



The Power of Expectations:

Evolving the Campus Recreation Center by Raising the Bar

Presented by **Paul Brailsford**



BRAILSFORD & DUNLAVEY

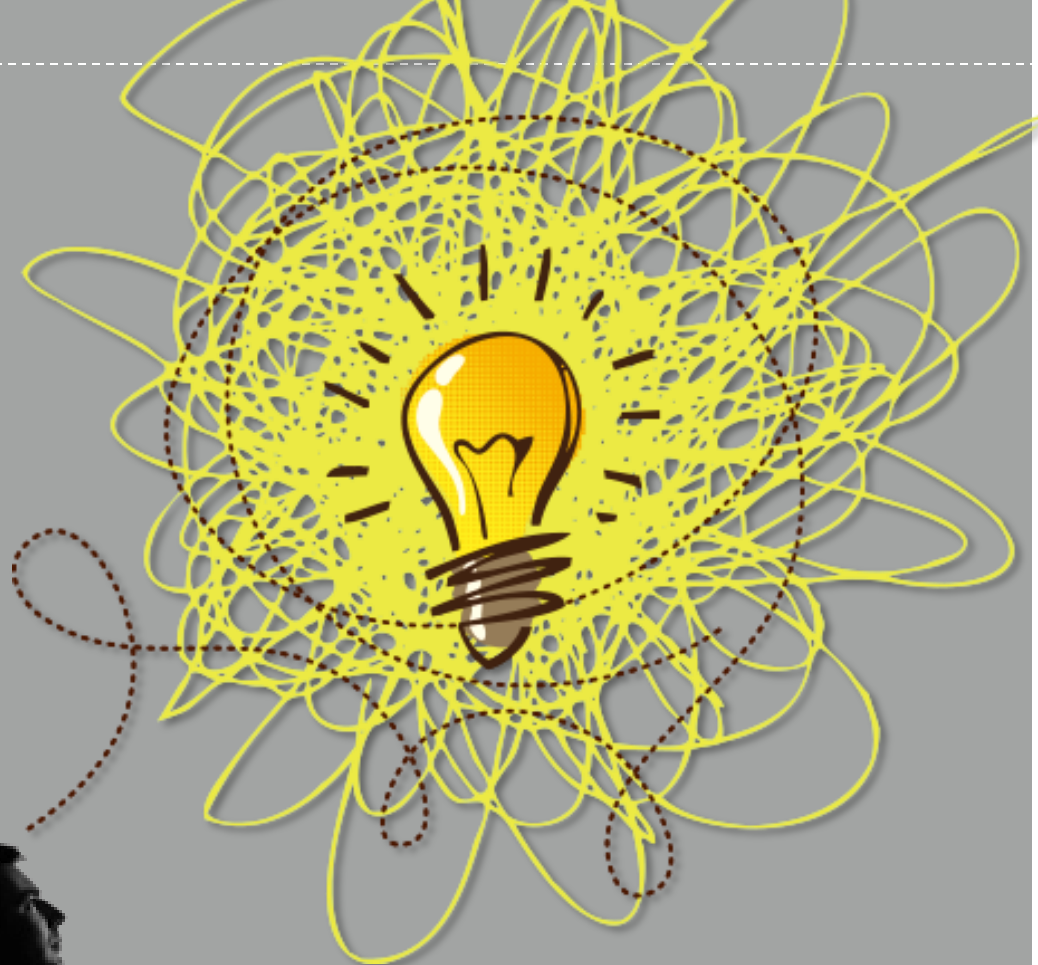
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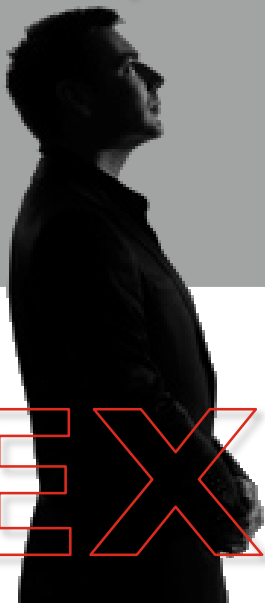


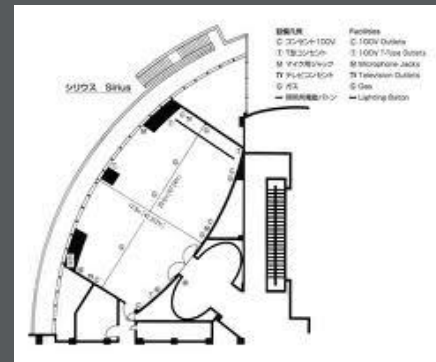
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**Start with
the end in
mind.**

EXPECTATIONS

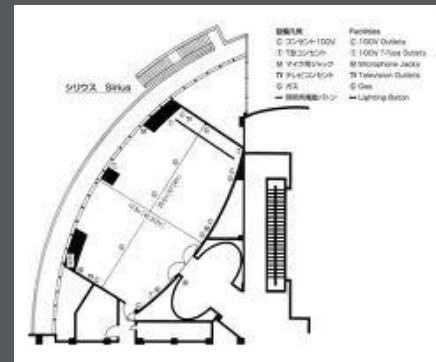




Retail Planning Principles

1. Maximize revenues per square foot
2. Drive traffic using anchors
3. Right size programs with demand
4. Mix matters and drives concept
5. Concepts and location determine capture
6. Maximize merchandising
7. Animated & branded experience

Expectations unleash or constrain possibilities.



Hotel Planning Principles

1. Functional relationships drive efficiencies
2. Program balance determines niche effectiveness
3. Program proportions must match market
4. It's not a building it's an enterprise - make it work for management
5. If the building does not support the concept, it cannot be forced operationally.
6. Effective way-finding is essential

Expectations unleash or constrain possibilities.

CONTEXT



**Expectations unleash or
constrain possibilities.**

CONTEXT

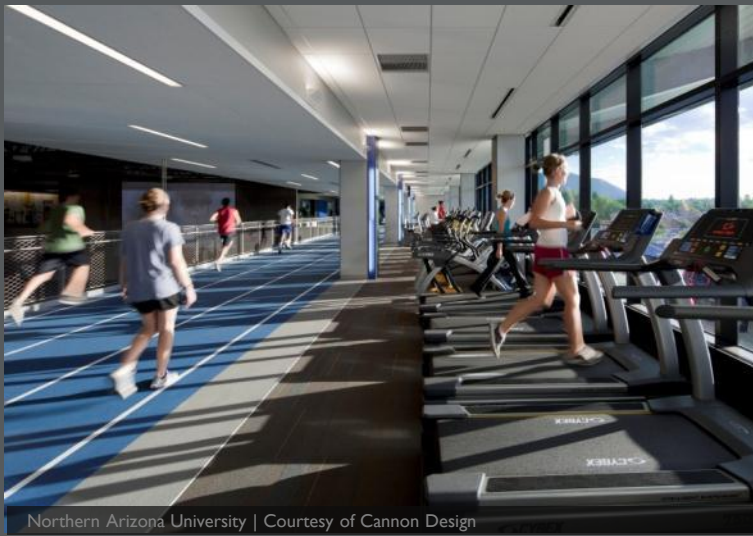


- Overarching Theme
- Demand Driven Program
- Merchandising with Sight & Sound
- Management Perspective
- Revenue Generation



**Expectations unleash or
constrain possibilities.**

CONTEXT
CON



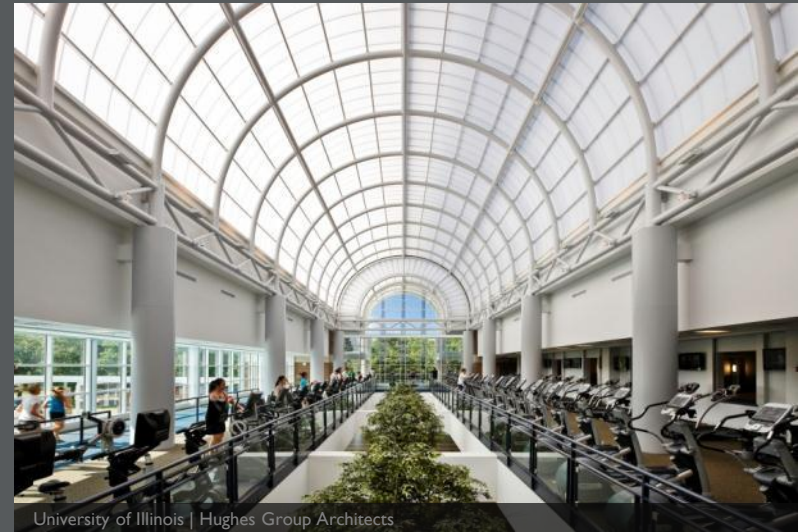
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AMBITION

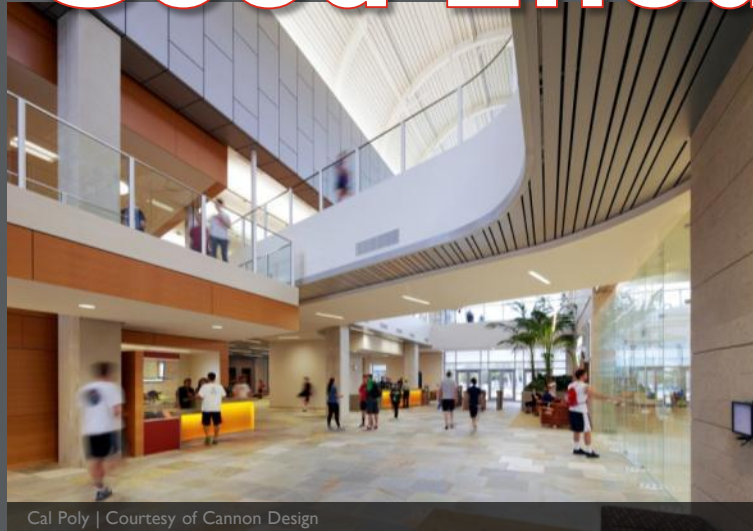


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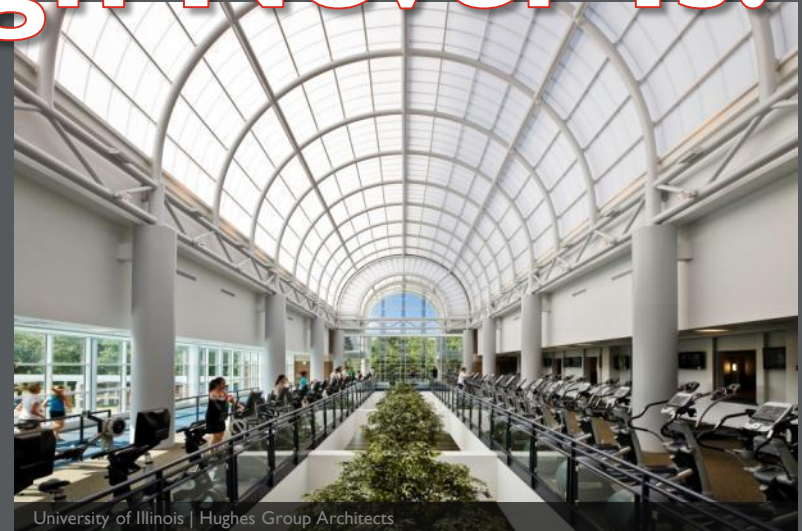


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Good Enough Never Is.



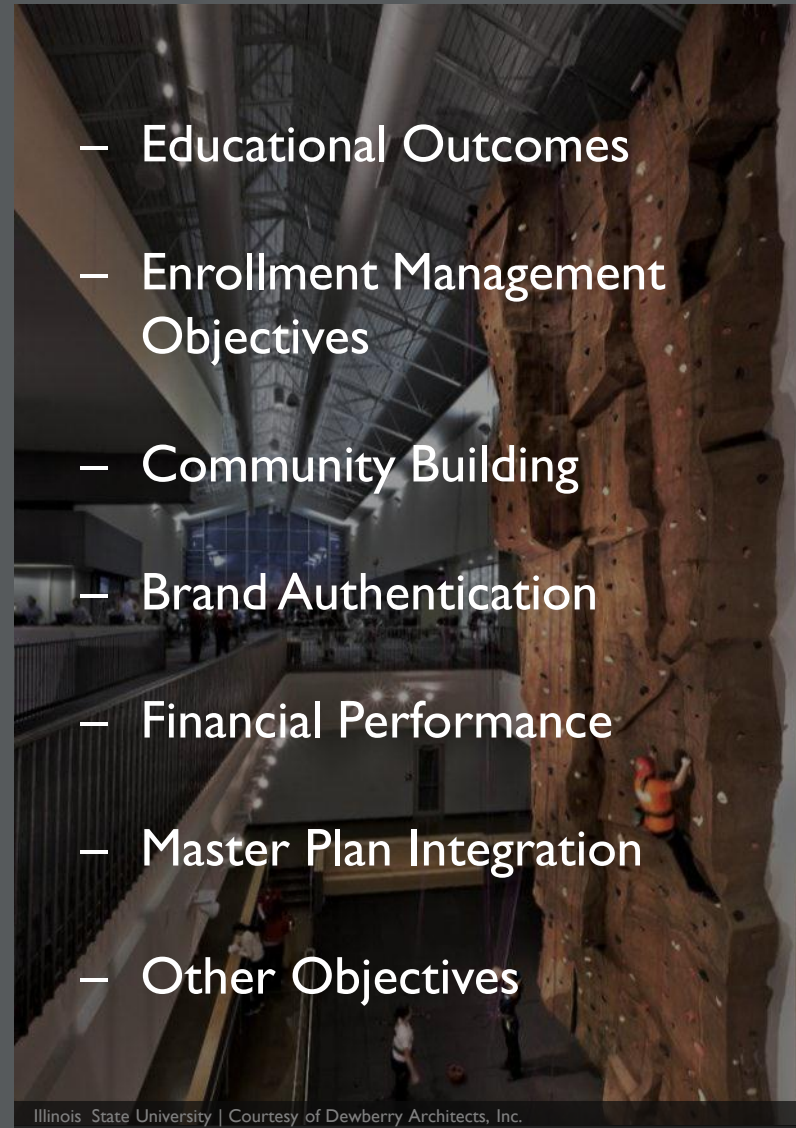
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Good is the enemy of great!
-Jim Collins

AMBITION



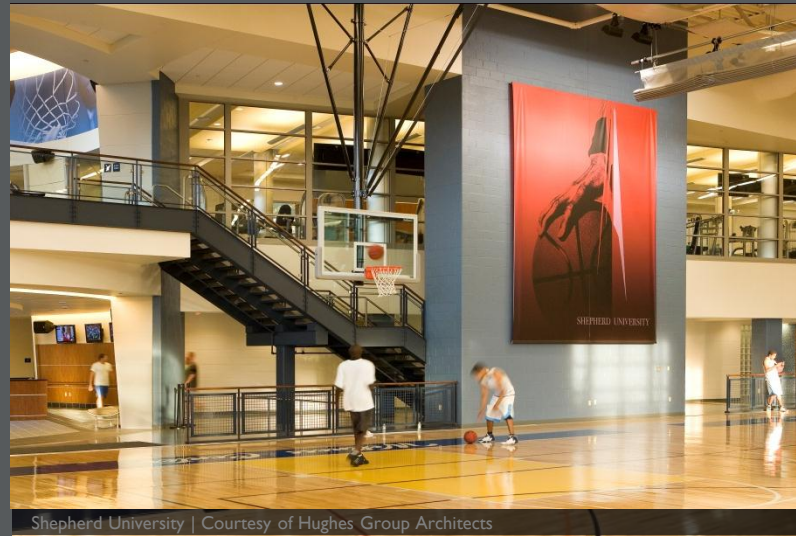
- Educational Outcomes
- Enrollment Management Objectives
- Community Building
- Brand Authentication
- Financial Performance
- Master Plan Integration
- Other Objectives

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**Ambition is the mother
of the possible.**



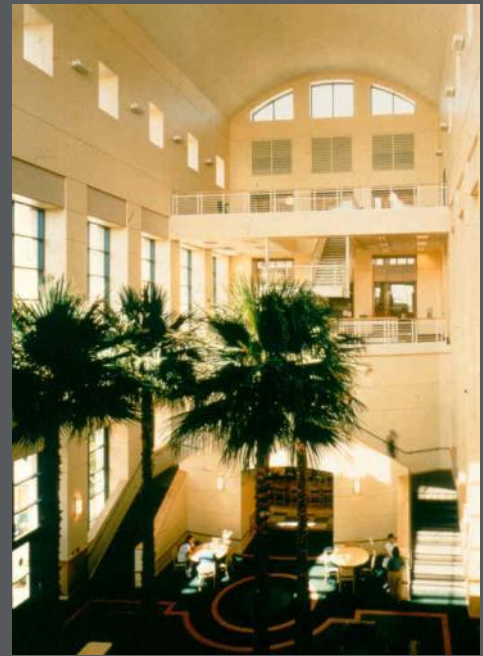
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RESPONSIBILITY

Norm – The Catalyst



RESPONSIBILITY

It's not about ego subordination, but embracing the valuable contributions of others.

HUMILITY



It's about teamwork.



**Preach,
then
practice
what you
preach.**

It's about being
predictable in
all the right
ways.

INTEGRITY

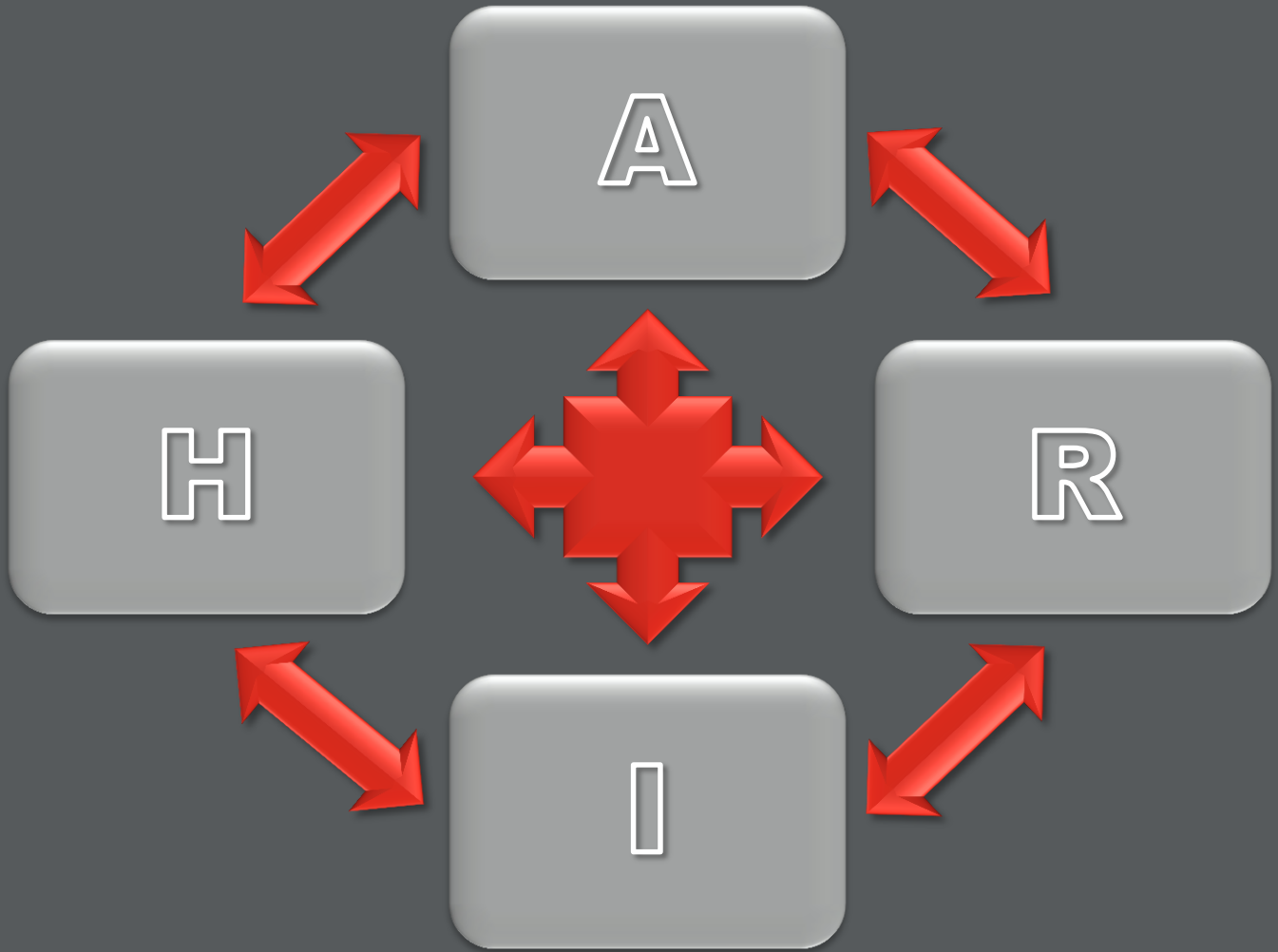


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SYNTHESIS

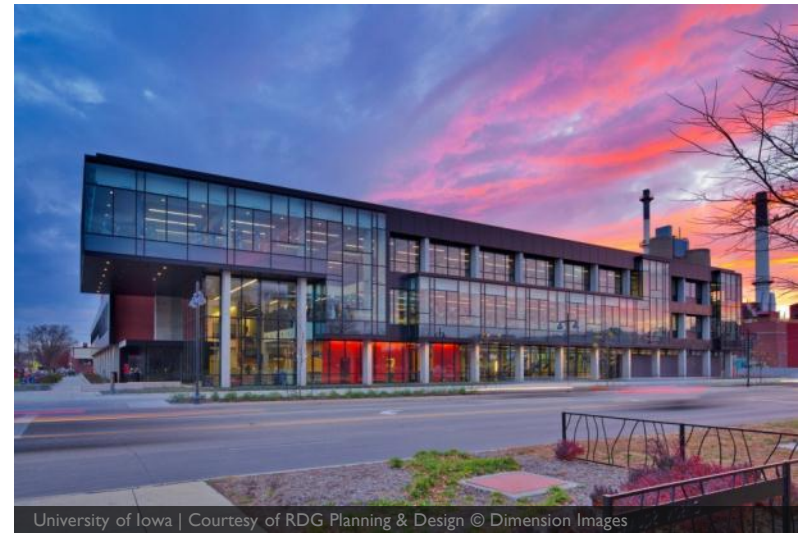


Attitude is everything.

SYNTHESIS



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