

Profit Surge: How Education Can Boost Your Bottom Line



David Holley, CEO
ASI Gymnastics, Texas
2018 USAG Congress

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<https://asigymnastics.com/resources/>

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An investment
in knowledge
pays the best
interest.

B. Franklin

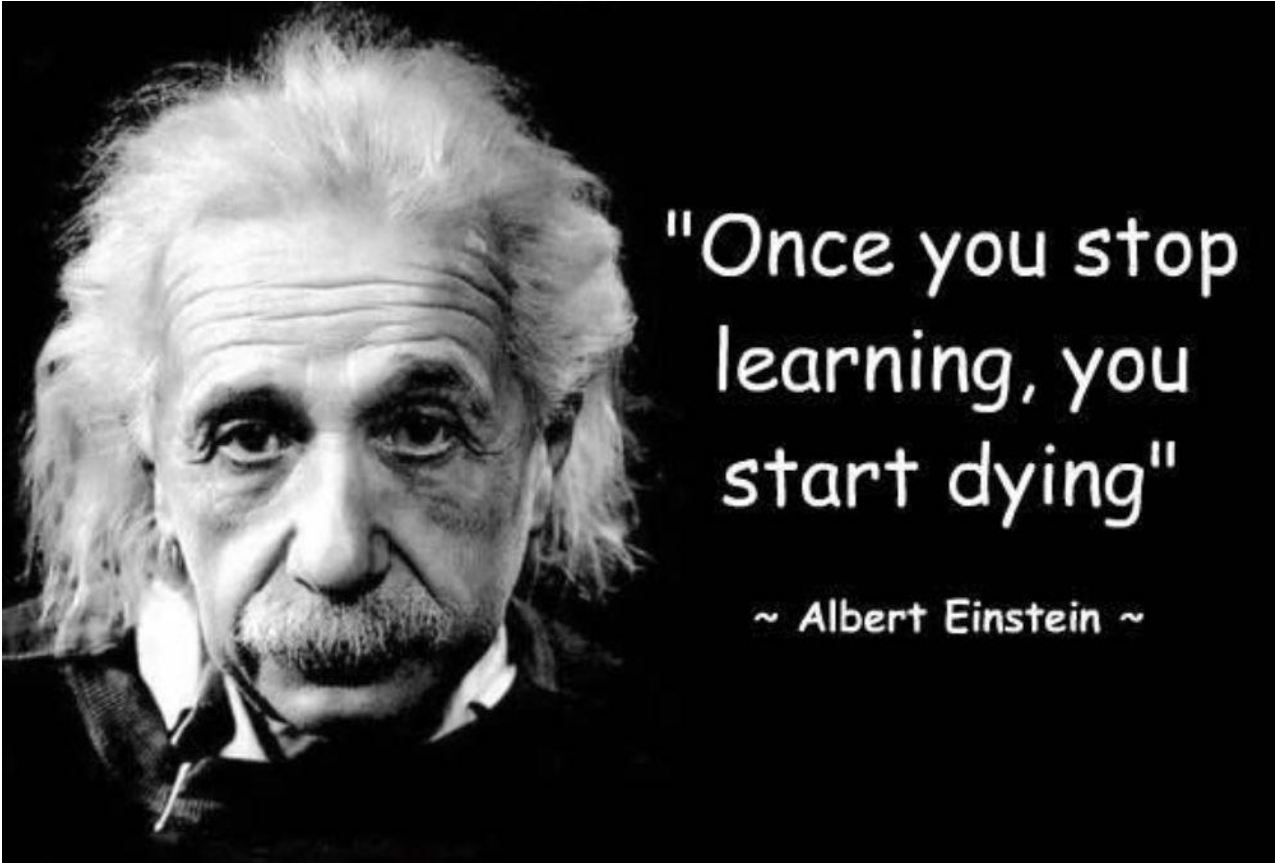


Investing in people will boost your **bottom line**.

People who feel **more** valued, bring more **value**.



Why I Value Education?



My Educational Priorities and Processes

- Educate myself
- Feed myself
- Feed and secure my family
- Save
- Invest
- Build Wealth
- Help Others Learn

ASI Hiring Priorities

- Love of Kids
- Dependability
- Technical Skills (**Education**)

Love of Kids

Basic needs of a child:

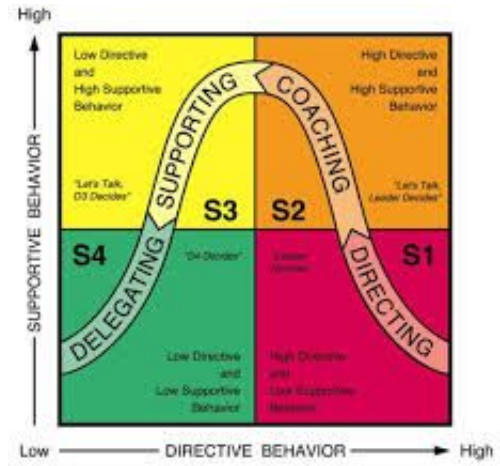
- Food and shelter
- Physical safety
- Emotional security, then....
- Skill development

Q: What about your gym?



Developing Staff in our Organization

- People are seen as capable
- Emphasis on:
 - development
 - learning
 - growth
- High Competence = High Commitment
- Situational Leadership Management



4 Development Level Characteristics

D4	D3	D2	D1
High Competence High Commitment	High Competence Variable Commitment	Some Competence Low Commitment	Low Competence High Commitment
<ul style="list-style-type: none"> •Recognised by others as an expert •Consistently competent; justifiably confident •Trusts own ability to work independently; self-assured •Inspired; inspires others •Proactive; may be asked to do too much 	<ul style="list-style-type: none"> •Is generally self-directed, but needs opportunities to test ideas with others •Sometimes hesitant, unsure, tentative •Not always confident; self-critical; may need help in looking at skills objectively •May be bored with goal or task •Makes productive contributions 	<ul style="list-style-type: none"> •Has some knowledge & skills, not competent yet •Frustrated •Discouraged, overwhelmed, confused •Developing and learning; needs reassurance that mistakes are part of the learning process •Unreliable, inconsistent 	<ul style="list-style-type: none"> •New to task or goal, inexperienced •Eager to learn, willing to take direction •Enthusiastic, excited, optimistic •Confidence based on hopes and transferable skills, not reality

Investment In Education by ASI

- Safety Certifications
- Coaching Certifications
- College Tuition Reimbursement
- Education Seminars
- Staff Clinics
- USAG Congress

[ASI University](#)[Employee Directory](#)[Forms](#)[Tools](#)[Sales](#)[Marketing](#)[Hiring Center](#)[Getting Started](#)

IMPORTANT LINKS

[ASI University](#)[ASI Task Manager](#)[Gymmie Store](#)[Employee Time Clock](#)[ASI Blog](#)[iLearnPro](#)[TimeClock Plus Manager \(NEW\)](#)[ASI Calendar 2018](#)

I WOULD LIKE TO...











[Find a document or policy](#)[Lookup an employee](#)[Report a computer problem](#)[How to Back Up Video](#)

Home » ASI University » 2 - SAFETY



ASI University

List View

-  [2.00 - Introduction to Safety](#)
-  [2.01 - Facility Safety](#)
-  [2.02 - Equipment Safety](#)
-  [2.04 - Gymnastics Safety](#)
-  [2.05 - Staff Safety](#)
-  [2.06 - Legal](#)
-  [2.07 - ASI Emergency Medical Plan](#)
-  [2.08 - Safety Reporting and Grading](#)
-  [2.09 - Safety Statistics](#)
-  [2.099 - Special Event Safety](#)

Coaching Certifications

Legend	C	Certified	Camp	1
	G	Grandfathered	GAS	0
	X	Conditional Certification	Safe Driver	0
	V	Violation		
	W	Warning		
	S	Sub Warning		
	ILP	Needs Agreement OR Legacy Course in ILP		

Employee Information					Fun Products			Tiny Tots		Kidz Gym		Girls Gymnastics				Boys Gymnastics		
ID #	First	Last	# of Certs	Terminated / Active	Camp L	Party L	GAS L	Level 1	Level 2	Level 1	Level 2	GB	GS	GG	GAG	BB	BS	BG
7192	Erica	Arenas	12	Active		G			G	C	C	C	C	G	C			
7597	Reema	Bedair	2	Active														
7586	Abby	Belea	3	Active														
7596	Sydney	Bonales	2	Active														
7172	Mercedes	Boykin	14	Active						C	C	C	C	C	C			
7189	Megan	Bruton	16	Active		G			C	C	C	C	C	C	C	C		
7190	Santiago	Camacho	15	Active	C	G		C	C	C	C	C	C			C	G	V
7592	Gabriel	Collazo		Active	C													
7601	Donasia	Cooper		Active														
7600	Megan	Dees	2	Active														
7605	Mirabelle	Essien		Active														
7549	Chenedi	Fields	4	Active								C	ILP	V				
7186	DaBрана	Fountain	21	Active	C			C	C	C	C	C	C	C	G	G	G	
7576	Eleanor	Gardner	18	Active		C			C	C					C			

Skill sheet is missing from Q drive

Skill Based Pay System

- Points based on education
- Points earned for each certification

Employee Name:	[REDACTED]	
Gym Location	Cypress	
Manager Completing Form:	[REDACTED]	
Areas	Additional Notes	Points
Education	currently enrolled in college	3
Education Related to Children, Sales, Business, Public Relations, and/or Marketing Notes	has earned certifications through ASI and is currently finishing USAG	3
Work Experience	1-3 years coaching at ASI	3
Work Experience related to children, Sales, Business, Public Relations, and/or Marketing Notes	part time 1-3 years coaching at ASI	3
Personal Experience	competitive and Varsity cheer	4
Availability	available to be scheduled full time	4
Diversity	extensive product diversity, TT, KG, GG, TM, PT, Fun Products	3
Practice Certifications	TT/K1/K2=56:1 point, GB/GS=21:1 point, TM/GG=43:1point	3
TOTAL SCORE		26

ASI Gymnastics

Staff Incentive Worksheet

Name

ID#

Trainer Incentive

0.10

Minimum Student
Equivalent

75

Classes	ICP Students	Manager Adjustments + / -	Certified	Product Multiplier	Trainer Incentive	Product Supervisor Incentive	Student Equivalent
Tiny Tots Level 1	0		Certified	1.00	0.10		
Tiny Tots Level 2	12		Certified	1.00	0.10		13.20
Kidz Gym Level 1	13		Certified	1.15	0.10		16.25
Kidz Gym Level 2	5		Certified	1.00	0.10		5.50
Girls Bronze	18		Certified	1.00	0.10		19.80
Girls Silver	0		Certified	1.00	0.10		
Girls Gold	23		Certified	1.00	0.10		25.30
Girls Advanced Gold	9		Certified	1.00	0.10		9.90
Boys Bronze	0		Certified	1.00	0.10		
Boys Silver	0			1.00	0.10		
Boys Gold	0			1.00	0.10		
Boys Advanced Gold	0			1.00	0.10		
Power Tumbling Bronze	0		Certified	1.15	0.10		
Power Tumbling Silver	5		Certified	1.15	0.10		6.25
Power Tumbling Gold	0		Certified	1.15	0.10		
Power Tumbling Advanced Gold	0			1.15	0.10		
Gymmie Kidz	0		Certified	1.00	0.10		
Homeschool All Levels	0			1.00	0.10		
Acro All Levels	0			1.00	0.10		
Parkour All Levels	0			1.00	0.10		

ASI Gymnastics**Staff Incentive Worksheet**

Name	██████████
ID#	██████████

Trainer Incentive	0.10
Minimum Student Equivalent	75

Classes	ICP Students	Manager Adjustments + / -	Certified	Product Multiplier	Trainer Incentive	Product Supervisor Incentive	Student Equivalent
Girls Team Developmental	0	Submit to Team Director	Certified	Pre-Calculated	0.10		
Girls Team Compulsory	40.00	Submit to Team Director	Certified	Pre-Calculated	0.10		44.00
Girls Team Optional	0.00	Submit to Team Director	Certified	Pre-Calculated	0.10		
Boys Team Developmental	0.00	Submit to Team Director		Pre-Calculated	0.10		
Boys Team Compulsory	0.00	Submit to Team Director		Pre-Calculated	0.10		
Boys Team Optional	0.00	Submit to Team Director		Pre-Calculated	0.10		
Acro Team All Levels	0.00	Submit to Team Director		Pre-Calculated	0.10		
Weekend Students Coached	16			0.35	N/A	N/A	5.60
CEO Approved Student Exceptions	10.00	10/15/2018		N/A	N/A	N/A	10.00
	125.00	0					155.80

Exceptions	Scheduled Segments	Number of Exceptions	Manager Adjustments +/-	Exceptions %	Multiplier	Student Equivalent
Missed In	29			0.0%	0	0.00
Missed Out				0.0%	0	0.00
Absent Segment				0.0%	0	0.00
Early In				0.0%	0	0.00
Late Out				0.0%	0	0.00
Total	29	0	0	0.00%		0.00

Summary	Scheduled	Actual	Student Equivalent
Coaching	58:05:00	57:25:00	155.8
Non-Coaching	16:35:00	16:35:00	0.00
Segment Exceptions	29	0	0.00
Total	74:40:00	74:00:00	155.80

Employee Total Commission	
Student Equivalent	155.80
Incentive	\$468.22

Employee Analysis	
Hourly Rate	\$13.50
Incentive Hourly Rate	\$6.33
Blended Rate	\$19.83
Profit Analysis	\$10,906.00
Total Wages + FICA	\$1,613.94
Gross Profit Margin	\$9,292.06
Profit %	85.20%

Why is our compensation plan so important


1. Investing in education increases self esteem, confidence, capability and self worth.
2. The employee is more versatile and more productive.
3. The employee *is* more valued by the company.
4. The employee becomes more loyal.
5. Turnover is reduced.
6. Saving money and earning return on investment.
7. Staff are available for promotion.
8. This creates opportunity for growth and expansion.
9. Long term developmental plans are achievable.
10. Equity and wealth develops.

Graduating High School Seniors Earn \$30,169

Posted on June 7, 2018 under News.

Congratulations to our 2017-2018 Graduating High School Seniors

This June, 41 ASI employees walked across the stage and received their high school diploma. Of the 41, 32 seniors qualified for the ASI High School Scholarship Award, totaling in \$30,169.50 in scholarships. Congratulations to the top three scholarship recipients: Hannah Sheppard, Mai Pham, and Erika Brown. The founders of ASI Gymnastics, David and Debi Holley, strongly encourage students to continue their education. We are happy to say that many will continue working at ASI as they pursue a degree. ASI wants to wish each senior the best of luck on all their future endeavors. Check out the senior photo album to read more about some of our graduates.





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Ashley Odom (ASI Arlington)

Martin High School

College attending: Texas A&M

Major: Business

Bio: Coach Ashley has worked at ASI for almost a year, and loves working with all of the kids on a daily basis. She was a cheerleader for her high school and also did competitive cheerleading. She loves to shop! After college she plans to work for a marketing company.

Fun Fact: She loves traveling.

📍 Tag Photo

🛒 Tag Products

📍 Add Location

✍ Edit

👤 Mike Barnack

👍 Like

💬 Comment

➦ Share



Write a comment...





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Jose Gonzalez (ASI Firewheel)
North Garland High School
College attending: Texas Woman's
Major: Nursing

Bio: Coach Jose has worked at ASI for 8 months. He participated in several sports, including soccer, football, and gymnastics. He is involved in church, and hopes to travel the world. Jose plans to work as a nurse after college.

Fun Fact: He lives on a farm!

📍 Tag Photo 🛒 Tag Products

📍 Add Location ✎ Edit

👍👤 Mike Barnack, Anabeth Kanon and Darian Jones

👍 Like 💬 Comment ➦ Share ASI

ASI Write a comment... 🗨️ 📷 📺 🗑️

Intellectual Property



Corporate Soul

- The essence or spirit which exists in the hearts and minds of the humans who operate within the organization.
- Corporate soul is not tangible or visible. It is subtle, It is steady.
- Corporate Soul provides insights into how the organization is acting upon it's perceived purpose, values, strategies, and goals.

Bottom Line Boost

- 10 facilities operating
- 10,000+ active gymnastics students
- 70+ employees with 5+ years of tenure
- Perpetually profitable
- Increasing Equity



Summary

- People who feel valued, bring more value.
- Education is an investment, not an expense.
- Investing in people will boost your bottom line.
- It is good for the soul.

Questions Please?

Q&A

References:

- Leritz, Lyle, Ph.D. (2012) Introduction to Skill-Based Pay. *Economic Research Institute*. <https://www.erieri.com/pdf/skillbasedpay.pdf>
- Holley, David (2018). Love of Kids at ASI Gymnastics. *ASI Gymnastics, Inc.*

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