“SYSTEMS MINDSETS” as Business Solutions for ECE Program Leaders

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Early Education Business Consultants

OUR COMPANY

Early Education Business Consultants

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

POLL QUESTION
HUMAN RESOURCE Management Systems

- Job Descriptions
- Salary Scale
- Pre-Interview Questions
- Interview Questions

- Orientation Procedures
  - Orientation Checklist
  - Mentor Orientation Checklist
  - Feedback during Probationary Period

- Performance & Training Procedures
  - Performance Appraisals w/ Goals
  - Self-Evaluations
  - Center Training Plan
  - Career Lattice

Your HIRING Process

- Advertise
- Application
- Collect & Review Resumes
- Screen Candidates with Pre-Interviews
- Schedule a Face-to-Face Interview
- Interview (In Person)

- Observe Candidate in Classroom
- Check References
- Select & Make Offer to Candidate
- Complete Required Documentation
- Orientation Process

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

Create listings and make sure all are consistent!
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 Specific?
- Objectives Measurable?
- Includes specific Actions?
- Includes specific Responsibilities?
- Includes specific budgets?
- Includes Timeline

RESOURCES

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

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