



A complete Online Business Education Training Program on demand!

Business Success Management Systems Course Certification Details

Level 2

Chapter 1 – Review and Outlook

- Congratulations on your Level 1 Certification!
- Lesson 1 - Continuing your Journey
- Lesson 2 - Scope of the Industry, continued
- Lesson 3 – Outline of Level 2 Course

Chapter 2 - Systems, continued

- Lesson 1 - SYSTEMS Interactions
- Lesson 2 – DIRECTING a Program or Office Operation

- Lesson 3 - **Overall Management System**, continued
 - Page 1 – Business Model selection, continued
 - Page 2 – 6 Levels of Business Development
 - Page 3 – Critical Strategic Indicators

- Lesson 4 - **Marketing Management System**, continued
 - Page 1 - Defined Programs - Names and Logos
 - Page 2 - Company Vision, Purposes, Core Beliefs
 - Page 3 - Understanding the Marketing Process
 - Page 4 - Understanding the Customer Needs
 - Page 5 - Tracking the Customer Experience
 - Page 6 - Brand, Commodity, Product
 - Page 7 – Company Literature and Web Site
 - Page 8 – Strategy, Campaigns, Tactics

- Lesson 5 - **People Management System**, continued
 - Page 1 – Documented Human Resources Progression
 - Page 2 – Defined Programs – Managers and Directors
 - Page 3 – Future Organizational Chart
 - Page 4 – Individual Program Goals and Strategic Planning
 - Page 5 – Program Annual Plans
 - Page 6 – True Control
 - Page 7 – Professional Development and Continuing Education
 - Page 8 – Total Compensation
 - Page 9 – Tech Tools

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- Lesson 6 – **Information (Data) Management System**, continued
 - Page 1 - Individual Program Folders incl. Office
 - Page 2 - Staff - Payroll and Private Lessons
 - Page 3 - Master Calendar
 - Page 4 - Company Database
 - Page 5 - Matching Programs in Database - Receivables consistency
 - Page 6 - Program Directors - ease of use
 - Page 7 - Meaningful Reports

- Lesson 7 - **Financial Management System**, continued
 - Page 1 - Defined Programs - Financial Reports
 - Page 2 – Managing by Percentages
 - Page 3 - Profit-sharing equals ACCOUNTABILITY!
 - Page 4 - Pricing Strategies

- Lesson 8 - **Facilities Management System**, continued
 - Page 1 - Defined Programs - Physical Spaces
 - Page 2 - Schedule Maxing
 - Page 3 - "Flex-Spacing" efficiency
 - Page 4 - Master Space Planning Grid
 - Page 5 - Learning Stations Grid
 - Page 6 - Future Space Planning
 - Page 7 – Repairs and Maintenance Services

- Lesson 9 - **Risk Management System**, continued
 - Page 1 –Risk Management presentation
 - Page 2 – Insurance Coverages
 - Page 3 – Equipment and Asset Lists; Inspections
 - Page 4 – Security
 - Page 5 - Emergencies

Chapter 3 – Personal Organization and Effectiveness

- Lesson 1 - Communication is a 4-Way Street!
- Lesson 2 – Personal Organization and Effectiveness Mind Map

Level 2 Learning Assessment Test

Preview of Level 3 Leadership Toolkit Course

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