

# Mile High Magic: Maximizing the Broncos Experience

## TheCaseSolutions.com

### Measuring Success

Design & implementation of operational review cycle.

Review of business operating procedures (resources, training, industry change).

Analysis of financial performance

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### Regional Success

Review

Screening market segments  
Customization of local initiatives  
Specialty & Holiday  
Marketing activities  
Training

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Cost Management

Full line  
Operational  
Instructor  
Training

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Our Aim

Customized systems is determined by the ability to develop and maximize lines of success while satisfying expectations.

A product must be profitable

### Regional Manager's Influence

Implementation

Control & Leadership

External Relationships

Review & Control

Following the corporate vision, leading a team, understanding the company's goals, and providing a quality, customer-focused solution to the customer.

Setting meeting standards

Review team performance for growth and to control expenses

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### Learning & Development

Encourage growth through ongoing training

Product Manager Ability to reach & train customers through administrative tasks, control & self-product review

Encourage Product Managers to take ownership of

Customer Development, training & maintenance of

part of both retail activities

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### Regional Success

Review

Screening market segments  
Customization of local initiatives  
Sports & Holidays  
Marketing activities  
Training

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Cost Management

Full line  
Operability  
Instructor  
Training

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Our Aim

Customized systems is determined by the ability to develop and maximize lines of success while satisfying expectations.

A product must be profitable

### Regional Manager's Influence

Implementation  
Control/Support  
Control/Incentives

Review - control zone

allowing for employee advice, leading a team, motivational

developing a fully motivated, professional, and reliable workforce

Setting weekly standards

Personal responsibility for success and to control the situation

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### Learning & Development

Encourage growth through supporting the BGP

Full Manager Ability to reach & assess activities, complete administrative tasks, control & sell products

Encourage Full Manager to take ownership of

Individual Development, training & maintenance of part of both roller activities

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## Our Aim

Commercial success is determined by the ability to develop and maintain lines of revenue while managing expenditures.



A product must be profitable.

# Regional Success

## Revenue

Increasing market awareness  
Conversion of trial attendee  
Events & Holidays  
Membership retention  
Training

## Cost Management

Park fees  
Expendables  
Instructors  
Training

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# Regional Manager's Influence

Communication

Internal Stakeholders

External Stakeholders

Review of current state.

Influencing the employee culture. Instilling a team environment.

Developing a highly motivated, professional and reflective workforce.

Setting industry standards

Researching opportunities for growth and to contain competition.

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## Learning & Development

Encouraging growth through improving the BMF product.

Park Managers: Ability to coach & assess instructors, complete administrative tasks, market & sell products.

Encouraging Park Managers to take ownership of venue.

Instructors: Recruitment, training & maintenance of pool of high calibre instructors.

## Measuring Success

Design & implementation of operational review cycle.

Review of business operating procedures (resources, training, industry change).

Analysis of financial performance.

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