



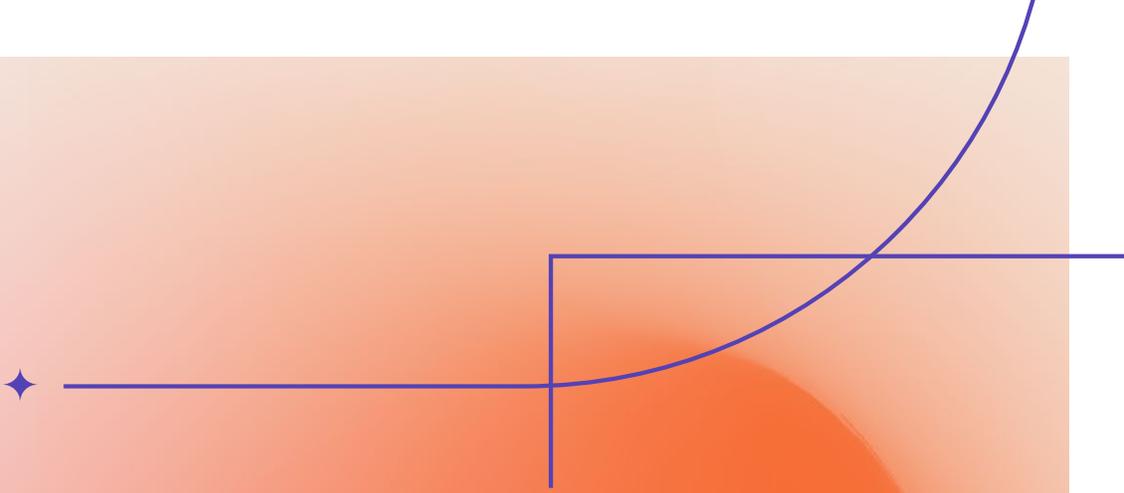
STUDIO OWNER'S
**ROADMAP
RALLY**

THE 2026 KICKOFF

WORKBOOK

**MONDAY JANUARY 12TH
12-2:30 PM ET**

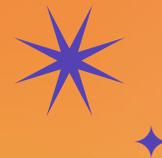
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ZOOM OUT

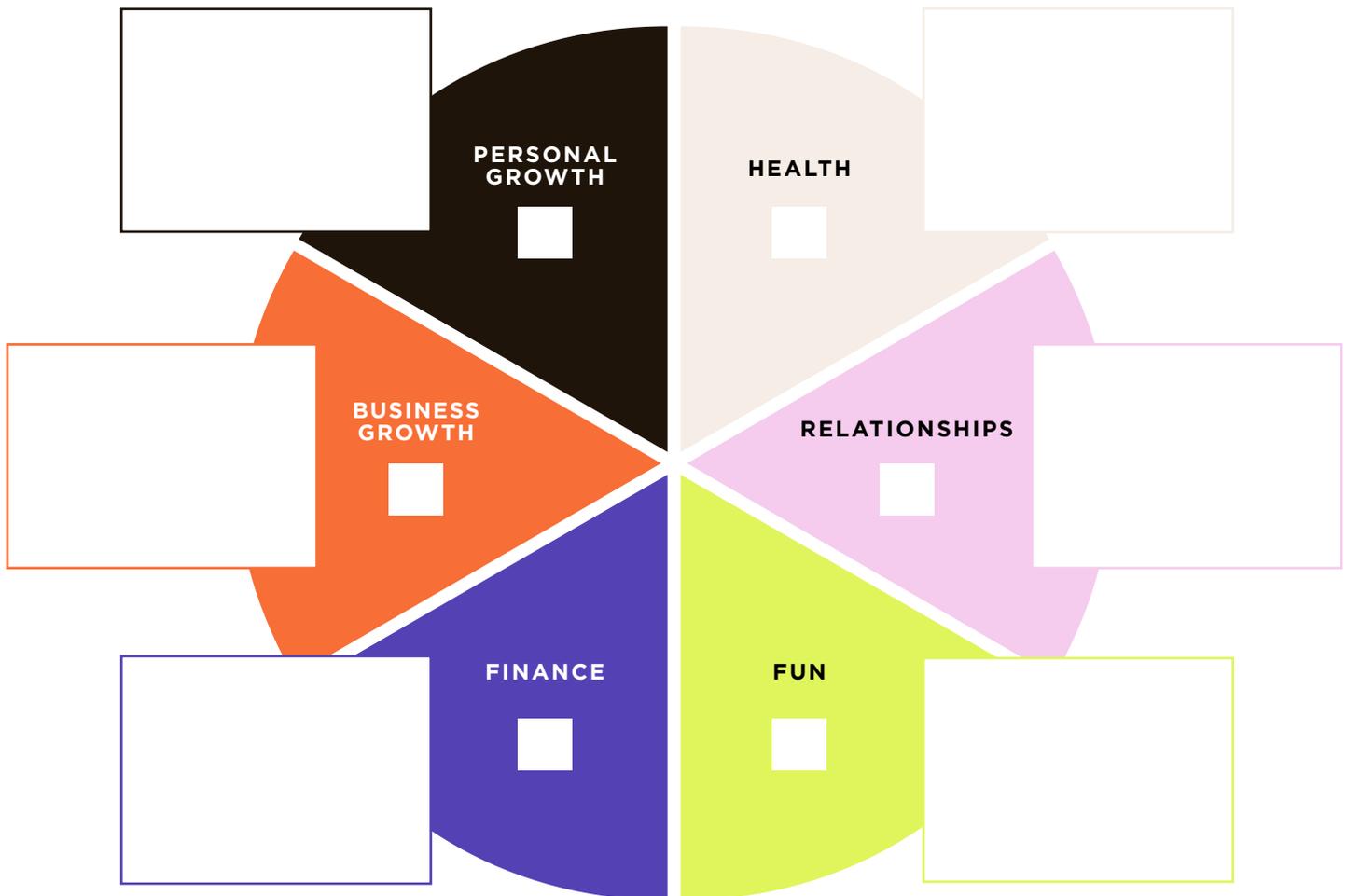
**YOUR 3-YEAR VISION IN
LIFE & BUSINESS**

STUDIO OWNER'S
**ROADMAP
RALLY**



WHERE DO I SEE MYSELF IN 3 YEARS?

Life & Business Wheel



WRITE YOUR 3-YEAR VISION STATEMENT

NOW, DISTILL YOUR REFLECTION INTO ONE CLEAR, INSPIRING VISION STATEMENT THAT CAPTURES YOUR FUTURE LIFE AND BUSINESS.

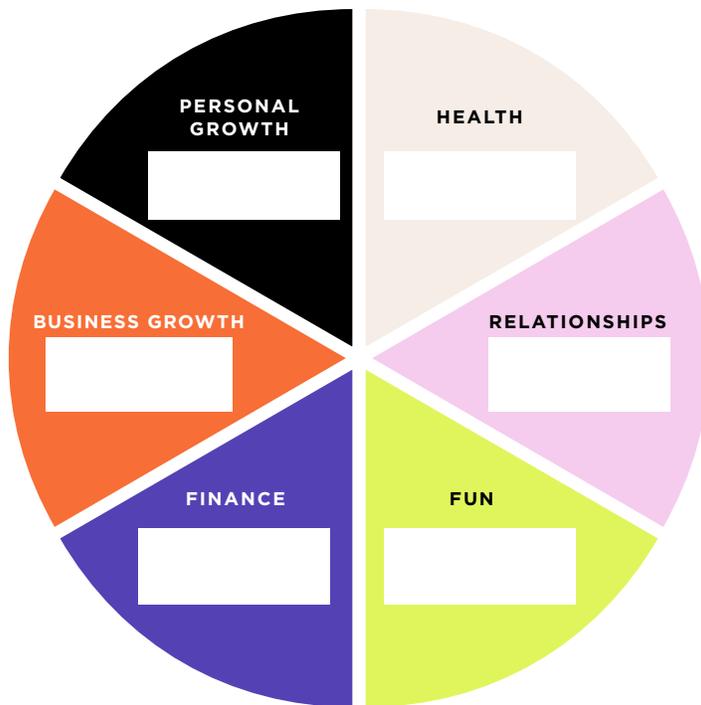
VISION STATEMENT TEMPLATE

“IN 3 YEARS, I WILL _____ SO THAT
_____.”

Year in Review Reflection

| WINS (BUSINESS) | GLIMMERS (PERSONAL) |
|-----------------|---------------------|
| 1: _____ | 1: _____ |
| 2: _____ | 2: _____ |
| 3: _____ | 3: _____ |
| CHALLENGES | LEARNINGS |
| 1: _____ | 1: _____ |
| 2: _____ | 2: _____ |
| 3: _____ | 3: _____ |

LIFE AND BUSINESS WHEEL



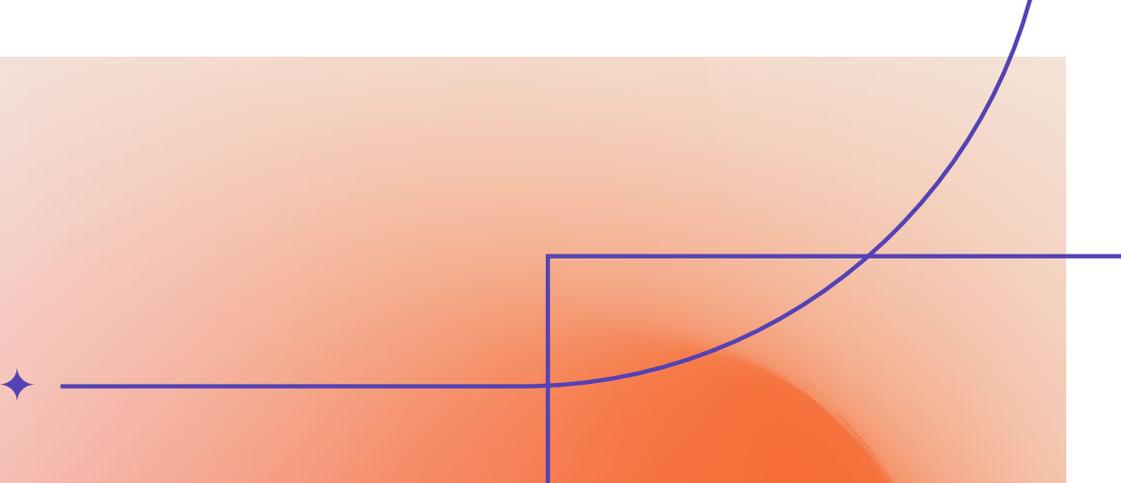
WHERE DO I WANT TO FOCUS MORE IN 2026?

1: _____

2: _____

2026 Finance Goals

| | | | | | | | |
|---|--|---|--|---|--|---|--|
| 1 | | : | | x | | x | |
| 2 | | : | | x | | x | |
| 3 | | : | | x | | x | |
| 4 | | : | | x | | x | |
| 5 | | : | | x | | x | |



STUDIO SYNERGY AUDIT

**ALIGN YOUR ENERGY,
EMPOWER YOUR TEAM**

**STUDIO OWNER'S
ROADMAP
RALLY**



What is ROI?

ROI = RETURN ON INVESTMENT

Compares what you put in vs. what you get back.

Helps you make smarter decisions.

TYPES OF ROI

FINANCIAL ROI → TUITION, REVENUE, PROFIT

TIME ROI → HOURS SAVED VS. HOURS SPENT

ENERGY ROI → STRESS REDUCED VS. STRESS ADDED

CULTURE ROI → IMPACT ON MORALE, RETENTION

THE STUDIO ROI CHECK:

WHERE'S YOUR TIME, ENERGY & CULTURE REALLY GOING?

(Take this survey to uncover where you're thriving — and where your studio is silently draining your ROI.)

Write the answer that feels most true right now — not what you wish were true.

Tally your results at the end to reveal your "Studio ROI Profile."

| TIME ROI | | | |
|---|--|---|-------------------|
| 1. MY WEEKLY SCHEDULE FEELS... | | | MY ANSWERS |
| A. Wide open — I've built in time to think, plan, and lead. | B. Manageable, but I'm juggling more than I'd like. | C. A total blur — I'm constantly reacting, never ahead. | |
| 2. WHEN I LOOK AT MY CALENDAR, IT REFLECTS... | | | MY ANSWERS |
| A. My <i>priorities</i> and highest-value tasks.. | B. A mix of CEO time and random chaos. | C. Everyone else's needs — not mine. | |
| 3. I SPEND THE MAJORITY OF MY WEEK... | | | MY ANSWERS |
| A. Strategizing, mentoring my team, and building systems. | B. Splitting time between leadership and doing "the work." | C. Teaching, texting, and troubleshooting — all day, every day. | |

| TALLY YOUR RESULTS (TIME): COUNT HOW MANY A's, B's AND C's YOU HAVE | | |
|---|---|---|
| A's _____ | B's _____ | C's _____ |
| Mostly A's — The Empowered CEO You're operating in your zone of genius. Your time, energy, and culture are aligned with growth — now it's about fine-tuning systems and protecting your white space | Mostly B's — The Balancing Act You're on the right path but need stronger boundaries, clearer priorities, and a bit more team ownership to level up your ROI. | Mostly C's — The Firefighter You're burning energy faster than you're earning it. It's time to step back, audit every commitment, and rebuild from a place of clarity and sustainability. |

| ENERGY ROI | | | |
|---|--|--|-------------------|
| 4. MOST DAYS I FEEL... | | | MY ANSWERS |
| A. Energized — my work fuels me. | B. Tired, but still motivated. | C. Drained — even the small things feel heavy. | |
| 5. THE PEOPLE AROUND ME... | | | MY ANSWERS |
| A. Light me up and make things easier. | B. Are well-intentioned but sometimes deplete my energy. | C. Constantly pull from me — I feel like everyone's battery charger. | |
| 6. WHEN I LEAVE THE STUDIO AT THE END OF THE DAY | | | MY ANSWERS |
| A. I feel proud and peaceful. | B. I'm satisfied, but my brain doesn't shut off. | C. I'm running on fumes and questioning my life choices. | |

| TALLY YOUR RESULTS (ENERGY): COUNT HOW MANY A's, B's AND C's YOU HAVE | | |
|---|---|---|
| A's _____ | B's _____ | C's _____ |
| Mostly A's — The Empowered CEO You're operating in your zone of genius. Your time, energy, and culture are aligned with growth — now it's about fine-tuning systems and protecting your white space | Mostly B's — The Balancing Act You're on the right path but need stronger boundaries, clearer priorities, and a bit more team ownership to level up your ROI. | Mostly C's — The Firefighter You're burning energy faster than you're earning it. It's time to step back, audit every commitment, and rebuild from a place of clarity and sustainability. |

| CULTURE ROI | | | |
|--|---|--|-------------------|
| 7. MY TEAM CULTURE CAN BEST BE DESCRIBED AS... | | | MY ANSWERS |
| A. Collaborative, clear, and self-motivated. | B. Friendly but inconsistent. | C. Fractured — I'm the glue holding it together. | |
| 8. COMMUNICATION IN OUR STUDIO IS... | | | MY ANSWERS |
| A. Structured and transparent — everyone knows the plan. | B. Okay, but messages get lost or misinterpreted. | C. Constant fire drills and last-minute updates. | |
| 9. WHEN CHALLENGES ARISE... | | | MY ANSWERS |
| A. My team handles it — I trust them. | B. We manage, but I usually have to step in. | C. It's all on me. Every time. | |

| TALLY YOUR RESULTS (CULTURE): COUNT HOW MANY A's, B's AND C's YOU HAVE | | |
|---|---|---|
| A's _____ | B's _____ | C's _____ |
| Mostly A's — The Empowered CEO You're operating in your zone of genius. Your time, energy, and culture are aligned with growth — now it's about fine-tuning systems and protecting your white space | Mostly B's — The Balancing Act You're on the right path but need stronger boundaries, clearer priorities, and a bit more team ownership to level up your ROI. | Mostly C's — The Firefighter You're burning energy faster than you're earning it. It's time to step back, audit every commitment, and rebuild from a place of clarity and sustainability. |

| TALLY YOUR RESULTS (ALL RESULTS: TIME, ENERGY & CULTURE) | | |
|---|---|---|
| COUNT HOW MANY A's, B's AND C's YOU HAVE | | |
| A's _____ | B's _____ | C's _____ |
| Mostly A's THE EMPOWERED CEO You're operating in your zone of genius. Your time, energy, and culture are aligned with growth — now it's about fine-tuning systems and protecting your white space | Mostly B's THE BALANCING ACT You're on the right path but need stronger boundaries, clearer priorities, and a bit more team ownership to level up your ROI. | Mostly C's THE FIREFIGHTER You're burning energy faster than you're earning it. It's time to step back, audit every commitment, and rebuild from a place of clarity and sustainability. |

Reflection Prompt:

Before moving into your Action Plan, take five minutes to unload everything swirling in your head.

Write freely — don't filter or fix.

PROMPT:

IF I COULD RECLAIM 1 HOUR A DAY, WHAT WOULD I DO WITH IT — AND WHAT WOULD I STOP DOING?

THEN ANSWER:

WHAT'S ONE HABIT, SYSTEM, OR RELATIONSHIP THAT DRAINS MY ENERGY — AND HOW CAN I SHIFT IT NEXT YEAR?



STUDIO ROI ACTION PLANNING

TIME • ENERGY • CULTURE

Turn awareness into aligned action.

You've just uncovered where your time, energy, and culture are giving you the best return — and where they're leaking value. Now it's time to design your next year around what actually fuels you and your studio's growth.

TIME ROI: FROM BUSY TO BALANCED

Goal: Reclaim your CEO time and protect what matters most.

Reflect:

What patterns came up in your Studio ROI Check around how you spend time?

1. Eliminate: What tasks or meetings drain your time but don't drive ROI?

2. Automate/Delegate: What can be handed off or systemized?

3. Elevate: What's one high-value CEO activity you'll prioritize weekly (e.g., data review, coaching your manager, strategy hour)?

ACTION COMMITMENT

"I WILL PROTECT ____ HOURS EACH WEEK FOR CEO-LEVEL FOCUS BY...

."

ENERGY ROI: FROM DRAINED TO DRIVEN

Goal: Design your week around what fuels you, not just what fills your calendar.

Reflect:

When do you feel most energized in your studio? When do you feel depleted?

1. Boundaries: What's one boundary you'll set to protect your energy?

(e.g., "No texts after 8pm," "Admin mornings on Tuesdays," "Silent hour before class.")

2. Boosters: What daily or weekly rituals refill your tank?

(e.g., creative class planning, team coffee chats, quiet drives, workouts.)

3. Drainers: Who or what consistently zaps your energy — and how will you address it?

ACTION COMMITMENT

"I WILL CREATE MORE ENERGY BY _____
_____ AND RELEASE ENERGY DRAINS BY _____"

CULTURE ROI: FROM CHAOS TO CONNECTION

Goal: Build a studio culture that runs on clarity, accountability, and alignment.

Reflect:

What did your Studio ROI Check reveal about your current culture?

1. Vision: What's the energy or vibe you want your team and students to feel every day?

2. Systems: What process or meeting could instantly improve communication or accountability?

3. Leadership: How will you model the culture you want?

ACTION COMMITMENT

"I WILL STRENGTHEN OUR CULTURE BY _____
_____ STARTING

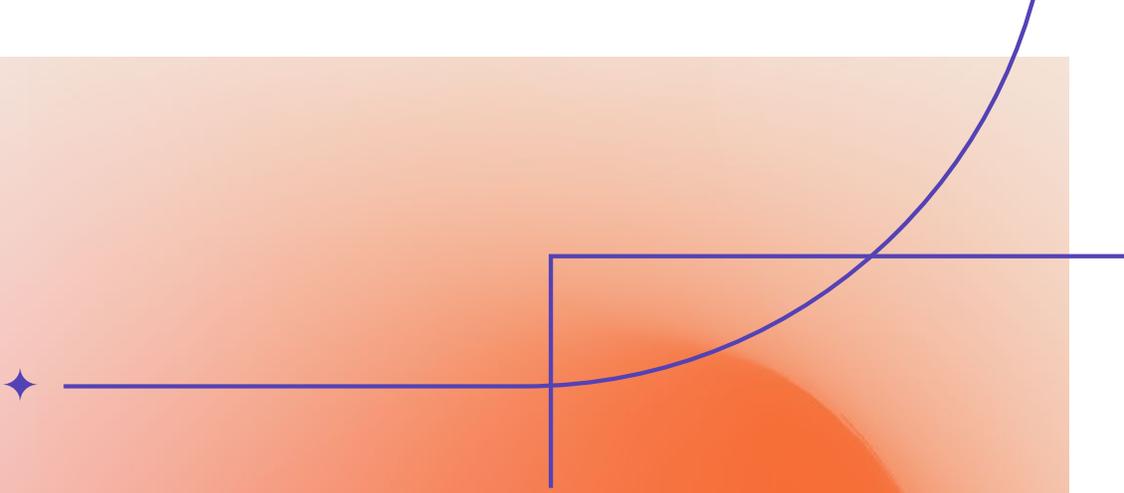
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YOUR FUTURE CEO DAY IN THE LIFE

CHATGPT PROMPT

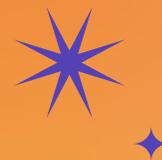
Screenshot the previous 3 pages and drop into ChatGPT with the following prompt and paste the result below:

**IF I MAKE ALL THESE CHANGES AS THE CEO OF MY DANCE STUDIO IN 2026,
WHAT WOULD A DAY IN MY LIFE LOOK LIKE?**



FIND YOUR FOCUS

STUDIO OWNER'S
**ROADMAP
RALLY**



Your Studio Confidence Check-in

CIRCLE/CHECK THE STATEMENTS THAT FEEL TRUE FOR YOU RIGHT NOW:

- Money:** I know exactly how much my studio earns each month.
- Pricing:** I feel confident my class prices are fair and profitable.
- Expenses:** I know where my money goes each month.
- Savings:** I pay myself consistently.
- Systems:** I have a simple way to track money in and out.

HOW MANY DID YOU CIRCLE/CHECK?

| HOW MANY DID YOU CIRCLE/CHECK? | | |
|---|---|---|
| 4-5 You've started building strong foundations! | 2-3 You're in the messy middle — that's totally normal. | 0-1 You're ready for some structure — and that's what we'll give you today. |

YOU DON'T NEED A FINANCE DEGREE — YOU JUST NEED A DASHBOARD THAT SHOWS WHERE YOUR STUDIO STANDS EACH WEEK.

See Your Studio Like a CEO

LET'S TAKE A PEEK AT THE NUMBERS THAT MATTER MOST — EVEN IF YOU'VE NEVER TRACKED THEM BEFORE.

| WHAT TO KNOW | WHY IT MATTERS | MY BEST GUESS |
|-----------------------|---|---------------|
| Monthly Revenue | What comes in from tuition, classes, etc. | |
| Monthly Expenses | What goes out to rent, payroll, supplies | |
| What's Left (Profit!) | Revenue - Expenses = Profit | |

DON'T WORRY IF YOU'RE GUESSING — MOST STUDIO OWNERS ARE AT FIRST.

Your First Financial Goal

IF YOUR STUDIO COULD MAKE ONE MONEY IMPROVEMENT IN THE NEXT 3 MONTHS, WHAT WOULD IT BE?

- Pay myself consistently
- Cover expenses comfortably
- Save for summer slow season
- Feel confident charging what I'm worth
- Know how to read my numbers

Name one action you will take in the next 90 days to work towards that goal.

The Money Myths Holding You Back

“

“I have plenty of time” or “I’m too late now”

“

“I need to make a lot of money” or “When I make more money, then I’ll invest in myself/business.”

“

“I don’t need to understand money. Someone else takes care of it for me.”

“

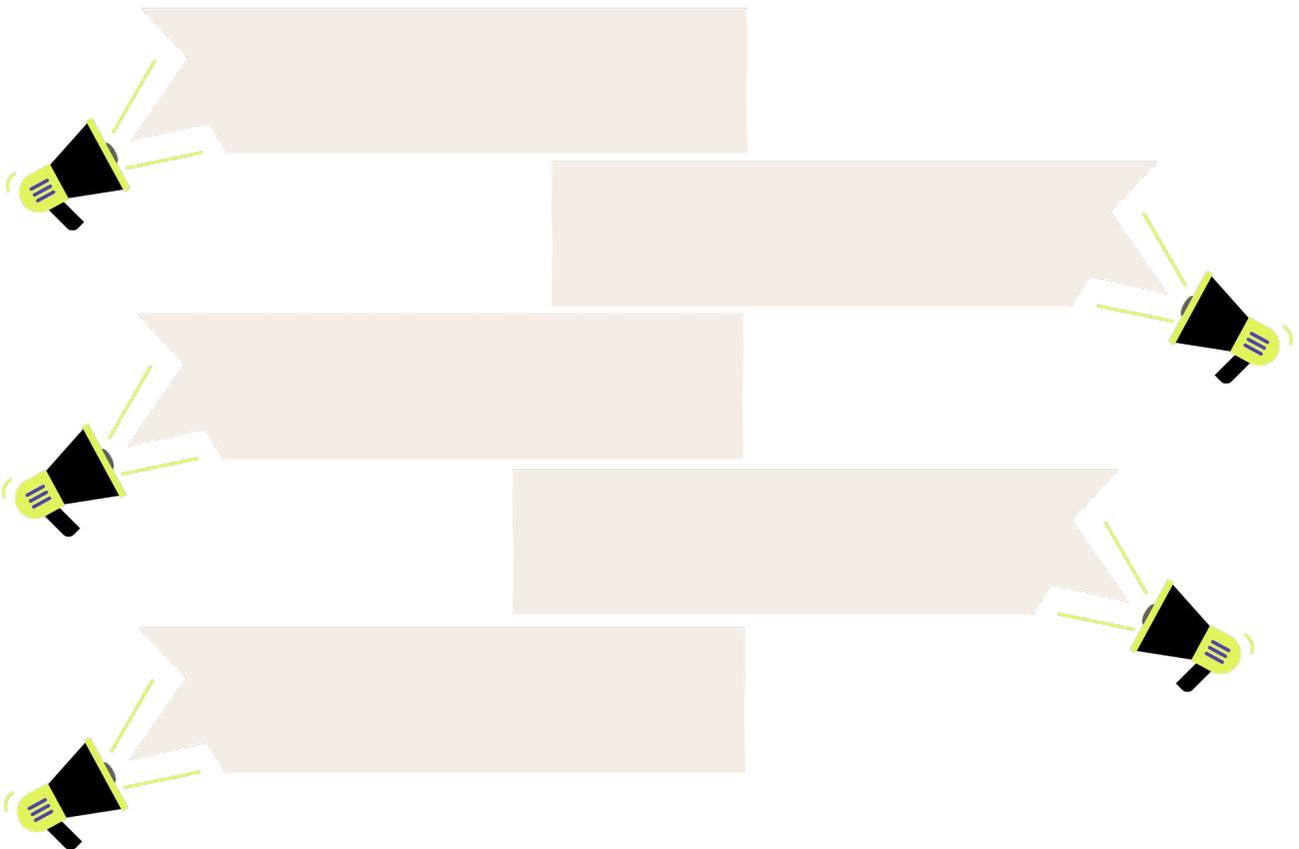
“I’m not good enough or smart enough to figure this out.”

“

“It’s complicated and I’m not good with numbers.”

—/5

Shifting Money Narratives



Studio Owners Who've Had Money Shifts

WIN - With the classes I am currently running, my studio is at 50% capacity!! While that is NOT ideal, that is HUGE for me right now! Last year at this time, I have more dancers, but lower capacity percentage. Seeing this makes me realize how much I can grow without increasing my overhead...I feel like I am finally making progress towards being profitable for the first time ever!

  Cortney King, Kimberly Field and 19 others

5 comments

{Share} I opened on Tuesday 9/3 and just completed a Class Capacity Analysis. We have 13 classes that are at capacity or over (of 55 total classes scheduled) So far, revenue is up monthly by about \$7000/month over last year and I gave myself and my key players a \$500 raise monthly to start the year (much needed based on the amount of work we are doing).



Bonnie Sita  All-star contributor

Projected gross revenue \$120k higher than last year
 Delegating more and trusting my team more so I was able to take 35 vacation days: 7 5 day vacations this year

1w  Like  Reply

7  

[Another WIN!]

I have increased my income by more than 150% for my soloists! Last season was \$12,000 for 23 soloists. This season I have \$30,000 for 23 soloists!!!!



Angelica Ann  Top contributor

\$8700 from Black Friday! Up 40% from last year!

1w  Like  Reply

Monthly tuition is up 12k from last season.



Wendy Robbins

August 18 · 

WIN: We grossed \$13K more this summer than last summer! We had an increase of 24 dancers in weekly summer classes and an increase of 18 dancers in camps. We also had twice as many participants in this past weekend's parade. It's our first year charging for 12 months as a year-round studio, so I'm very happy with these numbers.



Just ran AutoPay for Oct and made the most \$ since we opened!



Krista Treu Derington

Several big wins that I'm so shocked and excited about! After 5 long years..... FINALLY crossed over 200 students for our youth program! 🥳🥳🥳 Just did a little over 9K in Black Friday sales for my adult program! (All my adult class and courses start in January) 🥳🥳 AND we are officially projected to hit a little over 300k in revenue at the end of December. My heart is exploding with excitement, I'm in shock and just so happy to see things working! ❤️❤️❤️❤️ THANK YOU DSOA!!!

1w Like Reply Edited



So I have to share a win! About a year ago I attended a few meetings with DSOA with Olivia Mode-Cater. At one of these meetings she said write on a post it a number (enrollment goal) and then make your screen saver. Well I did this. So I was so hung up by making this number by our new season which started August 12th but I was 5 short and was not happy. Well in mid September I reached 102 but because I didn't make it by my goal date I was happy but not excited as it wasn't by my date. But after some thinking I thought how that was wrong. The goal was met and with the help of DSOA. This was prior to me joining the IC. I want to say thankyou to the IC and Olivia for helping our studio get to this goal. A win is a win, now onto the next goal!



YOUR NEXT RIGHT STEP...

YOU'VE JUST MAPPED OUT WHERE YOU WANT
YOUR STUDIO TO GO IN 2026.

That clarity matters, and it deserves the right support.

ONE THING QUIETLY SHAPES EVERY GOAL
YOU'VE SET: **YOUR FINANCES.**

Studio Growth Pathways: Finance 101 is a guided, self-paced Pathway designed to help you understand your numbers, eliminate financial guesswork, and make confident decisions as you move forward.

THIS PATHWAY HELPS YOU:

- Turn plans into sustainable, real-world choices
- Feel calmer and more confident about money
- Build a financial foundation that supports your studio and your life

Created by the team at the Dance Studio Owners Association, Finance 101 is practical, approachable, and designed to move you forward without pressure.

**Understand your numbers, eliminate financial
guesswork, and build a studio that supports your life
— not the other way around.**

Running a dance studio shouldn't feel like a constant math
problem you're afraid to look at.

**CONTINUE YOUR PATH
WITH FINANCE 101**

REGISTER NOW

**STUDIO
GROWTH**
Pathways
FINANCE 101

NOTES

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NOTES