

# EXTRAORDINARY TEACHING

## Implementation Workbook



**A 90-DAY STEP-BY-STEP  
FIELD GUIDE FOR MARTIAL  
ARTS SCHOOL OWNERS**

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# Extraordinary Teaching

## Implementation Workbook

A 90-day, step-by-step field guide for martial arts school owners

### What's inside

- Retention scorecards, attendance-card templates, and same-night follow-up systems
- Black Belt culture tools: verbiage, vision sheets, and momentum-building routines
- Leadership Factory worksheets: trainee roles, huddles, class segmentation, and certifications
- Rotating curriculum planners and advanced retention systems
- Teaching-method checklists, class-structure templates, and renewal process worksheets

[MartialArtsWealth.com](https://MartialArtsWealth.com)

Stephen Oliver and Jeff Smith

# How to Use This Workbook

This workbook is built to force implementation. If you only read, nothing changes. If you fill this out and assign tasks, your school changes.

## Rules

- Work in order for 90 days. Do not jump around.
- Pick ONE implementation target per week and finish it before starting the next.
- Track numbers every week: active students, dropouts, and student value.
- Assign an owner for each system (even if the owner is you).
- Run a 20-minute 'implementation meeting' weekly to review progress.

## Recommended cadence

- Daily: attendance tracking + same-night missing-in-action follow-up
- Weekly: leadership team huddle + parent touchpoints
- Every 2 months: testing cycle (your retention cycle)
- Quarterly: curriculum block review + renewal pipeline review

## Fill this in now

**School name:**

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**Primary owner / operator:**

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**90-day target outcome (one sentence):**

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# 90-Day Implementation Roadmap

Use this as your weekly scorecard. The goal is momentum - not perfection.

## Week-by-week focus (recommended)

Week	Focus	Deliverable	Owner	Done
1	Baseline metrics	Scoreboard + dropout calc		
2	Attendance cards	Card design + file box system		
3	Missing-in-action	Same-night call/text SOP		
4	Standing appointments	Scheduling script + calendar		
5	Small wins	Stripe plan + recognition routine		
6	Black Belt culture	Verbiage + wall plan		
7	Testing cycle	2-month calendar + ceremony plan		
8	Leadership pipeline	Candidate list + trainee roles		
9	Quarterback approach	Huddle sheet + class segmentation		
10	Advanced retention	Masters Club offer + renew-before-test		
11	Rotating curriculum	Block map + interim goals		
12	Renewals system	Renewal list + meeting pipeline		

## Your weekly meeting (20 minutes)

- What did we implement last week? (proof, not intentions)
- What is implemented this week? (single target)
- What will block us? What gets removed?
- What numbers changed? (active, dropouts, student value)
- Who is accountable?

## Table of Contents

Module A - Retention & Lifetime Students	5-18
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Module C - Leadership Factory & Staffing	25-34
Module D - Advanced Retention & Rotating Curriculum	35-40
Module E - Class Structure & Teaching Methods	41-47
Module F - Renewals Systems	48-50

Tip: Print pages as-needed, or keep a binder. The worksheets are designed for repetition.

# Baseline Metrics Snapshot

Objective: Know your starting point. Without numbers, you're guessing.

## Current month numbers

Metric	Current	Target (90d)	Notes
Active students			
New enrollments (month)			
Dropouts (month)			
Monthly dropout rate (%)			
Gross revenue (month)			
Student value (revenue / active)			
% on Black Belt/Leadership			

## Instructor grade (based on monthly dropout)

- A: 1-2% dropout (community + systems working)
- B: 3-4% dropout (fixable leaks)
- C: 5-6% dropout (danger zone - treadmill)
- F: 7%+ dropout (crisis - plug the back door first)

## Your biggest leak (pick one)

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# Weekly Retention Scoreboard

Objective: Track the same 5 numbers every week for 90 days.

## Scoreboard

Week	Active	New	Dropouts	Notes
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

## Rules

- Update weekly on the same day and time.
- Count only active students (seen in last 30 days).
- Dropouts are anyone who quits or stops paying.
- If numbers do not improve, the system is not implemented yet.

# Attendance Card Design Worksheet

Objective: Build a physical attendance card that forces human connection.

## Front of the card (required fields)

- Student photo (non-negotiable) \_\_\_\_\_
- Full name + preferred name \_\_\_\_\_
- Parent/guardian phone + email \_\_\_\_\_
- Birthday (for recognition) \_\_\_\_\_
- Enrollment date \_\_\_\_\_
- Program (Basic / Black Belt / Leadership / Masters) \_\_\_\_\_
- Standing appointment days/times \_\_\_\_\_

## Back of the card

- Attendance grid (16-20 class cycle) \_\_\_\_\_
- Notes section (wins, struggles, life events) \_\_\_\_\_
- Test date target + progress toward test \_\_\_\_\_

## Your card draft (sketch / notes)

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# Attendance Card Implementation SOP

Objective: Make attendance tracking active, not passive.

## Setup checklist

- Cards printed and filed alphabetically (or by class time) \_\_\_\_\_
- Card box placed where students must touch it every class \_\_\_\_\_
- Staff trained to greet by name when card is handed over \_\_\_\_\_
- End-of-night card check assigned to a person \_\_\_\_\_
- Follow-up log created (calls/texts) \_\_\_\_\_

## End-of-night routine (write your steps)

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## Who owns each step?

Step	Owner	When
Card check (who is missing)		
Call/text missing students		
Log outcome		
Notify instructor		
Schedule make-up		
Update notes on card		

# Missing-in-Action Follow-up Script

Objective: Same-night follow-up prevents quiet dropouts.

## Your core script (adapt as needed)

Opening: "Hi \_\_\_\_\_, this is \_\_\_\_\_ from \_\_\_\_\_. How are you this evening?"

Reason: "I'm calling because we missed \_\_\_\_\_ in class today and I wanted to check that everything is okay."

Assist: "We can help them catch up with a make-up class on \_\_\_\_\_ or a 3rd class next week. Which works better?"

Close: "Perfect. We'll see you then. We're proud of their progress."

## Roleplay notes (what felt strong / weak?)

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## Follow-up log (use for 2 weeks)

Date	Student	Contacted	Outcome	Next step

# Standing Appointment Setup

Objective: A flexible schedule looks like a benefit - it is a trap.

## Your enrollment phrasing

Write the exact script you will use to lock in 2 training days per week.

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## Two-day commitment options (fill your actual class times)

Option	Day 1	Day 2
Option 1		
Option 2		
Option 3		
Option 4		
Option 5		
Option 6		
Option 7		
Option 8		

## Reminder system

- Text reminder day-of-class
- Email reminder day-of-class
- Missed class triggers same-night follow-up
- Make-up class offered within 7 days

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# Connection Standards Tracker

Objective: Relationships drive retention: 3-foot rule, names, and touchpoints.

## Standards

- 3-foot rule: greet every student who gets within 3 feet
- Use each student's name at least 3 times per class
- 3 appropriate physical touchpoints (high-five, pat, correction)

## Instructor self-audit (one week)

Day	3-foot rule	3 names	3 touches	Notes
Mon				
Tue				
Wed				
Thu				
Fri				
Sat				
Sun				

## What will you change next week?

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# 30/60-Day Parent Conference

Objective: Lock in the parent's belief early - before doubts form.

## Conference script outline

- Praise what the student is doing well
- Ask: "Have you noticed changes at home?"
- Link progress to upcoming test date
- Re-affirm: "You made a great decision"

## Your wording

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## Scheduling + tracking

Student	Target date	Booked?	Notes

# Small Wins - Stripe Plan

Objective: Motivation needs a steady stream of small wins in the first 4 months.

## 8-week stripe cadence (example)

Week	Skill focus / achievement	Recognition
1		
2		
3		
4		
5		
6		
7		
8		

## Your stripe ceremony routine

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## Parent-facing explanation (one paragraph)

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# Black Belt Culture Audit

Objective: You are not teaching classes - you are creating black belts.

## Environmental cues

- Signage: 'Our Goal Is Black Belt'
- Wall of Future Black Belts in place
- Testing calendar visible
- Black Belt photos / legacy wall
- Instructor uniforms consistent
- Creed recited every class
- Progress charts visible
- Parent communication board

## Black Belt verbiage bank (write your favorites)

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## Top 3 changes you will make this month

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# Vision Sheet Worksheet

Objective: Make the goal visual and personal.

## Student goal statement

I, \_\_\_\_\_, will earn my 1st Degree Black Belt by \_\_\_\_\_.

### As a Black Belt, I will be (words)

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### Parents: what changes do you hope to see at home/school?

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## Placement

- Vision sheet displayed in school
- Copy/photo saved in student file
- Goal referenced during tests and conferences

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# Wall of Future Black Belts Plan

Objective: The wall is a daily reminder and a culture anchor.

## Design decisions

- Where will it live? (high traffic, highly visible) \_\_\_\_\_
- How will you display? (clipboards, frames, grid wall, corkboard) \_\_\_\_\_
- Who updates it weekly? \_\_\_\_\_
- What happens when a student promotes? (move sheet, add photo, etc.) \_\_\_\_\_

## Layout sketch / notes

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## Maintenance routine (weekly)

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# Character Development System Planner

Objective: Parents pay for character, not karate. Make it structured.

## Choose your character sheets (check all you will run)

- Self-discipline / job list
- Healthy eating / hydration
- Book club / reading
- Academic excellence (A-Team)
- Community service challenge
- Respect week
- Perseverance week
- Confidence week

## Rules for earning stripes/patches

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## How will you recognize wins publicly?

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# Testing Cycle Design (2-Month Rhythm)

Objective: Your testing cycle is your retention cycle. Build rhythm, not dead zones.

## Cycle length

- Every 2 months (16-20 classes) \_\_\_\_\_
- Other: \_\_\_\_\_

## Next 6 test dates (write them now)

Test #	Date	Who tests?	Notes
1			
2			
3			
4			
5			
6			

## Marketing tie-in

- Invite extended family (graduation feel)
- Capture testimonials + photos
- Use promotions as proof for prospects

# Belt Ladder Mapping

Objective: More steps = more momentum. Build a clear ladder to Black Belt.

## Your belt sequence (list in order)

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## Interim rewards

- Stripes between tests
- Special patches (A-Team, service, book club)
- Leadership uniforms for trainees
- Black belt stripe belts for advanced programs

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## What must be earned (your standard)

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# Graduation Ceremony Run-of-Show

Objective: A test is an event. Events create emotional stickiness.

## Run-of-show template

Time	Segment	Owner
	Grand entrance / lineup	
	Welcome + parent thanks	
	Group demonstration	
	Board breaks	
	Belt presentation (individual)	
	Closing speech	
	Next-step meeting invites	
	Photos / testimonials	
	Clean-up	
	Staff debrief	

## Your closing message (write it)

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# Test Qualification Checklist

Objective: Clear standards reduce drama and increase motivation.

## Qualification rules (your school)

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## Per-student checklist

- Attendance minimum met
- Curriculum requirements met
- Character sheets / home work complete
- Uniform / equipment ready
- Parent informed of date/time
- Student shows attitude + focus standard

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## Students needing catch-up (list)

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# Catch-Up Plan for Off-Track Students

Objective: Students quit when they fall behind their peer group. Fix it fast.

## Identify the gap

Student	Missing skill	Catch-up plan	Deadline

## Catch-up options

- Private lesson (10-15 minutes) before/after class
- Make-up class
- Third class for 2 weeks
- Leadership assistant pairs with student for drills

## Parent communication note (script)

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# Post-Test Next-Step Meetings

Objective: Motivation peaks after success. Use the peak.

## Who gets a meeting after this test?

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## Meeting agenda

- Celebrate the win
- Restate goal: Black Belt / 2nd degree path
- Present next program step (Black Belt Club / Leadership / Masters)
- Confirm standing appointment and expectations
- Book next check-in date

## Appointments booked

Student	Date/time	Program offered	Result

# Leadership Program Blueprint

Objective: Stop looking for instructors. Start developing them.

## Your leadership tiers

Tier	Who qualifies	Primary responsibility
Trainee (Level 1)		
Trainee (Level 2)		
Trainee (Level 3)		
Certified Asst Instructor		
Certified Instructor		
Senior Instructor		
Master Instructor		

## Non-negotiables

- Leadership is education, not employment
- Assistants are supervised - never 'run class while you disappear'
- Responsibilities increase only with demonstrated competence

# Leadership Candidate Checklist

Objective: Pick attitude and consistency over raw talent.

## Traits to look for

- Positive attitude ('yes sir/ma'am')
- Effort (tries hard)
- Focus (eye contact)
- Helpfulness to new students
- Consistency (on time)
- Uniform and appearance standards
- Respect toward peers
- Coachability (takes correction)

## Candidate list (start with 10-20 names)

Student	Rank	Why they qualify	Next step

# Instructor Trainee Role Sheet

Objective: Clarity eliminates resentment and chaos.

## Uniform / identifier

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## Core responsibilities (check what applies)

- Arrive 15 minutes early 

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- Assist with line-up and warm-up 

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- Greet students and handle attendance cards 

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- Hold pads/targets for beginners 

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- Model technique on command 

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- Encourage and praise beginners 

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- Help reset equipment and clean-up 

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## Behavior standards

- Be early. Be sharp. Be positive.
- No gossip. No sarcasm. No 'mini-instructor ego'.
- Correct only what you are authorized to correct.

## Trainee agreement (initials)

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# Leadership Scheduling Sheet

Objective: Too many helpers is a good problem - solve it with structure.

## Class support schedule

Day/Time	Class	Assistants signed up	Lead instructor

## Rules

- Cap assistants per class to maintain ratio (example: 7:1 or 10:1).
- Assistants must be on the schedule - no freelancing.
- No-shows lose priority for the next 2 weeks.

# Promotion Prerequisites Planner

Objective: Promotion is earned through contribution to the community.

## Add leadership requirements to rank advancement

Rank	Requirement (hours/classes)	What counts
To test for Brown Belt		
To test for High Brown		
To test for 1st Degree		
To test for 2nd Degree		
To test for 3rd Degree		
To test for 4th Degree		
Other		
Other		
Other		
Other		

## How will you track hours?

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# Quarterback Class Segmentation Plan

Objective: The lead instructor calls the plays. Trainees execute.

## Your class segments (60 minutes)

Minutes	Segment	Leader tasks
0-10		
10-22		
22-34		
34-46		
46-54		
54-60		

## Assistant assignments (per segment)

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# Quarterback Huddle Sheet

Objective: Micro-huddles = continuous teacher training.

## Huddle template (repeat 4-5x per class)

Item	Notes
Positive reinforcement (what was good?)	
One correction (what to improve?)	
Next play (what to do now?)	
Who is responsible?	
What to watch for?	
Quick check-in after 10 minutes	

## Your language (keep it short and specific)

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# Post-Class Debrief Template

Objective: A 2-minute debrief turns chaos into learning.

## Debrief structure

- One win for the team
- One win for a specific trainee
- One improvement target for tomorrow
- One observation about beginners (what they struggled with)

## Debrief notes (use for 10 classes)

Date	Team win	Trainee feedback	Tomorrow focus

# Instructor Certification Ladder

Objective: Make teaching skill a curriculum, not an accident.

## Define competencies for each level

Level	Competencies (what they must do)	Assessment method
Trainee Level 1		
Trainee Level 2		
Trainee Level 3		
Certified Asst Instructor		
Certified Instructor		
Senior Instructor		
Chief/Head Instructor		
Master Instructor		

## Who certifies them?

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# Teen Leadership Retention Plan

Objective: Teens stay when they have purpose, peers, and responsibility.

## Your teen pipeline

- Teen-only leadership class (weekly or biweekly) \_\_\_\_\_
- Teen social event (monthly) \_\_\_\_\_
- Mentor pairing (teen + younger student) \_\_\_\_\_
- Public speaking reps (creed counting, announcements) \_\_\_\_\_
- Recognition ladder (roles, jackets, patches) \_\_\_\_\_

## Top 5 teen leaders to develop this quarter

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## What will keep them engaged?

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# Post-Black Belt Retention Audit

Objective: If black belt is a finish line, they'll leave. Make it a starting line.

## Risk indicators (check what you see)

- Attendance drops after promotion
- No new goal presented
- Black belts train 'for free' with no structure
- No advanced curriculum blocks
- No interim progress checks
- No peer group / esprit de corps
- Black belts not teaching or leading
- No recognition path beyond 1st degree

## Your top 3 fixes

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# Masters Club Offer Builder

Objective: A paid, exclusive program creates value and commitment.

## Program definition

Element	Details
Name of program	
Duration (1st to 2nd degree)	
Schedule (days/times)	
Curriculum structure (blocks)	
Tuition (monthly + terms)	
Interim goals (stripe belts, tests)	
Included experiences (seminars, retreats)	
Leadership requirement	

## Value proof you will show parents/students

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# Renew-Before-the-Test Script

Objective: Present the next program while commitment is at its peak.

## Meeting flow

- Confirm they are on track for 1st degree
- Frame 1st degree as 'high school diploma'
- Present 2nd degree as the next logical 'associate degree'
- Outline curriculum blocks + interim goals
- Ask for commitment and schedule

## Your wording (write it)

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# Rotating Curriculum Map (2 Years)

Objective: One unified curriculum rotating in blocks keeps everyone learning.

## Block map (6 blocks x 4 months)

Block	Months	Theme / focus
A		
B		
C		
D		
E		
F		

## How will you test each block?

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## Where will master classes be held? (single location or rotation)

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# Curriculum Block Design Worksheet

Objective: Design one 4-month block in detail.

**Block name:** \_\_\_\_\_ **Dates:** \_\_\_\_\_  
**Components**

Component	Details
Techniques (10)	
Form / kata	
Self-defense (5)	
Sparring drill	
Conditioning focus	
Teaching/leadership focus	
Testing requirements	
Recognition / belt stripe	

## Weekly lesson outline (4 lines)

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# Interim Goals and Stripe Belts Plan

Objective: Short-term wins prevent stagnation over long terms.

## Stripe belt sequence

Test #	Time in program	Stripe color	Notes
1			
2			
3			
4			
5			
6			
7			
8			

## How will you keep esprit de corps? (community)

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# Full-Meal Class Template (60 Minutes)

Objective: Structure drives behavior. Every class needs a full-course meal.

## Plan your class

Segment	Minutes	Content / cues
Appetizer (warm-up)	5-7	
Main course (curriculum)	30-35	
Dessert (skill drill/game)	5-7	
Check (rewards/recognition)	3-5	
Mat chat / closing	3-5	
Notes		

## Assistant assignments (who does what)

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# Disguised Repetition Menu

Objective: Repetition creates mastery. Variety keeps it enjoyable.

Technique of the week: \_\_\_\_\_

## Choose at least 6 ways to practice it

- |  |   |
|--|---|
| <input type="checkbox"/> In the air (counted)    | <input type="checkbox"/> Form integration                   |
| <input type="checkbox"/> Hand pads (accuracy)    | <input type="checkbox"/> Eyes-closed slow reps              |
| <input type="checkbox"/> Body shield (power)     | <input type="checkbox"/> Team sharpness challenge           |
| <input type="checkbox"/> Paddles (speed)         | <input type="checkbox"/> Mirror work                        |
| <input type="checkbox"/> Heavy bag (impact)      | <input type="checkbox"/> Reaction drill (call-and-response) |
| <input type="checkbox"/> Partner drill (control) | <input type="checkbox"/> Combination chain                  |

## Your practice plan (in order)

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# Demonstration Checklist

Objective: If your demonstration is sloppy, their learning is sloppy.

## Five elements of an effective demo

- Command attention before starting \_\_\_\_\_
- Demonstrate with excellence \_\_\_\_\_
- 3-speed method: full speed -> slow -> full speed \_\_\_\_\_
- Narrate only the 3-4 critical elements \_\_\_\_\_
- Show common mistakes and contrast to correct \_\_\_\_\_

**Technique:** \_\_\_\_\_  
**Critical elements (pick 3)**

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## Common mistakes you will show

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# Explanation + Correction Self-Audit

Objective: Great teachers protect confidence while driving improvement.

## Rule of three (what 3 points will you teach?)

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## Praise-Correct-Praise (write 3 examples)

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## 5-to-1 ratio tracker (one class)

Class	Positive comments	Corrections	Notes

# Energy Management Plan

Objective: Students will never have more energy than you bring.

## Pre-class ritual (what do you do every time?)

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## Energy cycling plan

Minutes	Energy	What you do
0-10	High	
10-15	Medium	
15-35	High	
35-45	Medium	
45-55	High	
55-60	Low	

## Voice levels to practice

- Conversational (explain)
- Commanding (direct)
- Motivational (inspire)
- Corrective (firm, calm)

## Room-reading cues (what will you watch for?)

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# Discipline Ladder Policy

Objective: Best management is proactive: clear expectations + routines.

## Your class routines (write them)

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## Hierarchy of responses

Level	Response	Script / notes
1	Non-verbal	
2	Brief redirect	
3	Private correction	
4	Time-out	
5	Parent conversation	
6	Removal (safety/defiance)	

## Parent partnership wording

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# Mat Chat Planner

Objective: A great mat chat is short, emotional, and actionable.

## 3-minute structure

- Hook (15s)
- Lesson (90s)
- Application (60s)
- Call to action (15s)

Theme: \_\_\_\_\_ Date: \_\_\_\_\_

### Hook

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### Story / lesson

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### Application to home/school

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### Call to action (specific)

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### Theme bank (ideas)

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Respect      | <input type="checkbox"/> Integrity    |
| <input type="checkbox"/> Discipline   | <input type="checkbox"/> Gratitude    |
| <input type="checkbox"/> Perseverance | <input type="checkbox"/> Courage      |
| <input type="checkbox"/> Confidence   | <input type="checkbox"/> Goal-setting |

# Renewal Climate Checklist

Objective: Never request a commitment without making deposits first.

## Emotional account deposits (check what you do consistently)

- Greeting by name every class
- Attendance tracked and followed up
- Parent updates (positive)
- Recognition moments weekly
- Clear goals + progress checks
- Leadership opportunities
- Testing cycle rhythm
- Proof (stories/testimonials) visible

## Where is your renewal climate weak?

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## Your 3 biggest value creators (write them)

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# Monthly Renewal List Builder

Objective: Renewals are a process, not a single moment.

## Create a renewal list (update monthly)

Student	Program	Why they're 'ripe'	Next action

## Appointment tracker (renewal meetings)

Student	Meeting date/time	Offer presented	Result

# 30-Day Execution Scorecard

Objective: Decide what gets done in the next 30 days - and track it.

## Top 5 implementation targets (next 30 days)

#	Target	Owner	Deadline
1			
2			
3			
4			
5			

## Numbers to improve (write targets)

Metric	Current	30-day target
Active students		
Monthly dropout rate		
Student value		
New enrollments		
Black Belt/Leadership upgrades		

## Commitment

I will run my weekly implementation meeting for the next 4 weeks and track results.

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_