Get Out of Overwhelm:
Using Delegation, Systems, and Automation to Get More Done in Less Time

Kris Murray
President & Founder

1

Thanks Fran for bringing me back!

Thanks SmartCare for sponsoring my session!

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2

What We'll Cover Today

- A Little About Me
- The 8 Root Causes of Overwhelm
- Delegate – Automate – Eliminate
- 7 Time Management Strategies
- Summary
- Open Q&A

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3

Why the heck should you listen to me, anyway?

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4

Kris Murray
Preschool Business & Enrollment Expert

My concepts and training have helped over 2,000 ECE companies grow their revenue, profits, and REACH

by **25% - 300%++**

For case studies you can model, check out the podcast!

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5

Kris Murray
Author & Speaker

Two 5-star rated books
Thousands of copies sold
Keynote speaker at many state and national conferences

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6

Kris Murray
Entrepreneur

- Grew business to multiple 7 figures from $0 in under 10 years
- **Just started business #2: Digital marketing agency**
- **Covered by Fox Business, "Studio 6B" news, Wall Street Journal, Newsweek, USA Today, INC Magazine, Entrepreneur Magazine, Child Care Exchange, and more**

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7

Kris Murray
Coach

Over 500 ECE owners and leaders in our coaching programs

Founder of the Child Care Success Academy

8

Kris Murray
Mom

Most importantly, *I'm my kids' mom*

Owen is 16 and Maeve is 13

We love teenagers!! LOL

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9

Kris Murray
Passionate about Helping YOU

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10

Our "Why"

- To make a positive difference for ONE MILLION children

- Our Company Core Values:
  – Outside the Box
  – Passion
  – Integrity
  – Fun
  – Impact

- **Tip: When you share your Why and your Values with people, they want to HELP you reach your goals faster and easier.**

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11

Success Story: Andrea Wortman

Club K After School Zone, Portland, OR
From 67% staff turnover to 17%
"Doubled my income, number of locations, and employees in 3½ years"

12

We literally have HUNDREDS of member stories just like this.

We feel so blessed to have made such an impact.

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13

Got Overwhelm?

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Why Do We Get Overwhelmed?

(8 root causes)

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15

8 Key Causes of Overwhelm

1. **Fire-fighting mode**

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8 Key Causes of Overwhelm

1. Fire-fighting mode
2. **Disorganization & clutter**
   Does your environment support efficiency?

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8 Key Causes of Overwhelm

1. Fire-fighting mode
2. Disorganization & clutter
   Does your environment support efficiency?
3. **Technology**

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8 Key Causes of Overwhelm

1. Fire-fighting mode
2. Disorganization & clutter
   Does your environment support efficiency?
3. Technology
4. **Lack of systems**

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19

8 Key Causes of Overwhelm

1. Fire-fighting mode
2. Disorganization & clutter
   Does your environment support efficiency?
3. Technology
4. Lack of systems
5. **Inability to delegate**

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20

8 Key Causes of Overwhelm

1. Fire-fighting mode
2. Disorganization & clutter
   Does your environment support efficiency?
3. Technology
4. Lack of systems
5. Inability to delegate
6. **Inability to focus**

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21

8 Key Causes of Overwhelm

1. Fire-fighting mode
2. Disorganization & clutter
   Does your environment support efficiency?
3. Technology
4. Lack of systems
5. Inability to delegate
6. Inability to focus
7. **Interruptions**

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8 Key Causes of Overwhelm

1. Fire-fighting mode
2. Disorganization & clutter
   Does your environment support efficiency?
3. Technology
4. Lack of systems
5. Inability to delegate
6. Inability to focus
7. Interruptions
8. **Working on stuff that DRAINS us**

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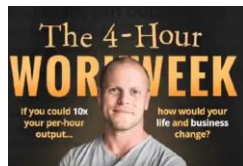"When you have too much on your plate, you've only got 3 choices: **delegate, automate, or eliminate**."

- Tim Ferriss
Author, 4-Hour Work Week
Host of the Tim Ferriss Podcast

The 4-Hour WORK WEEK
if you could 10x your per-hour output... how would your life and business change?

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DELEGATE

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Are You Focusing on Your Highest-Level Tasks and Projects?

- If you find yourself cleaning dishes at your center, taking out the trash, or filing, aren't those tasks that you can (and should) DELEGATE to a lower-paid person?

- Wouldn't it make more sense to spend your time on tasks that will UPLEVEL the value of your center, rather than simply maintain it?

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Are You Focusing on Your Highest-Level Tasks and Projects?

Here are some examples of tasks that UPLEVEL the value of your center:
- Creating a system for converting prospects to enrollments
- Staff & parent appreciation campaigns
- Training staff on how to improve the impression they make during the center tour
- Making a plan for improving the curb appeal of your center
- Doing a competitive analysis to make sure your rates are in line
- Creating customer surveys / feedback loops
- Creating an onboarding program
- Creating a staff appreciation program

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Delegation

- THE KEY TO WORKING "ON" your business!!

- Where to start: Delegate the stuff you hate

- **PERFECTIONISM is the death of great delegation!**

- "I don't care that it's not done exactly MY WAY...because I didn't have to do it!" - Kris Murray

- Don't forget the 80-20 Rule!

80-20 Rule – The Pareto Principle
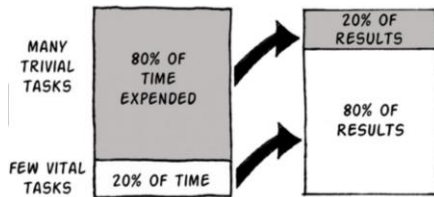### Whether it's customers, revenue, projects, or your TIME…

Creative Delegation

- "Resident Experts" on staff
  - Look for the NATURAL strengths of what your teachers can do & what lights them up
- Interns / College Students
- Outsource It
  - GetLeverage.com
  - Upwork.com (formerly eLance + oDesk)
  - Fiverr.com
  - Craigslist (local freelancers)

AUTOMATE

31

What aspects of your program administration can you AUTOMATE?

- Hiring (Bamboo HR, JetPay)
- Parent Check-In & Out
- Tuition Collection
- Scheduling (SmartCare)
- Parent Orientation (Videos and email series)
- Staff Onboarding (Videos and courses)
- Ongoing Training
- Meal Preparation
- *Almost anything!*

32

Definition of a SYSTEM

- System: A set of principles or procedures according to which something is done; an organized scheme or method.

- As long as it's **replicable and documented** - you can hand it to anyone on your team and they can reasonably complete it - it's a system

33

ELIMINATE

34

Eliminate! Let it go!
(and let go of the GUILT)

- I guarantee there is stuff on your to do list that you CAN eliminate

- It does not support your BIG goals and priorities

- Nice to have, not a must have

- Not part of the 20% of tasks that will yield 80% of results

35

7 Time-Management Strategies

36

POLL TIME!

37

Strategy #1:
Block Time in Your Calendar

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Strategy #2:
Turn Off Email & Cell Phone

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Strategy #3:
Hold Weekly 1-on-1's with Each of
Your Direct Reports

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Strategy #4:
Link Tasks to Your GOALS

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Strategy #5:
Plan Your Day the Night Before

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Strategy #6:
Post Your Schedule or
When You're On "Red"

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**Case Study:
Summer & Katie**

Co-Owners
Peaceful Valley Montessori, MN

"The Magic of the Post-It Note on
the Door: *In a Meeting*"

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Strategy #7:
GROUP Like Tasks Together

(Financial Day – Tour Mornings – etc)

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Write down 2 actions you **commit to implementing** in the next 30 days

1) _____

   _____

2) _____

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(implement to completion!)

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Summary

- The 8 Root Causes of Overwhelm

- Delegate – Automate – Eliminate

- 7 Time Management Strategies

- Actions You Commit to

- **What I've got for you (as a thank you)**

- **Open Q&A**

47

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A Thank You Gift for Being With Me Today

Please Go To
www.KrisMurrayBook.com

And claim your copy of my
free book:

"The 77 Best Strategies to Grow Your Early Childhood Program"

48

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Thank you for being here today!
I'd love to connect with you on
social media!

FB: FB.com/childcarebusiness
YouTube: krismurraycoach
Twitter: @kris_murray
LinkedIn: thekrismurray

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49

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Open Q&A

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