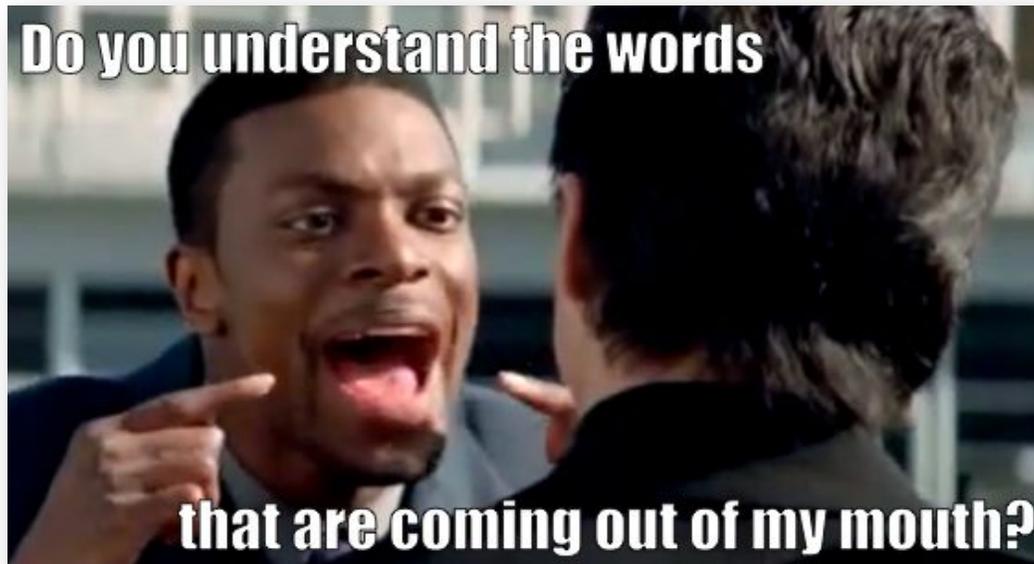
- Louie and Hyundai Technology Expert
 - The old-people-whisperer



1. SHOW THEM slowly explaining everything
2. TALK THEM THRU it completely while they do it)
3. Let them DO IT ALONE (w/minimal support)
4. Make them do it WITHOUT ASSISTANCE at all
5. Let them know you will REVIEW & CHANGE

Making sure you are Understood

- Request that they repeat back what you said
- Send a written request with bullet points = CREATE A MANUAL
- Provide Encouragement – You can do this!



Systems for Accountability

- Repeatability
- Make your future easier
- Make growth simpler
- Make success more streamline





ChatGPT

Influence & Explain - Tough Decisions

- Do I cancel a program that is helping 3 clients?
- Do I fire someone who has kids to support?
- Do I criticize the fragile ego?
- Train for Change

- Change is hard
- Improving is painful
- **THE BEST INTEREST OF THE CHILD**



Systems for Accountability

- Repeatability
- Make your future easier
- Make growth simpler
- Make success more streamline



Marketing Systems - AirTable

The screenshot displays the AirTable interface for a 'Marketing' project. The top navigation bar includes a menu icon, the project name 'Marketing', and a 'Projects' dropdown. The main toolbar contains a 'Calendar' button (circled in red), a notification for '31 Using "Send Date" field', and options for 'Filter', 'Sort', 'Color', and 'Blocks'. The calendar grid shows events for March 2019, with the 'Month' view selector (circled in red) set to 'Month'. A modal window for 'Friday, March 29' is open, showing a list of events for that day.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
24 CERT: Barre in SC redeploy 3 +3 more	25 CA19: 7 Day (Group Ex/Aerobics) FL19: 2 Week Discount Countdown	26 Hot Topic Tuesday: Brand Amba... +3 more	27 CA19: 5 Day (SGT Ken) FL19: 12 Day (Abbie Appel Video)	28 NY19: Ryka Post +4 more	1 Faculty Friday: Tricia Madden +4 more	2 CA19: 2 Day (Trending) FL19: Women's Summit
3 CA19: 1 Day (Bring It In) FL19: 8 Day (Trending)	4 CA19: Discount Deadline 1 +2 more	5 Hot Topic Tuesday: LIVE vs. Onlin... +3 more	6 FL19: 5 Day (Jeff Howard) +2 more	7 CA19: Hotel +5 more	8 Faculty Friday: Doris Thews (CA19... +3 more	9 FL19: 2 Day (Trending)
10 CA19: Zumba & Deadline V2 +2 more	11 CA19: DD Ext 1 Deadline +5 more	12 Hot Topic Tuesday: SCW Women'... +3 more	13 FL19: Personal Training +2 more	14 CA19: Ryka Pre +2 more	15 Faculty Friday: Mike Arce (Loud R... +5 more	16 Social Media: St. Pattys Day MAN...
17 CA19: 1 Day Before Early Bird Pric... +2 more	18 FL19: Discount Deadline 2	19 Hot Topic Tuesday: Introducing t... FL19: Last Chance / \$40 off code ...	20 CIB Regional (CA) CIB Regional (FL)	21 FL19: Recovery Social Media: 3X3Fit Offer	22 Faculty Friday: Brian Bettendorf (... +2 more	23 CA19: Expo Pass Free
24 AT19: Brochure Launch +2 more	25 FL19: \$40 off reminder Social Media: FL19: \$40 off remin...	26 Hot Topic Tuesday: Dieting & Nu... +3 more	27 FL19: Hotel Reminder	28 CA19: Daily Thursday +3 more	Friday, March 29 Faculty Friday: Rachel Lauria (... CA19: Daily Friday CA19: MMS Daily Friday FL19: Active Aging / Seniors	30 CA19: Daily Saturday CA19: MMS Daily Saturday
31 CA19: Daily Sunday +4 more	1 FL19: Discount Deadline 3 +2 more	2 Hot Topic Tuesday: TBD +2 more	3	4 CA19: Ryka Post FL19 EXPO pass	6	

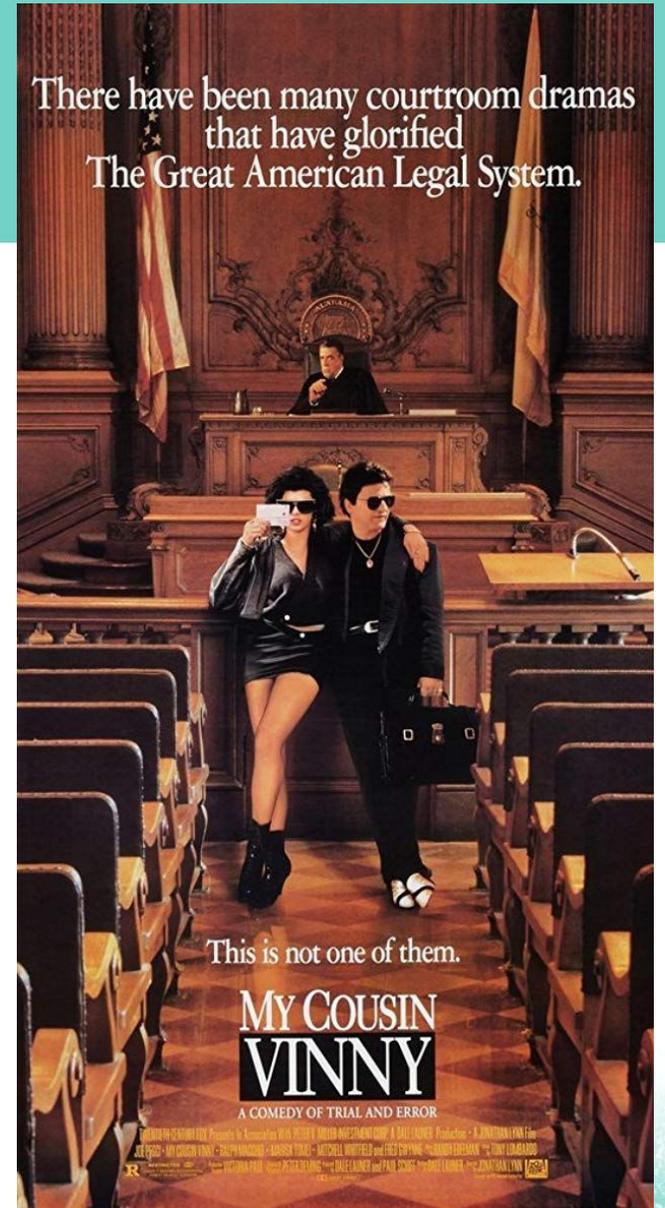
“Winners always want the ball”

- WINNERS ALWAYS WANT THE JOB
- Maybe not the best skills, but the best attitude



Say “THANK YOU”

- You need help
- You have to ask for help
- Then, you have to say “Thank you”
- What a nightmare!



Ask!

- Ask for the Project, the Job, the Client, the Discount
- It will be painful and uncomfortable

- Ask for the job
- Ask for the raise
- Ask for the project
- Ask for the promotion



Annual Evaluations

- Write their own Job Description
- Include List of Responsibilities
- Include Behavior Patterns (friendly, detailed, etc.)
- List what they love to do
- List what they hate to do
- Figure out a better way to tolerate the negative
- They rate themselves
- **YOU SHOULD NOT NEED ANNUAL EVALS**



Staff Evaluations

- Evaluate their manager or you
- What are they are best at
- What could they improve
- What do they bring to the table
- What do they impair
- How can the company improve?

(Manager to Complete)

Employee Name: _____ Department: _____

Current Date: _____ Date of Employment: _____

Title: _____

Current Evaluation Period: From: _____ To: _____

Current Evaluator Name/Title: _____

Work Performance		
Work Performance	1. Unacceptable 3. Good	2. Fair 4. Superior
Client Service Skills	Comments	1 2 3 4
The ability to develop client relationships by making an effort to listen to and understand the client. The ability to anticipate and provide solutions to client needs and give high priority to client satisfaction.		
Team Work Skills	Comments	1 2 3 4
The ability to develop relationships with co-workers and to contribute to group solutions. The effort put forward to making our company a better place to work for everyone.		
Quality of Work	Comments	1 2 3 4
The value of work produced by the employee and the thoroughness, accuracy, neatness, and acceptability of the work completed. Ability to work under pressure and learn from previous mistakes. Accurately checking processes and tasks and handling issues in a timely manner.		
Quantity of Work	Comments	1 2 3 4
The quantity of work produced by the employee and accuracy and acceptability of the work completed. The ability to work at quick rates of speed, under pressure, while producing accurate outcomes.		
Judgment and Decision Making	Comments	1 2 3 4
The ability to think logically and practically before making decisions. Use of independent thought, originality, and reasoning. Ability to prioritize work and timely implementation of workable solutions to problem. The ability to handle confidential information.		

Giving a Raise

- Does everyone GET a raise?
- Does everyone DESERVE a raise?
- Cost of living

- Requests for raises require performance link



Sales Staff Base Salary Raises

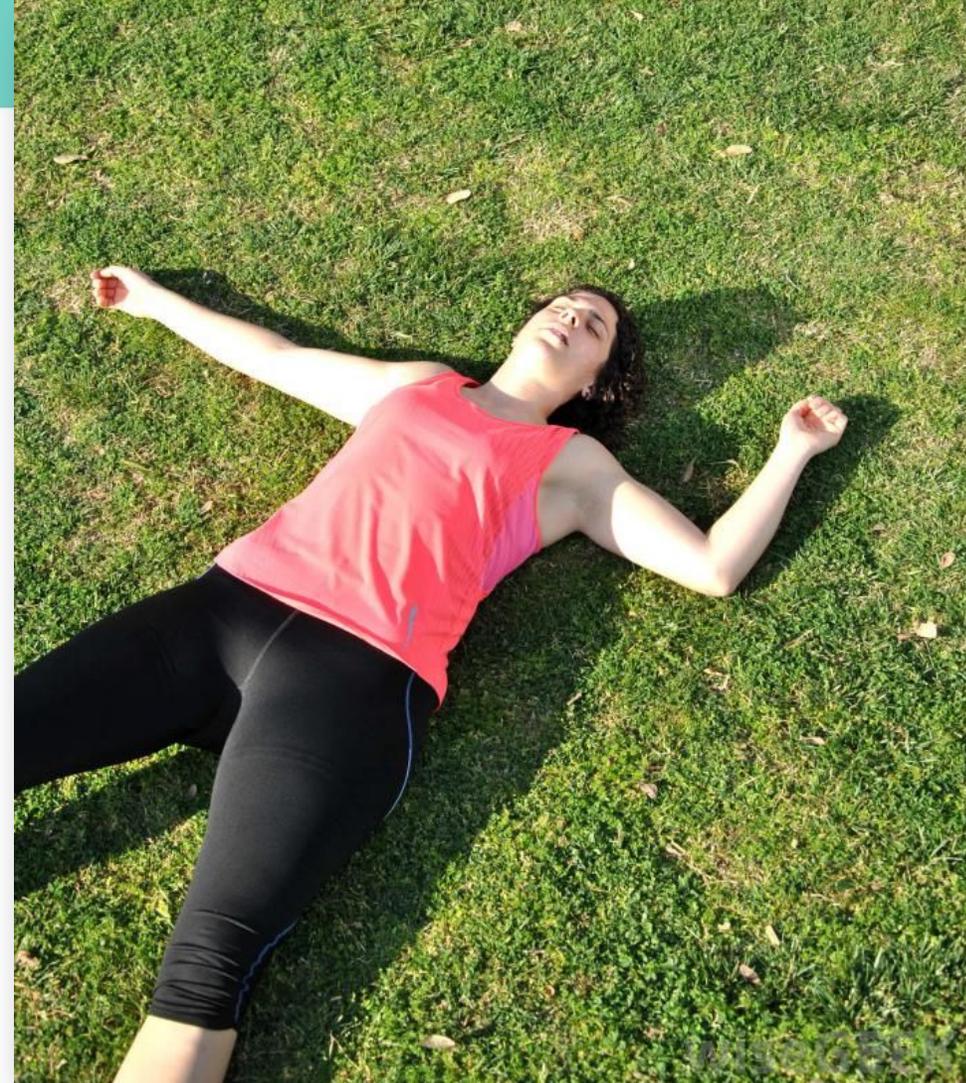
- Commissions?
- A must!
- Base salary raises reduce productivity



Failure is a Goal

- You **WILL** fail
- It is **NOT** terrible

- We all work towards failure!
- Get **STRONGER!**



Great Ideas will Fail

WELCOME TO THE
MANIA[®]
**AMBASSADOR
PROGRAM**

PROMOTE MANIA[®]. EARN REWARDS.

[LEARN MORE](#)

↑ START EARNING TODAY!

SCW

**GET THE WORD OUT.
GET REWARDED.**

Just tell your friends about MANIA[®] and claim your reward. It's that simple.

MANIA[®] Ambassadors earn rewards based on the number of people that use their unique MANIA[®] discount code. Every time someone registers using your unique \$60 OFF code, you earn 1 point. See the rewards below.

1 Referral (Requires Unique MANIA Code) = 1 Reward Point

Rewards	Points
Free Annual Subscription to SCW OnDemand (\$99 value)	3
Free SCW Online Certification of your choice with accompanying Live Certification (\$199 value)	5
Free registration to Any 3 Day MANIA [®] Fitness Pro Convention (\$259 value)	7
Free registration to Any 3 Day MANIA [®] Fitness Pro Convention + 1 Free Online or Live Certification + Free Annual Subscription to SCW OnDemand (\$550 value)	10

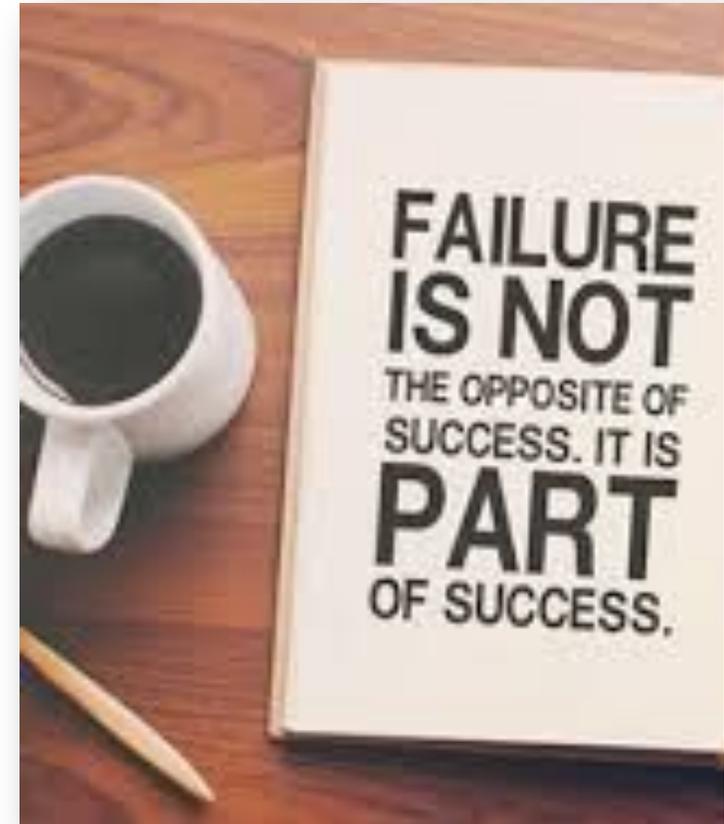
MANIA[®] Ambassadors earn rewards based on the number of people that use their unique MANIA[®] discount code. Every time someone registers using your unique \$60 OFF code, you earn 1 point.!

Learn more at
scwfit.com/ambassador



Train to LEARN not Fail

- Turn Failure into Learnings
- Train your staff not to be afraid
- You lead the charge
 - State the obvious
 - You make the face
 - You sigh in front of others
 - You get tired and complain
 - SUCK IT UP & CHANGE
 - Smile at those who catch mistakes
 - Embrace the challenge to improve



We often Fail with our Staff

- 75% quit their boss
- Staff leaves for Personal Reasons
- Compound factors- what pushed them over the edge
- Never convince someone to stay
- Explain the options

YOU Are The Reason People
Are Quitting Their Jobs



10 HR Reasons People Leave Their Job

1. Relationship with the boss
2. Bored and I'm not challenged by the work itself
3. Relationships with coworkers
4. Opportunities to use their skills and abilities
5. Contribution to the organizations business goals
6. Autonomy and independence on the job
7. Meaningful list of employee's job
8. Knowledge about the company's financial stability
9. Overall corporate culture
10. Managements recognition of employees job performance

(Inc. Magazine)



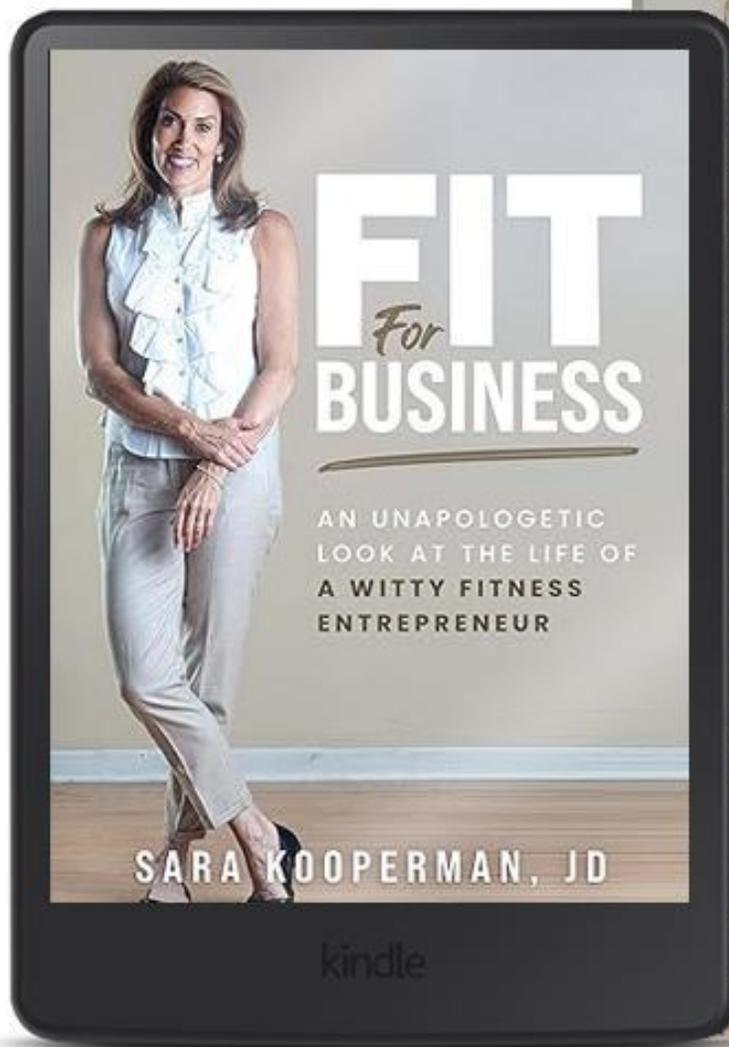
Life is Sacrifice & Struggle

- Life is NOT a journey
- Life is an obstacle course
- Muddy
- Potholes
- Pitfalls
- Cold
- Dark
- Dirty



Fit For Business

By Sara Kooperman, JD



Leading for Maximum Performance

Sara Kooperman, JD

www.scwfit.com

www.waterinmotion.com

www.seatfitness.com

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