



"I want to get Hapkido out to the rest of the world."

Grandmaster Gagne stays on the cutting edge of instruction by incorporating the innovative After School Martial Arts Program.

"I have doubled my income each year," he notes. "Next year I plan to double it again. The AMP is the most financial progress you can make with the least amount of students. One AMP student equals three regular students.

"When I take everything into consideration, working on my home study course, teaching classes, and running this business, my AMP success has come without much effort."

Just as Grandmaster Gagne teaches the martial arts, he is equally willing to teach other school owners the keys to running the AMP.

To hesitant school owners, Gagne points out "you have all the control. You don't have to start with 20 kids enrolled in the program. Start with five students if you have to. Build your program at a pace that works for you."

Gagne breaks the AMP down into two overriding problems he dealt with in his own after school program. The first issue is dealing with staffing the school to handle the additional students.

THE 3-HKD'S

The "HKD's" are Hapkido, Hankido, and Hankumdo (han-gum-do). Hapkido has techniques for kicking, punching, blocking, and grappling while either standing or on the ground. Hankido offers twelve offensive and twelve defensive techniques which incorporate circular movements. Hankumdo is a Korean sword form taught by tracing the Korean alphabet.

One solution is to find a stay-at-home mother to work with the kids when not in class.

Another solution is to keep a temporary staffing agency on hand when staff is short. With the combination of qualified help from a staffing agency and with pre-set staff guidelines like scripts and check lists, a martial arts school can always have a capable staff on hand.

The second concern is how instructors can work the AMP class into a pre-existing class schedule. The answer is to incorporate the two classes into one until the AMP is big enough to support its own class.

Grandmaster Gagne cut another path with his innovative customer service policy.

Based on personal experiences, both good and bad, Gagne cites, "I came up with a customer service policy realizing that most martial arts schools don't have them. They're very common in the workplace, but not in this industry."

The underlying principles of his policy are consistent with the Eastern thought of *um* and *yang*. The goal is to behave the opposite of how the customer is behaving - if he is aggressive and agitated, the employee must be calm, relaxed.

Following that is the incorporation of the water principle. Here the employee must flow with the situation and adapt to the circumstance.

With a dedication to teaching and a pioneering spirit, Grandmaster Marshall P. Gagne cuts his own path of success through innovative programs like the AMP and his distant learning course.

"This is the American Dream, to be able to be a positive force in society by helping people, be your own boss, and become financially independent." ■

