#1 – Chief Instructor (CI)– Job Description and Pay Scale Full Time Position

Key Results Expected

1. **Personal**
    - The CI must be completely dedicated to the growth of Martial Arts Leadership Training Association as a company recognizing that this is an enterprise that will have generational impact on the world for hundreds of years to come.
    - The CI must be completely dedicated to the mission of Martial Arts Leadership Training Association (see employee handbook) and be willing to work with the company towards expansion and growth.
    - The CI must see him or herself being called to work under the leadership of the school owner and their direct report (listed below).
    - The CI of the school must hold themselves to the highest level of character and model the life skills taught in the school.
    - The CI must recognize that Martial Arts Leadership Training Association is constantly evolving, and that change is constant as the school owner strives to continually build a better company.
    - The CI coordinator must agree and sign off on a non-compete and non-disclosure contract.
    - Our organization is based on 3 things.
        - 1. Impact - we want to make the biggest impact on our communities and our world as possible.
        - 2. Income - we want all of our team members to be making 6 figures or on a path to that number
        - 3. Insight - everything is either growing or dying and we want both our team and students to constantly be learning and growing from the best coaches and trainers as possible.
    - The CI must always be IT and look the part of a professional. Since the CI is the 'face of the school', he or she is always expected to put forth an image of a martial arts black belt professional who takes extreme care to represent the school owner, Martial Arts Leadership Training Association, and all the other staff and students and organization well. The idea is for any of your parents to see you anywhere in or out of the school and for you to be able to point to their child and say, 'I want you to become just like that'. So, you must exercise extreme care to make the following areas be extremely professional:
        - The way that you dress. Clean, pressed, and professional looking. We expect you to always look 10% better than the group that you are with. Why? Because you are a leader in our organization, and you set the example.
        - The way that you act and how you treat everyone around you. Friendly and positively.
        - The way that you carry yourself should be confidently.

- For more details regarding what we expect please see the employee handbook.

2. Upgrade and Marketing Responsibilities

- The CI is responsible for enrolling the upgrades of the school by having conversations with student about setting their goal to black belt, encouraging students to have a greater level of commitment, pre-faming, highlighting, and recommending, and understanding the mission and goal of Martial Arts Leadership Training Association to help all those that walk through our doors become black belt leaders and beyond no matter of physical age or mental maturity.
- The CI has the ability to have the greatest level of influence over the students because of his constant contact with them in each and every class.
- The CI is also required to assist as much as possible with setting appointments at the marketing events that the PD and MC schedule or parking lot VIP'ing if necessary.

Minimum Personal Contribution Required

- **Minimum: 10 upgrade memberships (Advanced LP, CIT, or LP)**
  - **Sitting down with 80% of the previous month's basic enrollments**
  - **PIF 25% of the upgrades in some way**
- **Measured contribution of $10,000 per month (from basic money and other things asked for)**
- **10 shows**
  - **Suggested 50 appointments**

Outstanding Contribution

- **Measured contribution of $20,000+ per month (from basic money and other things asked for)**
- **Outstanding: 20+ memberships**
- **20 shows**
  - **Suggested 100 appointments**
- **Sponsoring additional staff member**

- **Some of the activities that may be required by the CI to accomplish the marketing goal are listed below. The marketing activities for the week will be determined by the manager of the school and are not limited to what is listed below. These are examples for a fuller picture of the job.**
  - Contacting Schools to schedule times to come in and teach PE classes
  - Contacting events to schedule Martial Arts Leadership Training Association to have a booth at
  - Doing the marketing survey at approved locations around town and occasionally in parking lots
  - Going business to business
  - Contacting groups such as girl scouts or boy scouts or other organizations that deal with children in order to partner with them and get in front of their group

- Securing new VIP locations by asking the manager or owner to set up a booth or stand in front of their location
- Putting out flyers or lead boxes or sticky notes on cars or in businesses
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- **Supporting the overall money goal of the academy:** The sales/money portion of your duties will generally be assigned to you at the Tuesday training and staff meetings throughout the week by the manager of the school. Due to the fact that the CI has the majority of the influence over the students, parents, and families you are expected to be the main drive and support to the overall money goal of the academy. Some examples of how this may be required is listed below. Even if you cannot ask students personally for their required purchases, you must support the PD and MC by providing direction to the students 'go see ____ (PD or MC) and get your _____ (gear, weapons, event, etc.)
  - Following the leadership upgrade system where you enroll the black belt leadership students within 30 days of when they enroll.
  - Pre-framing, Highlighting, Recommending, Building rapport with and having conferences to enroll student in any of the higher-level programs. This is how most of the CI's membership goal will happen.
  - Asking students to purchase gear and equipment
  - Asking students to register for events and graduations
  - Offering students a savings by prepaying their graduations or by purchasing an express pass
  - Offering students a savings by asking them to pay in advance for their tuition
- **Note:** The appointment and show numbers recommended above are generally considered average in our industry however the actual numbers you will need will be based on your show ratio and enrollment ratio (see terms definition).
- **Note:** To be considered for promotion it is generally expected that you are at least in the average category for a minimum of 12-24 months. For rapid promotion and movement through the staff ranks perform at the outstanding level for 12 months consistently.
- **Note:** Approximately 20%-50% of your time is generally considered spent in marketing for new members. The remaining time would be spent teaching classes and doing conferences for upgrades.

3. Teaching Responsibilities

- The CI is expected to teach 90-100% of the classes at the academy while using the team underneath him as necessary to support him as he goes about upgrades.
  - 100% of the beginner classes

4. Training Responsibilities

- Minimum of two martial arts class with your instructor a week
- Mandatory Staff meeting Tuesday from 10-11 am.
- Mandatory Mentorship and CIT participation
- Must continually demonstrate proficiency in the following scripts
  - Phone scripts
  - Basic program script
  - Walk in Script

- VIP scripts

5. **Reporting Responsibilities**
    - Recording your daily numbers on the daily sheet before the manager sends them to Master Instructor
    - The direct report of the #1 is the Manager of the school.
6. **Busy Work Responsibilities – only to be done after all other responsibilities are completed**
    - Assist with completing the daily sheet at the end of the night
    - Fills out contracts and ensures they are filled correction for office manager
    - Assists with making sure that all text messages and emails are cleared each night from rainmaker and the academy's email account.
    - Contacting any missed appointments the same day and marking them as NS (no show)
    - The phone for the academy is usually forwarded to the #2. This is expected to be answered during the above scheduled hours but not during the staff meeting from 10-11am on Tuesdays. Any concerns will be brought before the CI or the manager of the academy that evening. The voicemail box is expected to be clear at all times and any messages returned within 24 hours. The same applies to text messages.
7. **Customer Service Responsibilities**
    - Because the CI is responsible for many things the MC has been assigned the duty of doing all the MIA calls. The CI is responsible for making sure this happens every week and following up with those students where it would make the biggest difference hearing from him personally.
    - To deal with students concerns about school, homework, bullying, and any other such things that a student may need to speak with the CI about in a timely manner.
    - This goes without saying however we want to emphasize the importance of having a CI that genuinely cares about each and every one of his or her students and goes above and beyond to make sure they all feel special each time they come to class. This responsibility falls directly on the CI.
8. **Graduation Responsibilities**
    - **The main reason the CI teaches classes is to inspire the students to become black belts. The best way to measure if this is actually happening is if the students are actually moving up. 80-100% of the active count of the students in the school must graduate every 2 months. While he may be supported by the other staff members the CI is responsible for ensuring that this number happens every graduation.**
    - The Chief instructor is most likely responsible for being the MC at each and every graduation since he or she is one with the most rapport with the students. The CI is responsible for making sure that the event is secure, the students are registered
9. **Perks**
    - Black Belt Training and KravMaga Training is our gift to you. $10,000 value.
    - World Class Business and Career Training
    - Insurance benefits in the works for all Super Kicks employees
    - Retirement benefits in the works for all Super Kicks employees

Terms Definition

- **Show Ratio** – the percentage of your appointments that you set that actually walk in the door. For example, in a one-month period of time if you set 50 appointments and 10 of those actually walk through the door than you have a show ratio of 20%.
- **Enrollment Ratio** – the percentage of people that actually enroll in the basic program after actually showing up for their first lesson**.** For example, let's continue the previous example from above. Let's say 10 of your appointments actually show up and walk in the door for their first lesson and after being presented with the basic program 5 of them enroll. You have an enrollment ratio of 50%.
- **Active Count –** students that have attended class in the last 30 days according to Rainmaker Report.

Schedule Requirements – Full Time – 40 hours a week minimum

Note: Hours are subject to change and some weeks may be longer than 40 hours due to the commitments of the school. The weekly responsibilities that may require a team member to work outside of the normal class hours will be given out by the manager with as much advance notice as possible.

- Tuesday 10 – 9pm
- Wednesday 12-9pm
- Thursday 10-9pm
- Friday 12-9pm
- Saturday 9-5pm

Temporary Position:

- **$10 dollars per hour plus bonuses. Learn as much as you can put as many hours in as you can over the next 90 days.**
- **You will be training on sales, marketing, and martial arts all at the same time.**
- **We will have a check-up after 30, 60, and 90 days and we will decide at each one of those meetings to either shake hands and depart as friends or buckle down and make this a career.**

Program Director Base Salary Pay

- Base: $2000/month

Commission Structure

- 5% over minimum base ($25,000/month)
- New Academy. Would be 5% of the profit of the academy.

Bonus Structure

Appointment Bonuses (each one doubled if hit by the 20th of the month)

- $100 for 50 appointments

- $100 for 100 appointments

Shows Bonus

- $50 for 5 shows
- $100 for 10 shows
- $100 for 15 shows
- $100 for 20 shows **(doubled if hit by the 20th of the month)**

Additional Basic Program enrollments

- Per enrollment bonus -$25 per enrollment
- $100 for 5 enrollments
- $100 for 10 enrollments **(doubled if hit by the 20th of the month)**
- $100 for 15 enrollments **(doubled if hit by the 20th of the month)**
- $100 for 20 enrollments **(doubled if hit by the 20th of the month)**

Leadership Program

- $100 per LP upgrade (36 month program)
- $50 per LP upgrade (18 month program)
- Bonus: $100 for 10 upgrades (**doubled if hit by the 20th of the month)**
- Bonus: $100 for 15 upgrades (**doubled if hit by the 20th of the month)**

Additional Bonuses:

- Running a birthday party = $25

This position will be reviewed within the first 30, 60, and 90 days to ensure compatibility and make any needed adjustments. I agree to uphold these standards and terms of employment and to let the owner know 60 days in advance to when I am unwilling to fulfill these obligations any longer.

Signed: _____ Date: _____

Signed: _____ Date: _____