

2020 Winter Town Hall

Breakout Sessions - Best Business Practices Notes with Mark Toorock (mark@uspk.org)

What do people need?

- Knowledge, advice, and resources for creating a parkour community from scratch.
- Building good practices for inclusivity as a foundation
- Coaching talent recruitment and development. Can you cover how to find and develop talent as well as retain it once you've got it

What is your biggest pain point?

- Community building
 - Consistency and Accessibility
 - Nothing super fancy needed, but one or two dedicated people to share the load (reduce burnout) and a public forum (Facebook groups work well) that state the meet-up location and time. Momentum builds over time.
- Coach/Student Retention
 - Check in with your students/coaches and ask what they want. Career development. Coaching retreats. Conferences.

What skills/expertise would make better your business/community?

Who would you hire?

- Finding people who care trumps any other skill set - passion is important

