

Active Coaching of your G.O.L.D. Leadership Team Leads to Success on the Playing Field

Although your G.O.L.D. Leadership Team is not a professional sports franchise, it is a professional team that requires your active coaching to be effective and efficient.

Every professional sports franchise trains its team, and plays “practice” games against other teams before the start of the regular season. Although today’s professional athletes train throughout the off-season, their coaches still return to the fundamentals during pre-season training camp to fine tune each player’s skills, and focus on the new season’s challenges.

Training camp is always physically and mentally demanding, so coaches are able to evaluate



each player’s abilities. Pre-season games are also opportunities for coaches to preview players in actual game situations. Coaches provide players with feedback about their performances to help them improve specific skills during additional practice sessions before the season starts.

After months of daily practices and pre-season games, players should be ready to play the games that really count. After all, they know their roles, positions and team objectives; however, throughout the entire season, coaches continue to train them between games, and guide them from the sidelines during games.

To achieve your school’s goals, you must also provide continuous training and “coaching” of your G.O.L.D. Leadership Team of “players.” If you observe your team members teaching incorrectly or not as they practiced in leadership classes, then it’s your responsibility as a school owner to be an active coach and help your instructors improve their abilities and teaching effectiveness. Just as a coach of a professional sports team must be a leader during practice as well as actual games, you must also demonstrate your leadership by being in your school to ensure that the classroom ALWAYS reflects the standards of teaching excellence that your students deserve.

Of course, as your school grows and your staff matures through professional training and experience, your responsibilities will, and should, change. Eventually, it may be necessary to hire a new employee or promote current staff members to the role of assistant manager or senior trainer, but don’t delegate that responsibility prematurely. It can be disastrous for your school long-term or, at the very least, cause short-term chaos.

To coach your “pro” team of teachers effectively, it is important to create routines that reinforce the excellence you expect.

Manage by the numbers. It’s important to maintain detailed and up-to-date school growth statistics, such as new students, number of renewals, students actively training, number of referrals, student dropouts, etc. Those statistics should be readily available and reviewed regularly to help you manage the overall quality of classroom instruction.

Watch your teachers teach. Role-play practice and staff meetings are not effective substitutes for real-time interaction with parents and students. Carefully observe your instructors’ motivation, the clarity of their explanations, the skill with which they manage difficult

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GUIDANCE ON LEADERSHIP DEVELOPMENT

situations, and their ability to personalize instruction, so that each student feels important, etc.

Talk to students. Ask them about their progress, and how they feel about their instructors and the classroom environment. It is amazing what you will learn if you develop and use your ability to listen with a curious mind, as opposed to a defensive perspective. Ask questions such as, “What is your favorite part of the class?” and “What is your least favorite part of class?” Many times your students will provide extensive information about their personal likes and dislikes, which you’re then able to use as positive feedback to



share with your instructors to help improve teaching skills and abilities.

Talk to parents. Parents want to be involved, so ask questions, such as “Are you pleased with your child’s progress?” and “Are there classroom strategies you would suggest to use during classes to affect positively your child’s progress?” Listen carefully and learn to resist the temptation to be defensive by stating reasons why your school uses specific teaching methods. Parents will appreciate that you’ve solicited their opinions, and proactively demonstrated your concern for their children. Providing this type of service “after the sale” is quickly recognized as a positive, and strengthens your relationships with parents, students and your instructors.

Full Circle Feedback! Always share what you’ve observed during classes and what students and parents have told you about your instructors. They must understand that they are being constantly evaluated and that their performance is a much bigger determinant of your school’s growth and success than the marketing of your school. Take the time also to follow up with parents and students. When parents and students are willing to share their opinions honestly and candidly, it’s important that you respond with comments, such as “I appreciate your thoughts and comments.” “I want you to know that we are very serious about our responsibilities.” “I shared your suggestions with my staff and we will actively work to incorporate them into our curriculum.” Your attention to detail and willingness to expend the extra effort to solicit their opinions will truly amaze parents and students. It’s a level of service they may not expect, and will be a real advantage over your competition.

Operating a successful school is more than having an operations manual and a marketing campaign. It is real-time management and leadership of your most valuable asset: your professional team of instructors. Continuous development of your staff and students is always the best use of your time. Personal development, leadership training, effective management and supervision of your school are the seeds of success that will allow your school to thrive.

Never underestimate your powers as a coach. It is often the difference between a “professional” and “amateur” performance on the playing field. Invest your time and energy liberally to develop your most valuable asset: your G.O.L.D. Leadership Team members.

Use the following chart every day to help you track your instructors’ performance and your thoughts and comments from parents and students. It will become a valuable management and leadership tool to improve your instructors’ skills, increase the satisfaction of parents and students and maintain the highest retention rates.



GOLD Daily Performance Chart

Assistant Instructor's Name:

School Name:

What are the goals to accomplish today?

Your observations of classroom activities, staff performance, parent and student comments and staff follow-up notes.

4:00PM

4:45PM

5:30PM

6:15PM

7:00PM

7:45PM

8:30PM