

# The Overwhelm Loop: Running Your Business So It Doesn't Run YOU

Or...  
How to Eliminate Overwhelm in 4 Easy Steps

Kris Murray  
President & Founder  
August 20, 2020



www.childcaresuccess.com

1

---

---

---

---

---

---

---

---

## Does this sound familiar?



- You work all weekend to get caught up on little tasks so you can come in and rock on Monday
- You step into your school or office and **immediately get hit by 17 mini-crises that people want you to manage**
- You fight fires all day
- You get nothing done that you wanted to get done
- You leave drained and exhausted and vow to do better tomorrow



www.childcaresuccess.com

2

---

---

---

---

---

---

---

---

## This is very common!



You're caught in a **loop of overwhelm** caused by these 3 "root causes"...

- 1) Not enough time to delegate
- 2) No one to delegate TO
- 3) Not enough revenue/enrollment to solve the problem



www.childcaresuccess.com

3

---

---

---

---

---

---

---

---

“If you can write a check to solve your problem, you don’t have a problem!”

- Dan Sullivan, Founder [StrategicCoach.com](http://StrategicCoach.com)

---

---

---

---

---

---

---

---



www.childcaresuccess.com

4

*A little bit about me...*

My first client – Alison from Ohio (2008)



childcaresuccess.com

5

---

---

---

---

---

---

---

---

We’ve grown a little bit since then. 😊



6

---

---

---

---

---

---

---

---

### Our Methodology



How we coach leaders to get RESULTS and transformation!

---

---

---

---

---

---

---

---

7

### Our Faculty

29+ combined years of experience in Early Childhood, Marketing, and Business

---

---

---

---

---

---

---

---

8

### The Kris Murray Library




---

---

---

---

---

---

---

---

9

**ECE Leaders are LOVING the  
Child Care Rockstar Radio podcast!**

- Ranked #201 in all Apple Podcasts
- Nuts and bolts strategies
- Owners & leaders who are transforming lives, plus ECE Experts
- Over 560,000 downloads and 80 episodes



10

---

---

---

---

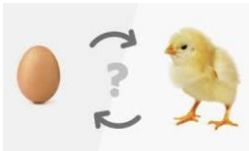
---

---

---

---

**“Kris – HELP me get out of this  
nightmare!!”**



[www.childcaresuccess.com](http://www.childcaresuccess.com)

11

---

---

---

---

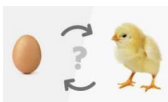
---

---

---

---

**POLL #1**



[www.childcaresuccess.com](http://www.childcaresuccess.com)

12

---

---

---

---

---

---

---

---

### You Need INTENSE FOCUS On Just 4 Things!

- First, I need you to **re-commit to yourself, your team, and your program**
- **And actually commit to DOING** and to DO the 4 things I'm going to share with you today!!




---

---

---

---

---

---

---

---



www.childcaresuccess.com

13

### Step #1: Belief You Can Do This



- You've got what it takes inside you
- Feed your "growth mindset" every day as a PRACTICE
- Be intentional
- Key in to your negative "self talk" and limiting beliefs



www.childcaresuccess.com

14

---

---

---

---

---

---

---

---



Child Care Success Academy

15

---

---

---

---

---

---

---

---

For reals...  
How are you  
**showing up**  
as a leader?



16

---

---

---

---

---

---

---

---

---

---

## Mindset Before Skillset



- You must have a plan to succeed before you can put knowledge in action.
- **Negative people** will slow down success and hinder growth of an organization.
- Having the **ambition, work ethic and attitude** to achieve your goals is equally as important as having the knowledge to achieve them.
- Your income will **NEVER** be larger than your self-image.

17

---

---

---

---

---

---

---

---

---

---

## My Daily Mindset Practice



- Pray every day
- Watch a positive mindset video every morning
- Read my favorite positive quotes each day
- Read a chapter from a Personal Growth / Development book
- Find someone who needs their "bucket filled" and talk to them
- Re-connect with old friends and family via Zoom
- Cry when it feels overwhelming

18

---

---

---

---

---

---

---

---

---

---

### Positive Daily Video

Sign up for Minute with Maxwell at [johnmaxwellteam.com](http://johnmaxwellteam.com)



childcaresuccess.com

19

---

---

---

---

---

---

---

---

---

---

## Exercise: Identify Your Daily Mindset Practice



Child Care Success Academy

20

---

---

---

---

---

---

---

---

---

---

## The 4 Steps to Get OUT of the Overwhelm Loop

1. Daily Positive Mindset Practice = BELIEVE you can & COMMIT that you will
2. **ACTIVELY** Manage Your Calendar



Child Care Success Academy

21

---

---

---

---

---

---

---

---

---

---

## Step #2: Active Calendar Management

- How you approach your DAY is everything
- Use **time-blocking**: plan the work, work the plan
- Share your schedule with your team
- Get coverage for the phone, front desk, and parent / team issues




---

---

---

---

---

---

---

---

## 4 Ways to Get More Done & Stay Focused



1. Time-block your calendar
2. Shut down / eliminate DISTRACTIONS
3. Hire an Executive Assistant or Front Desk Manager
4. Outsource / delegate more small (or large) projects

---

---

---

---

---

---

---

---

## Getting Started with Time-Blocking: A Primer

---

---

---

---

---

---

---

---



What the heck are “time vampires”?

---

---

---

---

---

---

---

---

25

Case Study: Matt from Indiana



- Used a yellow note pad to track his exact activities for a full 2-week period
- Discovered that **38% of his time was spent managing crises and ‘Fighting fires’**
- Identified the root causes of the main “time suck” issues
- Changed his team support model & calendar coverage
- **Drove decisions DOWN the Org Chart: Training and Empowerment**
- **Got 12 hours a week of his life back! HUGE!**

---

---

---

---

---

---

---

---

26

POLL #2

---

---

---

---

---

---

---

---

27

## The 4 Steps to Get OUT of the Overwhelm Loop

1. Belief and Commitment
2. Active Calendar Management
3. **Intensely Focus on GETTING & KEEPING Clients = Full Enrollment and Consistent Rate Increases**

---

---

---

---

---

---

---

---



Child Care Success Academy

28

### Step #3: An Intense Focus on Getting and Keeping Clients

- How focused REALLY are you on enrollment?
- Do you know your key stats? Leads, Tour Conversion, Retention
- Do you have a proven enrollment-building process and system in place?
- Are your people trained on it?
- Do you know your "3 uniques"?

---

---

---

---

---

---

---

---



www.childcaresuccess.com

29



### What's Working Now: Virtual Tours and Virtual Open Houses

---

---

---

---

---

---

---

---



www.childcaresuccess.com

30

# The 4 Steps to Get OUT of the Overwhelm Loop

1. Belief and Commitment
2. Active Calendar Management
3. An Intense Focus on Full Enrollment
4. **Basic Financial Management** = HIRE more help

---

---

---

---

---

---

---

---

---

---



Child Care Success Academy

31

## Step #4: MONEY Management



- Monthly financial statements, on time!
- KNOW your profit margin!
- Know your break-even numbers!
- Cash is the **OXYGEN** that runs your business




---

---

---

---

---

---

---

---

---

---



www.childcaresuccess.com

32

## Key Financial Tool: Revenue/Cost Projection Spreadsheet



WEEKLY Cash Flow Projection

ABC Preschool	Average PHL	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue
Revenue	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Costs	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Profit	19,000	19,000	19,000	19,000	19,000	19,000	19,000	19,000	19,000	19,000	19,000	19,000	19,000

---

---

---

---

---

---

---

---

---

---



www.childcaresuccess.com

33

### Arm Yourself with Data and Confidence



- You are the **CEO and/or Top Leader** of your company
- Make the tough choices and execute your plan
- Just having a plan in place and a clear spreadsheet for Cash Flow will help you sleep better and feel calmer

---

---

---

---

---

---

---

---

### SUMMARY - The 4 Steps

1. Daily Positive Mindset Practice = BELIEVE you can & COMMIT that you will
2. ACTIVELY Manage Your Calendar
3. Intensely Focus on GETTING & KEEPING Clients = Full Enrollment and Consistent Rate Increases
4. Basic Financial Management = Enables you to HIRE more help

---

---

---

---

---

---

---

---

### Your Action Plan



1. Mindset Actions: \_\_\_\_\_
2. Calendar Actions: \_\_\_\_\_
3. Enrollment Actions: \_\_\_\_\_
4. Financial Actions: \_\_\_\_\_

---

---

---

---

---

---

---

---

Action Steps!



What is the FIRST action step you COMMIT to taking, from this session?

Write it down in CAPS!

Seven horizontal lines for writing action steps.



www.childcaresuccess.com

37

As a thank-you for being here...

Let me ship you THREE of our best-selling books for free!

Just cover a tiny shipping fee

Go here now to grab your 3-pack of best-selling leadership and center management resources!

OFFER ENDS MONDAY AT MIDNIGHT

Get 3 of Our Best-Selling Books Specifically Written for Early Education Leaders



-> Bit.ly/kmbookbundle



www.childcaresuccess.com

38

Tickets go on sale this Monday August 24  
Childcaresuccessummit.com



Seven horizontal lines for writing notes related to the thank-you offer.

39

Seven horizontal lines for writing notes related to the summit ticket announcement.