

Parisi Employee Performance Evaluation **Program Director**

1. Workweek consists of a minimum of 45 hrs per week. Note: Is available to work until 9:00 pm or until closing and some weekends

Exceeds Expectations: Always available until 9PM and proactively volunteers for assignments outside of normal working hours

Meets Expectations: Seldom has a conflict meeting the 9PM requirement and if so, provides adequate notice as to not affect the schedule

Does Not Meet Expectations: Consistently has conflicts working till 9PM, often with little notice, which affects the schools schedule

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

2. Wears the required uniform

Exceeds Expectations: consistently wears Parisi attire outside of the facility to assist in promotion of the brand

Meets Expectations: Always wears the required Parisi attire for the scheduled work shift

Does Not Meet Expectations: seldom wears the required uniform and often looks unkempt while working

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

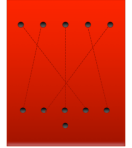
3. Maintains high standards of business ethics.

Exceeds Expectations: Always follows up with clients whenever there is a moral or social issue at hand

Meets Expectations: Always makes responsible decisions both morally and socially in relation to business practices

Does Not Meet Expectations: Fails to make responsible decisions resulting in an unfavorable view of him/herself, the business and staff

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations



4. Differentiates the Parisi brand by promoting the values and mission

Exceeds Expectations: adopts the Parisi values as his/her own and encouraging other staff members to act as advocates of the brand both in and outside of the facility during business hours as well as their own personal time

Meets Expectations: Consistently promotes the Parisi brand throughout the community by encouraging and influencing people based on the Parisi mission and values, setting the brand apart from all others

Does Not Meet Expectations: seldom promotes or speaks of the Parisi values or mission

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

5. Acts in a Professional Manner

Exceeds Expectations: proactively initiates ways for other staff members to develop their professional skills

Meets Expectations: Always exhibits a courteous, conscientious, and generally businesslike manner when representing the Parisi brand

Does Not Meet Expectations: Does not consistently act in a way that is becoming of the Parisi brand

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

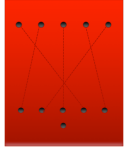
6. Attends Corporate Support Calls and reports required information to Parisi Corporate on a timely basis

Exceeds Expectations: Always attends calls and Provides explanations that summarizes the requested information prior to call

Meets Expectations: Attends calls and consistently provides required information by requested due dates

Does Not Meet Expectations: Often misses calls and needs to be consistently called and reminded to report requested information and often misses due dates

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations



7. Holds weekly and quarterly staff development meetings and workshops utilizing the Parisi Online Resource Center

Exceeds Expectations: Requires staff to attend additional educational and training seminars to further their personal and professional development and has budgeted funds to support these efforts

Meets Expectations: requires all staff to attend and prepare for all weekly meetings using a set training agenda and has accountability measures in place

Does Not Meet Expectations: Does not hold regular weekly meetings with a set training agenda and accountabilities for encouraging personal and professional development

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

8. Ensures all staff is current on Parisi Certification

Exceeds Expectations: Does not permit staff to teach classes without Parisi certification.

Meets Expectations: Requires all new staff to complete the online education kit and attend Parisi University for their certification, as well as staff recertification every 2 years

Does Not Meet Expectations: Allows staff to train without holding a current Parisi Certification and does not require or support the Parisi Certification process

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

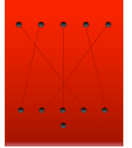
9. Complete annual self development plan

Exceeds Expectations: Exceeds the goals set forth in the original self development plan and encourages other staff members to set a plan for themselves

Meets Expectations: Sets goals for personal and professional development and follows through with measures of self accountability

Does Not Meet Expectations: Does not proactively seek ways to develop both personally and professionally and often turns down opportunities for growth

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations



10. Accurately utilizes software to track manage prospects and client information

Exceeds Expectations: Consistently enters all appropriate information and updates it regularly and provides consistent feedback for improvement

Meets Expectations: Consistently enters all appropriate information and updates it regularly

Does Not Meet Expectations: Does not consistently enter all appropriate information and/or utilizes the system, and often receives requests for missing data from corporate

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

11. Manages the sales funnel effectively

Exceeds Expectations: Consistently follows up with "no action" clients; entering detailed notes on the client and their intentions

Meets Expectations: Always enters incoming leads and proceeds to the next step (e.g., book a follow up call, evaluation, and free class or completes the point of sale) and utilizes the reports to analyze future business development

Does Not Meet Expectations: Fails to follow the necessary steps after entering a potential client -often leaving clients with no follow

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

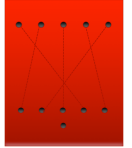
12. Utilizes 12 month business projections effectively manage long-term revenue streams.

Exceeds Expectations: Uses the business plan to find deficits and makes the necessary changes to fill those voids

Meets Expectations: Develops and adheres to an annual business plan

Does Not Meet Expectations: May or may not develop a business plan and does not follow thru with the plan if developed.

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations



13. Utilizes software to analyze business Key Performance Indicators (KPI's) and develop contingency plans where necessary

Exceeds Expectations: Makes an extended effort to increase daily business activity to exceed the revenue goals

Meets Expectations: Consistently enters the data and evaluates daily business activity in relation to revenue generated and takes necessary action needed to meet the business goals

Does Not Meet Expectations: Does not consistently enter the necessary information needed to measure the activity of the staff leaving the key performance indicators unmanaged

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

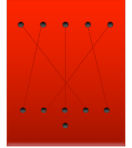
14. Conducts Orientations / Presentations / Demos

Exceeds Expectations: Seeks opportunities to conduct additional orientations or demo classes that promote business or revenue growth opportunities

Meets Expectations: Performs regularly scheduled orientations and demos 1-2x/ week and converts approximately 85% of prospects into Evaluations or Sign-Ups for the Parisi Program

Does Not Meet Expectations: Seldom has scheduled orientations and demo classes and is rarely available to conduct them as needed

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations



15. Performs parent rapport phone calls and fan mail

Exceeds Expectations: Consistently makes additional calls to follow up on an athlete's performance and/or sends additional correspondence and emails

Meets Expectations: Always performs the required number of calls based on the daily goals set and sends out the required correspondence to students

Does Not Meet Expectations: Rarely makes required calls to parents or send mail to athletes

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

16. Performs Athlete Evaluations and sells Parisi programming

Exceeds Expectations: Proactively books additional evaluations above required goal number, in order to exceed revenue targets

Meets Expectations: Consistently performs the required number of evaluations necessary to meet the business revenue goals for the month and closes at approximately 85%

Does Not Meet Expectations: Does not perform the evaluations necessary to meet business revenue goals

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

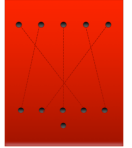
17. Recruits Non Active Clients, Past Clients, and New Clients

Exceeds Expectations: Proactively seeks out new clients by attending approximately 4 events per month and presenting to various groups outside of the facility

Meets Expectations: Consistently follows up with expired athletes, athletes that have not been in the facility recently or have inquired without purchasing the program using a prepared script that will drive athletes back to the program

Does Not Meet Expectations: Rarely makes calls to clients that have left the program or make the extended effort to get out to events as well as speak to various groups

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations



18. Implements and Manages Parisi Challenge

Exceeds Expectations: Consistently promotes the Parisi Challenge during all calls, events and presentations in order to attract athletes outside of the program, as well as active athletes

Meets Expectations: Always schedules and runs a Parisi Challenge a minimum of each quarter and keeps the athletes engaged by updating their cat levels consistently and presenting tags and certificates

Does Not Meet Expectations: Does not consistently implement the Parisi Challenge

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

19. Identifies and develops lead source opportunities to build community sales alliances

Exceeds Expectations: Joins various organizations, both in the local community and the state, in order to increase accessibility to lead sources

Meets Expectations: Has developed a successful system of networking with lead sources; creating a positive reputation in the community leading to a steady flow of opportunities for new leads and business growth

Does Not Meet Expectations: Is rarely active in the community or state and has minimal connections

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

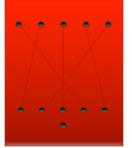
20. Conducts formal evaluations for all staff to review and improve performance

Exceeds Expectations: utilizes all past performance reviews to compare and contrast current performance in order to track behavior changes – holds staff accountable for the necessary changes needed based on review by making adjustments in staff and rewarding them for behavior modifications that lead to positive business growth

Meets Expectations: conducts annual formal evaluations with all staff evaluation system, reviewing their strengths as well as their challenges in an effort to improve their performance

Does Not Meet Expectations: does not hold regularly scheduled staff evaluations leading to a lack in staff development and personal growth

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations



21. Conducts the required amount of membership group/ class training sessions

Exceeds Expectations: Is willing to fill in to perform extra classes when needed or to provide staff with an occasional break

Meets Expectations: Consistently conducts between 15-18 hours a week of membership classes

Does Not Meet Expectations: Does not teach the required number of classes effecting both the payroll and staff schedule

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

22. Corporate Franchise Summits and Workshops

Exceeds Expectations: Is an active participant as a presenter – brings multiple staff members

Meets Expectations: Attends annual franchise summit

Does Not Meet Expectations: Rarely attends a annual summit

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

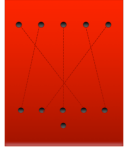
23. Payroll Function - Ensures total monthly payroll costs do not exceed identified set targets

Exceeds Expectations: Proactively seeks ways to save on payroll and when exceeded, provides an explanation of the overage

Meets Expectations: Rarely exceeds the budgeted payroll allowance and often comes under the anticipated allowance

Does Not Meet Expectations: Often exceeds the set target of the payroll and makes little effort to stay within the budget for payroll

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations



24. Hires, evaluates and terminates staff, as necessary, to ensure optimal productivity and high athlete and parent engagement

Exceeds Expectations: Consistently searches for new talent and develops new contacts to help attract new staff and keeps a special contact list of names and resumes available as a resource for potential staff

Meets Expectations: Hires, routinely evaluates and terminates staff when necessary to maintain a high level of accountability and productivity. Closely monitors staff to ensure a high quality of service is consistently delivered for both the athletes as well as the parents.

Does Not Meet Expectations: Allows quality of staff to drop by failing to consistently evaluate and measure their performance and level of service to both the athlete and the parents

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

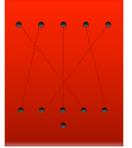
25. Sells and Services PEAK Athletes

Exceeds Expectations: Proactively seeks out clients that would benefit from PEAK training, upsells and fills small group sessions to maximize the profitability of each serviced hour

Meets Expectations: Consistently sells to those clients that grow into the PEAK program and services those that have purchased program

Does Not Meet Expectations: Rarely sells, services or looks to grow the PEAK business

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations



26. Manages the Camp and Team sales funnel effectively

Exceeds Expectations: Consistently follows up with “no action” clients; entering detailed notes on the client and their intentions

Meets Expectations: Ensures the number of marketing touches map back to the revenue goals of the business plan. Always enters incoming leads and proceeds to the next step (e.g., coaches meeting, Demo, the point of sale) and utilizes the reports to analyze future business development

Does Not Meet Expectations: Fails to follow the necessary steps after entering a potential client -often leaving clients with no follow

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations

27. Develops and utilizes an annual Team and Camp business plan

Exceeds Expectations: Uses the business plan to find deficits and makes the necessary changes to fill those voids

Meets Expectations: Develops and adheres to an annual Team and Camp business plan

Does Not Meet Expectations: May or may not develop a business plan and does not follow thru with the plan if developed.

- Exceeds Expectations
- Meets Expectations
- Does Not Meet Expectations