

Retention Intention Diamond Plan

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.