

The Springfield Nor'easters: Maximizing Revenues in the Minor Leagues, Spanish Version

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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

Revenue	Cost Management
Increasing market penetration	Fixed fees
Cooperation of local club owner	Expenses
Invest in facilities	Subsidies
Sponsorship activities	Swearing
Training	

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Regional Manager's Influence

- Communication
- Team capabilities
- Personal capabilities
- Personal credit score
- Advancing the region's culture, facilities & other resources
- Local support
- Developing a local, committed, organized and efficient workforce
- Subsidized day care
- Identifying opportunities for private and to public companies

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Learning & Development

- Encourage growth through improving the SOP
- Peak Managers' ability to coach & mentor subordinates
- Identify administrative tasks, monitor & set priorities
- Encourage Peak Managers to take ownership of issues
- Initiate the Recruitment, Training & succession of peak of high caliber subordinates

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Our Aim

Conceptual success is determined by the ability to develop and sustain sources of revenue while managing expenditures.

A product need to provide



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Regional Success

Review

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

Cost Management

Full cost
Operability
Infrastructure
Training

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Regional Manager's Influence

Empowering
Control/Delegation
Control/Delegation

Review of market share
Influencing the employee culture, leading to
higher performance

Developing a highly motivated, professional and
collaborative workforce

Setting weekly objectives
Review team performance for growth and to
control expenses

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Learning & Development

Encouraging growth through supporting the BDR

Full Manager's Ability to reach & assess activities
through administrative tools, control & self products
usage

Encouraging Full Manager to take ownership of
business development, training & maintenance of
part of both culture activities

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Our Aim

Customer success is determined by the ability to
develop and maintain lines of success while
meeting expectations.

A good start is preferable

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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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