# Delivering Success



How Tesco is
Managing,
Measuring and
Maximizing its
Performance

Measuring Success

Design & implementation of operational review cycle.

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

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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

# Regional Manager's Influence

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.

### 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.

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