



MBU Advanced Track

The MBU Advanced Track is appropriate for professionals who have attended MBU before. While MBU alumni status is not a pre-requisite, it will be helpful to have a foundation of knowledge about the original curriculum before diving into more advanced KPIs, development, and strategizing.

Use this track to make sure you're steering your business in the right direction.

TUESDAY, SEPTEMBER 18

8:15 AM – 9:00 AM **Registration**

9:00 AM – 10:30 AM **Starting With Why**

Roxy Borger, MINDBODY Certified Consultant & Josh Boyd, CEO, The 12

Owning an established business can sometimes leave you feeling isolated, burned out, or adrift from your original entrepreneurial vision. Redefining your inspiration can help bring the excitement back. Rooted in the work of Simon Sinek, this talk will help you bring your core values to life, discover the why that can invigorate you and your team, and define the principles that will drive you to be a better leader.

10:30 AM – 10:45 AM **15-Minute Break**

10:45 AM – 12:00 PM **Advanced Business Review – Lifetime Value of a Client**

Roxy Borger, MINDBODY Certified Consultant

As your business grows, evaluating the metrics that are driving your success can change over time. This course will help you assess the lifetime value of a client within your business and how to optimize that value. Learn the advanced Key Performance Indicators (KPIs), benchmarks, and growth expectations and how to apply them to your established wellness business.

12:00 PM – 1:00 PM **PR + Media for an Established Business**

Paula Steurer, President, Sterling Public Relations

When it comes to crafting an image for a business and brand, owners can stagnate. Paula's expertise in brand management and growth strategies through effective PR and media outreach will show you how to galvanize influencers, create hype through local media outlets, or become a trusted expert within your community.



1:00 PM – 2:00 PM

Lunch

2:00 PM – 3:15 PM

Expanding to Multiple Locations

Josh Boyd, CEO, The 12

There are many factors that go in to the decision to grow one successful business into another location...or beyond. Learn directly from a leader in rapid expansion. Josh will discuss the evaluation and metrics that define the success of each facility, how to empower individual leaders in each space, and the best way to set up operational systems and roles.

3:15 PM – 3:30 PM

15-Minute Break

3:30 PM – 5:00 PM

Develop Your Team

Roxy Borger, MINDBODY Certified Consultant

This session will give you valuable staff management insights to help you operate your business more effectively. We'll discuss hiring, training, and incentivizing teams, staff performance reporting, and recommended software permissions to protect your business.