



ROADMAP RALLY

2025

INNER CIRCLE RETREAT
AUSTIN, TX - JULY



STUDIO SYNERGY AUDIT:

ALIGN YOUR ENERGY, EMPOWER YOUR TEAM

DAY ONE



WHAT IS ROI?

ROI = RETURN ON INVESTMENT

Compares what you put in vs. what you get back.

Helps you make smarter decisions.

TYPES OF ROI

FINANCIAL ROI → TUITION, REVENUE, PROFIT

TIME ROI → HOURS SAVED VS. HOURS SPENT

ENERGY ROI → STRESS REDUCED VS. STRESS ADDED

CULTURE ROI → IMPACT ON MORALE, RETENTION



THE STUDIO ROI CHECK:

WHERE'S YOUR TIME, ENERGY & CULTURE REALLY GOING?

(Take this survey to uncover where you're thriving — and where your studio is silently draining your ROI.)

Write the answer that feels most true right now — not what you wish were true.

Tally your results at the end to reveal your "Studio ROI Profile."

TIME ROI			
1. MY WEEKLY SCHEDULE FEELS...			MY ANSWERS
A. Wide open — I've built in time to think, plan, and lead.	B. Manageable, but I'm juggling more than I'd like.	C. A total blur — I'm constantly reacting, never ahead.	
2. WHEN I LOOK AT MY CALENDAR, IT REFLECTS...			MY ANSWERS
A. My <i>priorities</i> and highest-value tasks..	B. A mix of CEO time and random chaos.	C. Everyone else's needs — not mine.	
3. I SPEND THE MAJORITY OF MY WEEK...			MY ANSWERS
A. Strategizing, mentoring my team, and building systems.	B. Splitting time between leadership and doing "the work."	C. Teaching, texting, and trouble-shooting — all day, every day.	

TALLY YOUR RESULTS (TIME): COUNT HOW MANY A's, B's AND C's YOU HAVE		
A's _____	B's _____	C's _____
Mostly A's — The Empowered CEO You're operating in your zone of genius. Your time, energy, and culture are aligned with growth — now it's about fine-tuning systems and protecting your white space	Mostly B's — The Balancing Act You're on the right path but need stronger boundaries, clearer priorities, and a bit more team ownership to level up your ROI.	Mostly C's — The Firefighter You're burning energy faster than you're earning it. It's time to step back, audit every commitment, and rebuild from a place of clarity and sustainability.

ENERGY ROI			
4. MOST DAYS I FEEL...			MY ANSWERS
A. Energized — my work fuels me.	B. Tired, but still motivated.	C. Drained — even the small things feel heavy.	
5. THE PEOPLE AROUND ME...			MY ANSWERS
A. Light me up and make things easier.	B. Are well-intentioned but sometimes deplete my energy.	C. Constantly pull from me — I feel like everyone's battery charger.	
6. WHEN I LEAVE THE STUDIO AT THE END OF THE DAY			MY ANSWERS
A. I feel proud and peaceful.	B. I'm satisfied, but my brain doesn't shut off.	C. I'm running on fumes and questioning my life choices.	

TALLY YOUR RESULTS (ENERGY): COUNT HOW MANY A's, B's AND C's YOU HAVE		
A's _____	B's _____	C's _____
Mostly A's — The Empowered CEO You're operating in your zone of genius. Your time, energy, and culture are aligned with growth — now it's about fine-tuning systems and protecting your white space	Mostly B's — The Balancing Act You're on the right path but need stronger boundaries, clearer priorities, and a bit more team ownership to level up your ROI.	Mostly C's — The Firefighter You're burning energy faster than you're earning it. It's time to step back, audit every commitment, and rebuild from a place of clarity and sustainability.



CULTURE ROI			
7. MY TEAM CULTURE CAN BEST BE DESCRIBED AS...			MY ANSWERS
A. Collaborative, clear, and self-motivated.	B. Friendly but inconsistent.	C. Fractured — I'm the glue holding it together.	
8. COMMUNICATION IN OUR STUDIO IS...			MY ANSWERS
A. Structured and transparent — everyone knows the plan.	B. Okay, but messages get lost or misinterpreted.	C. Constant fire drills and last-minute updates.	
9. WHEN CHALLENGES ARISE...			MY ANSWERS
A. My team handles it — I trust them.	B. We manage, but I usually have to step in.	C. It's all on me. Every time.	

TALLY YOUR RESULTS (CULTURE): COUNT HOW MANY A's, B's AND C's YOU HAVE		
A's _____	B's _____	C's _____
Mostly A's — The Empowered CEO You're operating in your zone of genius. Your time, energy, and culture are aligned with growth — now it's about fine-tuning systems and protecting your white space	Mostly B's — The Balancing Act You're on the right path but need stronger boundaries, clearer priorities, and a bit more team ownership to level up your ROI.	Mostly C's — The Firefighter You're burning energy faster than you're earning it. It's time to step back, audit every commitment, and rebuild from a place of clarity and sustainability.

TALLY YOUR RESULTS (ALL RESULTS: TIME, ENERGY & CULTURE)		
COUNT HOW MANY A's, B's AND C's YOU HAVE		
A's _____	B's _____	C's _____
Mostly A's THE EMPOWERED CEO You're operating in your zone of genius. Your time, energy, and culture are aligned with growth — now it's about fine-tuning systems and protecting your white space	Mostly B's THE BALANCING ACT You're on the right path but need stronger boundaries, clearer priorities, and a bit more team ownership to level up your ROI.	Mostly C's THE FIREFIGHTER You're burning energy faster than you're earning it. It's time to step back, audit every commitment, and rebuild from a place of clarity and sustainability.



REFLECTION PROMPT:

Before moving into your Action Plan, take five minutes to unload everything swirling in your head.

Write freely — don't filter or fix.

PROMPT:

IF I COULD RECLAIM 1 HOUR A DAY, WHAT WOULD I DO WITH IT — AND WHAT WOULD I STOP DOING?

THEN ANSWER:

WHAT'S ONE HABIT, SYSTEM, OR RELATIONSHIP THAT DRAINS MY ENERGY — AND HOW CAN I SHIFT IT NEXT YEAR?



STUDIO ROI ACTION PLANNING:

TIME • ENERGY • CULTURE

Turn awareness into aligned action.

You've just uncovered where your time, energy, and culture are giving you the best return — and where they're leaking value. Now it's time to design your next year around what actually fuels you and your studio's growth.

TIME ROI: FROM BUSY TO BALANCED

Goal: Reclaim your CEO time and protect what matters most.

Reflect:

What patterns came up in your Studio ROI Check around how you spend time?

1. Eliminate: What tasks or meetings drain your time but don't drive ROI?

2. Automate/Delegate: What can be handed off or systemized?

3. Elevate: What's one high-value CEO activity you'll prioritize weekly (e.g., data review, coaching your manager, strategy hour)?

ACTION COMMITMENT

"I WILL PROTECT ____ HOURS EACH WEEK FOR CEO-LEVEL FOCUS BY...

."



ENERGY ROI: FROM DRAINED TO DRIVEN

Goal: Design your week around what fuels you, not just what fills your calendar.

Reflect:

When do you feel most energized in your studio? When do you feel depleted?

1. Boundaries: What's one boundary you'll set to protect your energy?

(e.g., "No texts after 8pm," "Admin mornings on Tuesdays," "Silent hour before class.")

2. Boosters: What daily or weekly rituals refill your tank?

(e.g., creative class planning, team coffee chats, quiet drives, workouts.)

3. Drainers: Who or what consistently zaps your energy — and how will you address it?

ACTION COMMITMENT

"I WILL CREATE MORE ENERGY BY _____
_____ AND RELEASE ENERGY DRAINS BY _____"



CULTURE ROI: FROM CHAOS TO CONNECTION

Goal: Build a studio culture that runs on clarity, accountability, and alignment.

Reflect:

What did your Studio ROI Check reveal about your current culture?

1. Vision: What's the energy or vibe you want your team and students to feel every day?

2. Systems: What process or meeting could instantly improve communication or accountability?

3. Leadership: How will you model the culture you want?

ACTION COMMITMENT

"I WILL STRENGTHEN OUR CULTURE BY _____
_____ STARTING

"



YOUR FUTURE CEO DAY IN THE LIFE CHATGPT PROMPT

Screenshot the previous 3 pages and drop into ChatGPT with the following prompt and paste the result below:

**IF I MAKE ALL THESE CHANGES AS THE CEO OF MY DANCE STUDIO IN 2026,
WHAT WOULD A DAY IN MY LIFE LOOK LIKE?**



EMPIRE

GROW - MENTOR - COMMUNICATE

FINANCIAL FAST TRACK

DAY TWO



NUMBERS YOU NEED

REVENUE STREAM	COST TO RUN THIS REVENUE STREAM	REVENUE GENERATED BY REVENUE STREAM



LET'S LEVERAGE CHATGPT

DROP YOUR CHART FROM THE PREVIOUS PAGE INTO CHATGPT WITH THIS PROMPT...

PROMPT:

For each revenue stream calculate my profit and profit %. Then, rank my revenue streams in order of most to least profitable.

Paste your ChatGPT answers in the chart below, ranking them in order from most profitable to least profitable (Most profitable starting as #1).

	REVENUE STREAM	COST TO RUN THIS REVENUE STREAM	REVENUE GENERATED BY REVENUE STREAM	PROFIT	PROFIT %
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					



WHAT TO REMOVE?

WHAT TO FIX?

WHAT TO ADD?

FOR 2026, I AM COMMITTING TO



NOTES



NOTES



NOTES