

State the Goal
Achieve all my goals for Taekwon-Do in 2010
Set the Deadline
December 31, 2010
Identify the Obstacles Family commitments, financial obligations, work obligations, small market, not enough blackbelts, cautious customers, soft economy
Identify the People, Groups, and Organizations that can assist
Students can help spread the word, refer new students, paint new space? Chamber of Commerce can advertise and provide demonstration opportunities. Taekwon-Do International will support with resources, events, and advice. Oneonta City will help with business financing ESC/S.C.O.R.E can help with business planning Wilber / NBT will help with other financing Local practitioners of belly-dance, yoga, tai-chi, and fitness will pay market rent for a clean space and shared advertising, thereby reducing overhead.
List the Benefits to achieving the goal
More Taekwon-Do means the spread of the tenets of Taekwon-Do and helps build a more peaceful world. A stronger school can participate more fully in Taekwon-Do International and spread the teachings of Gen. Choi and Grandmaster Kim and my other masters. Establishing a self-sustaining business ensures longevity in the community. A collective of practitioners offering training for mind-body-spirit will increase referrals and expand the health of local residents.
List the Skills you need to acquire to attain the goal
Management of children's classes including mailings, follow-ups, leadership programs, certificates, stickers. Development of children's curriculum in the classroom. Internet marketing, product development, SEO
Develop a plan
Build an infrastructure with the help of a college intern. Mind-map the entire children's program, generate a to-do list, set deadlines. Establish annual calendar and coordinate vacation and weekends with family to maximize attendance at events. Establish larger consulting client base for backup work. Organize website design business plan and reliable outsource staff for development and support. Communicate regularly with students about our progress. Write one Taekwon-Do article and one software article per week. Establish school videographer, train on youtube/wordpress. Build online network of martial arts sites for link sharing and social bookmarking.