

There are many reasons on why both a Sensei and his school must be focused on financial stability and success. In this article I will focus on the primary ones that have been generalized by our industry about the financial success of a dojo.

Commitment to Students

As a sensei you have a moral obligation to maintain a safe and very well ran martial arts school. This is not just for a few years but for as long as you teach the martial arts. You must provide a home for your black belts so they may always have a place to train. If you do not focus on the financial end, or use the excuse "I am just want to teach martial arts and do not care about making money" or "Martial Arts should be cheap in price because that is how it always has been done" then you are setting yourself up for failure from the start. I have trained at both types of schools and after a few years they were out of business or had little if any students because people want to be a part of a successful program, not just a dojo. You preach about personal accomplishment and goal setting, yet you do not follow through nor demonstrate it on a daily basis with the operation of your own school or life. Charging adequate fees, using membership agreements for a specific term and teaching the martial arts with integrity are all your responsibility to insure that you will have a good dojo for the future of your students.

Commitment to the Community

In Okinawa a dojo was much more than a place that people came to learn Karate. It was quite often the central meeting place, police station (sort of) and the main protector of the community. The sensei was quite often viewed as a central figure head much like a city councilman or teacher of the community. Today it is no different. You must succeed financially so that you can help your community. The more financially stable your dojo is the more you can give back to the community through programs, funds and scholarships. It is your primary obligation to succeed financially for your community.

Commitment to Quality

A financially successful school is one that offers the best training. I sincerely believe in this because you will have the funds to invest in your own training and growth as a Sensei. In my dojo, we are doing good and I re-invest funds each month in learning how to be a better instructor so that my students will receive the best training available thus making them leaders in the martial arts in both knowledge and technical aspects. The more financially successful you are and your school is the more you will be able to attend seminars, training events and purchase those materials to help you become a better instructor and person for your students and your community.