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

Kris Murray
President & Founder

Thanks Fran for bringing me back!

Thanks SmartCare for sponsoring my session!

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

www.childcare-marketing.com
Why the heck should you listen to me, anyway?

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%+

Kris Murray
Author & Speaker

Two 5-star rated books

Thousands of copies sold

Keynote speaker at many state and national conferences
Kris Murray
Entrepreneur

• Grew business to multiple 7 figures from $0 in under 10 years
• Just started business #2: Digital marketing agency

Kris Murray
Coach

Over 500 ECE owners and leaders in our coaching programs

Founder of the Child Care Success Academy

Kris Murray
Mom

Most importantly, I’m my kids’ mom
Owen is 16 and Maeve is 13
We love teenagers!! LOL
Kris Murray
Passionate about Helping YOU

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.

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”
We literally have HUNDREDS of member stories just like this.

We feel so blessed to have made such an impact.

Got Overwhelm?

Why Do We Get Overwhelmed?

(8 root causes)
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. Interruption

8. Working on stuff that DRAINS us
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

Does your environment support efficiency?

www.ChildcareMarketing.com

www.childcare-marketing.com
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

“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
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?

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
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)
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!

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
ELIMINATE

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

7 Time-Management Strategies
POLL TIME!

Strategy #1:
Block Time in Your Calendar

Strategy #2:
Turn Off Email & Cell Phone
Strategy #3:
Hold Weekly 1-on-1’s with Each of Your Direct Reports

Strategy #4:
Link Tasks to Your GOALS

Strategy #5:
Plan Your Day the Night Before
Strategy #6: 
Post Your Schedule or 
When You’re On “Red”

Case Study: 
Summer & Katie 
Co-Owners 
Peaceful Valley Montessori, MN 

“The Magic of the Post-It Note on the Door: In a Meeting”

Strategy #7: 
GROUP Like Tasks Together 

(Financial Day – Tour Mornings – etc)
Write down 2 actions you **commit to implementing** in the next 30 days

1) ________________________________________________________
   ________________________________________________________

2) ________________________________________________________
   ________________________________________________________

*(implement to completion!)*

---

**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

---

**A Thank You Gift for Being With Me Today**


And claim your copy of my **free book**:

*“The 77 Best Strategies to Grow Your Early Childhood Program”*
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

Open Q&A