



Retention Intention

Diamond Plan Handbook

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Welcome to Retention Intention

Most studio owners know that student retention is something that is important to their business, but don't really know how to excel in it. It's all a bit vague, with a lot of focus on connection and hoping that the quality of education will keep students coming back.

What if we could develop a system within your studio that inherently retained students without relying on the student-teacher relationship?

How would your business be different if you had a consciously designed, logically structured, consistently delivered process to centralise the retention results of your studio?

Retention isn't a 'soft' skill. It's a beautifully coordinated system that we can intentionally cultivate in our studios that once the architecture is designed, will serve your studio for years to come.

For all this talk of systems, underneath it all we are getting back to the heart of why we run studios in the first place: to share our passion for the arts with others. We are turning up the volume on the quality of education you are already providing and elevating it to new heights, with a level of intentionality that your students will be able to feel, even if they can't quite put their finger on what has changed... The impact on the longevity of your students' lifespan will be palpable.

Many of you will be familiar with one of my most popular teaching concepts, the ARTS Quadrant. The funny thing is, if I were to organise it into an order for decision making, I would actually arrange it RSTA: Retention → Systems → Team → Attraction. Needless to say, RSTA is a lot less catchy than ARTS! But that goes to show the depth of importance that I place on retention in our studios.

Every decision we make in the studio begins with considering the impact on supporting optimal retention, followed by exploring what systems are needed to sustain this, then what support the team needs to deliver it consistently, before turning on the taps of attraction to help the machine run at full speed. Retention is the foundation upon which your business grows, so let's put it front and centre where it belongs.

Over the next four months, you will be introduced to a whole new level of thinking around retention and have a greater depth of knowledge on this topic than 99% of studio owners. The depth of our approach to Retention in this Pillar has never been seen before in our industry. At Retreat, I'm going to be diving deep into a retention concept that had been rolling around in my mind for many years, waiting for the perfect moment to debut.

When we lock down retention in your studio, you will have stability in your business like never before. No more anxiety over the summer, no more rollercoaster enrollment, no more crossing your fingers and toes hoping they come back. On the flip side of this Pillar, you will look back to how you used to do things in the studio and wondered how you managed for so long!

The Retention Intention Diamond Plan features powerful projects designed to secure the student retention in your studio like never before. You will dramatically repair your retention in The Nexus Point. You'll remind your team of the joy that the arts has brought to their life and extend the lifespan of your students experiencing the life-giving benefits of the arts in Continuum.

You can look forward to elevating the quality of communication by systemising the sparkle of your studio with centralised retention communication strategies in Bulk Glitter. And, you'll secure your studio (and your reputation) into a safe haven for all of your students so that they are able to joyously engage in the arts long-term in Safe to Stay. The final two projects will be revealed in person at Retreat, where I can walk you through, side by side, our ultimate intention for your studio. Magic is waiting for you my friends!

This Pillar will richly reward you with a level of ease and confidence in your business you will cherish. Welcome to a new era of calm stability in your studio, all thanks to the beauty of setting a crystal clear Retention Intention.

We are so excited to share this Pillar with you and watch it weave it's magic on your studio.

Chantelle

Chantelle Bruinsma
CEO + Founder Studio Expansion Pty Limited

How Your Diamond Plan Works

Here are the simple steps to complete the Retention Intention Diamond Plan.

1. Thoroughly read through this Retention Intention Diamond Plan Handbook.
2. Choose a minimum of three (3) Diamond Projects to complete over the course of the trimester. You are not required to advise to Team Expansion which projects you are choosing, you may simply select from the set list. If you need some advice on which projects would be best for you, please ask your friendly Studio Evolution Mentor.
3. Log into the Studio Evolution Vault and navigate to the Diamond Plan section. There you will find a comprehensive 'Treasure Chest' of downloadable resources to support you in realising the magic of this Diamond Plan in your studio.
4. Take note of the 9 Facets to complete in each Project, along with the Diamond Documentations required to demonstrate completion of each Project. The Diamond Documentation is what you will upload as part of your Submission, sharing the amazing enhancements you have been making in your business.
5. On 2 January 2022 you will be sent a link to the Diamond Plan Submission Form. Here you will be required to share your progress on the Diamond Plan and upload your supporting documentation. You have 3 weeks to complete.
6. On 20th January 2022 at 12 o'clock midnight EST USA, the Diamond Plan Submission Form will close. Be sure to have all your projects completed well in advance!
7. We will come together as a Campfire to celebrate the incredible progress you have made in your business over 4 months in the Studio Evolution Diamond Ceremony.
8. The next Diamond Plan will be revealed when the next trimester begins. There are six Diamond Plans that comprise the Studio Evolution curriculum. With each trimester you are working towards collecting all six diamonds!

Retention Intention Diamond Plan

THE PROJECTS

The pages that follow contain the six Diamond Projects that comprise the Retention Intention Diamond Plan.

These projects have been lovingly crafted to provide you with a comprehensive approach to creating ease and flow in every area of your studio. Incorporating elements of Attraction, Retention, Team and Systems, this Retention Intention Diamond Plan delivers a holistic approach to studio success.

The Treasure Chest

We love to make your life easier! That's why you now have a complete set of Retention Intention templates at your fingertips. These downloadable resources are accessible in the Studio Evolution Vault under Diamond Plan. Each project has specific Treasure Chest resources that will assist you in completing the Project with ease.

Diamond Documentation

In order to certify that you have completed the Diamond Project, we require you to submit supporting documentation that showcases your results. Each Project specifies what Documentation you will be required to provide. It is a good idea to keep the Diamond Documentation clearly in mind as you work on each project. Ensure that you save the support documents in a safe place ready to submit at the appropriate time.

Efficient Working

To approach this Diamond Plan like a pro, we encourage you to set up a Diamond Plan board in Trello. Create a new list entitled 'Retention Intention Diamond Plan' and then use the Retention Intention Trello Hack to bulk upload the Project Outline and all Treasure Chest resources to Trello. This allows you to store all your work and Diamond Documentation in one place. Then, when the next trimester of the Diamond Plan is released you can continue to build out your board!

Stretch Yourself

If you have already completed one of the projects in your studio prior to this Diamond Plan, we encourage you to stretch yourself to undertake a new project. This Diamond Plan gives you more clarity and support to achieve than ever before. Let's see what you are truly capable of!

Retention Intention Diamond Plan

THE NEXUS POINT

Dramatically repair your retention with a powerfully persuasive Nexus Plan.

- 1** Using The Nexus Point Companion, discover The Nexus Point in your studio. Select a program in your studio with poor retention and follow the process of creating a comprehensive retention repair plan.
- 2** Get clear on your studio's retention data by starting our easy monthly tracking process: Retention GPS. Analyse the past retention performance of this program and the central educational promise that this program intends to deliver to the students.
- 3** Invite a minimum of 3 students to participate in an interview with you. Invite one successful graduate, one current student who is coming up to the traditionally risky retention period and one former student who exited the studio at this point. Following the suggested Love, Learn, Leave questions, explore what was important to the students at various points in the timeline to gain a deeper psychological understanding of their motivation.
- 4** Summarise your findings, exploring what students Love, Why they are Leaving and what you have Learnt over time about the success of this program. Incorporate your own organic knowledge as well in the Psychological Profiling exercise.
- 5** Follow The Nexus Point Case Study to discover how a studio beautifully enhanced the communication within a program to dramatically counter a negative retention trend.
- 6** Explore how to Refine your Re-enrolment process (even if you are on perpetual enrolment) to optimise the process by overcoming potential retention obstacles.
- 7** Devise a Nexus Plan for this program that helps you integrate very intentional retention communications into your curriculum.
- 8** With the intention of proactively rolling out your Nexus Plan asap, build out all the resources you'll need to deliver it - emails, teaching prompts etc.
- 9** Train your team in delivering this process, observing the trends and making any tweaks to the Nexus Plan as needed to optimise your retention for good!

Treasure Chest

- The Nexus Point Companion
- Retention GPS Spreadsheet

Diamond Documentation

- A PDF of the outline of your 8 week Nexus Plan.

Retention Intention Diamond Plan

CONTINUUM

Inspire your team to share their lifelong passion for the arts with your students and extend the lifespan of your students along the way.

- 1 Invite your team to attend an in-person team training entitled 'The Classroom Continuum.' Allow 90 minutes for this training, which must be held at least 3 weeks prior to the end of the Trimester.
- 2 Following the Continuum Companion, explore your relationship with your own learning journey and how this has influenced your teaching style.
- 3 Next, distill your own mastery by discovering your Secret Sauce of how you maintain relationships for retention.
- 4 Thoroughly read through The Classroom Continuum Team Training Overview and consider exactly what you seek to achieve through this project.
- 5 Prepare for the meeting by sourcing the supplies outlined in the Companion and modify the slide deck to reflect your intentions and branding. Read through the slides multiple times so that you are very confident in delivering them.
- 6 Welcome your team to the training, creating a warm, safe space for your team to share and connect. Encourage everyone on your team to contribute their ideas on how to enhance the Curriculum, Community and Care in your classrooms.
- 7 After the training, read over your notes of all the feedback and suggestions from your team. Review what you shared in your Secret Sauce and consider what you know that would perhaps support your team move to a new level of mastery in their teaching.
- 8 Using 'Classroom Continuum Enhancements' outline a plan to move the needle further to the right on each of the Classroom Continuums. Develop 3 initiatives for each one, sharing details on what you seek to address and achieve, why it is important, how you will do it and when it will be introduced.
- 9 Share your Classroom Continuum Enhancements with your team and work together to implement them into your studio.

Treasure Chest

- Continuum Companion
- The Classroom Continuum Team Training

Diamond Documentation

- 1-2 page PDF of your 3 enhancement initiatives for Care, Community and Curriculum.

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BULK GLITTER

Systemise the sparkle of your studio with centralised retention communication strategies that act like showering bulk glitter on your students!

- 1** Using the Bulk Glitter Companion, explore how you are currently communicating with your students and how effectively these methods are enhancing your relationship with your families.
- 2** Get clear on what feels congested or convoluted in your communication so that you can begin creating more intentional correspondence that people actually want to read.
- 3** Discover the beauty and power of Bulk Glitter Moments by reading the examples provided and considering what you want to reflect back to the students and at what specific times of the year.
- 4** Using the Glitterstorm page, strategically map out the perfect times to drop Bulk Glitter Moments to create a new level of emotional depth in your relationships.
- 5** Following the template inspiration, develop three Bulk Glitter Moments to roll out in your studio over a 12 month period, delivering bulk personalisation and connection with ease. Seek to embrace a variety of emotional touchpoints as you contrast the three strategic sparkles.
- 6** Consider the impact on your teams work load, both teaching and administrative team. We are seeking minimum output for maximum impact.
- 7** During this Trimester, deliver a Bulk Glitter Moment to your students in your studio, documenting the steps of delivery to ensure that this becomes a replicable process you can rinse and repeat.
- 8** Document the feedback you receive from both team and students on the impact of these Bulk Glitter moments.
- 9** Write a reflection based on the questions posed in the Companion outlining the impact and learnings of the implemented Bulk Glitter Moment.

Treasure Chest

- The Bulk Glitter Companion.

Diamond Documentation

- A 1-2 page PDF reflection on the impact of one successfully implemented Bulk Glitter Moment.

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SAFE TO STAY

Secure your studio (and your reputation) into a safe haven for all of your students so that they are able to joyously engage in the arts long-term.

- 1** Following the Safe to Stay Companion, explore your team's experiences in keeping your students safe with a team communication template called The Pendulum designed to open up conversations around how we prioritise the physical, emotional and artistic safety of our students. Start this process early in the Trimester.
- 2** The pandemic has escalated our entire approach to ensuring the safety of our students and made it even more important for our businesses to have formalised procedures in place for safety. In Pandemic Pivoting, explore how the pandemic has influenced your approach to safety in your studio.
- 3** Populate our template COVID-19 Safe Studio Policy to give your studio a crystal clear response plan to follow when it needs it most.
- 4** Duplicate the Safe Studio Template and update it with your branding and photos. Aim for a beautifully engaging and easy-to-read document. Add in colour, design elements and photos to bring the heart to this document and make it easier to connect with.
- 5** Research your region's policy on reporting child abuse by connecting with relevant government authorities.
- 6** Develop a step-by-step approach to responding to and reporting any incidents as well as a formal procedure for risk identification.
- 7** Finalise and add in your studio's COVID-19 Safe Studio Policy.
- 8** Incorporate how you are integrating consistent Health and Safety procedures into the operations of your studio including physical safety, emotional safety and artistic safety.
- 9** Complete your Safe Studio Handbook and distribute to your team, mapping out how you will continue to reinforce these commitments throughout the year in your team trainings.

Treasure Chest

- The Stay to Safe Companion
- Safe Studio Handbook Template

Diamond Documentation

- A PDF of your studio's completed Safe Studio Handbook.

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ROADMAP

Construct a perfectly engineered, progressional pathway for your students that allows for effortless ease, communication and growth.

- 1** Following the Roadmap Companion, draw the current map of how a student progresses through your studio. Include any forks in the road, roundabouts, roadworks and detours.
- 2** Calculate your highest possible student lifetime duration and value. Use this figure to consider the financial advantages of a clear and inspirational Student Roadmap.
- 3** With the end destination in mind, refine each junction to provide retention ease, logical student progression and clear communication.
- 4** Design the perfect visual overview to illustrate your students' progression pathway. This image will become a powerful symbol in your studio that inspires achievement and excellent retention. Proudly post your image in the Campfire.
- 5** Explore how you will share this powerful progression with your students and empower your team to become Traffic Directors guiding your students to greatness (and graduation).
- 6** Write a letter to give to students graduating from your studio, sharing your gratitude and pride in all their achievements.
- 7** Choose a design template in Canva or similar in which to create your Studio Portfolio. Update this template with your brand colours and fonts. Write the copy of your Portfolio focussing on each program level and how it relates to those that come before and after.
- 8** Complete your Studio Portfolio by incorporating beautiful photos of your students and teachers on every page.
- 9** Circulate your document to current and potential new families.

Treasure Chest

- The Roadmap Companion
- Example Studio Portfolio

Diamond Documentation

- A PDF of your completed Studio Portfolio.

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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.



Retention Intention Diamond Plan Submission Dates

NORTH HEMISPHERE:

Diamond Plan Submission Reveal:

Sunday 16th January 2022

SUBMISSIONS OPEN:

Tuesday 18th January 2022

8pm EST USA

SUBMISSIONS CLOSE:

Thursday 3rd February 2022

12 o'clock midnight EST USA

Retention Intention Extension Learning

Here at Team Expansion we love to learn! If you are passionate about learning more about the topic of Retention Intention here are some additional recommendations to explore:

- Never Lose A Customer Again by Joey Coleman
- Evergreen by Noah Flemming and Alan Weiss
- No B.S. Guide to Maximum Referrals and Customer Retention by Dan S. Kennedy and Shaun Buck.
- Harvard Business Review on Increasing Customer Loyalty by Harvard Business Review
- Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue by Nick Mehta, Dan Steinman and Lincoln Murphy.
- How To Win Friends And Influence People by Dale Carnegie
- The Ultimate Guide To Innovative Customer Retention Strategies by Nat Chiaffarano
- Chief Customer Officer 2.0: How to Build Your Customer Driven Growth Engine by Jeanne Bliss.
- Braving the Wilderness by Brene Brown
- The Gifts of Imperfection by Brene Brown
- Hypergrowth: How to Customer Driven Model is Revolutionizing The Way Businesses Build Products, Teams and Brands by David Cancel
- Who's Got Your Back by Keith Ferrazzi
- Tribes by Seth Godin
- Habits of a Happy Brain by Loretta Graziano Breuning