

PROTECT YOUR STUDIO FROM TEACHER TURNOVER

With Tiffany Henderson, Studio Owner &
Founder of Twinkle Star Dance



Introducing Tiffany Henderson



- Owner of nine Tiffany's Dance Academy locations in California
- 2500 students, enrollment of 4000
- 300 performing company dancers
- Teaches 15 hours a week
- Produces 29 recitals each year and holiday shows too
- Regular presenter on the dance conference circuit
- Creator of Twinkle Star Dance™ Curriculum

Webinar Overview & Outcomes



- Learn how you can **keep your studio running smoothly, retain students, and grow enrollment** even when a teacher leaves.
- You will hear exactly how successful dance studios **stay on track in the midst of finding, hiring, training, and even losing teachers.**
- Beat the fear of teachers leaving to work for a competitor and the worry of them opening their own business; **protect your studio from teacher turnover.**

Teacher Turnover...Be Ready!

- It is not IF...It is WHEN
- How should we react?
- How to prepare for it?



The OMG Email

Your heart stops, cue
the inconsolable
crying

**Here are some sample
subject lines from
resignation letters
received 3 weeks into
the new dance
season:**

With Great Consideration
I am Sorry to Inform You
Next Season
Meeting Today?
Official Resignation
My Classes
2 Weeks Notice
No Notice
Beyonce' Called
Reconsidering
Moving ON
Moving Up
My Dog:(
Car Issues
Overwhelmed
Stressed Out
My Position
My Sinus Infection
Job Opportunity
Moving Home

Emotional SICK DAYS



- You are allowed 1.5 emotional SICK Days to mourn the loss of your beloved teacher, or realize the blessing in disguise for a problem employee.
- Respond to resignation letter no earlier or later than 4 business hours from receipt.
- Response: Benign, Positive/Encouraging and Affirmative.

Example Response to Resignation

Hello Rachel,

I have received your letter of resignation from Tiffany's Dance Academy. I appreciate all that you have done for the students and, you will be missed. Best wishes for a bright future.

I would like to schedule a meeting for tomorrow, at TBA to go over all of the transitional details and book your paperwork sign out. At that point, we will determine together our transitional communication with parents and students.

Best,

Tiffany Henderson

What's Next? Public Parent Relations

- **Put on your Public Relations Hat**
- **Non Disclosure:** Abstain from revealing details about the resignation, including to co-workers or other teacher or staff employees who are not a part of the “circle of trust”
- **Reason for Leaving:** Decide jointly, with resigning teacher, on the “Reason” for leaving and timeline for transition
- **Social Media Silence:** resist the temptation to post anything about your life being upended, etc. for any customer or employee to see



Move to Action Oriented Mindset

- **Place an ad on Craigslist:** Include the days and times you are replacing
- **Search for a replacement from your current list of teachers and employees first:** Hiring a new teacher mid season should be your last resort for all classes. It is best to hire a new teacher and give them half the hours to protect yourself.
- **Combine classes option:** One teacher takes on two line ups. This can be a great solution and saves money on payroll.



Dance Family Notification

- Write an email with the stated reason for departure; include three main parts:
 1. Apology to the family for the disruption and inconsistency for the dancer
 2. Best wishes for the departed teacher
 3. Excitement and confidence about the new replacement teacher



How to mitigate the unexpected loss of a teacher

- The 3 P's – Don't be caught off guard again!

#1 PREDICT

- Teacher Check In's
- Regular Teacher Meetings

#2 PREPARE

- Constant Hiring: Craigslist Ad place every 4-6 weeks, even if you don't need any teachers
- Hire full time subs

#3 PROTECT

- Teacher Curriculum Training System: Including video, written lesson plans and music
- Trademarked Curriculum: [TwinkleStarDance.com](https://www.twinkl.com)

Why The Twinkle Star Dance Curriculum Works



- Consistency for your dancers and their families
- Training teachers becomes easy! Subs, Teaching Assistants and more can benefit
- New fresh ideas for seasons, holidays, in class demonstrations and viewings
- Dancers progress, parents are thrilled
- Get inspired again to teach, full of new and fresh classroom ideas
- Grow enrollment in the preschool market, your studio foundation and base

Become a DanceStudioOwner.com PRO Member and transform your studio!

Your PRO Membership includes two years of access to:

- **The Twinkle Star Dance Twinkle Babies™ & Twinkle Stars™ Curriculum**
 - *Normally a \$1899. pay up front investment*
- **Full Access to all DanceStudioOwner.com Business Resources and support**
 - *Normally a \$798. investment*
- **REV PERKS, An exclusive member benefit through Revolution Dancewear**
 - *You get nearly \$200 in product and voucher value to use immediately, potential for hundreds of dollars of savings in discounts and perks*



Two Easy Ways To Get Started

#1. **Call us!** We can upgrade your current membership or set you up with a new account by phone at 1-800-579-1805

#2. **Join or renew online or by email:** visit:
<http://www.dancestudioowner.com/> or email:
hello@dancestudioowner.com

Once you are onboard, you will get special welcomes from all three brands including:

- A 30-minute complimentary consultation with Twinkle Star Dance to get started right
- Immediate full access to DanceStudioOwner.com and all resources
- A REV PERKS package will be sent with your tights and display and more. Revolution Dancewear is the official uniform provider for the Twinkle Star Dance Curriculum

Thank you! Connect with Us

Connect with Tiffany Henderson
<http://www.twinklestardance.com/>

Connect with us at DanceStudioOwner.com
<http://www.dancestudioowner.com/>

**Keep the passion for dance alive as you
grow you business!**