

RETENTION 101

People start Martial Arts for many different reasons and usually when they continue, it's for reasons different than the ones they started for.

They may start for self-defense, but stay for the workout. They may start for the workout, but stay for the camaraderie. They may start for stress release, but stay for the ongoing challenges. Children usually want to do Martial Arts for entirely different reasons than their parents want them to. Regardless of the reasons people begin training; in a well-run school everyone's long-term needs are being met.

The grim reality is...the majority of our students don't train for as long as we would like them to. Too often, they discontinue their training well before they began to see the benefits that long-term Martial Arts training can bring.

We, as Instructors, usually take the viewpoint that their quitting was beyond our control. The fact is, however, more often than not, that most of our now inactive students would still be training if we would have done a better job of meeting their needs in the first place.

Starting from the first lesson, and going to beyond Black Belt, list various reasons why students might quit training. Next to each reason, list a solution that will help solve the problem in the future.

Reasons For Quitting	Solutions
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

Remember, it is much easier to fix potential problems ahead of time than to try to perform damage control. Be one step ahead of your students and watch your active count grow.