

Future Point of View

IFA Digital/AI Series

1 - Tech-Savvy Leadership:
How Forward-Looking
Franchise Executives Drive
Results

2 - AI & Human Co-Working:
Real-Time Collaboration
Between Machines and Field
Teams

**3 - The Automation
Advantage:** Reducing
Manual Work and Maximizing
Franchise Value

4 - Data Activation: From
Insights to Action Across the
Franchise System

FPOV



Future Point of  View

TECH-SAVVY LEADERSHIP:

HOW FORWARD-LOOKING
FRANCHISE EXECUTIVES
DRIVE RESULTS

HISTORICAL LEADERSHIP EVOLUTION

FPOV 

Leadership Skill Evolution Recap

- **Early 20th century:** Control + efficiency.
- **Mid 20th century:** Organization + brand stewardship.
- **Late 20th century:** Technology adoption + rapid change management.
- **Early 21st century:** Agility + automation + diversity + ethical responsibility.

The AI era? Workforce amplification + hyper innovation & automation



Leadership Questions for Rob Goggins - Great Clips

As a franchisor leader, what do you think you have to do personally to make good decisions in this AI wave?

How do you feel about the AI risk reward investments and decisions that will need to be made the next few years?

Do you think it will be difficult for long time leaders to adjust to a world where technology can automate half of what humans are doing in franchise operations today?

On a scale of one to ten, how aggressive should leaders in the franchise industry be with AI tools?

What is your best advice for franchising leaders as the face the AI & Robotics era?



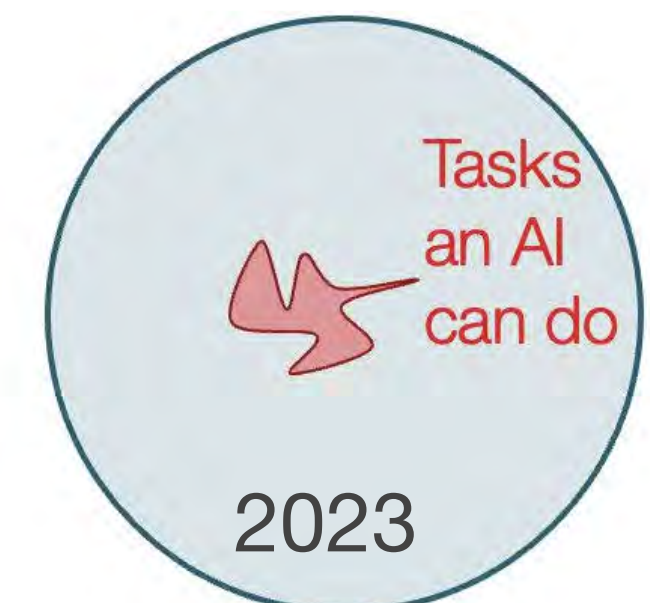
AI Progression

"The AI is a fun toy."

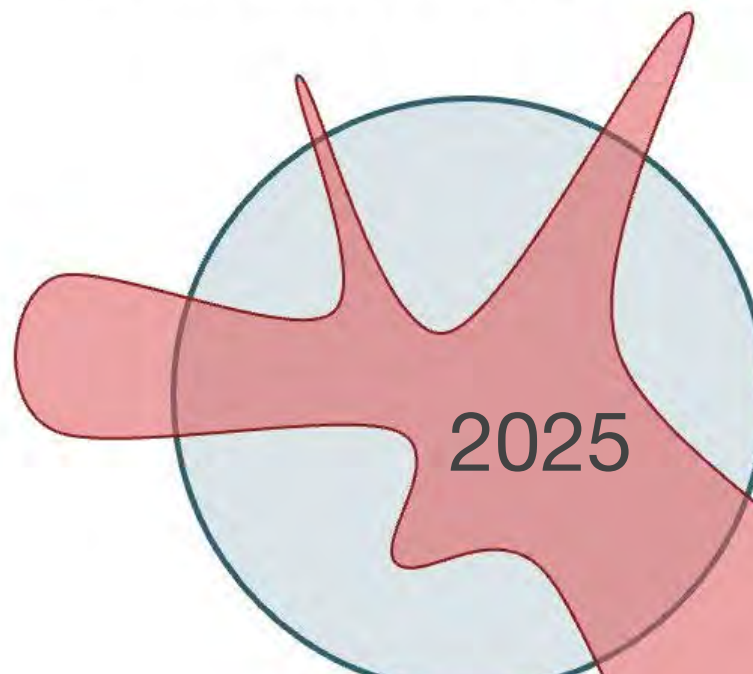
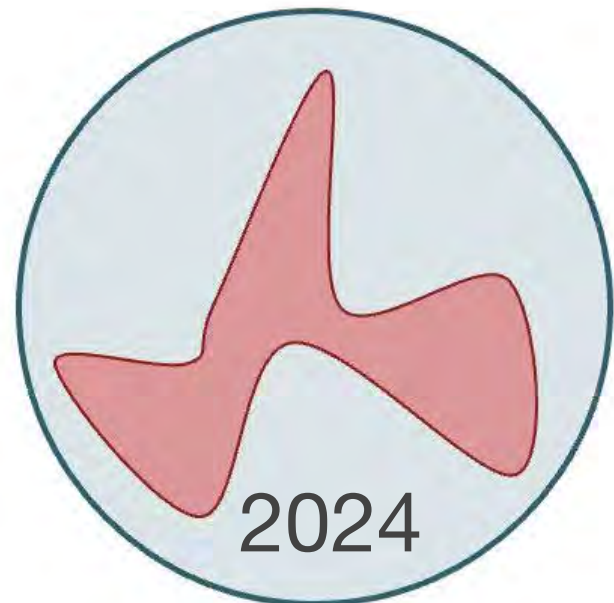
"The AI is helping me in some tasks."

"The AI has a jagged frontier, sometimes it's amazing, sometimes it's dumb."

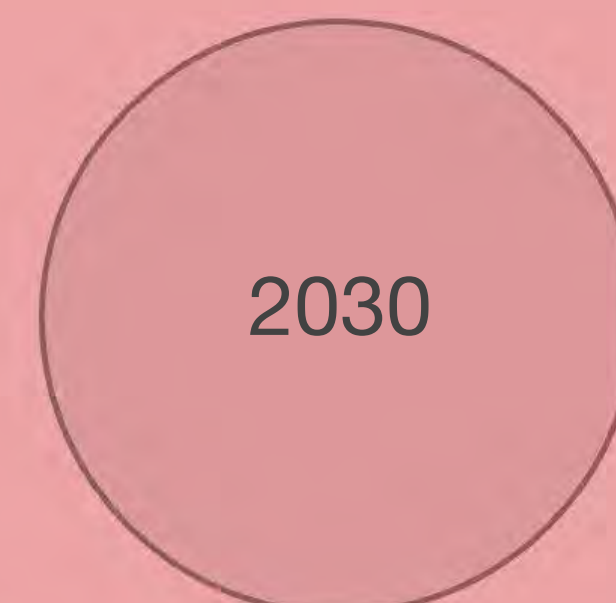
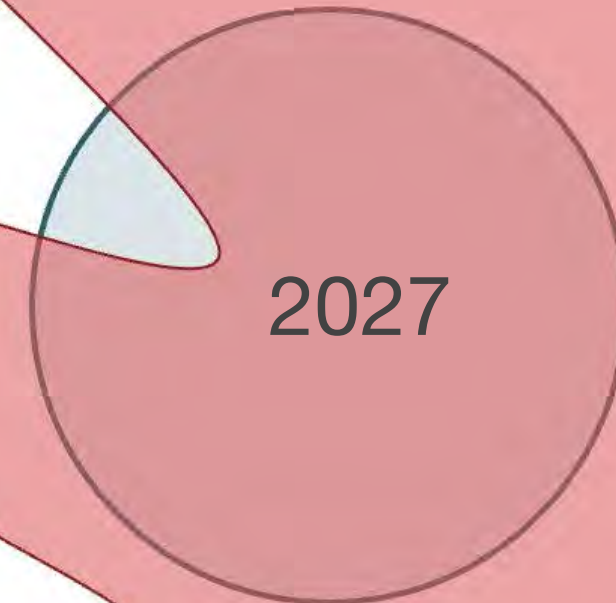
"The AI is unbelievably intelligent but for some reason it fails at X."



Tasks of a human job

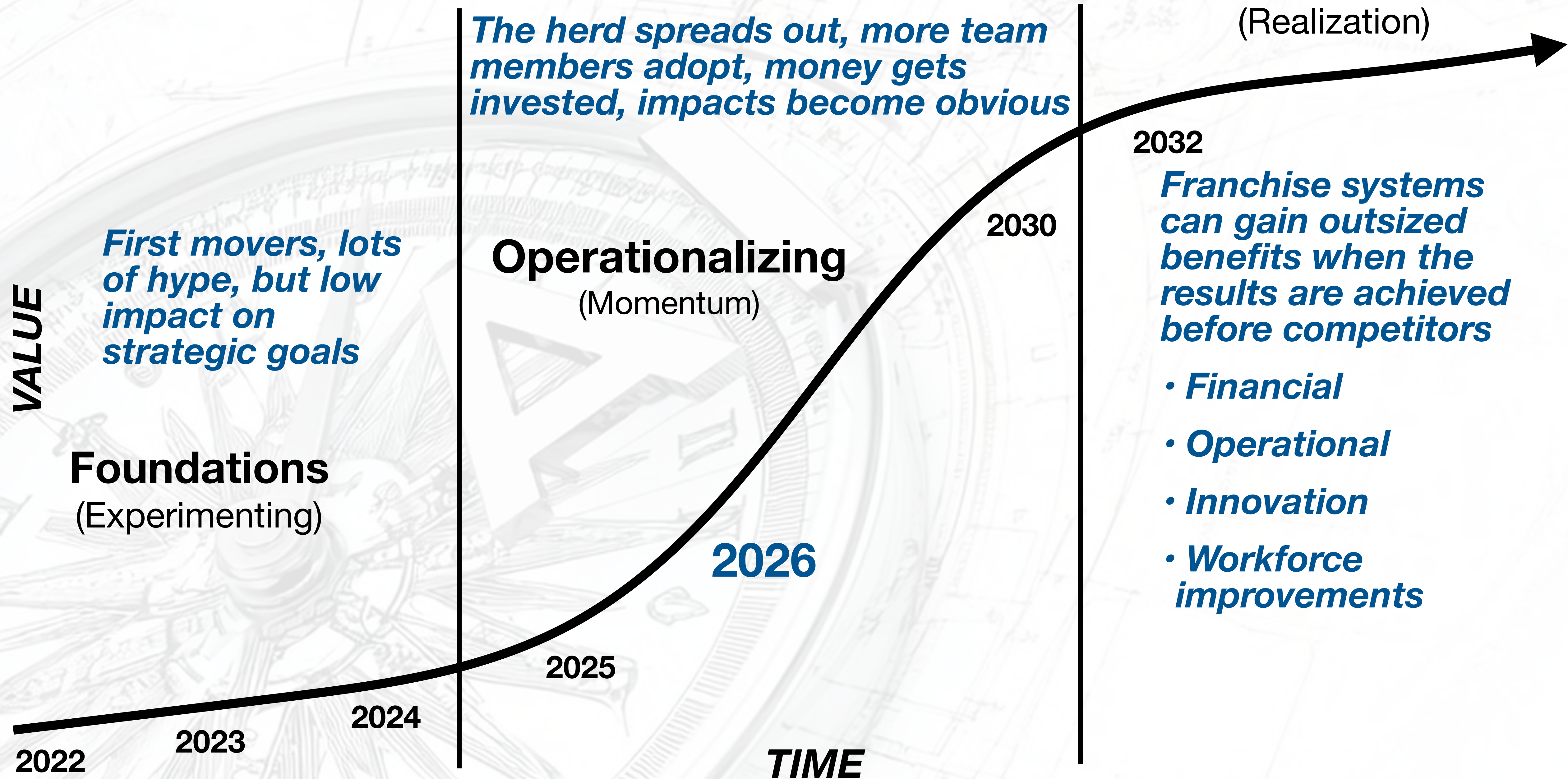


We are here



AGI

AI Value Curve Stages



Foundations
(Experimenting)

First movers, lots of hype, but low impact on strategic goals

The herd spreads out, more team members adopt, money gets invested, impacts become obvious

Operationalizing
(Momentum)

2026

2025

2030

Achieving
(Realization)

2032

Franchise systems can gain outsized benefits when the results are achieved before competitors

- *Financial*
- *Operational*
- *Innovation*
- *Workforce improvements*

2022

2023

2024

TIME

IFA Leadership Ideation

Create a list of the NEW leadership skills needed in the AI/Robotics era - and where will leaders get these skills?

What specifically will happen to franchise systems that do not gain these skills fast enough?

Add section

+

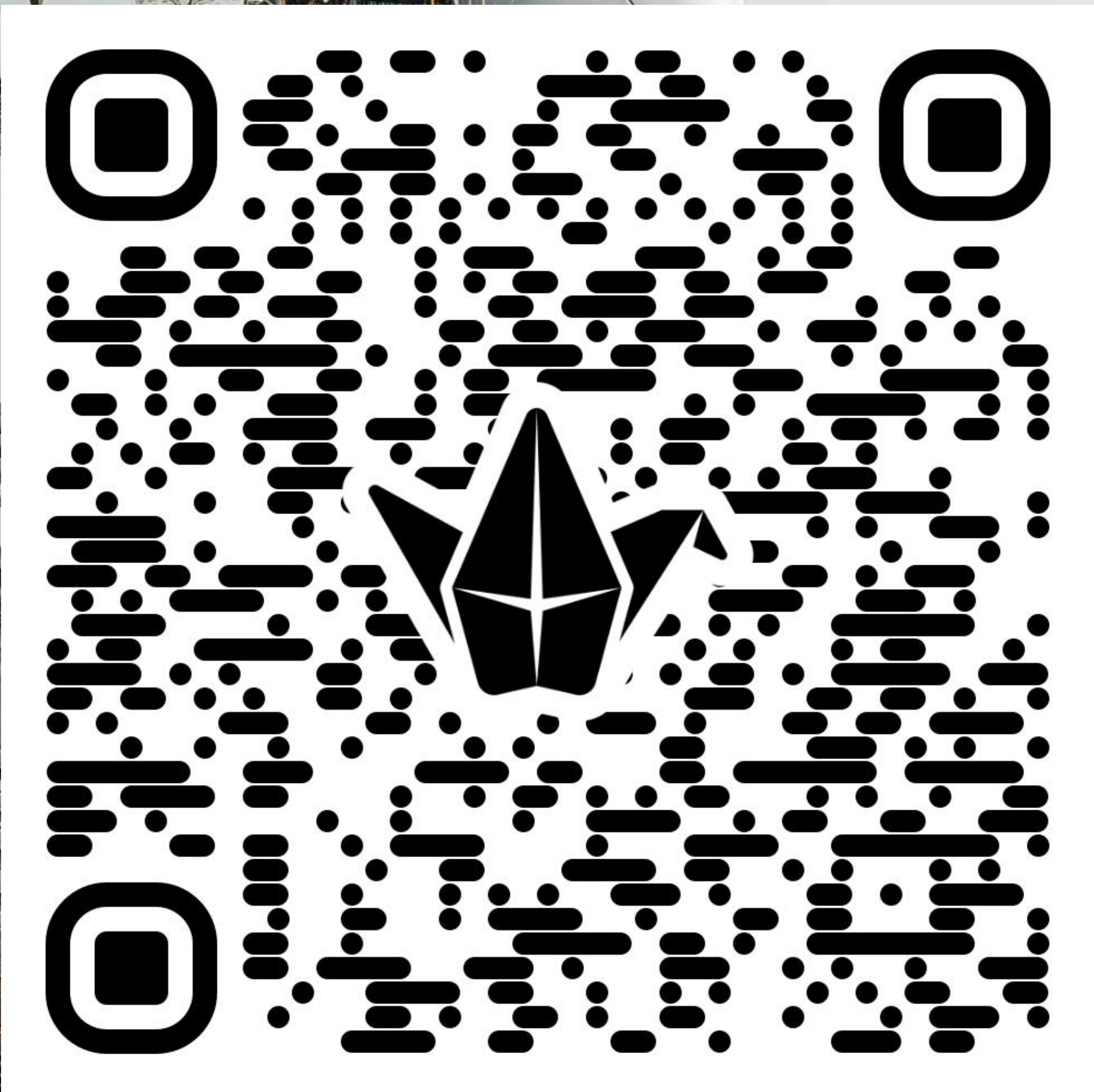
Future Point of View
less than a minute ago

This is a sample headline
Then it is important to put more detail so people really understand your idea

👍 1 🗨️ 0

Future Point of View
less than a minute ago
And anyone can comment on the idea once it is posted

+ Add comment





DISCUSSION

1) Create a list of the NEW leadership skills needed in the AI/Robotics era - and where will leaders get these skills?

2) What specifically will happen to franchise systems that do not gain these skills fast enough?



The "Human Calculator" of Market/Competitor Trends: The executive who prides themselves on intuitively spotting market shifts, crunching numbers mentally, or making quick, complex financial projections in their head. AI's ability to analyze vast datasets, identify subtle correlations, and predict trends with far greater accuracy will render this human skill redundant.

The "Micro-Manager of Manual Tasks": The leader whose primary value came from meticulously overseeing routine operational processes, ensuring compliance with tedious protocols, or correcting minor human errors in data entry or simple automation. AI will automate and optimize these tasks, removing the need for this level of human oversight.

The Master of "Gut Feeling" Decision-Making: The charismatic leader renowned for making bold, successful decisions based purely on intuition, experience, or "gut feeling" without robust data. As AI provides hyper-specific, evidence-based recommendations, relying solely on intuition will be seen as irresponsible and inefficient, leading to poor outcomes.

The "Gatekeeper of Information Silos": The leader whose power stemmed from controlling access to critical information, acting as the sole conduit for communication between departments, or hoarding data to maintain influence. AI-driven platforms will democratize and centralize information, making such gatekeeping irrelevant and counterproductive.

The Chief "Firefighter" of Operational Crises: The leader who constantly jumps into operational crises, personally troubleshooting problems, and mobilizing teams to fix immediate breakdowns. AI will increasingly predict, prevent, and even autonomously resolve many routine operational issues, shifting the focus from reaction to proactive system design.

action to proactive system design.

The "Human HR Filter" for Basic Recruitment: The executive who spends significant time manually sifting through resumes, conducting initial screening interviews for foundational roles, or performing basic candidate assessments.

The "Memory Vault" of Institutional Knowledge: The leader who is revered because they "know everything" about the company's past decisions, historical data, and tribal knowledge. AI-powered knowledge management systems will democratize and make instantly accessible vast repositories of organizational memory, diminishing the unique value of a single human's recall.

The "Human Metrics Reporter": The executive whose key contribution is compiling, synthesizing, and presenting routine performance metrics and reports to higher-ups. AI-driven dashboards and automated reporting systems will provide real-time, customizable insights, reducing the need for manual compilation and allowing executives to focus on analysis and action rather than report generation.

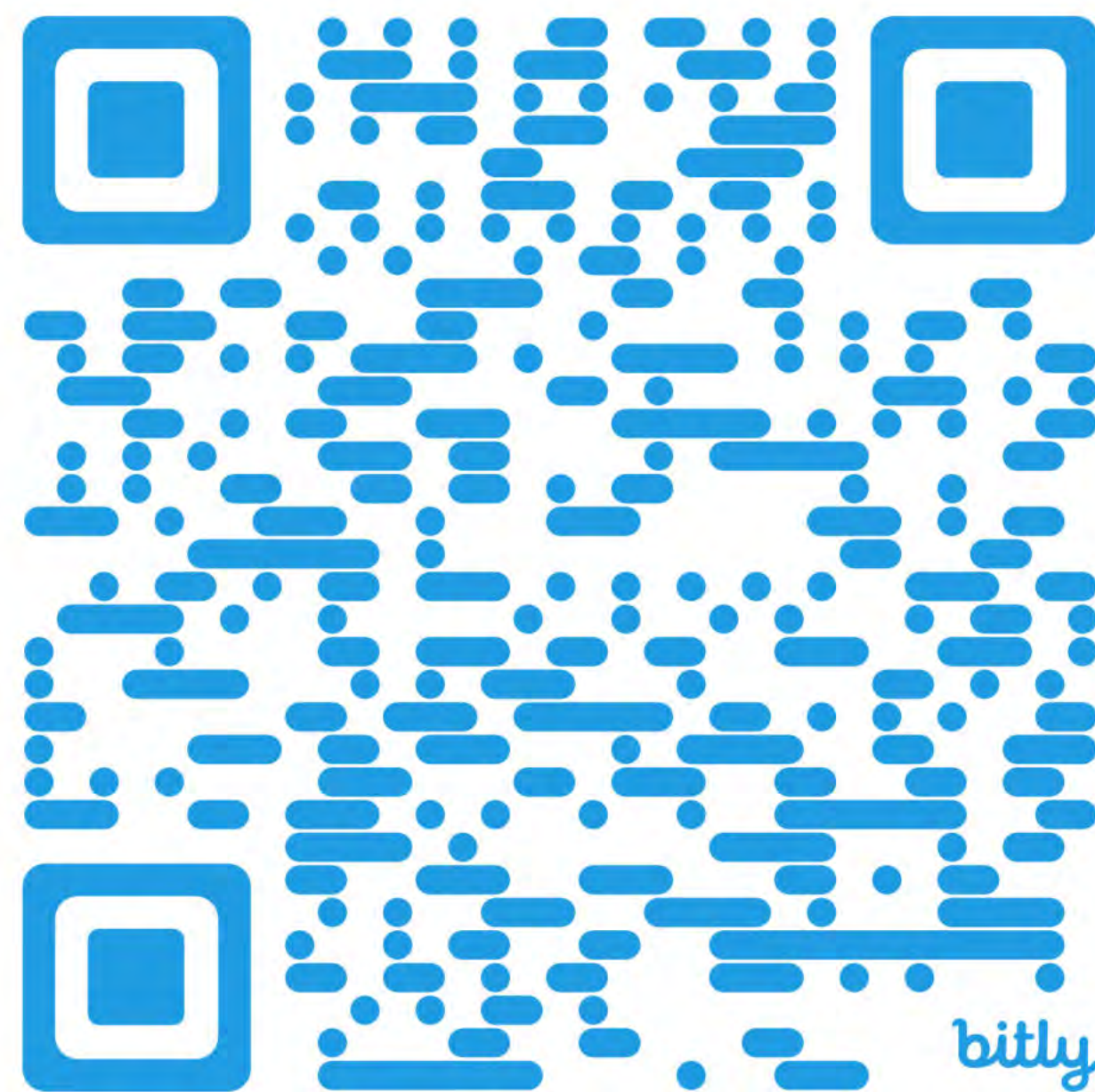
Meeting Orchestration: The ability to run productive meetings will become irrelevant as AI handles scheduling optimization, agenda creation, real-time transcription, action item tracking, and follow-up. The "great meeting leader" skill set dies when AI manages all coordination and humans only gather for genuine creative collaboration.

Strategic Planning Rituals: The elaborate processes of annual strategic planning, SWOT analyses, and long-term forecasting become meaningless when AI provides continuous strategic recalibration based on real-time market changes. The "visionary strategist" who plans years ahead becomes a relic.



Old Skills

LEADERSHIP IN THE ERA OF AI



DANIEL SHUART

LEADING IN A HUMALOGY-BASED WORLD

HUMALOGICAL EMPATHY

DIGITAL WISDOM INTEGRATION

COGNITIVE LOAD ORCHESTRATION

HUMAN/AGENT ORCHESTRATION

CHOREOGRAPHING UNCERTAINTY

HUMAN IRREPLACEABILITY

UNLEARNING CAPABILITIES

AI BIAS RECOGNITION

Build a great AI River of Information, blogs, podcasts, websites, newsletters

The AI Daily Brief: Artificial Intelligence News and Analysis

BY Nathaniel Whittemore

4.6 ★★★★★ 9 ratings

Listen for free



Personal AI Growth

Build a great AI River of Information, blogs, podcasts, websites, newsletters

**Test out new AI applications as fast as you can.
Learn to use them with your own hands**

Identify people around you who are advancing their AI skills & share information

Think in white space about what AI can be used for that has never been done before

Leadership is a Dynamic Skill

*Choosing not to evolve, is a choice
to choke your organization*



Second Session

Future Point of View

AI & Human Co-Working:

Real-Time Collaboration Between
Machines & Field Teams



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How Forward-Looking Franchise Executives Drive Results

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3 - The Automation

Advantage: Reducing Manual Work and Maximizing Franchise Value

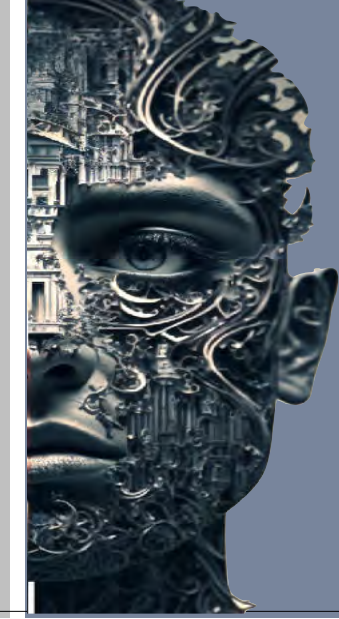
4 - Data Activation: From Insights to Action Across the Franchise System

FPOV



HUMALOGY[®] SCALE

HUMAN  TECHNOLOGY 

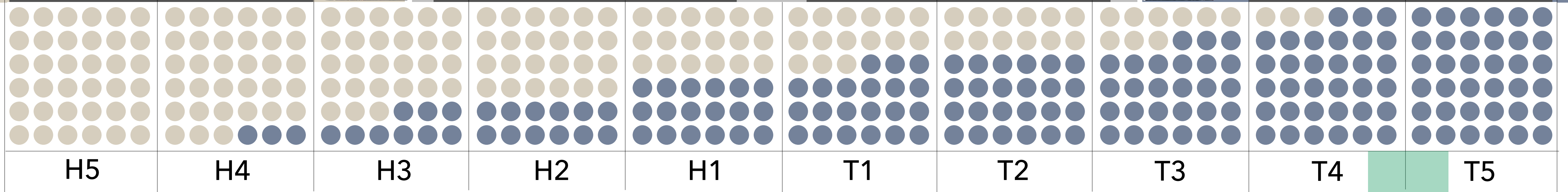


MOSTLY MANUAL

PARTLY AUGMENTED

AUGMENTED

AUTOMATED



A Digital Centaur Workforce

AI IS THE COPILOT

HUMAN IS THE ORCHESTRATOR



SOFTWARE CODING

Humalogy Intelligence Defined



Automated
& Programmed

RPA

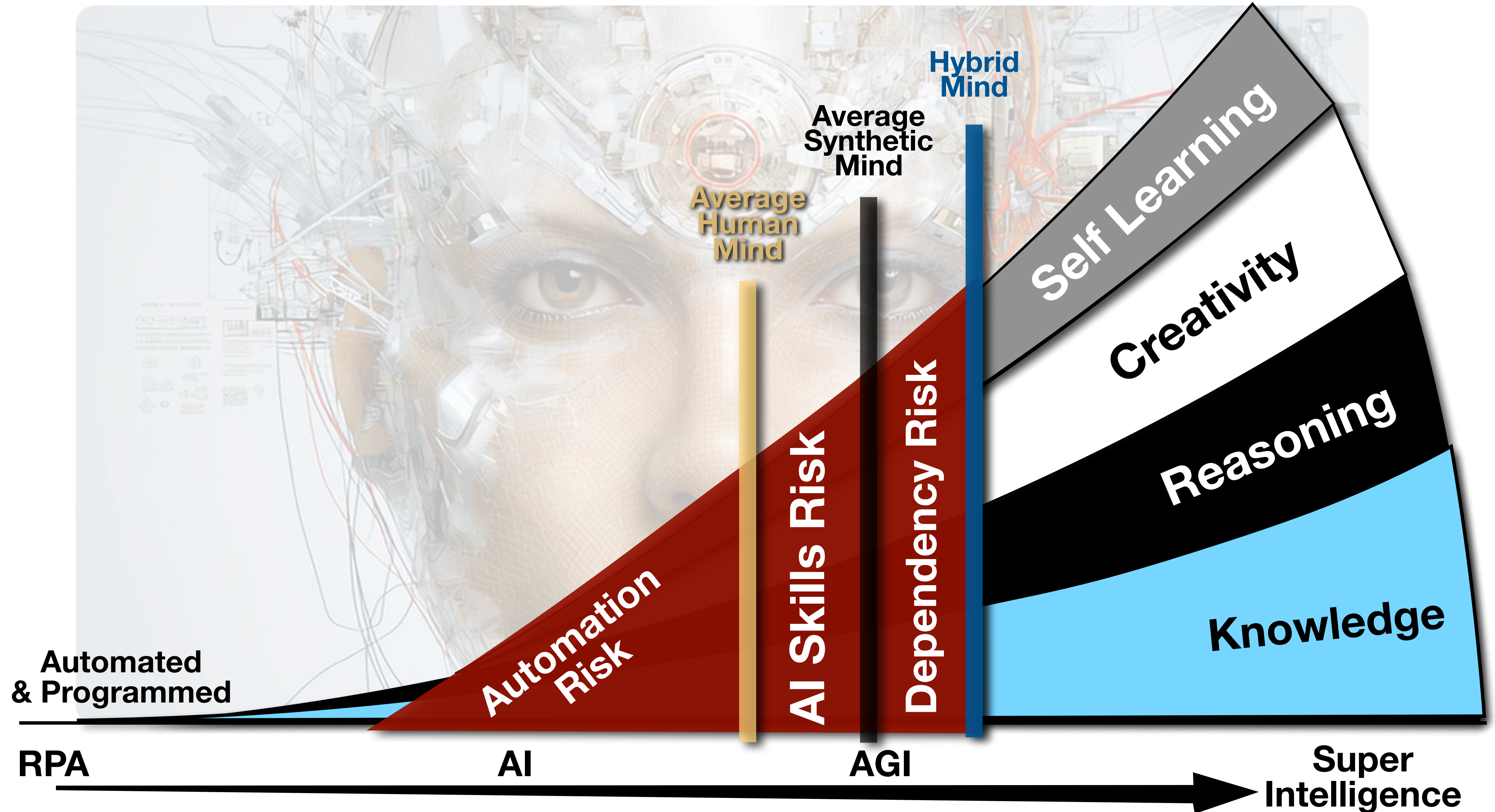
AI

AGI

Super
Intelligence



Humalogy Intelligence Defined



CO-WORKING INTELLIGENCE OUTCOMES

Goals for Human Intelligence

- Emotional Intelligence
- Relational Intelligence
- Creative Intelligence
- Discretion

Goals for Machine Intelligence

- Smarter devices and machines
- Further automation
- Better safety
- Higher throughput

Goals for Synthetic Intelligence

- Multidimensional Intelligence
- 24/7 Intelligence
- NLP Intelligence
- Consistent Intelligence
- Automated Intelligence

Goals for Hybrid Intelligence

- More capable decision-making
- Higher productivity
- Solving problems not solved before
- Fulfilled and happy team members



AI & Human Co-Working:

Real-Time Collaboration Between
Machines and Field Teams

Ashley Dembowski
SVP, Customer Solutions
Compass International
Holdings



HAL 9000

HOW WORK GETS DONE: TASK SHARING AND DECISION AUGMENTATION

Cross-Brand
Centralization Model



High-Touch
Service Standards

Expert Focus Service vs
Brand Specific



Proactive/
Outbound
Engagement

AI AUGMENTS OUR CONSULTANTS WORK RATHER THAN REPLACES THEM



Automated
Agreement
Summarization

 **Copilot**
Meeting Summarization



zendesk

AI Auto Assist,



Service Consultants
+
Human Judgement



Automated
Compliance
Standards
Review



Sentiment
Scoring



Calendly
On-demand
consultations

AUTOMATE



Routine answers 

Intake triage 

Summary creation 

Sentiment detection 

Routing and scheduling 

Heavy administrative tasks 

Franchise Agreement
summarization 

KEEP HUMAN



Judgment calls



Complex operational
guidance



Contract interpretation
and franchise obligations



Sensitive conversations



Coaching and strategic
consultation for high-touch
franchise support



PROOF OF IMPACT: PERFORMANCE GAINS WITH NO LOSS OF HUMANITY



99.2%

Customer Satisfaction

Experience quality remains exceptionally high.



62%

Repeat User Rate

Franchisees trust the model and come back.



54%

One-Touch Close Rate

Issues resolved in a single interaction.



1.2-hour

First Reply Time

Speed without sacrificing quality.

**POWER OF AI &
HUMAN CO-WORKING**

FRANCHISEES FEEL THE DIFFERENCE:

“

“James accomplished in 2 days what would have taken 2+ weeks going through the old way...
GREAT addition to the services offered.”

– Sherry S., C21

”

“

“This process from scheduling to the consultation was so smooth and efficient... Artese did an amazing job.”

– Jaribeth E., BHGRE

”

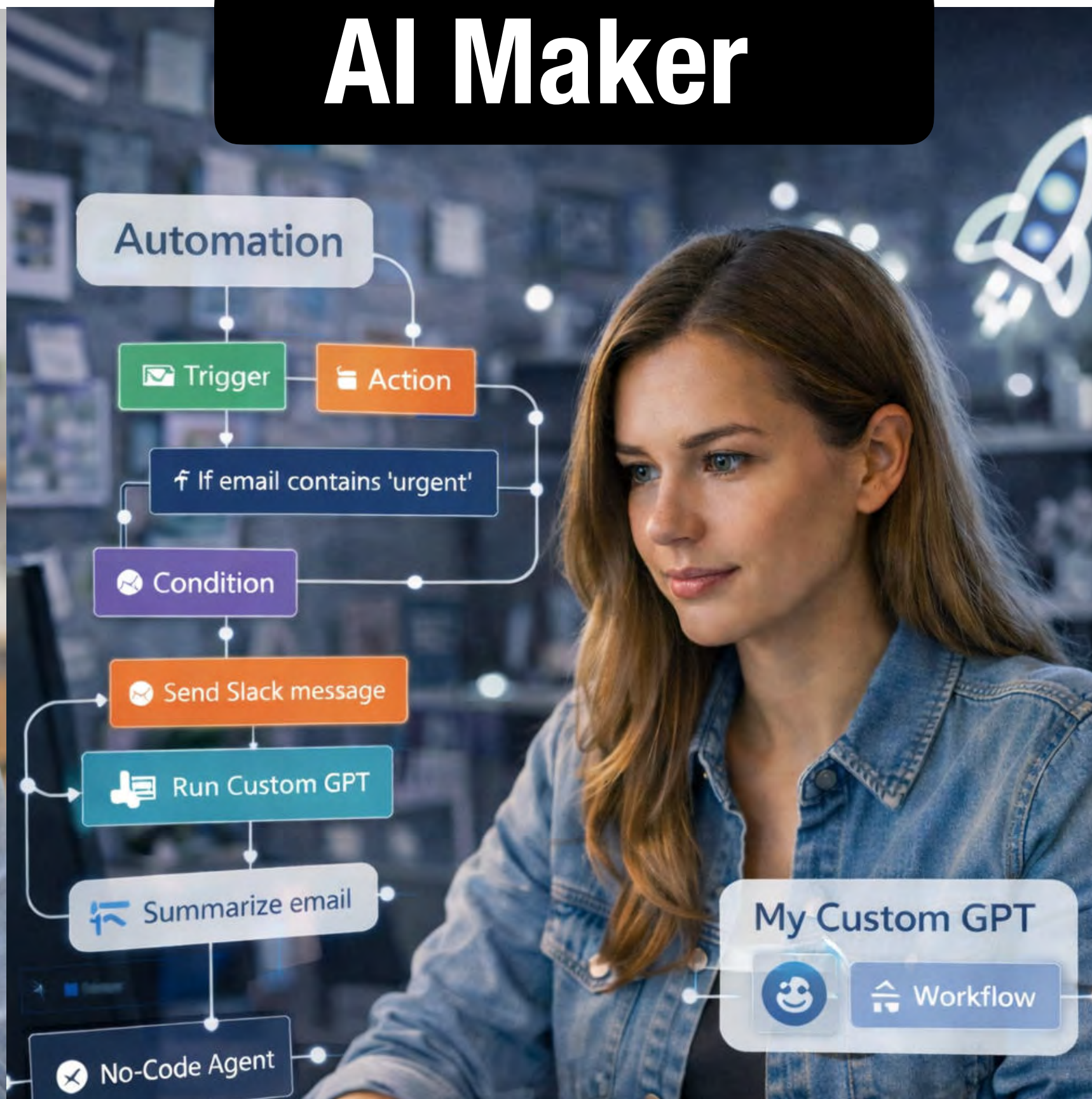
AI Skill Types

AI User



- 👤 **Experimenter**
- 👤 **Casual user**
- 👤 **Good Prompter**
- 👤 **Multi AI multi modal user**
- 👤 **Elite AI usage skills**

AI Maker



- 👤 **Can build GPT's**
- 👤 **Can build personal agents**
- 👤 **Can build process agents**
- 👤 **Uses automation connectors**
- 👤 **Elite AI automation skills**

AI Developer



- 👤 **Can vibe code demo structures**
- 👤 **Can code simple personal apps**
- 👤 **Can code org usable tools**
- 👤 **Can build app with a back end**
- 👤 **Elite application build skills**

TABLE IDEATION

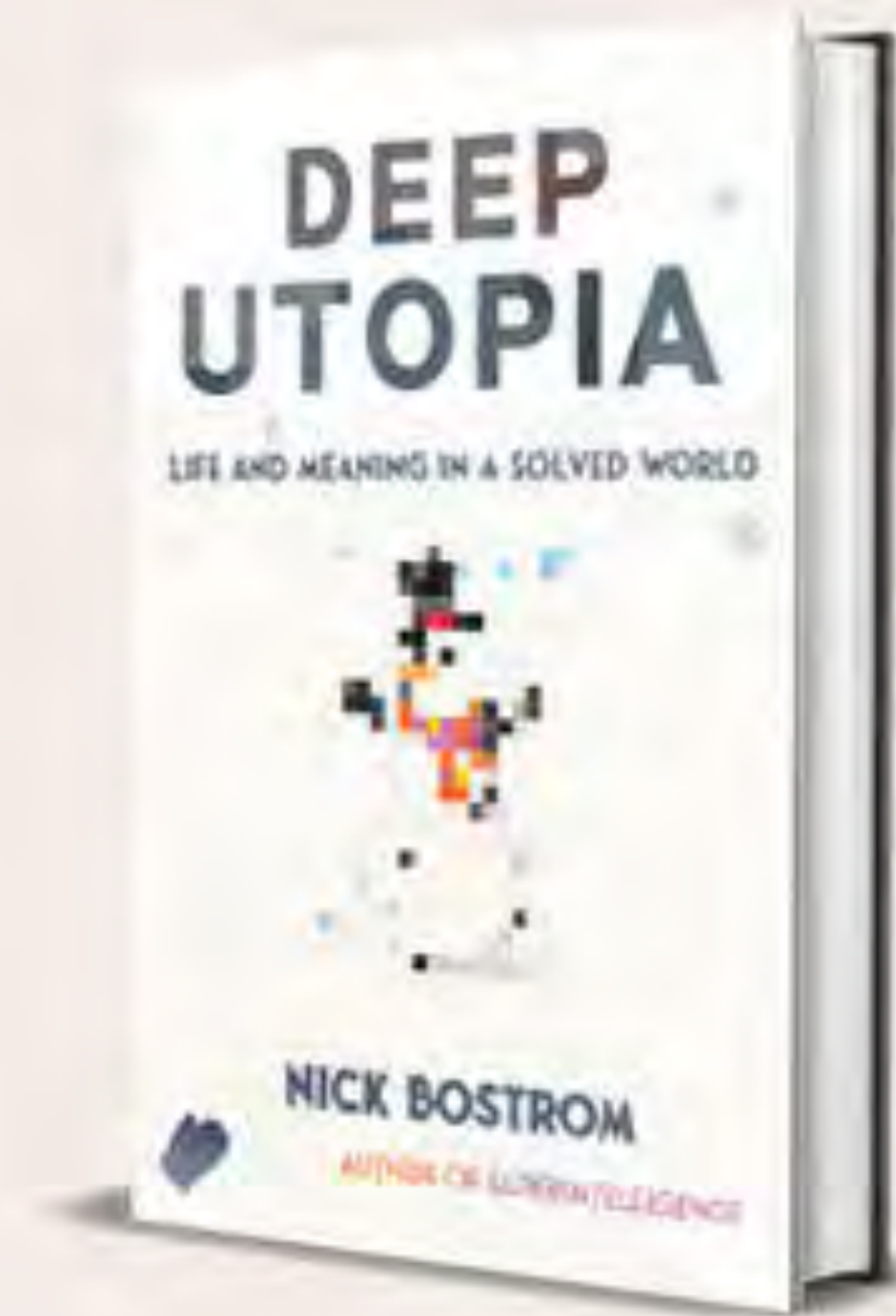
Process Automation with White Space Thinking: How can we use AI to automate field processes?

Setting Expectations: How can we best create fertile ground by evolving our cultures for AI expansion?

AI Education: How can we most effectively help our employees gain high end AI skills?

Rearchitecting Job Descriptions: What new practices can we deploy to upgrade JD's in positive ways?

How Can We Diagram a Department Differently Than the Traditional Org Chart



The *New York Times* bestselling author of *Superintelligence* asks, **what if things go right?**

Nick Bostrom,
Author of *SuperIntelligence*



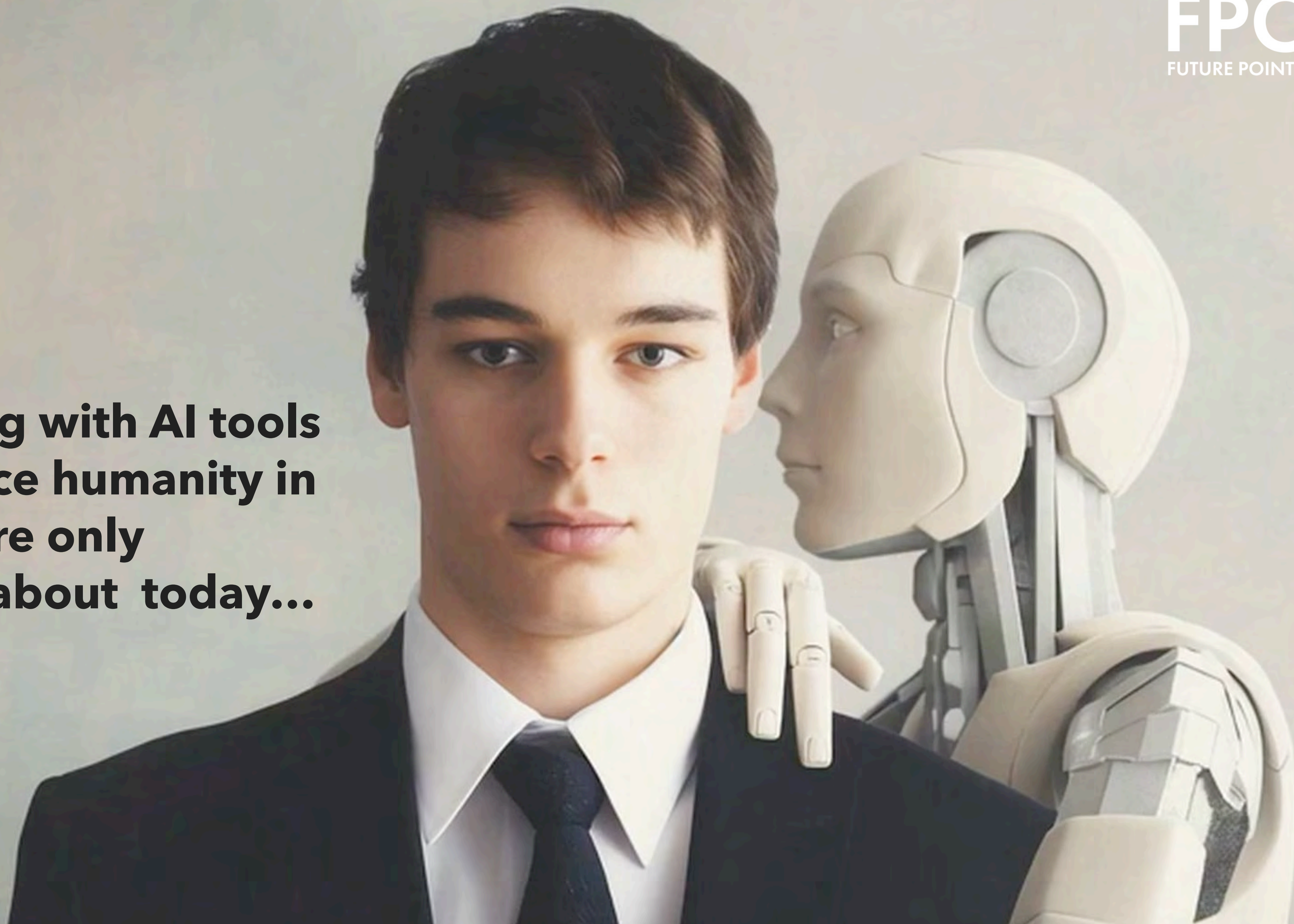
The Hybrid Workforce

When team members co-work with the *Organizational Mind* to operate at extremely high effectiveness and efficiency levels. Each using their unique skills separately or collaborating to amplify capabilities

The Solved Workplace

The *Organizational Mind* helps to solve workplace problems we have never been able to solve before - driving both higher performance and digital wellbeing

**Co-Working with AI tools
will advance humanity in
ways we are only
dreaming about today...**



Third Session

Future Point of View



THE AUTOMATION ADVANTAGE:

REDUCING MANUAL WORK & MAXIMIZING
FRANCHISE VALUE

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Who really cares about automation !!???

GENERATIONS OF AUTOMATION

Gen1: Mechanical Automation

Gen2: Computer Automation

Gen3: Intelligent Automation

Gen4: Cognitive Automation

COGNITIVE AUTOMATION SYSTEMS

Sense Making

Self-Learning

Research/Think

Human-Like Interaction

Creativity Exercises



Creativity Exercises

“Yes, And” Story Relay (AI as the co-improviser and starter of the story)

Have a table member add one sentence to the shared story, then ask AI to add a “Yes, and...” continuation that heightens the scene.

Metaphor Mixer (AI creates unexpected analogies)

Give AI a franchising challenge and ask for 20 metaphors from unrelated domains (gardening, orchestras, beehives, skate parks, kitchens). Participants pick one and translate it into a solution direction.

Scene-to-Solution (AI generates vivid mini-scenes, teams extract principles)

Ask AI to create a 6–8 line scene from life where a person solves a problem in an unusual way (no direct mention of your real challenge). Tables identify “what made it work” and translate those principles into ideas for your context.

Mashup Ladder (AI creates a stepwise remix from normal → wild)

Give AI a basic idea for an improvement to a franchising problem and ask for a 7-step ladder where each step is 10% more unconventional than the last. Tables pick the “sweet spot” step

Franchise Development

Franchisor Operations

Franchisee Performance

Add section

+

+

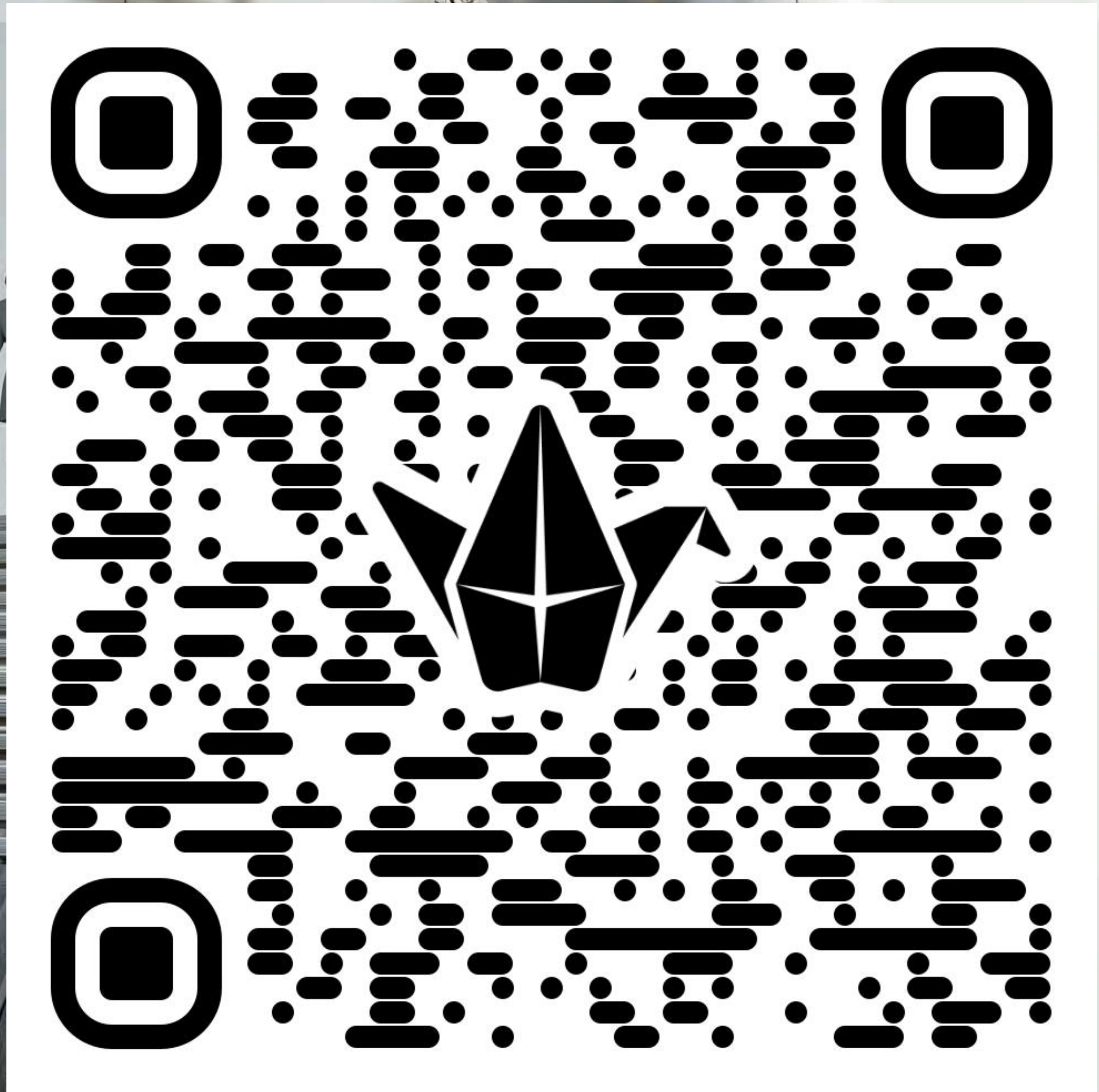
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Future Point of View
2 minutes ago

This is a sample headline
Then it is important to put more detail so people really understand your idea

👍 0 👎 0

+ Add comment





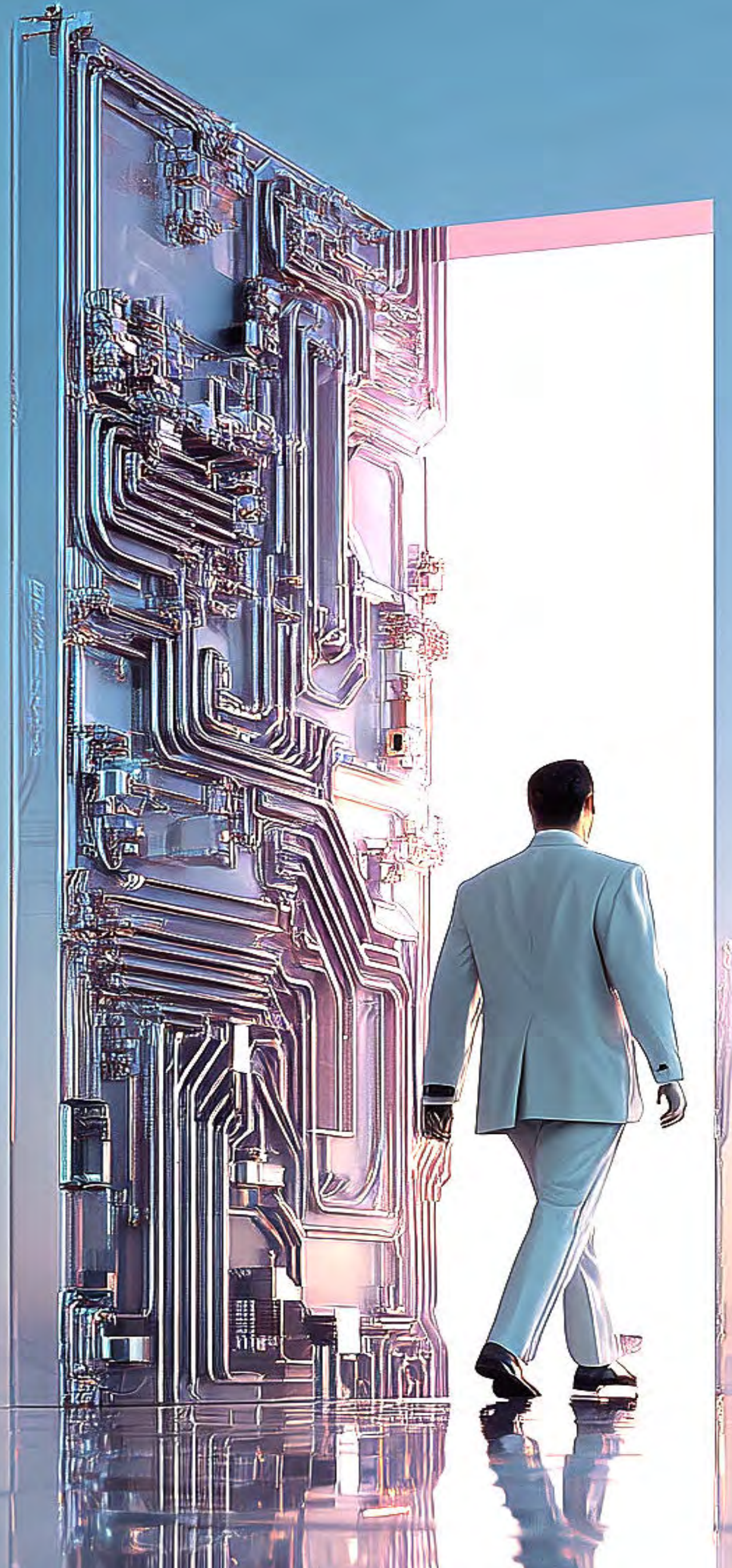
Automation Use Case Harvesting

Franchise Development

Franchisor Operations

Franchisee Performance

**The future will be automated
to a level we can hardly
imagine today...**



Fourth Session

Data Activation: From Insights to Action Across the Franchise System

Future Point of  View

Scott Klososky

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Use Case One

3



Theo Millward
Swimtime UK, Franscape

Practical Applications of AI in Franchising



6
1
0
2

SWIM TIME



25

YEARS

150

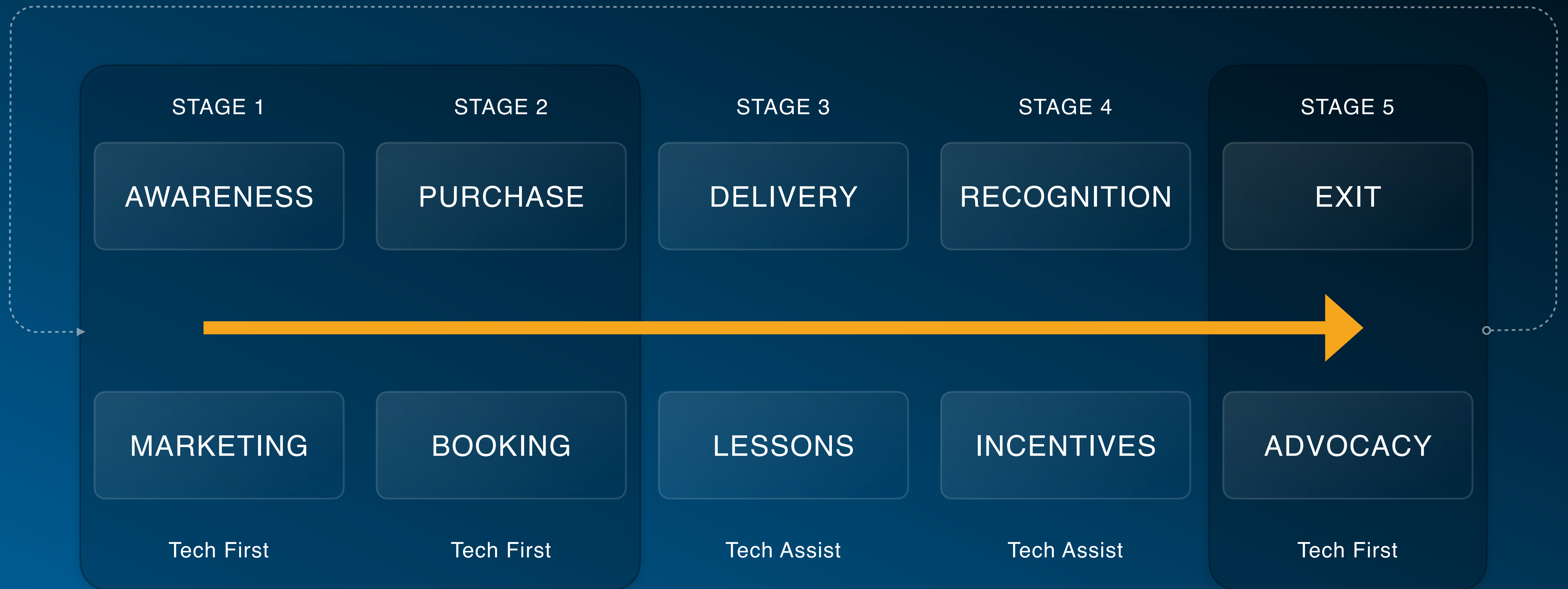
LOCATIONS

10 million

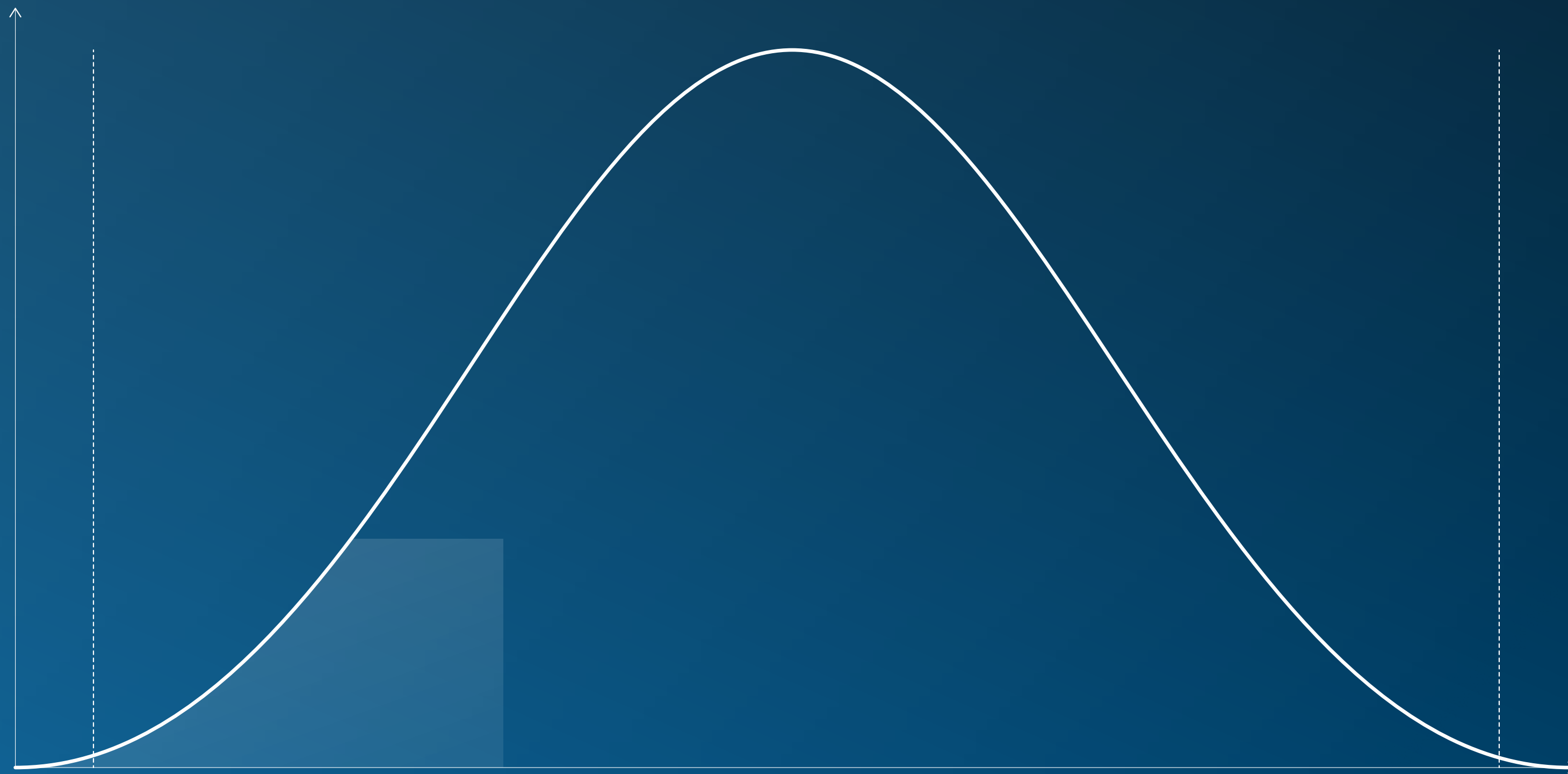
LESSONS

**No one cares that you
are a Franchise**

Typical Customer Journey



Teachers



90%

AVERAGE

5%

EXCEPTIONAL TALENT

5%

TRULY AWFUL

FRANCHISOR



FRANCHISEE A



FRANCHISEE B



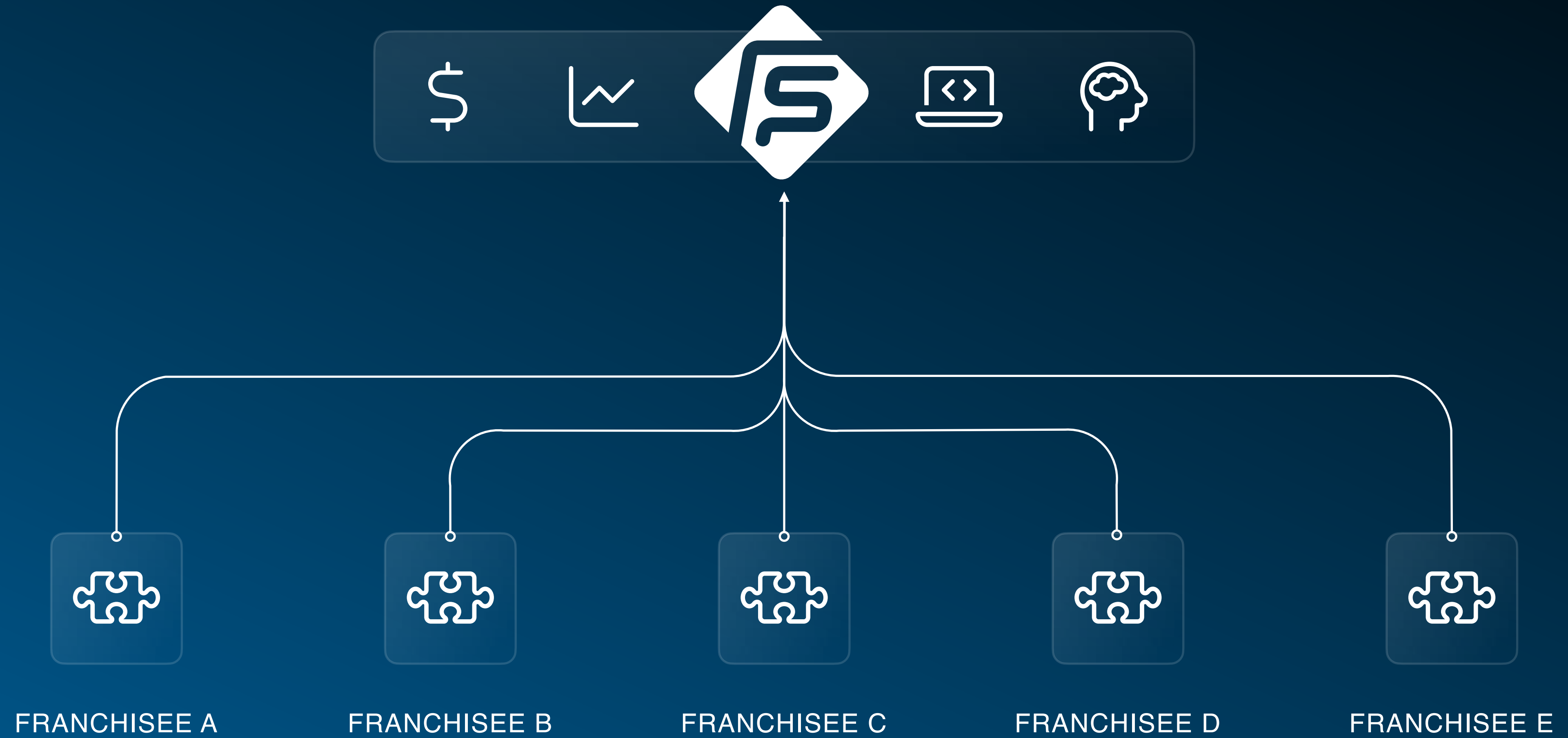
FRANCHISEE C



FRANCHISEE D



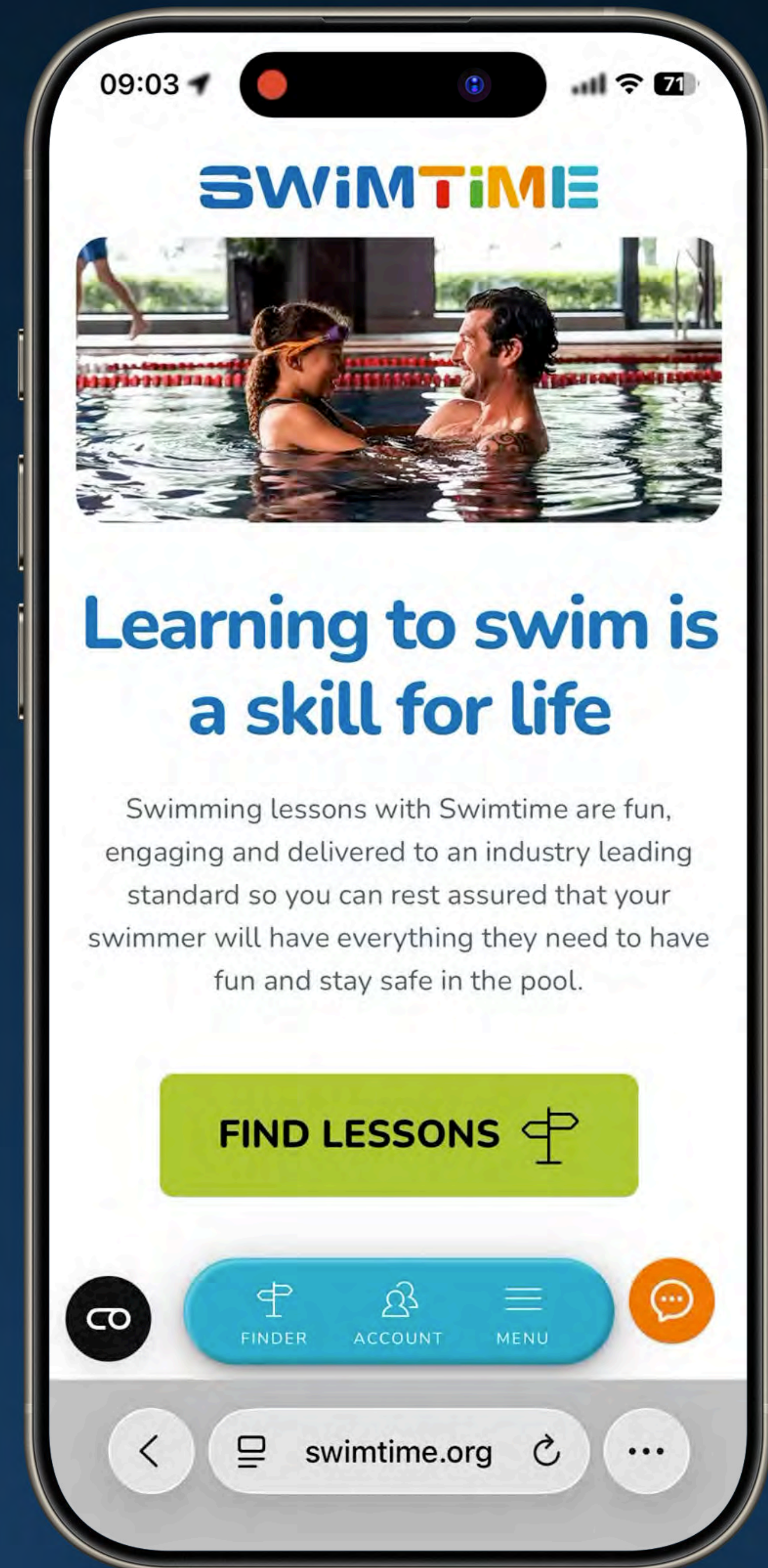
FRANCHISEE E



**Customer First,
Franchisee Second.**

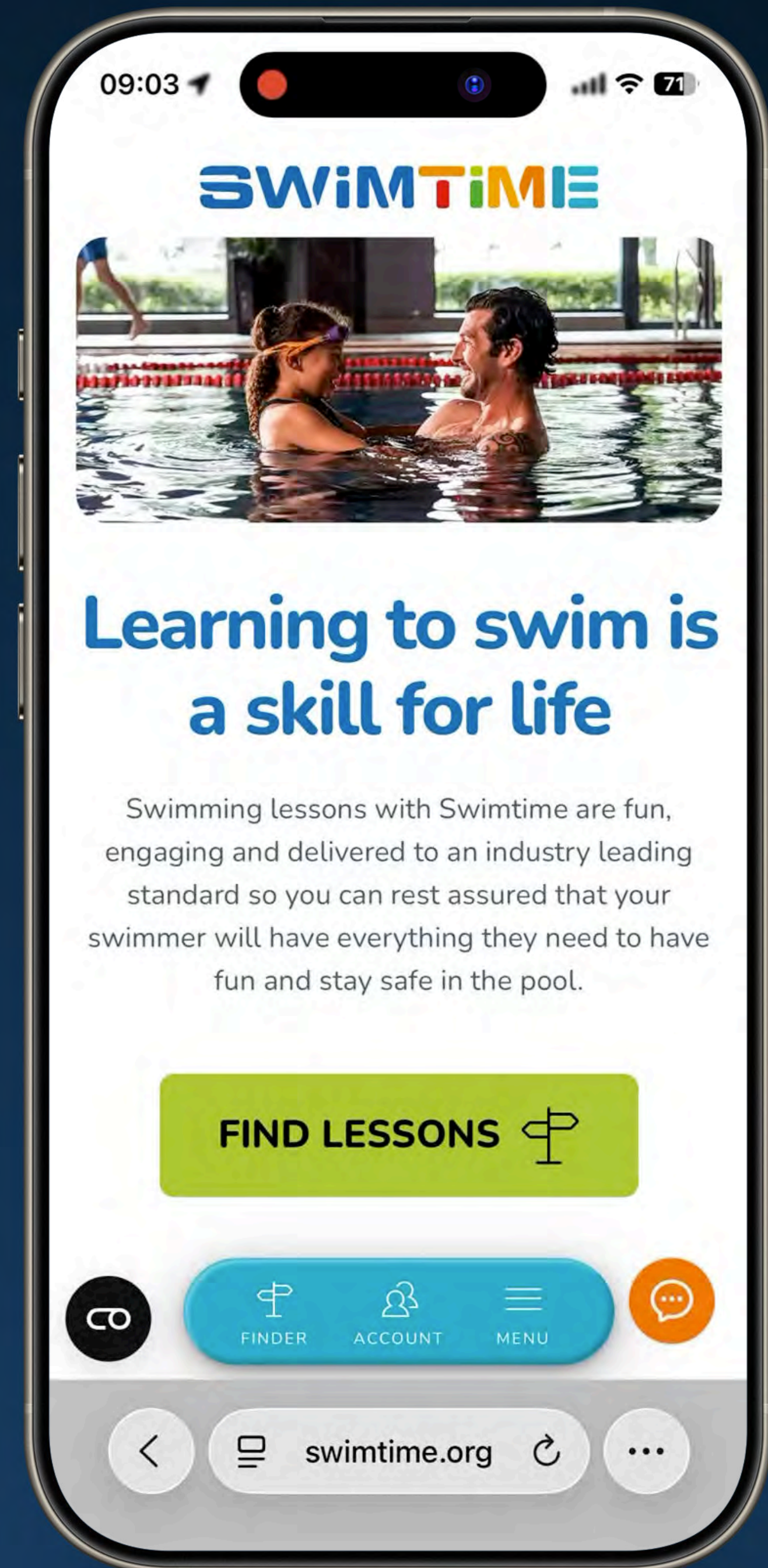
What we know

- Customers **expect** a fast mobile first experience
- Simple and easy is key
- Customers will pay a **premium**



What we know

- Customers **expect** a fast mobile first experience
- Simple and easy is key
- Customers will pay a **premium**





24

STEPS

150

LOCATIONS

4000+

CLASSES

Knowledge base

Configure

Create article

Knowledge base: Swimtime Knowledge Base

URL: <https://kb.swimtime.org/knowledge-base>

Manage

Analyze

Time Range: 01/08/2025 to 01/10/2025

Article Health

ARTICLE	VIEWS	AVG. TIME ON ARTICLE	HELPFUL RATING
Which Class Do I Book?	6,567	121 seconds	16
Lessons: Where, when, how much and how do I book?	508	62 seconds	1
How Do I Use "My Pass"?	416	94 seconds	3
Monthly Plan - Leaving Swimtime	410	2.7 minutes	0
Contacting Your Local Swimtime Office (Existing Custo...	335	51 seconds	0
How Do I Switch to Monthly Payments?	306	3.8 minutes	0





Learning to swim is a skill for life

Swimming lessons with Swimtime are fun, engaging and delivered to an industry leading standard so you can rest assured that your swimmer will have everything they need to have fun and stay safe in the pool.





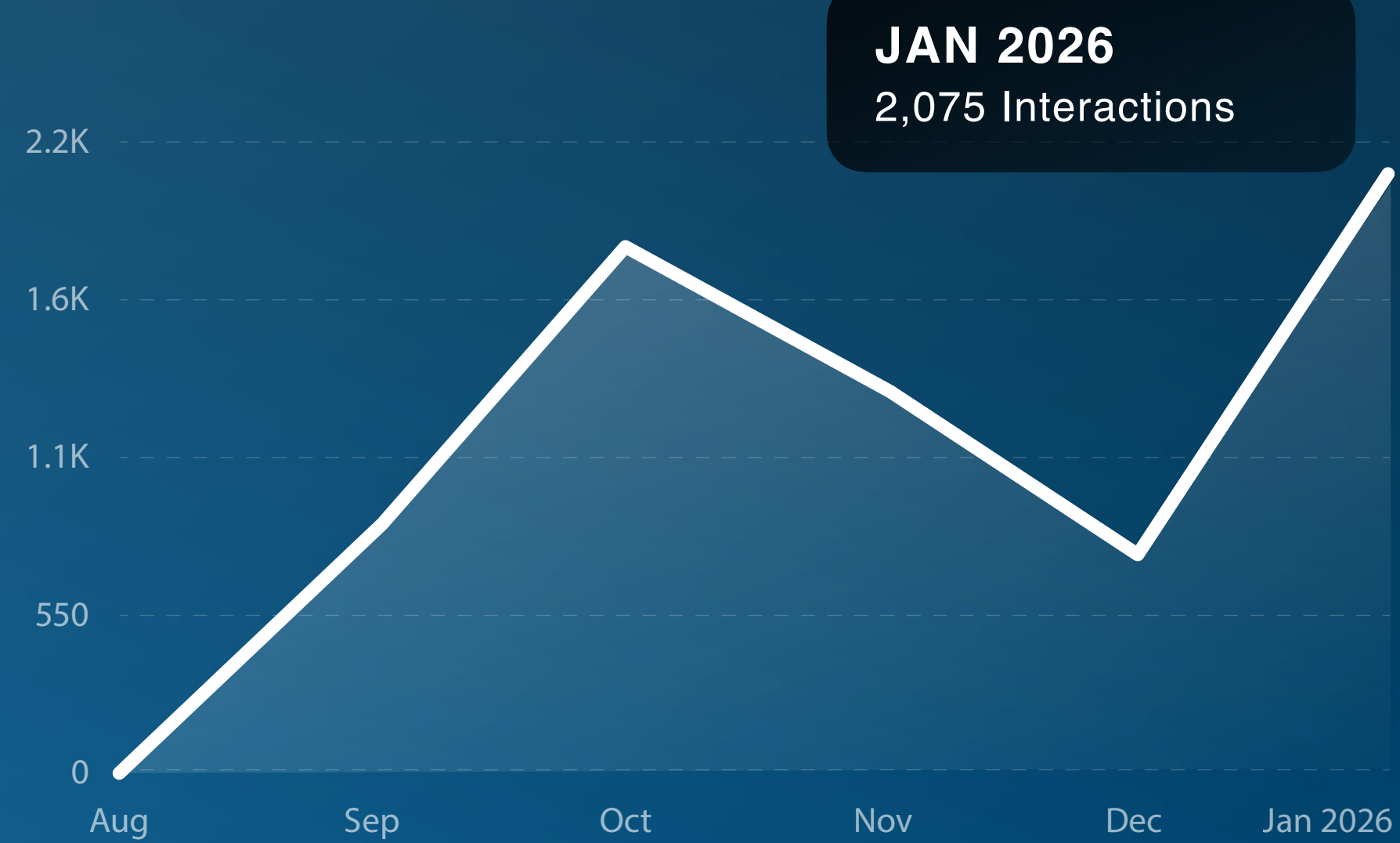
Learning to swim is a skill for life

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Analytics

Total Interactions



Unique Users



New Data & AI Integration Dynamics



Pre 2023

Minimum data gathered for the purpose

Data/Information creates insights for people

Expensive/difficult to harvest and retain institutional knowledge (KM systems)

Heavy focus on structured data, and central storage to create analytics

Vast percentage of analytics used for looking in the past or present

Self-serve analytics is a difficult and niche skill

An organization's unique internal data inventory valuable only for in house use

Human judgement and inspection are primarily responsible for data governance

Post 2025

Preemptive, extensive data gathering to train AI models

Data/Information trains AI models to create much better insights for people & AI's

AI platforms can be trained easily and create a KM system inexpensively

Decentralized unstructured data, pictures, video, recordings to power AI analytics

New capabilities for AI driven predictive and prescriptive analytics

AI-powered analytics democratizes most big data insights

Owned data inventory can now be sold for training others AI engines

AI's are primarily responsible for enforcing data governance policies

Data/AI Progress Into the Future

Today

AI tools imbedded in a small number of apps

Light regulation of content/information ownership & data privacy

Data cleansing, normalization and completeness is difficult and expensive

Data architectures and frameworks change slowly because of massive modernization effort and risk

Central data stores needed in order to facilitate data science and BI

Human data scientists

Low percentage of real time visibility into the overall organization because of the difficulty gathering & analyzing big data in real time

Tomorrow

AI is present anywhere there is computing (Apps, devices, appliances, buildings, etc.)

More legal and regulatory clarity, enforcement through "Auditor AI's"

AI engines will do these services easily and inexpensively in the background

Architecture becomes dynamically driven by AI and reconfigures automatically to meet changing business requirements

Distributed data stores can be easily handled with AI learning crawlers

Co-working citizen and AI data scientists

Digital Twin of an organization is possible with AI tools providing real time data visualization

Data/AI Decision Science

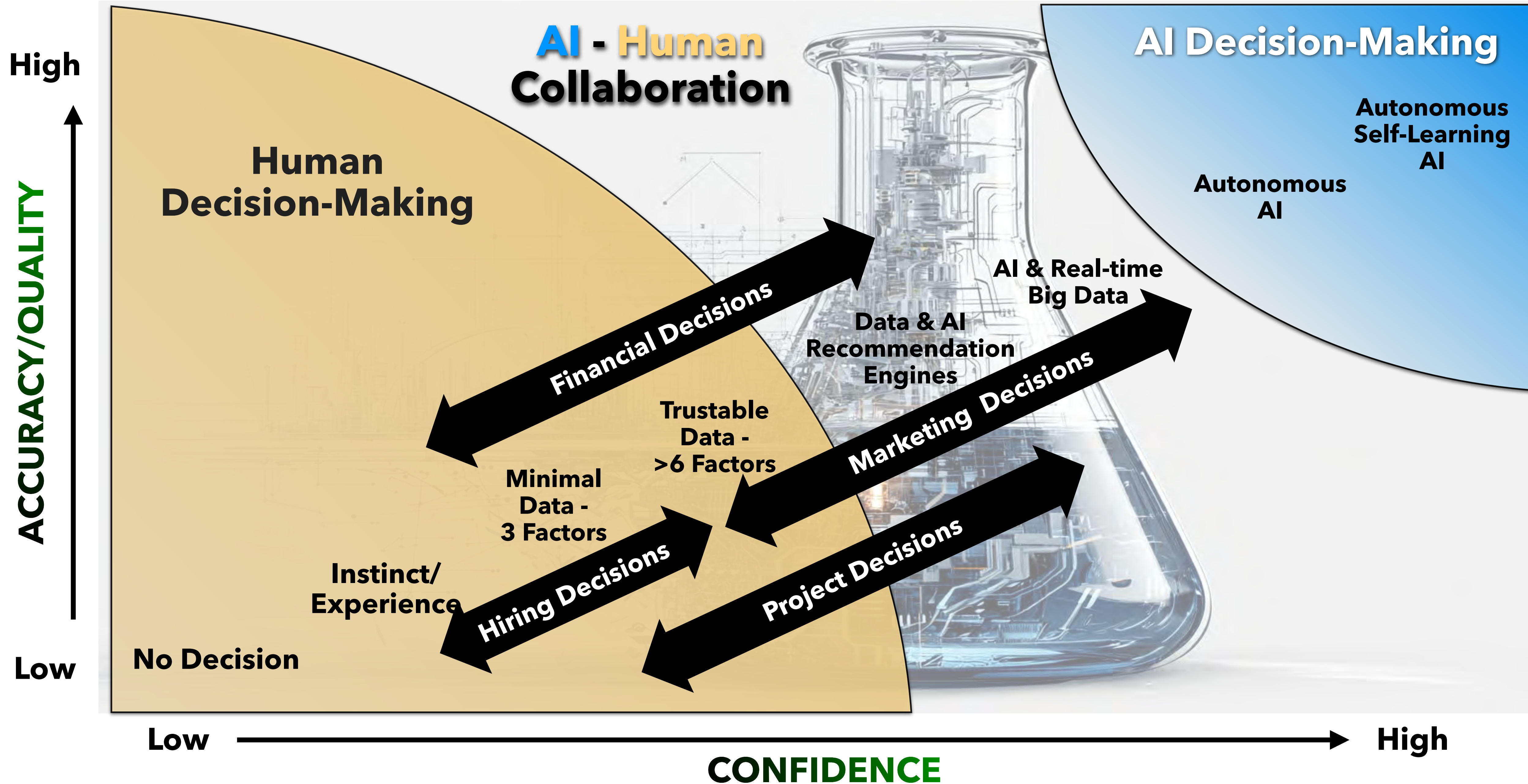




TABLE IDEATIONS

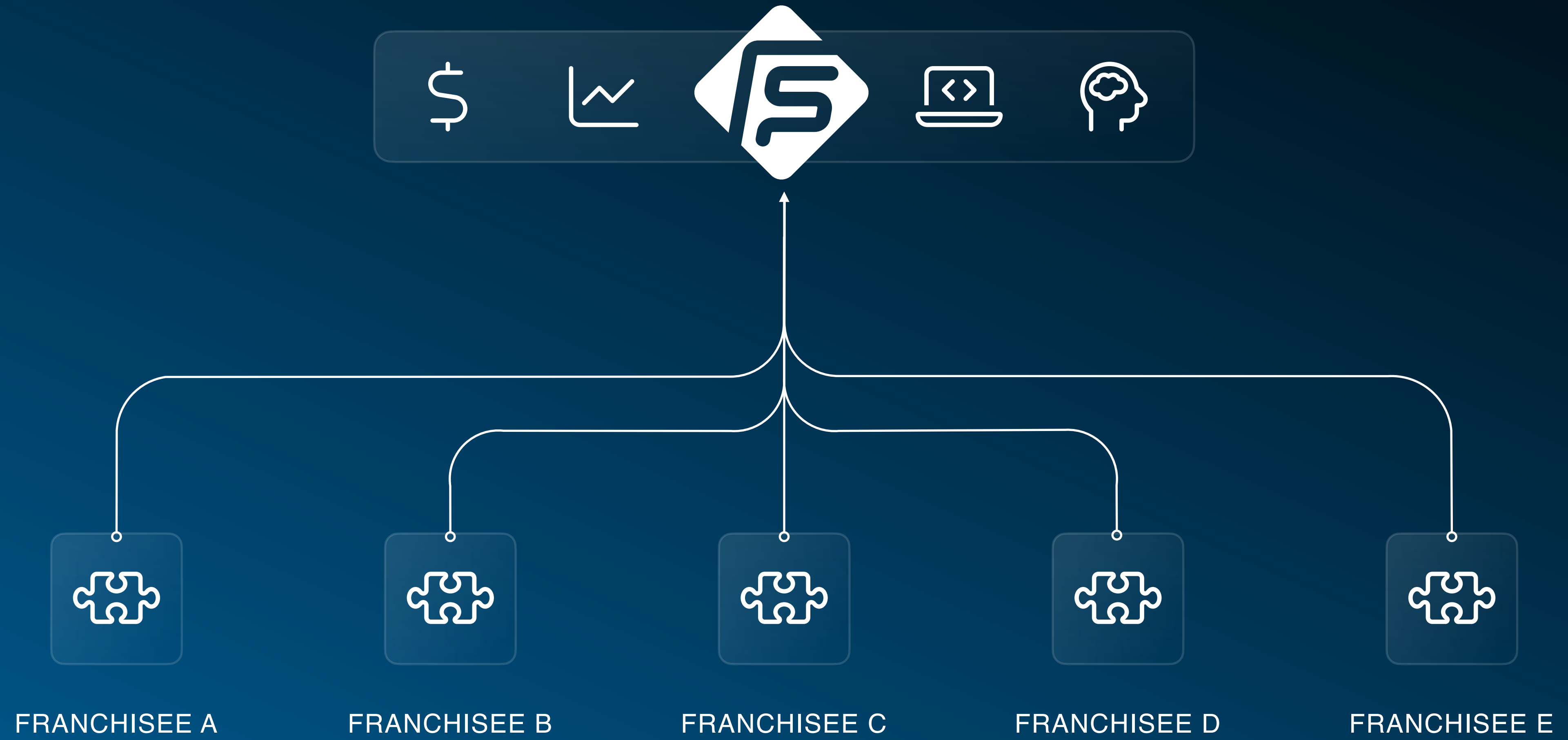
AI Enhanced Diagnostic Analytics:

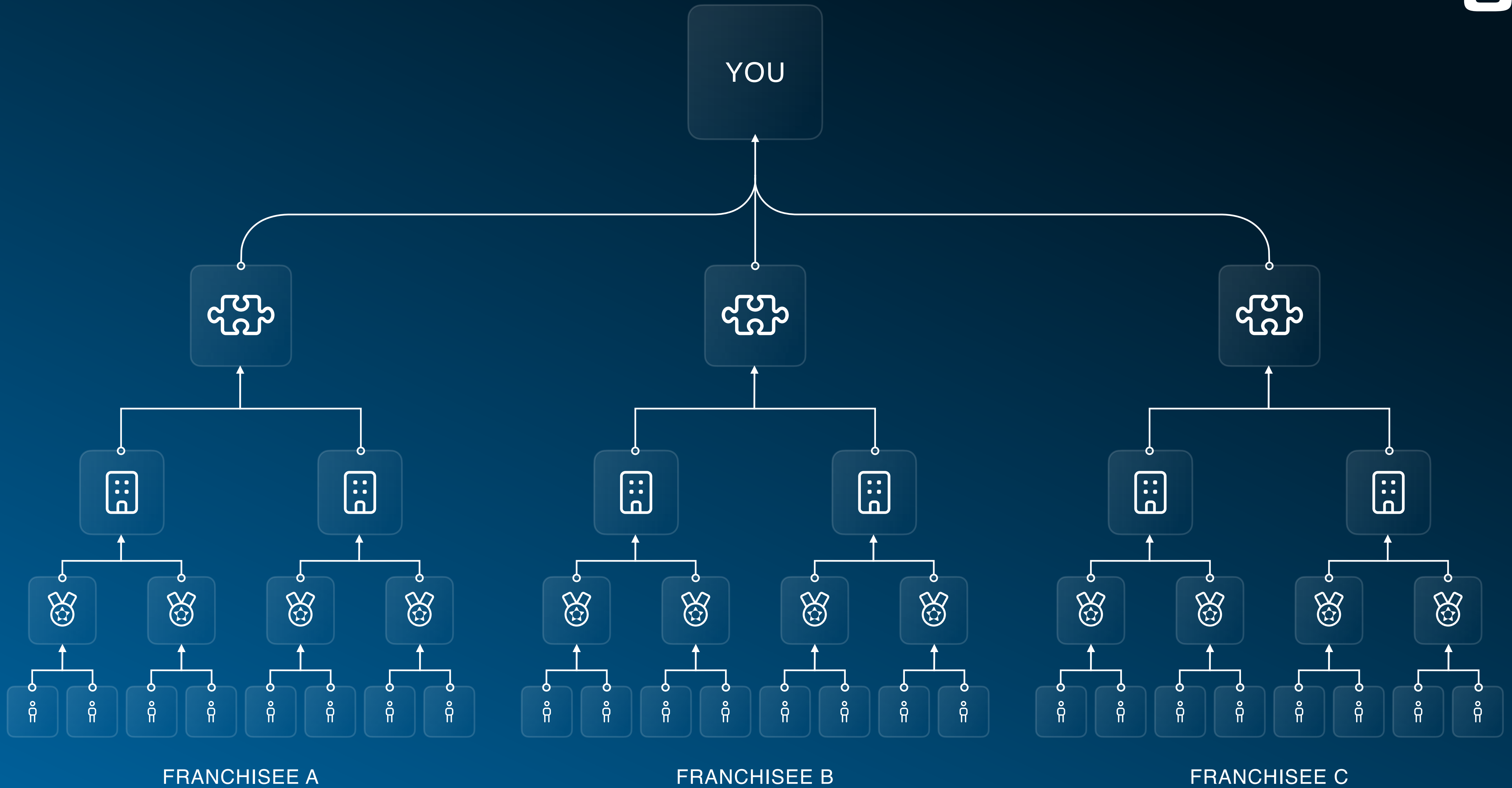
Ideate new results we could measure that would help us better understand the reasons for those metrics

Use Case Two

3

Unit Level Economics







Search everything...

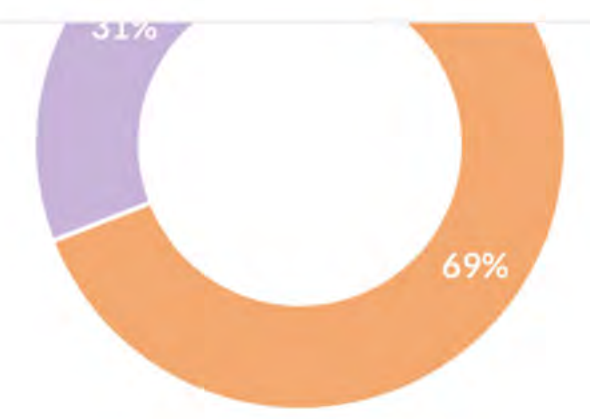
Certificates

Book

MM

Franchisee ID

Occupancy
Unoccupied



155

Hot Leads

Accepted

380

Lessons Today

Franchisee Summary

Select a franchisee name to show their respective dashboard figures.

Franchisee Summary

Name	Active Consumers	Occupancy	Waiting List	Hot Leads	Active Plans	Total Plans Amount	Revenue MTD	Outstand
[Name]	21%	3	2	[Value]	[Value]	[Value]	[Value]	
[Name]	67%	0	0	[Value]	[Value]	[Value]	[Value]	
[Name]	65%	3	1	[Value]	[Value]	[Value]	[Value]	
[Name]	76%	20	2	[Value]	[Value]	[Value]	[Value]	
[Name]	77%	39	5	[Value]	[Value]	[Value]	[Value]	
[Name]	66%	121	39	[Value]	[Value]	[Value]	[Value]	
[Name]	53%	20	12	[Value]	[Value]	[Value]	[Value]	
[Name]	79%	25	11	[Value]	[Value]	[Value]	[Value]	
[Name]	60%	3	1	[Value]	[Value]	[Value]	[Value]	
[Name]	57%	7	3	[Value]	[Value]	[Value]	[Value]	
[Name]	85%	23	4	[Value]	[Value]	[Value]	[Value]	
[Name]	32%	1	0	[Value]	[Value]	[Value]	[Value]	

34 rows

For more information on how dashboards work, visit: <https://kb.franscape.io/knowledge/new-dashboards>. For assistance please use Franbot, or contact support@franscape.io.

- Dashboard
- Bookings
- Waiting
- Plans
- Transactions
- Customers
- Consumers
- Courses
- Classes
- Lessons
- Franchisees



Transactions

Customers

Consumers

Courses

Classes

Lessons

Franchisees

Instructors

Venues

Business Settings

Email

SMS

Search everything...

Certificates

Book

MM

Venues 119

Filter

Venue Groups

New Venue

ACTIVE
222

NET INCOME
£5,147,829

GROSS PROFIT
£465,552

NAME	TOTAL NI	GP	CURRENT TOTAL NI	CURRENT GP	LESSONS OCCUPANCY	REMAINING SPACES	TERRITORY
[blurred]	£155,372.17	£67,894.15	£24,179.65	£10,324.02	80%	68	[eye] [search] [trash]
[blurred]	£84,784.74	£66,884.92	£21,295.72	£16,544.98	62%	44	[eye] [search] [trash]
[blurred]	£179,821.39	£64,215.66	£29,868.87	£9,530.46	67%	204	[eye] [search] [trash]
[blurred]	£184,877.09	£64,145.95	£28,029.94	£9,975.85	75%	37	[eye] [search] [trash]
[blurred]	£256,186.84	£60,128.96	£32,576.70	£6,577.31	67%	54	[eye] [search] [trash]
[blurred]	£142,196.25	£52,442.32	£16,718.79	£6,064.17	68%	42	[eye] [search] [trash]
[blurred]	£138,309.81	£49,401.98	£24,398.69	£8,908.28	79%	83	[eye] [search] [trash]
[blurred]	£168,251.95	£44,459.19	£21,672.81	£5,653.32	76%	26	[eye] [search] [trash]
[blurred]	£155,732.44	£41,968.44	£19,780.73	£5,332.11	76%	24	[eye] [search] [trash]
[blurred]	£135,517.68	£41,441.01	£19,205.47	£5,764.92	76%	21	[eye] [search] [trash]
[blurred]	£46,126.90	£38,563.22	£10,851.34	£9,072.00	34%	276	[eye] [search] [trash]
[blurred]	£86,865.08	£36,923.07	£14,968.39	£6,970.16	73%	89	[eye] [search] [trash]
[blurred]	£100,067.79	£36,710.15	£15,737.88	£6,434.69	82%	30	[eye] [search] [trash]
[blurred]	£116,505.44	£35,991.35	£15,018.52	£4,257.05	79%	46	[eye] [search] [trash]
[blurred]	£135,916.43	£35,717.66	£18,910.27	£5,032.52	78%	19	[eye] [search] [trash]





Search everything...

Certificates

Book

MM

Classes 3935

Filter

All Finished In Progress Upcoming

Dashboard

Bookings

Waiting

Plans

Transactions

Customers

Consumers

Courses

Classes

Lessons

Franchisees

COURSE	CLASS	AVAILABILITY	OCCUPANCY	WAITING CONSUMERS	TRIALS NEXT LESSON	MONTHLY	ROLLOVER	TOTAL NET INCOME	GROSS PROFIT
1st Feb - 28th Feb (1 to 1)	Fridays at 4:30 PM	📌	1 / 1	0	N/A	🔍	✓	£25.00	£4.44
1st Feb - 28th Feb (1 to 1)	Sundays at 5:00 PM	📌	1 / 1	0	N/A	🔍	✓	£25.00	£4.44
1st Feb - 28th Feb (1 to 1)	Saturdays at 5:00 PM	📌	1 / 1	0	N/A	🔍	✓	£50.00	£28.88
5th Jan - 15th Feb (1 to 1)	Wednesdays at 3:00 PM	📌	1 / 1	0	N/A	🔍	✓	£29.00	£5.56
1st Feb - 28th Feb (1 to 1)	Mondays at 6:00 PM	📌	0 / 1	0	N/A	🔍	✓	£0.00	£0.00
1st Feb - 28th Feb (2 to 1)	Thursdays at 10:00 AM	📌	2 / 2	0	N/A	🔍	✗	£31.25	£8.16
1st Feb - 28th Feb (1 to 1)	Saturdays at 5:30 PM	📌	1 / 1	0	N/A	🔍	✗	£28.75	£6.44
1st Feb - 28th Feb (1 to 1)	Fridays at 4:30 PM	📌	1 / 1	0	N/A	🔍	✗	£28.75	£6.44
1st Feb - 28th Feb (1 to 1)	Saturdays at 4:30 PM	📌	1 / 1	0	N/A	🔍	✗	£55.00	£10.70
1st Feb - 28th Feb (1 to 1)	Thursdays at 5:00 PM	📌	1 / 1	0	N/A	🔍	✗	£28.75	£6.44
1st Feb - 28th Feb (1 to 1)	Thursdays at 5:00 PM	📌	0 / 1	0	N/A	🔍	✗	£0.00	£0.00
1st Feb - 28th Feb (1 to 1)	Thursdays at 8:30 AM	📌	1 / 1	0	N/A	🔍	✗	£110.00	£21.40
1st Feb - 28th Feb (2 to 1)	Mondays at 7:00 PM	📌	2 / 2	0	N/A	🔍	✗	£66.67	£19.67
1st Feb - 28th Feb (2 to 1)	Mondays at 6:30 PM	📌	2 / 2	0	N/A	🔍	✓	£31.67	£13.84
1st Feb - 28th Feb (1 to 1)	Sundays at 5:30 PM	📌	1 / 1	0	N/A	🔍	✓	£25.00	£4.44

1-15 of 3,935 results.





Search everything...

Certificates

Book

MM

Dashboard

Bookings

Waiting

Plans

Transactions

Customers

Consumers

Courses

Classes

Lessons

Franchisees



Aaminah Ejaz

Consumers:

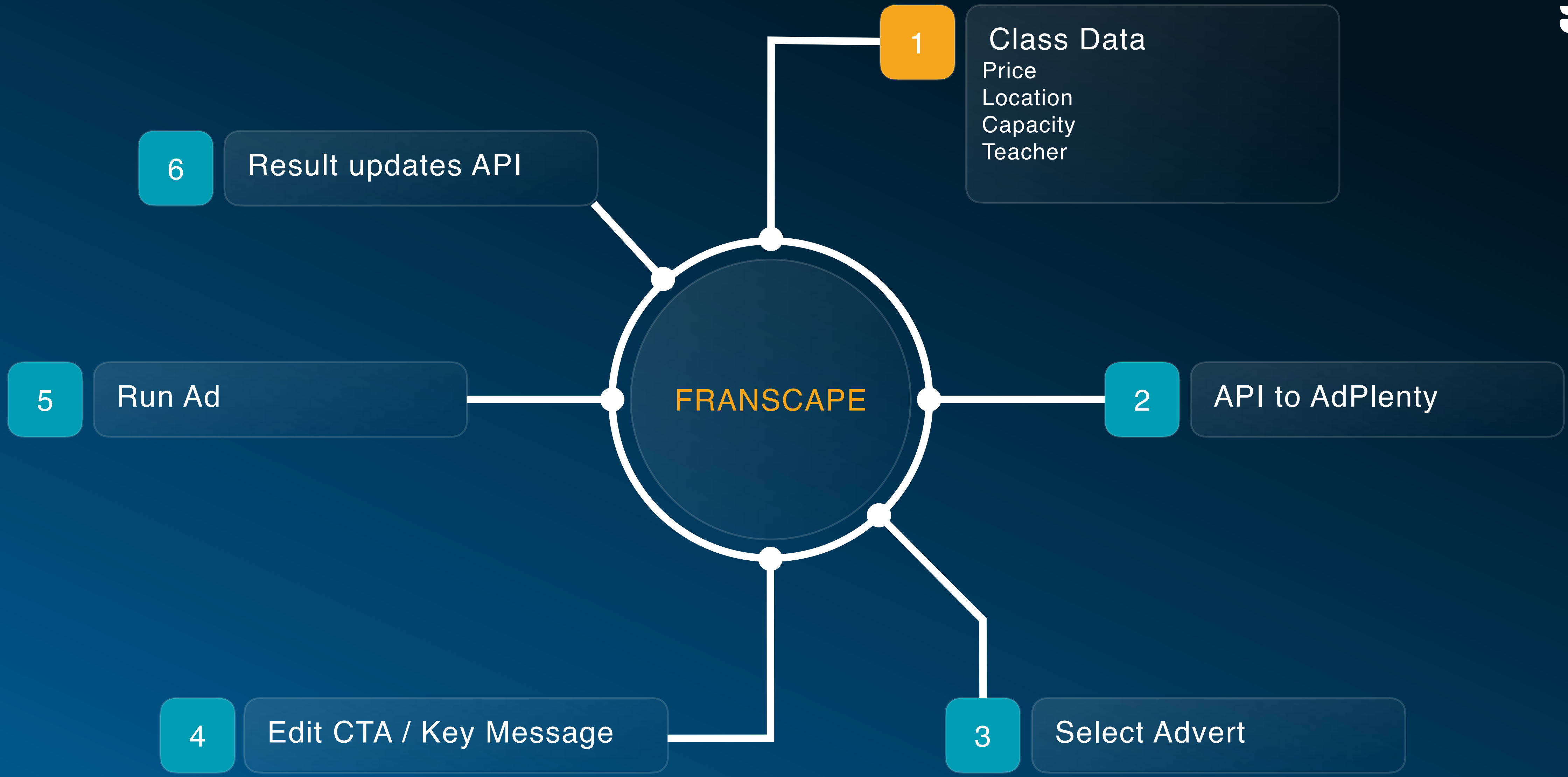
- Information
- Cards 1
- Consumers 2
- Classes
- Plans 1
- Orders 0
- Notes 0
- Documents 0
- Memberships
- Contacts 0
- Transactions 11
- Franchisees 1
- Email Logs
- SMS Logs

Transactions

[Add Payment](#)
[Stripe Payment](#)
[Add Charge](#)
[Add Credit](#)
[Filter](#)

ID	DATE	TYPE	NOTES	AMOUNT	BALANCE	
2143142	5 Feb 2026	Credit	006: Swimtime Lancashire <i>Cancelled Lesson #1215182, Thursday 5th February, 19:30 PM, Adult Ladies</i>	£10.30	£10.30	
2038395	5 Oct 2025	Payment	006: Swimtime Lancashire <i>Monthly payment. CL16571-172985 Adult Ladies - Thursdays 7:30 PM.</i>	stripe £39.49	£0.00	
2038394	5 Oct 2025	Charge	006: Swimtime Lancashire <i>Monthly payment. CL16571-172985 Adult Ladies - Thursdays 7:30 PM.</i>	£39.49	£39.49	
2011632	5 Sep 2025	Payment	006: Swimtime Lancashire <i>Monthly payment. CL16571-172985 Adult Ladies - Thursdays 7:30 PM.</i>	stripe £39.49	£0.00	
2011631	5 Sep 2025	Charge	006: Swimtime Lancashire <i>Monthly payment. CL16571-172985 Adult Ladies - Thursdays 7:30 PM.</i>	£39.49	£39.49	
1990779	5 Aug 2025	Payment	006: Swimtime Lancashire <i>Monthly payment. CL16225-170156 Adult Ladies - Thursdays 7:30 PM.</i>	stripe £29.19	£0.00	
1990778	5 Aug 2025	Charge	006: Swimtime Lancashire <i>Monthly payment. CL16225-170156 Adult Ladies - Thursdays 7:30 PM.</i>	£39.49	£29.19	





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1,397 NEW
CUSTOMERS

September 2025

New Client Acquisition

<i>CHANNEL</i>	<i>IND AVERAGE*</i>	<i>SWIMTIME*</i>
Google Ads PPC	£15.00 - £35.00	£3.66
META	£20.00 - £40.00	£6.47

*Advertising spend per booking.

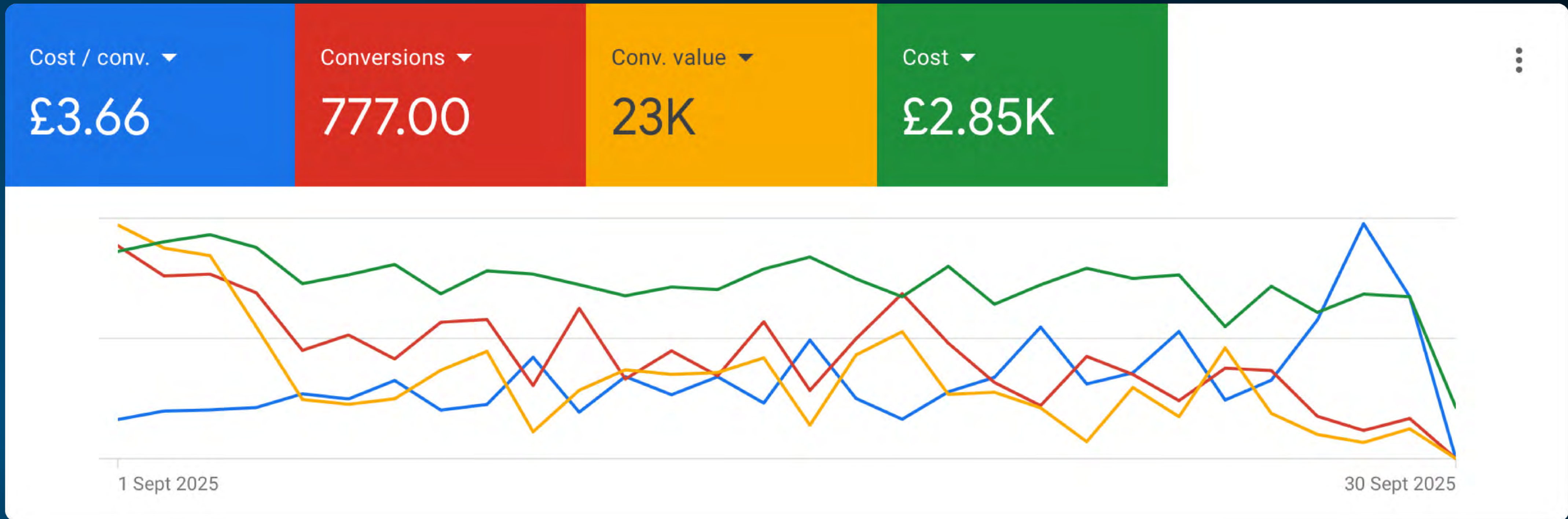




TABLE IDEATIONS

AI Enhanced Predictive Analytics:

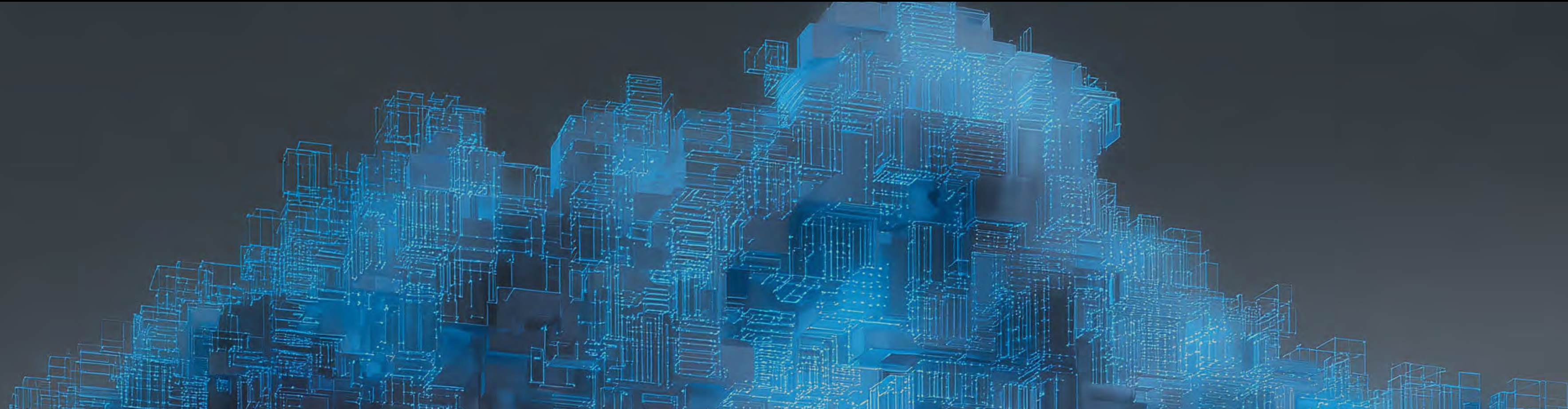
What are results we could predict that would help us avoid future problems or expand future successes?



TABLE IDEATIONS

AI Enhanced Trend Analysis:

Ideate trends we have not been analyzed in the past that could help us see actionable information for improvements



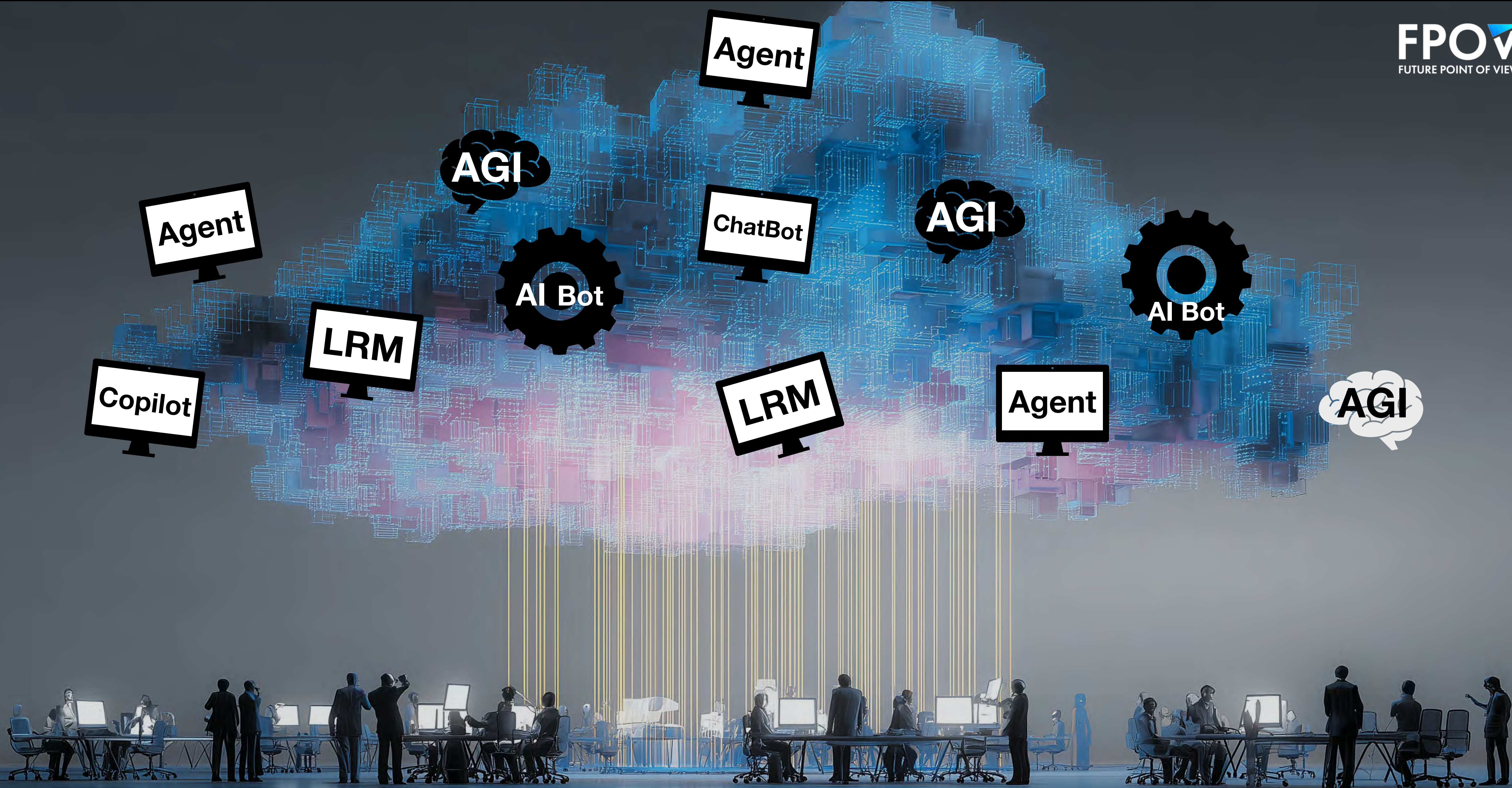
“

Begin with the end in mind. Having an end in mind is no guarantee you'll reach it, but not having an end in mind is a guarantee you wont.

— The Daily Stoic —



The “Organizational Mind” *the AI Roadmap Destination*



The “Organizational Mind” *the AI Roadmap Destination*

Human Capital

As time goes on, users will access the software and data layers through the Intelligence layer almost exclusively

Intelligence Layer: Thinking

Starts with a brain **Many Brains** **Many Brains**

- Business needs for decision-making
- Advanced automation
- Knowledge store & delivery
- Advanced analytics

60% Digital capabilities should be separated for cost & control reasons

40%

Software Layer: Mechanistic

Starts with a scaffold **Imbedded**

Provides training & directs automation

Pulls high value from data assets

The software layer will continue to be the main arbiter of data assets

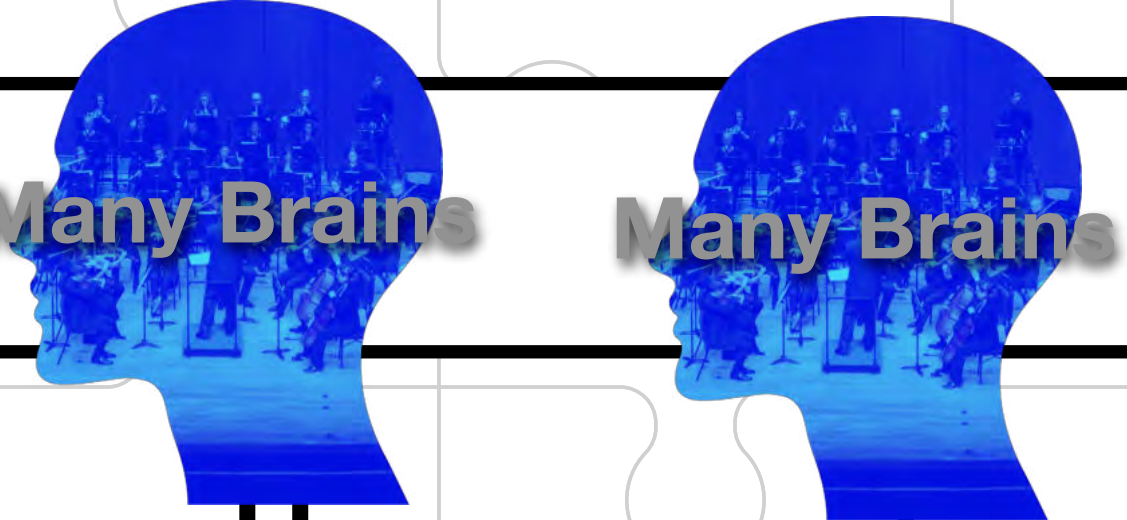
Data Layer: A Fluid Asset

Imbedded

Powers both layers and uptime will be even more critical because of user dependency

Infrastructure Layer: Digital Power Utility

Imbedded



**Data & knowledge, are
the DNA of the Synthetic
Organizational Mind**

