

Duplicating Greatness in Your Instructors Can Have a Significant Impact on Enrollments and Retention

By NAPMA member Chris Millares

Great martial arts instructors have an uncanny ability to lead students to soaring heights. When teaching any given class, these instructors raise the bar of excellence with excitement, structure, organization and power-lesson planning. They are the positive believers and passionate motivators for hundreds and thousands of martial arts students.

Realizing individual greatness in teaching is only half of the battle, however. As the industry continues to grow, with more students taking advantage of all that the martial arts has to offer, the demand for great instructors will increase exponentially. School owners who are committed to success and have a strong curriculum are witnessing this demand, as active student counts continue to rise. In addition, modern marketing, power-selling techniques and innovative software systems are helping to present and promote the martial arts to a mainstream audience more than ever.

With these forces in place, it is imperative to invest in the most valuable resource on the planet: people. Pass to others the motivation and drive that you experience every time you step onto the mat and teach a karate class. Instill other motivated instructors who want to be a part of the big picture with your power-communication techniques. Duplicate greatness and watch your school explode to the top of the industry. The popular phrase, "if I want something done right, then I must do it myself," is no longer a viable concept. Step into modern times and duplicate yourself in your students and instructors.

Concepts to Help You Duplicate Greatness

Read and study the following concepts and then use them to duplicate greatness in your instructors.

Share the vision and set realistic goals.

- "What is the big picture?"
- "What will be my role in realizing the big picture?"
- "How should I train, practice and study to reach my goals?"

Your dedicated instructors should be asking these questions. Share your vision for success with them and set realistic goals with realistic time frames. Encourage your instructors to express their passion for the martial arts in every aspect of their life. Paint the picture of success in a

way that is clear, concise and attainable.

The following exercise is great for sharing the vision with your instructors. Each week, assign five tasks to each member of your staff. Once each instructor has successfully completed every task on his/her list, review how each task brings the team closer to realizing the big picture. Your notes may look something like this:

1. Make a "Good Job" call to every student who earned a stripe this week.
2. Read one success article on the subject of martial arts teaching.
3. Schedule a refresher class for every student who missed classes last week.
4. Target at least one potential upgrade and schedule a goals-assessment meeting.
5. Teach amazing classes!

Every time you complete these tasks with clarity, excitement, consistency and determination, you take a step toward doubling, tripling, quadrupling your enrollment each month. In addition, you increase customer loyalty in an exponential fashion.

Lead from the trenches.

- "Be the teacher that you want your instructors to become."
- "Lead by example."
- "Show, don't tell!"

You have all heard these catch phrases during your martial arts careers. They are not only true, but also provide a necessary action step toward duplicating greatness in your instructors. Set the example for your instructors by teaching amazing classes every time you step onto the mat. Demonstrate your passion for the martial arts in your presentation, classroom drills and curriculum application.

Set the stage for excellence for your instructors in everything that you do. Encourage them to take notes and write questions. At the end of the day, review your instructors' notes and answer any questions that they might have. Stress the importance of knowledge, teamwork and continuous learning.

BLACK BELT INSTRUCTIONAL

INSTRUCTIONAL STRATEGIES FOR THE OWNER AND INSTRUCTOR

Provide feedback.

Imagine entering your car, turning the key, stepping on the gas and driving without your hands on the steering wheel. Imagine how hard it would be to reach your destination or even drive in the right direction. Imagine the chaos that would occur and the potential for harm that you would create.

Feedback is the steering wheel that drives instructors in the right direction. Without feedback, your instructors will eventually crash and burn. Provide positive feedback for your instructors on a daily, weekly and monthly basis. Be a motivator and constant educator. Teach your staff to learn from their mistakes and use them as fuel for the future. Encourage the shortcomings of yesterday as the gems of tomorrow.

Answer these questions for your instructors and reap the rewards of their progress.

- “How am I doing?”
- “Am I improving?”
- “How do I improve?”
- “What are the best ways to keep the students from disrupting class?”
- “What is the best way to teach a punch to the pre-school class?”

Demand high expectations.

The only limits that exist in life are the limits that you create for yourself. No matter what field of study or endeavor you choose, limited expectations will limit your development and achievements.

For example, imagine that you are the coach of a high school basketball team. As the coach, you implement a limited level expectation. At team practices you say, “Let’s practice, so we don’t look like fools at the game next week” or “That’s good enough for today.” During scrimmage, you compliment mediocrity by allowing players to walk through the motions and give up after missing an easy lay-up. While your star player is on his a cell phone laughing with the other party, you think about the next opportunity to go to the beach. Imagine how your team would perform (or not perform) on game night each week.

Instead, imagine setting an expectation of excellence everyday. Imagine sweat pouring down the side of your face, as you instill a great level of determination in your players. Imagine feeding them constant motivation during their skills training. Imagine saying:

- “All it takes is all you have,”
- “Expect the best and accept nothing but your best”

- “I believe in you and your potential as players.”

Finally, imagine the response of your players after they win their first game. Turn imagination into reality with your instructors by setting and demanding a high level of expectation. Challenge them frequently and often with advanced concepts on classroom management and modern martial arts education literature. Set high standards of performance and motivate them to continue learning.

Share the vision, lead from the trenches, provide feedback, demand high expectations and watch your instructor duplicate greatness!

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