

"SYSTEMS MINDSETS" as Business Solutions for ECE Program Leaders



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OUR COMPANY



Systems Mindset **AGENDA**

- A Business Perspective
- What is a Systems Mindset?
- Elements of Business Management Systems
- Business Best Practices
- Achieving your Big Goals in 2019





The Systems Mindset Philosophy



Time to Put on Your **BUSINESS HAT**



POLL QUESTION



INTER-RELATED Pieces



STANDARDIZING Key Business Activities





Documented BEST PRACTICES



- Standards
- By-Laws
- Policies
- Procedures
- Checklists

Documented BEST PRACTICES

- Parent and Staff Handbooks
- Policies/Procedures Manual
- Management Binder
- Computer Files

Procedures Are YOUR PROCESS

INCLUDES:

- Timeframe
- Activities to Occur
- Personnel Involved
- Specific Forms or Documents
- Specific Written Policies



From "Program Administration Scale"

BENEFITS of a Systems Mindset



Organizational EXCELLENCE



Benefits

- Effective Delegation
- Consistency of Services
- Reduces Liability
- Increases Quality & Compliance
- Vacation
- Turn-Key Business
- Profitable



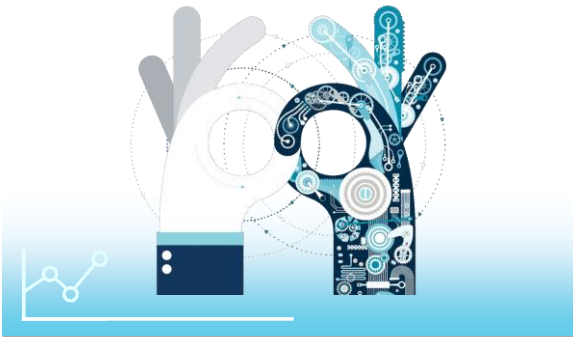
Tips for Business SUCCESS



Time for MANAGEMENT Tasks



Automation



How to AUTOMATE

- Manual or time-consuming manual
- Do Your Research
- Develop An Implementation Plan
- Communicate And Train



Continuous Improvement Philosophy



What to AUTOMATE



- Documentation
- Accounting
- Fees
- Parent Communication
- Student Management
- Employee Management



Collaboration



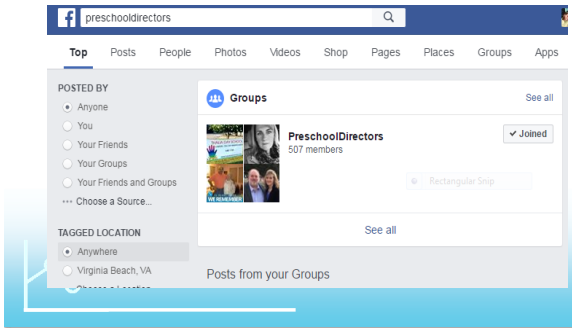
A Business Professional Learning COMMUNITY is..

An ongoing process in which Owners and Directors work collaboratively to improve leadership & business practices to enhance educational experiences for ECE staff.



FACEBOOK Groups

PreschoolDirectors



SHARED Services



- Pooling Resources
- Improving Business Model
- Long term Sustainability

Opportunities-exchange.org



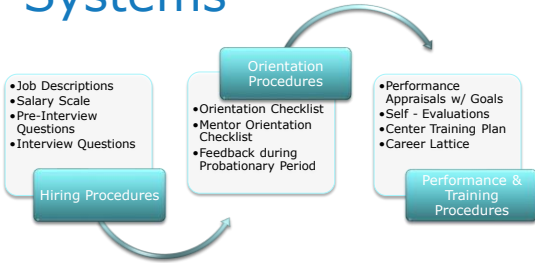
POLL QUESTION



HUMAN RESOURCE Management Systems



HUMAN RESOURCE Management Systems



Your HIRING Process

- ☆ Advertise
- ☆ Application
- ☆ Collect & Review Resumes
- ☆ Screen Candidates with Pre-Interviews
- ☆ Schedule a Face-to-Face Interview

- with Teacher Present)
- ☆ Observe Candidate in Classroom
- ☆ Check References
- ☆ Select & Make Offer to Candidate
- ☆ Complete Required Documentation
- ☆ Orientation Process



☆ Interview (In Person)

“We often lose potentially great staff, not only because of inadequate wages, but because we throw them into a deep Olympic-size pool without giving them carefully fitted goggles and a clear life-support system. How can they become long-distance swimmers if our orientation and staff development is focused only on treading water?”

Margie Carter



Sample ORIENTATION Procedures

1. Complete new hire paperwork. (W2's I 9's etc.)
2. Discuss payroll, employee benefits, workers compensation and general employee policies and procedures.
3. Tour school and church building.
4. Make introductions to school and church staff.
5. Introduce mentor.
6. Issue policy manual and other orientation documents as listed on orientation checklist.



Sample ORIENTATION Procedures

7. Formal orientation using the orientation checklist. (Orientation topics to include: job duties, performance expectations, training information, health and safety information, operating procedures, CLASS & ECERTS)
8. Prepare mentor and employee training schedule.
9. Schedule routine check-ins with new employee to address concerns or problems if any exist.



FINANCIAL Management Systems

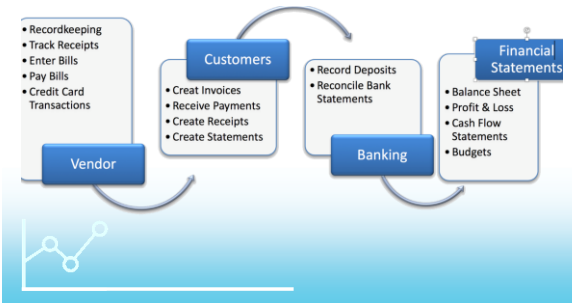


BOOK Keeping Systems

An **accounting system** is the system used to **manage** the income, expenses, and other financial activities of a business.



FINANCIAL Management Systems



ACCOUNTS Receivables

- Follow your Policy
- *Communicate Your Policy*
- Collect Fees In Advance
- Consider Security Deposit
- Keep In Close Touch With Parents
- Enforce Late Payment Penalties
- It Financial Crisis? *Scholarship Fund*
- Make It Easy For Parents To Pay
- Stop Providing Care

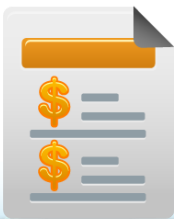


STRONG Record Keeping

- Organized System to Track Receipts **Junk In – Junk Out**
- Reconcile Monthly Bank Statements
- Avoid Co-Mingling with Personal
- Accurate Financial Statements



Financial STATEMENTS



- Profit and Loss Statement
- Balance Sheet
- Cash Flow Statement
- Budget



BENCHMARKING



Benchmarking is the process of comparing one's business processes & performance metrics to industry bests or best practices from other companies.



MARKETING Systems

Are You Maximizing All Your Marketing Opportunities?



"Marketing is **EVERYTHING** you do to promote your business, from the moment you conceive of it to the point at which customers buy your product or service and begin to patronize your business on a regular basis.

The key words to remember are **everything** and **regular basis.**"

—Jay Conrad Levinson



MARKETING Systems



- Awesome Quality Service
- Trained Staff
- Tours
- Branding
- Get online
- Testimonials
- Parent Engagement

ENTRANCE To Your Center

- Great First Impression!!
- Outside & Entrance Foyer
- Paint and Plant Flowers
- Is There Children's Work Displayed?
- Think about Hitting 5 Senses
- How Do We Greet People?
- Security



The Phone Inquiry



- Document Your Process
- Great First Impression
- Use a Phone Script
- ASK for the Tour
- Build Trust Over the Phone
- Provide Training to Staff on Your Phone Answering Process

The TOUR

- Strive For 100% Close Rate
- Keep A Tour Log
- Develop A Tour Guide
- Listen
- Offer Benefits
- Engaged Staff
- Mystery Shopper



Logos & BRANDING



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their wings already exist...
 we are here to help them fly.

About Programs Parents Calendar Employment Contact

Programs

Curriculum
 For ages 2-5, we use the **LEARN** Every Day curriculum by Kaplan.

Toddlers
 Our toddler program is for children ages 2-3 years. We help the children develop their social skills and learn through play, activities, music and movement and stories. Child care is available for children not yet fully potty-trained. Teachers follow a curriculum-based lesson plan where the toddlers work on colors, numbers, shapes and letter recognition.

Preschool
 Preschool (Pre-K) students are ages 4-5, and they work on being ready for kindergarten by learning phonics, numbers, social development, worksheets and other hands-on learning methods. We aim to maintain a high standard of learning not only in the center, but through numerous field trips where our students can experience new things firsthand.

Enroll Your Child Today!
 Registration Form

Get the Latest Updates & Alerts
 Email List Sign-Up

Before/After Care





Get ONLINE



- Website
- Google Business
- Social Media
- Business Listings



Your Website

- Top Marketing Tool
- Online Tour
- Show Expertise in Child Development
- Parent Communication Tool



Testimonials

- New Word of Mouth
- Website, Facebook, Google, YELP
- Vital to Your Online Presence
- ASK!
- What if You Get a Bad Review?



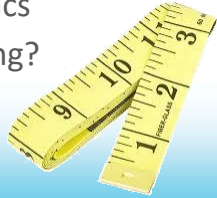
Update Your Business LISTINGS

- Google
- Great Schools
- Yelp
- Yellow Pages
- Bing
- Yahoo



Measure! Measure! MEASURE

1. Traffic Sources
2. Google Analytics
3. What is working?



Strategic PLANNING

- Mission Statement
- Long-Term Goals
- Short-Term Goals
- Scenario Analysis



Strategic GOALS

High-Level Statements That
Provide Overall Context To
Achieving Your
Mission Statement



S.M.A.R.T.

- Is it **S**pecific?
- Objectives **M**easurable?
- Includes specific **A**ctions?
- Includes specific **R**esponsibilities?
- Includes specific budgets?
- Includes **T**imeline



RESOURCES

- The E Myth
- Built to Last
- Program Administration Scale
- McCormick Institute "Leadership Connections"
- Hinge Brokers
- Tom Copeland



My CONTACT Info



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