

**STAND OUT
AND GROW!**
*Make Your ECE Program a
Magnet for Families and Staff*

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01. *Understanding your USP's and how to leverage them*
02. *New tour strategies to stoke demand*
03. *Waitlist Strategies*
04. *EVP's will change how you see your business*
05. *Grow your team from within*
06. *Fix financial leaks and maximise your revenue*

WHAT WE'LL COVER

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01.

**GROWING
ENROLLMENT NO
MATTER WHAT!**

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WHAT IS A USP?

- How are you remarkable?
- "If you confuse them you lose them"...
simplify your messaging
- Scannable



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02.

USP'S BY CATEGORY

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CURRICULUM

- Yoga
- Specialist training
- Music Teacher
- Book Mobile
- Soccer shots
- Gymnastics
- Physical Therapy specialists- utilize local programs



Features vs. Benefits

BENEFITS

Features
Show facts


Benefits
Show the advantages of those facts

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FACILITY

- Natural Playgrounds
- Separate Infant Playground
- Garden
- STEM, STEAM
- Atelier
- Green house
- Cooking lab
- Mud kitchens



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TEACHERS


- Tenure
- Training
- Bonus Plans
- Certifications
- Diversity

PARENT ENGAGEMENT

- School Events
- Parent specific out of the box events
- Community events
- Newsletters
- Annual cookbook
- Focus on traditions

COMMUNITY BUILDING & PARENT RECOGNITION

- Locally owned and operated
- Community Partnerships



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OPERATIONS & SYSTEMS

- Yearly Marketing Calendar by month and action steps with specifics
- Delegate Marketing (VA's, using skillset of staff)
- Direct Mailers are still alive!
- Softwares that support you- Hello Procure!
- One and Done ads
- Local sponsorships
- Utilizing Gen Z 'Socialites'
- Parent Referral incentives in place



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03.

GROUP TOURS & MINIMIZING TOURS


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- Strategic tour days & times
- Elevator speech & Teacher elevator speeches
- No one has time, focus your efforts
- VIP experience
- Be strategic with your class lists
- Prioritize
- Follow up is key

"Not following up with your prospects is the same as filling up your bathtub without first putting the stopper in the drain."

— Michelle Moore, *Selling Simplified*



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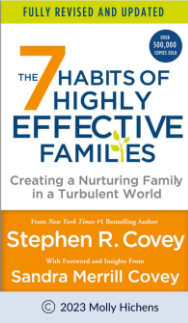
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WAITLIST

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- Concrete waitlist and communication policy
- Waitlist Fee
- Establishing yourself as the expert (YOU ARE!) and continuing to do so through communication
- The 7 Habits of Highly Effective Families, The Importance of Being Little
- CRM, Blog, youtube channel, local partnerships



FULLY REVISED AND UPDATED

THE 7 HABITS OF HIGHLY EFFECTIVE FAMILIES

Creating a Nurturing Family in a Turbulent World

From New York Times #1 Bestselling Author

Stephen R. Covey

With Foreword and Insights From Sandra Merrill Covey

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05.

SIZZLE IN 2023

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2023 SIZZLE

- STEAM & STEM
- One Stop Shop
- Mindful workshops
- Outdoor Emphasis
- Environments Focus
- Loose parts
- Natural resources
- Certifications to enhance quality
- Interior environments focused
- Organic
- Montessori, Reggio Emilia inspired



new shoots

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WHERE ARE ALL THE CANDIDATES?

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- Resignations are the highest on record – up 13 percent over pre-pandemic levels
- There are 4.9 million more people who aren't working or looking for work than there were before the pandemic
- A surge in retirements with 3.6 million people retiring during the pandemic, or more than 2 million more than expected
- Boost in entrepreneurship that has caused the biggest jump in years in new business applications.

WHY EMPLOYEES ARE CONSIDERING CHANGING JOBS IN 2021

Reason	Percentage
Better compensation and corporate benefits	36%
Better work/life balance	25%
Lack of recognition for their work	16%
To find better corporate culture	8%
Company values don't align with theirs	5%
Lack of strong relationships with peers	5%
Don't know	5%

Source: Engagement and Retention Report, Adversity Workforce Institute, February 2021.

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EMPLOYEE VALUE PROPOSITION

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An EVP helps candidates answer the following questions about your company:

- Why should I work for your company instead of a different company?
- What's in it for me?
- What makes your company a great place to work?
- What can you offer me that other companies won't?
- Why should I apply for this job?



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EMPLOYEE PERKS

- Fill the Fridge
- Weekly lunch
- Single Serve snack dispensers
- Yoga balls instead of chairs
- Teacher Emergency kits
- Strengths finder
- Financial Literacy opportunities
- Staff lunches



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- Professional Development - conferences
- Childcare package
- Disney world supply closet
- Mentor teachers
- Food Bars, Dip It, Ice cream bar, Salad bar, trail mix bar
- Outdoor time
- Ample teacher supplies
- Classroom supply allowance



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HIRING POWER WORDS

- Flexible Schedule
- Discounted Childcare
- Paid Days Off
- Bonus Opportunities
- Health Benefits
- Outdoor
- Staff Lunch
- Classroom supply allowance



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PASSIVE vs RESPONSIVE

- Indeed- Consistency is key 4-5 hours a day- Tap the wheel
- Urgency
- Phone Call > Texting and emailing
- 6-7 pm successful
- The goal is a teacher waitlist

Pro Tip: Former Teachers, Teacher referrals



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RETENTION

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HIRE FROM WITHIN

- 60% of employees believed promoting within beats hiring externally and prefer being managed by someone promoted internally, versus hiring externally (34%).
- 20% of employees quit or considered quitting, after being passed over for a promotion for a co-worker. Those passed over for a promotion by an outside hire were 15% more likely to quit or consider quitting than those passed over for an internal hire.



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- Managers promoted from within were 10% more likely than external hires to report having a highly productive team.
- Employees stick around 41% longer at companies that regularly hire from within
- Turnover is expensive
- Don't wait for employees to come to you!
- Create your own data! Start tracking



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BENEFITS OF GROWING YOUR STAFF FROM WITHIN

- Saves time & money
- Gives motivation & retention
- Less risk, already has company buy-in, adapts faster, and more likely to succeed
- Sustainable
- Opportunity for Octopus arms

THINGS TO IMPLEMENT FOR RETENTION

- Culture of Ongoing feedback (Lululemon)
- Cross-training (esp. If management has to be in numbers)
- Recognition
- Career Ladders
- Professional development opportunities

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The 5 Languages of APPRECIATION

Adapted from: The 5 Languages of Appreciation in the Workplace: Revolutionary Practicalities for Encouraging Great Work

- 1 TANGIBLE GIFTS**
Must be valued to show value
- 2 ACTS OF SERVICE**
Lend a helping hand & finish what you start
- 3 PHYSICAL TOUCH**
Consider appropriate contact like high-fives or fist bumps
- 4 QUALITY TIME**
Focused attention and meaningful conversation
- 5 WORDS OF AFFIRMATION**
Positive words to motivate or show gratitude

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09.

PROTECT & INCREASE YOUR BOTTOM LINE

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- Stay competitive with Reg Fees
- Collect or delegate bad debts
- Be sure to collect late fees for late pick-up and not paying on time
- Limit discounts, prioritize teacher discounts, and have a certain amount you can provide
- Local rate survey once a year
- Rate increase each year, honor old rates until move up
- DSS & Childcare Aware strategies
- Before and After School Program
- Summer Camp



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ALWAYS HAVE AN EXIT

- Exit Strategy = Empowerment
- Do you have an exit strategy or succession plan timeline?
- Exit in your own time on your own terms
- Plan for multiple scenarios

"Exits are great but it's better to do it as a choice, not a consequence of bad moda operandi."

— Richie Norton



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Understand your market value*

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