

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.