

# Karolinska Sjukhuset (B)



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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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