DANCE
STUDIO
OWNERS
INNER
CIRCLE

90 DAY
DEEP DIVE

90 DAY REFLECTION

WHAT GOALS DID YOU ACHIEVE OVER THE PAST 90 DAYS?

Class Curriculum & Program:

Student Attraction and Retention:

You and Your Team:

Operations and Execution:

Finances:

WHAT ACTIVITIES, PROJECTS AND PROGRAMS WORKED WELL OVER THE LAST 90 DAYS?

Class Curriculum & Program:

Student Attraction and Retention:

You and Your Team:

Operations and Execution:

Finances:

WHAT COULD YOU IMPROVE? WHAT WOULD YOU HAVE DONE DIFFERENTLY?

Class Curriculum & Program:

Student Attraction and Retention:

You and Your Team:

Operations and Execution:

Finances:

MY MAIN GOAL IS TO:

Increase Revenue/Profit

☐

Reduce Stress

☐

Reclaim Time

☐

WHAT SEASON AM I IN?

MAINTAINING ☐

RECALIBRATING ☐

TRUSTING ☐

ACTIVATING ☐

SMART GOALS

Set Your Priorities for the Next 90 Days

Now that you've reflected on the last 90 days, we're going to turn your insights into clear, strategic goals.

Choose **two SMART goals** that will move your studio forward in the pillars that matter most right now.

SMART = **Specific • Measurable • Achievable • Relevant • Time-Bound**

One should be focused on working ON your business. The other in your business.

WORKING ON YOUR BUSINESS (CEO AS VISIONARY):

This is the future-focused work that grows and strengthens your studio over time.

It includes:

- Developing or refining systems and processes
- Designing new programs or revenue streams
- Planning long-term marketing or enrollment strategies
- Reviewing data to guide smarter decisions

WORKING IN YOUR BUSINESS (CEO AS LEADER):

This is the high-level leadership work that impacts how the studio performs day-to-day—without slipping into doing everything yourself.

It includes:

- Strengthening communication and alignment with your team
- Enhancing the client and dancer experience
- Optimizing class offerings or schedules from a strategic lens
- Leading key initiatives that improve current operations

Both sides are essential CEO responsibilities.

Your SMART goals should reflect this balance: one that elevates the future of your studio, and one that strengthens its present.

Look back at the yearly planning you completed. What does that plan suggest your goals should be about for this quarter?

WORKING ON YOUR BUSINESS

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FILL OUT SCORECARD

The 90 Day Planning Scorecard

Use 🔴 (Not yet), 🟡 (In progress), 🟢 (Completed)

		🔴	🟡	🟢	
Finance	I understand my P&L, Balance Sheet, and key financial terms.	🟥	🟨	🟩	A1
	I maintain consistent financial habits (weekly/mid-month/monthly reviews).	🟥	🟨	🟩	A2
	My pricing & tuition structure are aligned with profitability.	🟥	🟨	🟩	A3
	I use ROI to make decisions around programs, staff, and spending.	🟥	🟨	🟩	A4
	I forecast revenue & expenses and manage cash flow seasonally.	🟥	🟨	🟩	A5
Student Attraction & Retention	I have a clear UVP and strong lead offers.	🟥	🟨	🟩	B1
	I have a complete inquiry → trial → enrollment system.	🟥	🟨	🟩	B2
	I segment leads, current families, and churned customers.	🟥	🟨	🟩	B3
	My first-class experience builds trust and confidence.	🟥	🟨	🟩	B4
	I use retention systems: leadership, recognition, engagement, & fun touchpoints.	🟥	🟨	🟩	B5
Programs & Curriculum	My class structure is developmentally appropriate and consistent by age.	🟥	🟨	🟩	C1
	Every class has clear learning objectives and progression intentions.	🟥	🟨	🟩	C2
	My curriculum aligns with my studio values.	🟥	🟨	🟩	C3
	My teaching team uses inclusive, accessible, & sensory-aware classroom practices.	🟥	🟨	🟩	C4
	I track curriculum success with early feedback loops.	🟥	🟨	🟩	C5
Operations & Execution	My communication tools/system (Slack, Drive, Asana/Trello) are consistently used by my team.	🟥	🟨	🟩	D1
	We have communication etiquette guidelines and response-time expectations.	🟥	🟨	🟩	D2
	We run structured team meetings with agendas, notes, and follow-ups.	🟥	🟨	🟩	D3
	We track KPIs such as retention, re-enrollment, class health, and admin performance.	🟥	🟨	🟩	D4
	We regularly identify and fix operational weak points.	🟥	🟨	🟩	D5
You & Your Team	I have a clear, documented studio vision, mission, and core values.	🟥	🟨	🟩	E1
	I operate as a manager/leader, not the “doer of everything.”	🟥	🟨	🟩	E2
	I use a hiring funnel with job descriptions, questionnaires, demo tasks, and reference checks.	🟥	🟨	🟩	E3
	New hires follow a 90-day onboarding system.	🟥	🟨	🟩	E4
	We have a supportive team culture with consistent conflict-resolution tools.	🟥	🟨	🟩	E5
	I conduct performance reviews using KPIs, feedback, and development plans.	🟥	🟨	🟩	E6

Your On the Business Goal

Now that you've completed your 90-Day Scorecard and reviewed your yearly plan, it's time to choose the ONE CEO-level goal that will create the biggest impact over the next 90 days.

This goal should focus on working ON your business—the strategic, future-focused work that moves your studio forward in measurable ways.

BASED ON YOUR SCORECARD, CHOOSE THE ONE AREA WHERE IMPROVEMENT WOULD MAKE THE MOST MEANINGFUL DIFFERENCE AND SELECT THE IC PILLAR IT ALIGNS WITH:

☐ Programs & Curriculum
☐ Student Attraction & Retention
☐ You & Your Team
☐ Operations & Execution
☐ Finances

TURN YOUR IDEA INTO A SMART GOAL WITH CHATGPT

If you know what you want to improve but need help phrasing it clearly, use this ChatGPT Prompt:

I am going to provide you with a screenshot of my 90-Day Scorecard results. Based on those results, I want to work on [insert pillar or issue]. My initial idea for a goal is: [describe idea].

Please turn this into a SMART goal and create three versions of it: a Good version, a Great version, and a Knock It Out of the Park version.
- The Good version should be realistic and fully achievable within 90 days.
- The Great version should challenge me and accelerate progress.
- The Knock It Out of the Park version should represent extraordinary, above-and-beyond success.

Use my scorecard screenshot to inform your recommendations, and format all three versions clearly.

Drop your final SMART goal below:

WORKING IN YOUR BUSINESS

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Best Practices Calendar

Take a look at the best practices calendar below for ideas on an in your business goal for this quarter.

MONTH	UNITED STATES	AUSTRALIA
January	Start Summer Marketing Plan Begin Recital Communication Plan	Finalize Studio Setup + Staff Training Confirm Class Lists + Onboarding Workflows
February	Lesson Plans & Choreography Checklist	Onboarding Touchpoints Checklist Classroom Routines + Expectations Review
March	Event Communication Plan	Mid-Term Parent Update Plan Teacher Check-In Templates for New Students
April	Begin Re-Enrollment Campaign	Term 1 Review + Term 2 Curriculum Adjustments Term 2 Events/Themes/Technique Planning
May	Faculty Reviews Create Job Descriptions Begin Hiring Funnel Begin Re-Enrollment Campaign	Plan Winter Workshops + Holiday Programs Prep Technical-Skill Focus Resources
June	Create/Update 6 Week Onboarding	Mid-Year Curriculum Audit + Updates Winter Parent Communication + Progression Notes
July	Host Student Teacher Training Create/Update Welcome Materials Staff Onboarding	Concert Theme + Run Sheet Planning Costume Planning: Measurements, Suppliers, Orders
August	Begin Staff Onboarding Run Class Forecast Team Retreat	Choreography Planning + Formations Rehearsal Schedules + Backstage Templates
September	Class Capacity	Progress Report Templates Next-Year Leveling Audit + Re-Enrollment Assets
October	Recital Planning Meeting Create Recital Budget	Finalize Next-Year Timetable + Class Placements Re-Enrollment Plan + Communication Assets
November	Create/Revise Birthday Party Offerings	Confirm Teaching Teams + Staffing Finalize Term 1 Curriculum + New Program Additions
December	Summer Planning Meeting	Student Placement Finalization + Email Confirmations Prep Onboarding Materials: Welcome Packs, Policies, Automation Update Student Systems: Rolls + Class Groups

Your In the Business Goal

Now that you've reviewed your Best Practices Calendar and reflected on your yearly plan, it's time to choose the ONE "in the business" goal that will help you strengthen performance, execution, and consistency in the day-to-day operations of your studio.

This goal should support the work happening right now in your studio—execution, delivery, communication, curriculum, systems, or seasonal tasks that ensure your studio runs smoothly and delivers an exceptional experience.

YOUR "IN THE BUSINESS" GOAL SHOULD ALIGN WITH ONE OF THE IC PILLARS:

☐ Programs & Curriculum
☐ Student Attraction & Retention
☐ You & Your Team
☐ Operations & Execution
☐ Finances

Choose the pillar that best reflects the operational area you want to improve or optimize this quarter.

TURN YOUR IDEA INTO A SMART GOAL WITH CHATGPT

If you know what you want to improve but need help phrasing it clearly, use this ChatGPT Prompt:

*"I am going to provide you with either a screenshot of my Best Practices Calendar for this time of year or the part of my Yearly Plan that applies to this quarter. Based on that, I want to work on [insert pillar or issue]. My initial idea for an 'in the business' goal is: [describe idea].
Please turn this into a SMART goal and create three versions of it: a Good version, a Great version, and a Knock It Out of the Park version.

- The Good version should be realistic and fully achievable within 90 days.
- The Great version should challenge me and accelerate progress.
- The Knock It Out of the Park version should represent extraordinary, above-and-beyond success.

Use the information I provide to guide your recommendations, and format all three versions clearly."*

Drop your final SMART goal below:

Your 90-Day Calendar

MONTH	WORK ON YOUR BUSINESS GOAL	WORK IN YOUR BUSINESS GOAL