

National Gymnastics Association All Business Workshop

Saturday, June 17th – 11:00 am – 4:00 pm – Free with Summit Registration

Workshop Schedule

10:00 – 11:00 Registration

11:00 – 11:30 Welcome – Superman Syndrome - Shifting Paradigms - Steve Cook

11:30 – 12:00 Session #1 – Vision, Mission, Strategy, Scaling

- Are you thinking big enough – calculating growth, scale, and ROI – Blue Ocean Strategies
- Common strategy mistakes in goal setting – Never plan to be a Millionaire

12:00 – 12:30 Session #2 – Business Model Generation – Today’s Business Plan

- Crafting your Business Model Canvas
- The 9 Building Blocks –
 1. Customer Segments
 2. Value Proposition
 3. Channels

12:30 – 1:30 Lunch & Learn (included with registration)

- Vision and Growth Personal Story – Casey Wright, Ninja Zone
- Relentless Solution Focus – Stephanie Savas, AAI

1:30 – 2:30 Session #3 Business Model Generation (con’t)

- The 9 Building Blocks –
 4. Customer Relationships
 5. Revenue Streams
 6. Key Resources
 7. Key Activities
 8. Key Partnerships
 9. Cost Structure

2:30 – 3:15 Session #3 Process & Measurables

- Organize like you’re going to franchise
- Know your numbers
- Key Performance Indicators – Keeping Score

3:15 – 4:00 Session #4 – Branding, Marketing, & Sales

- Differentiating Branding and Marketing
- Laws of Marketing
- Everyone Sells
- What to say - Words of influence and impact
- What’s your Story

4:00 – 4:15 Session 5 – Your next 5 moves

- Building a Legacy or Built to Sell
- Having an exit strategy doesn’t mean you’re done.

Sponsors: Jack Rabbit Technologies, Ninja Zone, 3rd Level Consulting, All Gymnastics, Paradigm Playbook