



Pro-MAC National Section #1

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TOPIC 1 – CUSTOMER SERVICE

The Cherry Comes Last
For Improving Customer Service, Order is Important

Misconception:

Good customer service starts with a strong team spirit and company pride.

Reality:

Team spirit and company pride naturally arise from people working hard and being successful together. Efforts to create these feelings up front are often ridiculed by employees, at least in private. This response can be a source of cynicism and ultimately resistance to change.

Imagine a chocolate sundae - the frosted glass is filled with home-made vanilla ice cream; syrup is dripping down the sides; on top is a mound of fluffy white whipped cream. And finally there is a bright, long-stemmed maraschino cherry.

Now imagine that same cherry on top of a big pile of dog mess.

That's how one employee described his company's customer service program to me. I think he's got a good point. Building a world-class customer service organization is a lot like building a sundae.

Companies that are struggling with customer service issues benchmark themselves against those that have managed to excel, which in itself is a very good idea. They see these exemplars like big chocolate sundaes, and they hunger for the same kind of performance. The problem is that many focus first on the cherry, not the ice cream.

The most impressive characteristic of winning organizations is team spirit. Employees in these organizations share a sense of pride for working where they do. Companies that try to replicate their performance often

envy this sense of pride most of all; so they start there - trying to build camaraderie and company spirit.

Employees know the score. They know when an organization is struggling with things like customer service. They probably don't feel especially good that they don't work for a winning organization, but making them act like they do only makes their situation even less bearable. They know they are pretending to be something they are not. Dog mess is bad; dog mess with a cherry on top is downright revolting.

Things like camaraderie and company spirit are outputs, not inputs - they work the same way profit does. You can take steps to raise revenues and lower costs to affect profit, but you can't adjust profit directly. So it is with camaraderie and company spirit; they are attitudes that flow naturally from the experience of enjoying success with other employees. Build success and you get spirit; grab for spirit and you grab nothing but air.

Similarly, good customer service is an output, not an input. It is the natural result of doing a bunch of things right - things like building work systems that support good performance and reward systems that encourage desired behavior. These kinds of things are like ice cream, not as sexy as the cherry, but they must come first.

Good customer service starts with a good foundation and builds up from there. Otherwise you create nothing but cynicism - making progress that much harder.

TOPIC 2 – MOTIVATING PEOPLE

Herzberg's theory

- Herzberg's theory of motivation still applies: people complain about poor 'hygiene' factors - working conditions, benefits, even salary, because of a lack of 'motivational' factors - in short: they're bored!
- A 'hygiene' factor is a constant, independent of performance.
- A 'motivational' factor is what you get only through your own effort.
- Is there a close relationship between what you want others to do and some reward?
- If rewards are not tied to performance, you won't motivate anyone.
- We want to feel important, to be needed, to achieve something meaningful, to stand out.
- Motivation stems from satisfaction in doing a good job or from recognition by others for our efforts.
- Money can be a motivator, but only if you value more money and perceive a strong relationship between your effort and reward
- The strongest motivators are: achieving results, being valued, made to feel important, being included and accepted by an admired group, competing - getting ahead of others, gaining influence and status, earning more money, opportunities to do things you enjoy.
- Something can motivate behavior only if that behavior leads to it.
- The key is to find out what motivates the people you want to motivate.
- Avoid assuming they want what you want.
- Your power to motivate will depend, in part, on how much others value recognition from you or inclusion by you.
- Find out what characteristics your subordinates admire in their corporate heroes and try to develop those traits in yourself.
- You won't motivate technical wizards by being a socialite, for example.

TOPIC 3 – THE 5 QUESTIONS

1. Who is a wise person?

A wise person is one who learns from others. How does this relate to Martial Arts? Have you ever learned something from the youngest child, your most basic beginner? When an instructor keeps an open mind, he/she is able to learn something that will make a better instructor.

2. Who is a brave person?

A brave person is one who is smart enough to be afraid, but takes action anyway. What does that mean? As far as Martial Arts goes, it means to be smart enough to be afraid of the responsibility and influence that you have over your students – and then to take that responsibility seriously.

3. Who is a rich person?

A rich person is one who appreciates all that he/she has. How does that relate to Martial Arts? Well, you could be doing a lot of other things, but you are fortunate to be teaching, developing and working in the hobby and the art, which you love to do – Martial Arts. That's something that shouldn't be taken for granted. Everyday appreciate the fact that you get to teach Martial Arts.

4. Who is a mighty person?

A mighty person is one who has self-control and makes friends of his enemies. What does that mean as far as Martial Arts is concerned? Having self-control is an important quality that allows Martial Arts instructors to have the discipline to keep themselves in an upbeat, peak



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state while they are teaching. To make friends of enemies is to win the friendship and trust of students.

5. Who is an honored person?

An honored person is one who honors. What does this mean in Martial Arts class? It means, one who pays respect to students is going to receive respect in return. That is, of course, the most important quality Martial Arts instructors can have - to be respectful towards their students and treat them with kindness.

Remember, the rising tide lifts all boats. If we can all learn to be the very best teachers, the very best motivators, the very best coaches we can possibly be, then our industry is going to continue to rise, grow, and prosper.

TOPIC 4 – THE BEST TEAM EXPERIENCE

When I think about the best experiences I've had working in teams, what comes to mind is the feeling of satisfaction and the sense of accomplishment that comes out of hard work, stress, and lots of laughter.

What makes the team experience so great is a combination of several factors. But the most important factor is how I feel about myself during the group (team) process. The group experiences that are most memorable are the ones in which I feel that I had made significant contributions.

In many ways, it's up to the individual whether or not s/he has a positive or negative team experience. We often think too highly of how others relate to us, but with a conscious effort, we as individuals can make the ultimate difference in how we affect the group process and outcomes. This means that we have to make a commitment, to ourselves and to the members of the team, to do "our part".

Here's what I think it means to do "our part":

Decide to accept

- Decide to accept your team members as they are. Although it's much easier said than done, we need to consciously decide to accept others. If we wait around for our feelings to dictate whether or not we're going to like someone on our team, it might be too late. Go into your next team assignment with a commitment to accept others as they are. Try it! Mind over matter. If you don't mind, it doesn't matter.

Be honest

- Be honest in the moment. Sometimes, things do matter and it bothers us. Speak up! Don't wait until the team has already made the decision. Make sure you're honest with yourself and others throughout the entire team process. But remember that it's all in how you say it.

Be humble

- Be humble. Be humble by suspending judgment of others and their ideas, opinions, and suggestions. Give people the benefit of the doubt that their ideas are brilliant and give them the opportunity to express themselves. When they do the same for you, you'll realize just how important it is to be given this respect.

Worldviews

- Remember that others' worldviews are as just as right as yours. As you go through the team process, remind yourself that the way you view your world is not the only way. In fact, when you look through the lens of others, your world will be much more richer and clearer.

Encourage

- Encourage your team members. No team is without disagreements and miscommunication. But when these things happen, you have a choice to make this a learning opportunity and grow, or perpetuate the cycle. With a little bit of encouragement and commitment from all the team members, teams can move forward and accomplish great things.



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"Doing our part" simply acknowledges that we are, indeed, empowered to make a difference in our teams. Be aware of how we act and treat others. Being a team player that is accepting, honest, humble, and encouraging, is a conscious decision we all need to make.

By JoAnn McNutt

TOPIC 5 – IT TAKES GOOD SCENTS TO GET AHEAD

The way you smell

Yes, research has concluded that the taller people earn more and those who read Dilbert know that if you want to climb the ladder, it helps to have “executive hair”. But if you really want to succeed, make sure you smell good.

The olfactory lobe is connected to the limbic system and the limbic system is connected to emotional response. In other words, smells affect emotions. Pleasant smells – pleasant-smelling people – make people feel good, which apparently isn’t news to women. In a recent survey for Suave Naturals shampoo, 67 percent of women polled said they believe their personal aroma affects their job success. Dr Alan Hirsch, a neurologist at Chicago’s Smell and Taste Treatment and Research Foundation, agrees.

“Whether you recognize it or not, people are judging you based on the way you smell,” Hirsch says. “You can do everything else well, but if you smell bad, people will perceive you as being bad, in a unconscious way. Cognitively, they may say, ‘She does a great job, but I don’t like her.’”



TOPIC 6 – SATORI TEAM 5 WEEK OUTLINE

Week #1 Theme: Hands On Teaching Week On The Mat:

1. **Congratulate** new belts from last cycle... Pre-frame next tip, belt etc.
2. **Be ready to help D.D.D.** (Demonstrate, Detail, Drill)
This is a new cycle and the kids don't know their moves yet. We want their first impression of their new curriculum to get them excited. Make sure you know the curriculum for this cycle and be ready to demonstrate for the kids.
3. **Help** the smallest kids first (first two rows)
4. **Continually observe the entire mat.** Look for people who are lost or need an energy boost.
5. **When in doubt.... Be a fire starter.** Let the kids know that you still say yes sir, and bow, and kiai too. Show them their moves at your level.
6. **P.C.P. yourself after every class.** What did you do well? What will you improve on next time? What did you enjoy doing?

Quiz yourself on:

1. 3x3 rule
2. Instructors creed
3. P.C.P.
4. D.D.D
5. Pre-frame

These are basics that every Satori team member should know.

Make up black tip testing

Look at attendance cards to double check if a student missed
If they have several tick marks for the previous cycle, but it doesn't say BT (Black Tip) on the bottom, ask the instructor if that student missed

Buddy Day

Ask the students who they are going to bring.
Make sure you know where the invitations are and hand them out after class
Make sure you know what times to tell the parents.



Week #2 Theme: Protocol Week

Prep Zone

is one of the easiest times to do the 3X3 Rule. It is also a good time to play the name game. Have each kid say their name in a circle and see who can do them all.

1. **Keep an eye on.** . . . the parents in the stands. Look for 2 parents to approach after class to compliment their children.
2. **Constantly organize.** If you are not sure what to do, simply focus on keeping the kids on their spots. If that looks good, go organize the gear. If that looks good, go organize the paper work on the mat or at the front desk. When you are done it is probably time to start over with the kids again.
3. **Be ready for the next drill.** You should know the instructors game plan before class. It is your responsibility to make sure you know what is going on since you are assisting. If the instructor changes the game plan, be ready to flow to the next drill without looking like you are clueless.
4. **Before and after class...** is your golden opportunity to really get to know your students. Ten seconds does wonders. Ask them what their favorite school subject is, video game, movie, anything. Even if you forget, it is fun for the kids to tell you little things about themselves.

Remember to P.C.P yourself after every class!!



Week #3 Theme: Find Something Good Week

1. **Build instant rapport.** What can you do to make new kids ready to learn from you? Mirror and match, smile, high five, ask a question etc. As an assistant, you need to establish yourself with the students so they will learn from you, have fun and stay safe in class.
2. **Give feedback with energy** (but not fluff). Look for details that the students did right and be easily impressed. It's not what you say but how you say it.
3. **Mirror the head instructor.** When the energy level is high, go with it. When the class slows down to stretch or talk, lower your voice and never be distracting from the main instructor.
4. **Do not stand**...directly next to the head instructor unless advised. Usually the assistants need to be mobile, in and out of the lines. If you stand next to the head instructor you may not be organizing enough and you are probably seeing the same part of the mat as he/she is.
5. **What does the head instructor do...** that you can do?
 - Warm up, bag work, huddle discussion, game, curriculum
 - If you cannot do any of these, when do you see yourself being ready? Talk to the head instructor to set some goals beyond prep zone.

Triage Red-Tippers

Look at potential red tippers (white belts with 1 black tip, intermediates with 2 black tips, advanced with 3 black tips). Make sure their card shows that they have enough classes- at least 6 by the testing day.

If a student looks really weak on their material, let the head instructor know. If you feel comfortable ask the instructor if you can take that student aside for a private lesson



Week #4 Theme: Praise, Correct, Praise Week

Red Tip Testing

Pump up all of the red tip candidates to try their best. Remind everyone else that black tip testing is next week.

1. **Make sure you know the procedure** ...of red tip testing before the class starts. It is your responsibility to ask the head instructor what is going on. Are you involved in the Intent to promote letters? Every red tipper must receive one so if you don't personally write them out, you can at least make sure than every student who needs one received one. Attached to every intent to promote letter should be 3 invitations to be promotion.
2. **Be a safety net.** We don't believe in publicly humiliating anyone. If a student is bombing or is simply having a bad day on testing (it happens) be ready to assist and possibly pull that student out for a re-frame or a private lesson so the head instructor doesn't have to stop the flow of class.
3. **Keep the protocol strong.** If Dojo protocol isn't strong on testing day, when is it strong? Be an example of protocol by responding "Yes sir" with the class and make sure the students do as well. It's o.k. if red tip testing day is a little stricter.
4. **Never-ending correction with a smile.** Kids make mistakes. As long as you correct their moves with out showing disappointment in them as a person, they will always learn from you. Be a positive influence by smiling while you P.C.P
5. **Triage Black Tippers.** It is the same procedure as last week with the red tippers. The only difference is that there are a lot more Black Tippers than red tippers (normally). Look at the attendance cards to see if any one is way behind and won't make it to 6 classes before testing. Usually the kids that look weak on their material tend to struggle consistently. After helping out for a while, you will learn to spot the ones that always need help. Go to them first and try to make them look solid before the test next week.



Week #5 Theme: Disney Dojo

Black Tip Testing and Belt Promotion

Stuff needs to be handed out! On black tip testing every white and gold belt that earns a black tip get a report card. Every intermediate that earns their second black tip gets one, and every advanced student that earns their third black tip gets one.

Ask the head instructor if you can assist in filling out the top half of the report card so he or she doesn't have to. This usually is just the name, date, rank, and class group. You will need the attendance cards to do this.

You can also make sure every red tipper got enough belt promotion invitations and hand out extras if need be. This is a good time to ask them who they are bringing.

1. **Know the procedure.** Check with the head instructor to make sure you know how black tip testing will run. Every class is a little different so don't just assume it will be the same as one you have seen before.
2. **Follow along with the warm up.** Constantly encourage and organize. Be a fire starter. Remind kids to try their best for testing.
3. **Test kids on V's and B's** for belt promotion (values and benefits). Ask the kids what they have learned so far besides punching and kicking. When in doubt pop quiz them on the current huddle discussions.
4. **How much control do you have over the class?** Do you do one on ones? Do you take small groups? Do you take portions on the class? Whatever you do, make sure that you are in control and it is obvious to the parents that the kids are not simply walking all over you.
5. **What does the head instructor say...** that you can start saying? Every instructor has their own energy and little phrases they like to use. Try to pick up on a few of them and use them when you are teaching.

Don't forget to P.C.P yourself after every class!!!

Every good instructor practices C.A.N.I. to improve their teaching skills