

Retention Intention Diamond Plan

THE CONDUCTOR

Lead the emotional and energetic orchestration of your studio with a profound approach to student lifecycle design.

- 1** Using The Conductor Companion, explore the Equilateral Engagement Model which outlines the six essential compositions of retention.
- 2** Schedule a 2 hour CEO date for yourself somewhere calm, serene and beautiful. Thoroughly consider the questions asked in 'Ponderings' and examine the practical applications of the model and how you are applying these principles in Equilateral Engagement Exploration.
- 3** Extend the 'Milestones' in your studio by developing incremental milestones along the student journey that anchor achievement and celebrate progress, entrenching students in the experience.
- 4** Duplicate the Milestones page to document the milestones that a student will experience over their entire lifespan in your studio.
- 5** Design the most compelling and desirable Graduation Point that seduces students whilst also delivering a depth of social proof and validation on the quality of education you deliver. There are many factors to consider here, so take your time and design something exquisite and powerful.
- 6** Thoroughly read through the Conductors Notes overview and example and begin developing the psychological architecture of progression that will form the basis of your powerful retention strategy.
- 7** Think through each year group or program, considering the positive and negative characteristics, aspirations / desires / needs and challenges that apply to each specific stage in the student lifecycle.
- 8** Integrate the identity status symbols, values, mission and pathway choices that each stage experiences for a comprehensive overview.
- 9** Complete the Conductors Notes for every program / level of your studio, creating an overarching guide to the psychological identity progression of your students from beginning to Graduation. Integrate these enhancements with your team and conduct with confidence.

Treasure Chest

- The Conductor Companion

Diamond Documentation

- A PDF of the Conductor's Notes for one program / level in your studio.