



# AD CALENDAR PLANNING

## REQUIREMENTS & GUIDELINES

- ☐ Work 5 days per week (50-55 hours per week once your area stabilizes).
- ☐ Block out key personal commitments first (birthdays, anniversaries, children's events, important personal events, etc.).
- ☐ Plan for 2 site visits daily, grouping them by geography to save on drive time.
- ☐ Ensure schedules are added to "Working Locations" in Google Calendar to keep everyone in sync.
- ☐ Review reports each morning ahead of scheduled visits (Tableau, etc.) to ensure a "Know Before You Go" awareness of the businesses you are visiting (staffing, pipelining, Maintain X, KPIs, etc.).
- ☐ Mix up your days with a combination of morning and afternoon visits, openings and closings, and weekends.
- ☐ Allow for flexibility by scheduling 80% of your time and leaving 20% open.
- ☐ Plan time for unannounced visits to experience real customer interactions and address unexpected issues.
- ☐ Block out 1 full day per week for administrative and planning requirements (as directed by your RD). This time can also be split into two ½ days. Be sure to plan for schedule reviews & monthly business review.
- ☐ Always have at least a 1-month calendar planned in advance, complete with locations identified for visit scheduling, and note which multi-unit manager (AD, RD, RVP) will attend. Focus on your pipeline.
- ☐ Respond to emails within 24 hours & if no response after 24 hours, send follow-up email. If still no reply, call to address. Escalate when necessary.
- ☐ Schedule conference calls only when necessary, ensuring an agenda is approved beforehand.
- ☐ Use open flex time for follow-up on outstanding issues.



1

### BUILD & RETAIN A BENCH OF "A-LEVEL" LEADERS

#### WEEKLY

- Perform business review in ADP and Pipeline Planning

#### MONTHLY

- Update the Pipeline Planning Tool and partner with the Recruiter for job postings.
- Lead an area meeting to discuss business and bench/succession plans.
- Revisit and revise SMART goals for each GM and SM.

#### QUARTERLY

- Conduct quarterly performance discussions and annual reviews.

#### ONGOING

- Develop managers, recruiting, candidate screens and interviews



2

### PROTECT TRAINING SYSTEMS & VALIDATE TRAINING

#### ONGOING

- Cascade all training (scheduling, staffing, systems, KPIs) and new initiatives.
- Develop and maintain standards.
- Perform onboarding, training, and development.
- Conduct progressive validations and track the progress of all trainees to completion and promotion readiness.
- Conduct site observations/training validations and game plan.
- Perform weekly visits or calls to follow up on salaried manager trainees.
- Train new GMs in their role using a developed and documented GM Transition Plan.



3

### VALIDATE OPERATIONAL STANDARDS & SYSTEMS

#### DAILY

- Perform a Site Flow Plan at each site to validate operational standards in equipment, organization, training, and systems.

#### QUARTERLY

- Perform a facilities walk-through with the facilities counterpart.
- Develop an action plan and follow up within the quarter.
- Perform safety audits.

#### ONGOING

- Attend meetings.



4

### ENSURE A 5 STAR CUSTOMER & EMPLOYEE EXPERIENCE

#### DAILY

- Perform a daily business review by reviewing RINSED, Tableau, and calling 2 to 3 locations daily to recognize positive results & coach the team to impact the day.
- Follow up on missing time punches and make necessary corrections.

#### WEEKLY

- Validate Sales Forecasts, Manager Schedules, Skills/Availability.
- Perform schedule reviews.
- Ensure each schedule is posted in a timely manner.

#### QUARTERLY

- Validate Training Initiatives



5

### ACHIEVE BUDGETED REVENUE & E.B.I.T.D.A. GOALS

#### WEEKLY

- Perform business review on Mondays (or another day if directed by your RD).
- Perform end-of-week review.

#### MONTHLY

- Perform EOM review and hold monthly business reviews with your RD and each GM, reviewing the previous month and agreeing on an action plan and SMART goals to move forward.

#### ONGOING

- Support marketing and promotion execution.
- Plan and support new openings.