***IPRO Director’s Message July, 2021***

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**This year marks the 24th year of our administration. Many ‘messages’ have been written across multiple themes. One theme which perseveres is *Programming.’* Programs are the life blood for instructors. Without programming skills, success will be limited. Let us review some of the important components of a program:**

***…It can be for one person or one thousand persons.***

***…It need be value driven; for yourself, your constituency, and the venue.***

***…Identify your niche (s). Trying to please everyone may be counter-productive.***

***…Learn to network with others with different skill sets and lots of energy.***

***…Prioritize programs that fill the courts for a better return on investment.***

**Your personality, teaching methodology, and ability to recruit, will keep people engaged. Lessons are a part of the programming complex. Work upwards from individual and small group lessons to large clinics, workshops, and tournaments. Impose your will with drills classes. This flexibility will encourage relationships with more students returning.**

**Cross-pollination can be an important component in growing your fan base. Relying mainly on what has worked in the past may be counter-productive. Stagnation and boredom can creep in! Try working outside the lines. Investigate other fitness departments in your venue. Examples are cardio/weights, martial arts, aquatics, group fitness such as yoga & pilates, and badminton/pickleball/tennis. Showcase what you are doing to those in these different groups. Some may try it for their first time while others welcome it as an incentive to get back on the court after a long hiatus. Offer opportunities to management and department heads to get involved. This network will serve as a means for continuity throughout the facility and will provide awareness and education as well.**

**Determine what has worked in the past and what has not. Try not to repeat failure or mediocrity. Replicate and grow the programs which keep your constituency engaged and returning for more. Finish each session on a high note, keep them a little bit hungry, and project what will be on the table for the next session.**

***Quote of the month***

***‘Sometimes to make strides in life, it is better not to learn***

***something new, but to unlearn something old’ Anon***