



SUPER NINJA TRAINING

Program Marketing, Planning, and Logistics

Abstract

This document outlines the marketing plan and logistics for implementing Super Ninja training programs.

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SUPER NINJA TRAINING

Mission

Super Ninja Training Programs are designed to enrich our lives and communities by giving individuals, teams, groups, and companies the knowledge, skills, and abilities they need to be active and engaged in defining and achieving success. Individuals will walk away from each program motivated to continue learning and growing and sharing this lifestyle with others.

Vision

Super Ninja envisions a community where individuals are engaged in life, enjoy a healthy balance between work and play, and are comfortable interacting with other people in a positive and inclusive environment. Super Ninja dreams of a community that believes in lifelong learning, the power of community and teamwork, and is capable of seamless communication in order to achieve constantly changing goals. Community members who share these beliefs and are committed to being active and engaged are capable of amazing things.

Goals

- **Goal** – To enrich our communities by giving individuals the knowledge, skills, and abilities they need to be active and engaged participants of their community.
 - **Process Objective** – Develop and implement an ongoing life skills course for about 1-2 hrs twice a month to teach young adults the skills necessary to be active and engaged participants in their local community.
 - **Outcome Objective** – To help improve young adults' lives and their engagement in society in a way that is significant for that individual over the course of a year.
- **Goal** – Making schools relevant to students by bringing life into their studies.
 - **Process Objective** – Use existing resources to create experiential programs that make learning more relevant to the community and individuals within.
 - **Outcome Objective** – To connect with at least 2 school-related programs in the next year to supplement their programming with experiential components that make their learning more relevant to life outside of school.
- **Goal** – To enrich our communities by improving work situations within companies, enhancing team culture and workplace efficiency.
 - **Process Objective** – Implement several training sessions with local companies to help improve employee self efficacy and ensure workplace efficiency.
 - **Outcome Objective** – Define local company cultures in such a way they have a positive influence on their employees and thus the surrounding community.

PROGRAM PURPOSE AND MISSION

“I believe that all education proceeds by the participation of the individual in the social consciousness of the race. This process begins unconsciously almost at birth, and is continually shaping the individual’s powers, saturating his consciousness, forming his habits, training his ideas, and arousing his feelings and emotions. Through this unconscious education the individual gradually comes to share in the intellectual and moral resources which humanity has succeeded in getting together. He becomes an inheritor of the funded capital of civilization. The most formal and technical education in the world cannot safely depart from this general process. It can only organize it or differentiate it in some particular direction.” - John Dewey

From the moment we are born, we are surrounded by community. If we are to become healthy, engaged, and contributing members of our community, we must learn what this means. School has become such that instead of learning to become a part of a community, we learn to focus on knowledge and ideas. As such, many people feel disillusioned by school and don’t see the connection between school and the real world. When this happens, many people choose not to finish school and look for new ways to be successful outside the school system. Fortunately, there are many skills, abilities, and attitudes that employers find to be necessary to be a successful employee, and surprisingly enough, these are all great skills, abilities, and attitudes to have as an engaged community member.

One of the most important skills and abilities necessary to be a contributing member of a community is inclusion. Inclusion takes many forms from learning to be accepting of others to being proactive socially to saying “yes, and” in order to accomplish more as a team than you could as an individual. Super Ninja seeks to be inclusive and find ways to connect the workforce, the school system, and the community. The first place this starts is with the community members who don’t have the financial means to go through schooling long enough to understand the value. Super Ninja programs are designed to give young adults the skills and abilities necessary to be contributing members of society even if they haven’t had the education necessary to get into the workforce.

SUPER NINJA TRAINING PROGRAMS

FUNctional Communities

- **Mission**
 - Use fun and games to bring together our communities and help make them more functional.
- **Meeting with Decision Makers**
 - Meet with leaders of community groups to make their programs more relevant and fun.
 - Perform a situational analysis to determine the group's starting point and establish program goals.
- **Weekly sessions:**
 - 2 hours a day, 1 day a week
 - Ideally at one location for each session
- **Introductions**
 - One meeting with the community group being served.
 - Get to know their program
 - Explain roles for program directors
 - One meeting with the community and friends of the group.
 - Get to know the program
 - Find ways to volunteer and help
- **Develop Trust and Values**
 - Several sessions to establish trust among community and program participants.
 - Identify important values required to participate in program.
 - Explanation of skills and real life examples of their importance.
- **Life and Leadership Skills**
 - Follow up sessions to instill learning once a week with “homework” in between.
- **Mentoring and Giving back**
 - Set up a system of mentorship for previous group members to spend a second year in the program as a mentor.

FUNctional Workplaces

- **Mission**
 - Use fun and games to bring together your employees and staff and demonstrate useful tools to improve individual performance and enhance workplace cohesion.
- **Meeting with Decision Makers**
 - Meet with company leaders to learn more about their programs and determine how to make their company culture more relevant, fun, and conducive to success.
 - 2 week process to perform a situational analysis and GRABBS to determine the group's starting point and establish program goals.
 - Meet with leaders throughout situational analysis and determine their role in the proceeding program sessions.
- **Weekly sessions:**
 - 4 hours a day, 2 days a week, for one month.
 - Ideally at one location for each session
- **Introductions**
 - First introductory session with employees, staff, and management.
 - Introduce each other and explain the situational analysis.
 - Explain roles for everyone involved including program facilitator.
 - Explain goals and get people on board.
- **Develop Trust and Values**
 - Several sessions to establish trust between employees, management, and objectives.
 - Identify important values required to participate in program.
 - Explanation of skills and abilities to be trained and real life examples of their importance and how they might be implemented.
- **Learning Job, Leadership, and Communication Skills**
 - Follow up sessions to instill learning twice a week with “homework” in between.

FUNctional Sports Teams

- **Mission**
 - Use fun and games to demonstrate useful sports psychology tools that help improve individual performance and enhance team dynamics.
- **Meeting with Decision Makers**
 - Meet with coaching staff to learn about their sports program and current use of sports psychology tools in order to perform a situational analysis to determine the group's starting point and establish program goals.
 - Discuss with coaches the expectations of their role and how they can continue to implement some of these strategies throughout their season.
- **Weekly sessions:**
 - 1 hour a day, 1 or 2 days every 1-2 weeks depending on time constraints
 - Ideally at one location for each session
- **Introductions**
 - One meeting with the entire team.
 - Get to know the team and their individual goals and reasons for being on the team.
 - Explain roles for coaches, athletes, and myself
 - One meeting with friends and family of the team.
 - Get to know the team and why their athlete is a part of it. Have some fun.
 - Show them ways they can support their athlete throughout the season.
- **Develop Trust and Values**
 - Several sessions to establish trust among athletes and coaches.
 - Identify important values required to participate in program. Full Value Contract.
 - Explanation of skills and abilities to be trained and real life examples of their importance and how they might be implemented.
- **Life and Leadership Skills**
 - Follow up sessions to instill learning with "homework" in between.
- **Mentoring and Giving back**
 - In some of the bigger club teams with varying age levels we would set up a system of mentorship for older teams to mentor and teach the younger teams.

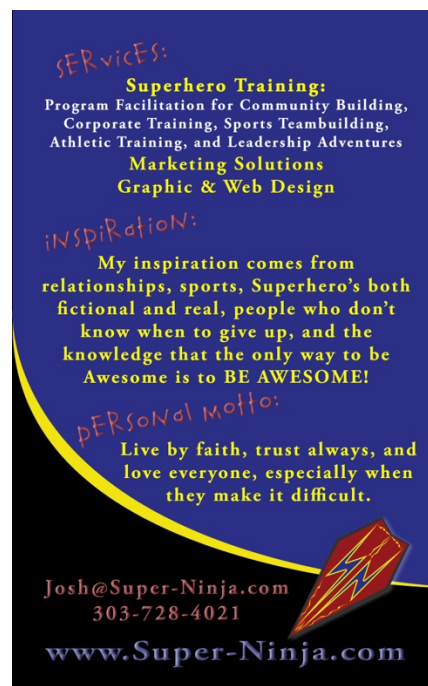
MARKETING PLAN

Voice and Vision

- All marketing materials will follow the same overall voice and vision. Wording, photos, and designs must be encouraging and inspiring, promote lifelong learning and critical thinking, and demonstrate inclusion and community building.
- Main colors for marketing materials:
 - Red #94040B
 - Blue #031093
 - Yellow #FFFD38
 - Black and White.
- Main fonts:
 - Adobe Garamond Pro
 - TRAJAN PRO
 - Chalkduster
 - calvin and hobbES
 - **NINJA NARUTO**

Print Materials

Business Cards



Brochures

- General Purpose
 - Explain the different programs offered by Super Ninja and why you would want to participate in one of these programs with your company, community, or sports team.
 - List prices and/or how to contact/signup
- FUNctional Communities
 - Define who might want to book this type of program
 - Define why these people might want to book this type of program
 - Determine quality photos that express the voice and vision while showing what this program offers.
- FUNctional Workplaces
 - Define who might want to book this type of program
 - Define why these people might want to book this type of program
 - Determine quality photos that express the voice and vision while showing what this program offers.
- FUNctional Sports Teams
 - Define who might want to book this type of program
 - Define why these people might want to book this type of program
 - Determine quality photos that express the voice and vision while showing what this program offers.

Monthly Newsletter

- Monthly theme to be established in advance and implemented in other programs.
- Find and research resources to support the newsletter articles and supplement articles with tools that can be used experientially.

Online Presence

Website

- Home Page
- What is a Super Ninja?
- Training Programs
 - FUNctional communities
 - Workplaces
 - Sports teams
 - Personal training

- Marketing Solutions
 - Graphic Design
 - Websites
 - Online Presence
 - SEO
- Blog
 - Weekly blog about a monthly theme in conjunction with the Monthly Newsletter.
- Contact

Social Media & Review Sites

- Facebook – Set up a FB page and use it to acquire reviews and gain momentum with my blog allowing for an outlet for better conversations.
- Instagram – Take pictures of events and other quality images that will be used to show off the Super Ninja programs.
- Google+ and Google Business – claim this location once I have my actual location so people will be able to find me better.
- Yelp – claim an account to help get more reviews as well as get more clients.
- Bing, Yellow Pages, etc... – just good to claim the account and get more pages linking to my website.

SEO

Every web page must be optimized for Search Engine Optimization.

- Images – need an alt description and a title
- Determine keywords for website
 - Teambuilding
 - Corporate training
 - Sports teams
 - Sports psychology
 - Athletic training
 - Community development
 - Community awareness
 - Mentor
 - Etc...
- Optimize the robots.txt file
- Optimize the meta tags

FINANCIAL PLAN

Costs and Expenses

Super Ninja Training Programs

Equipment – purchase and upkeep.

Preparation and setup for events – costs time and money.

Participant materials (worksheets, take away tools, prizes for mastery)

Curriculum development

Time Spent facilitating program

Meeting with customers and customizing the program

Marketing and outreach

Super Ninja Training Facility

Rent and utilities

Cleaning staff

Salaries (phone booking agent, assistant facilitator for big events)

Sources of Income and Pricing

Income will come from the following areas:

- Super Ninja Training Programs
 - FUNctional Communities
 - \$20/participant, 10 minimum participants per 2 hour session.
 - ~\$100 for participant materials (worksheets, take away tools, prizes for mastery).
 - \$100 for food and eating space.
 - FUNctional Sports Teams
 - \$40/participant, 6 minimum participants per 1.5 hour session.
 - \$30/participant per session for 10-12 sessions once a week.
 - ~\$100 for participant materials (worksheets, take away tools, prizes for mastery).
 - \$100/session/10 participants for food and eating space.
 - FUNctional Workplaces
 - \$100/participant, 10 minimum participants per session (4 hours minimum).
4 session minimum
 - Includes 2 free consultation meetings and 1 final pass the torch meeting.
 - \$150/participant, 10 minimum participants per session for only one session.
 - ~\$200/session for participant materials (worksheets, take away tools, extra charge for prizes for mastery option).

- \$100/session/10 participants for food and eating space.
- Athletic Training
 - \$100 per 1hr session, max 4 participants.
 - ~\$100 for participant materials (worksheets, take away tools, prizes for mastery).
- Leadership Adventures
 - \$100/participant/day.
 - ~\$100/day for participant materials (worksheets, take away tools, prizes for mastery).
 - \$100 for food and eating space.
- Super Hero Training
 - \$200/participant/month as needed sessions.
 - ~\$500/month for participant materials (worksheets, take away tools, prizes for mastery).
 - \$100 for food and eating space.
- Grants for low income clients and programs
- Mentorships
- Memberships
- Donations