



EDUCATE~MOTIVATE~DEMONSTRATE

One of the primary purposes that our dojos have held true since the very beginning is the constant desire to better educate, motivate and demonstrate the values and benefits of leading life as a Black Belt and becoming a successful achiever in life.

Since our beginnings, we have always done our best to raise the standards of the Martial Arts and to develop our instructors to be positive and powerful **Models of Excellence.**

Martial Arts should always begin and end with _____. By treating others in a _____ and _____ manner, we set the tone for great long-term relationships that will ultimately bring out the best in everyone.

The first thing we do upon meeting or greeting anyone, in or out of the dojo, is what is called a _____.

There are five steps to a Polite Greeting:

1. _____
2. _____
3. _____
4. _____
5. _____

It's been said that _____ is the _____ of _____.

Anything worth doing is worth practicing and repeating. If you practice and drill something enough, it will become more natural and eventually will become a habit.

_____ **we** _____, **are** _____ **we** _____ **!**



The Power of a Polite Greeting

Think of how you feel when you meet someone that gives you a positive and proper polite greeting. It's a nice feeling isn't it?

Now, think of the exact opposite, various places or people that aren't very friendly or they are overly casual in their mannerisms.

More of a ***"What's up man?"*** environment.

Would that be a proper way to greet someone in the dojo?

Would that be the way you would want to meet and greet the Doctor that's going to do brain surgery on you?

Seem a little extreme? Consider this...It's been said that the little things don't mean a lot, they mean everything. You have approximately 4 seconds to make a positive first impression on someone when you first meet them.

Whenever a future student or anyone enters our school, they have an immediate impression that is based on a variety of things. Is it clean and safe? Do I feel welcome here and does it have a well-disciplined atmosphere that is complimented by an enthusiastic attitude for helping people?

The five steps we are about to cover is based on something called I.M.T. Which stands for _____ .

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Step One: Eye Contact

Eye contact should be established the moment someone walks in the door. Eye contact is a powerful non-verbal communication tool between you and others. It can immediately build rapport and will make people much more receptive to your communications.

By using good eye contact, it enables you to perceive a person's level of comfort and interest. This allows you to set the pace of your greeting to match and mirror the individual.

Often, someone may enter the dojo a little apprehensive, we may need to adjust the pace of our greeting to be certain not to overwhelm them with our excitement and enthusiasm.

We all like friendly people, and we associate good eye contact with, interest, friendliness, and sincerity. It makes other people feel important and encourages them to believe that you are there to serve their needs. Not only does great eye contact make you appear more competent and capable, it improves your effectiveness in everything you communicate.

Studies have shown that good eye contact instills trust and confidence in you by the other person. We use what is called attentive eye contact, it tends to reflect a positive attitude between people and facilitates cooperation in and out of the dojo.

**People don't _____ how much you _____,
until they _____ how much you _____
...about them!**

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Step Two: The Smile 😊

Developing a comforting and encouraging smile is a vital tool for developing powerful human relation skills. Most of the people we attract to our dojo, are immediately drawn to the person that shows a genuine and sincere smile. It gives an instant vibe of friendliness, happiness and is a warm and welcoming way to greet someone.

It erases any apprehension or discomfort that many people feel when they first enter a new environment, especially a Dojo. Not everyone will return the favor right away, and that's okay. We must understand that many people do not exercise a smile as much as we do. Give them time to warm up and you will soon see them smiling right back at you.

A wise man once said: ***“Smile and the whole world smiles with you. Frown and you’ll frown alone.”***

Step Three: The Approach

Most of us recognize a person's physical appearance and body language before we notice anything else. Therefore, we must always practice good body posture and greet people in a Martial Arts way.

The best way is to exhibit a simple “Bow.” Every style of Martial Arts has these traditions in its roots. Keep in mind, many new people may find this very strange and unknown. Yet, it is often received with immediate acceptance.

We should not allow the current negative trends to influence our attitudes and behaviors within the dojo. The dojo should be a special place where everyone can grow and be safe and free from the negatives of the world. If we don't “stand guard”,

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before you know it, the core values of the Martial Arts will disappear, and we are no different than a gym.

We can never forget where we came from, our roots are based on the finest traditions of the ancient Martial Arts. We want to have our own unique identity in the community and this is a key factor in that identity. The approach we use will soon be modeled by those we influence. Always think like the **leader you want to become** and be a consistent Model of Excellence.

Step Four: Handshake

If you are like most people, you probably haven't given much thought to when and how you should shake hands with someone. Thinking that a handshake doesn't really matter that much, is a grave mistake.

It is always appropriate to initiate the handshake. The ideal handshake is fully engaged, palm to palm. Your grip should be firm, but comfortable.

We've all experienced a variety of handshakes, from the cool shake that goes through a series of grips, flips and touches...to the limp wristed shake that feels like a wet noodle...to the vice grip shake that feels like a strength competition.

All of those different handshakes have their place; however, the best is the good old-fashioned brief, firm, and professional approach. It sets the tone for a positive and respectful relationship, such as the one we intend to have with our students and the followers we influence.

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Step Five: Introduction

The main ingredient for an introduction that makes for a lasting impression is *enthusiasm*. Think back to the people that have influenced you the most. Instructors, coaches, teachers or family members that have inspired you. They probably all have one thing in common: ***enthusiasm***.

It's been our experience that even the most passive students will adopt a mood of excitement based on the enthusiasm you convey.

We have learned that effective enthusiasm requires a certain amount of animated physical expression, focus and emotion.

For many, the journey to Black Belt begins the moment you make eye contact and is solidified the moment you say, ***“Hello, welcome to our dojo...I'm Shihan Feidt, I'm the Master Instructor here at Impact Martial Arts & Fitness...and you are?”***

This type of a greeting exhibits confidence and sends a strong message to the future student and/or parent that you are a professional that loves people and is eager to serve.

In closing this section on the **Power of Polite Greetings**, these **Impression Management Techniques** are nothing more than a formula for greeting and treating people with respect in a way that matches the culture of our dojo. These simple steps are proven to be highly effective in making a positive first impression on people of all ages. *You only get one chance to make a positive first impression.*

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There are usually three different types of people that will walk in our front door for the first time. Someone that already has an appointment, someone that just walks in, or, hopefully someone that walks in as a guest of a student that already trains at one of our schools.

The general procedures and protocol we practice at the dojo, will have a positive impact on the way you act and behave in every aspect of your life. As Leaders in the Martial Arts, our attitudes and behaviors set the tone for the people we influence, in and out of the dojo.

Motivation can be defined as the _____ to take _____.

Our goal is to be able to motivate and inspire people to take action immediately toward their goals. The sooner they take action, the sooner they begin their journey toward Black Belt Excellence.

Communicate to Motivate. The three main components to becoming a powerful communicator are:

1. _____ %
2. _____ %
3. _____ %

TOTAL => 100%



The most powerful tool of influence is _____.

At any moment in time, any human being's behavior is the result of his or her _____ of _____.

Three key things that determine a person's state at any moment in time are:

1. _____ - Their posture, their movement and the way they are using their physical body.
2. _____ - What their dominant thoughts are at the moment or the way they are communicating to themselves.
3. _____ - When we are fired up and excited, we tend to breathe at a rapid rate, when we are depressed or sad, we breathe very slowly.

To influence someone's state, we need to work to influence all areas. Influence happens in a _____.

A body in _____ intensifies _____.

The simple act of asking good _____ is one of the best ways to influence a person's _____.

_____ is a technique used in Martial Arts to develop a student's "Ki" or their inner strength.

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Breathing brings out the dynamic energy that lies within all of us. Used properly, it will enhance the power of a person's technique and their overall effectiveness.

Proper breathing can also help to calm someone's emotions during a crisis situation and will intensify their emotion when you want to see them "*Fired-up.*"

By learning to _____ and _____ our own _____, we will be able to better influence and direct the emotions of others.

