MISSION

• Common struggles
• Affects of those struggles
• Protect your fortune
**EARLY EDUCATOR PAIN POINTS**  
(Struggles)

- Time
- Resources
- Expertise

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**TIME**

- Lack of time
- Ineffective time management
- Spread too thin
- Archaic processes and systems
- Constant disruptions

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“The average American spends 90,000 hours at work over their lifetime.”

*Source: Quality of Working Life report from Chartered Management Institute and Workplace Health Connect*
“Once an hour has slipped by, you can’t make it up. Unless you sacrifice something else.”

RESOURCES

- People
- Tools/Equipment
- Processes/Systems

“Inadequate staffing levels were cited as the primary workplace stressor by 53% of surveyed employees.”
EXPERTISE

- Teams credentials
- Talents of team
- Desire to continuously grow and develop

Almost three quarters (72.8%) of employers are having a difficult time finding skilled candidates and 45% of employers are concerned about finding employees with the necessary talents.

By 2030, the global talent shortage could reach 85.2 million people—costing companies trillions of dollars in lost economic opportunity.
IMPACT OF OUR PAIN POINTS

- Enrollment
- Recruitment
- Onboarding

POLL #2

TIMES IMPACT ON ENROLLMENT

- Getting new leads
- Following up with leads
- Managing our waitlist
RESOURCES IMPACT ON ENROLLMENT
- Expense of technology
- The people needed to effectively sell our centers
- Revenue lost

EXPERTISE IMPACT ON ENROLLMENT
- Collecting and CLOSING leads
- Technology is hard to learn
- Creating beautiful, engaging emails and content
- Different ways to automate the enrollment process

POLL #3
TIMES IMPACT ON RECRUITMENT
- Getting applicants to apply
- Following up
- Keeping track of the whole recruitment process

RESOURCES IMPACT ON RECRUITMENT
- Financially expensive of recruitment programs
- People to manage the recruitment process
- Incentives, benefits, perks

EXPERTISE IMPACT ON RECRUITMENT
- Hiring qualified people
- Overcoming hiring challenges
- Stand out from the competition
- Target different candidates
- Skill to use different recruiting channels
POLL #4

TIMES IMPACT ON ONBOARDING
• Designating the right amount of time for each new hire
• Trainers time to mentor, coach and onboard
• Organizing & remaining relevant

RESOURCES IMPACT ON ONBOARDING
• Wages to spend on training
• Cost of having a quality training program
• Training outside of the classroom
EXPERTISE IMPACT ON ONBOARDING

• Understanding the needs of your new hires
• Knowing how to set your employees up for success
• Remembering what to train on

SOLUTIONS TO OUR PAIN POINTS

1. Have a defined proven process
2. Be creative
3. Train everyone on your team
4. Measure the effectiveness & adjust
5. Celebrate wins

DEFINED PROVEN PROCESS
ACHIEVE RAVING FANS

**Attract** - Get the right match to enroll or apply
**Capture** - Convert matches that show interest
**Hit** - “Be a hit!” Make an impression that dazzles
**Include** - Kick off the relationship right from the start
**Equip** - Continuously Invest in the relationship
**Verbalize** - Evaluate how they perceive their experience to be
**Excite** - The ultimate mission is to turn everyone into a raving fan for ongoing referrals

BE CREATIVE

- Creativity makes you happy and your employees happy
- Happy employees are more productive
- Gives sense of purpose
- Lowers stress & anxiety
- We have to be different!

TRAIN EVERYONE

- Everyone should be trained on the proven process
- Train on culture
- Consistency limits rework and mistakes
- Be intentional with your investment in continuous improvement
MEASURE EFFECTIVENESS & ADJUST
• Stop
• Start
• Stay
• Shift

CELEBRATE WINS
• Motivates
• Unifies
• Reminds
• Connects
• Rewards

HELLO INNOVATION
• Money saved
• Profits earned
• Differentiator
• Accountability
TYPES OF INNOVATION

- CRM (Customer Relationship Management – contact management)
- Email programs (Drip campaigns/Behavior based emails)
- Child Care Management (Child tracking and billing management)
- Electronic Daily Sheets (Digital snapshot of a child’s day)
- Onboarding Programs (Accountability/training reminders)
- Basecamp (Task Manager)
- Slack
- Canva / Snappa
- Video
- Social media schedulers
- Websites / Landing Pages
- Pixels (Cookies)
- SEO, Online Directories
- Google & campaign analytics

PROTECT YOUR FORTUNE

- Stop missing out on opportunities
- Find revenue - don’t lose it
- Attract employees instead of recruiting them
- Close the back door for retention
WELL OILED MACHINE
• Implement smart solutions
• Protect your fortune
• Embrace innovation

• Commit to one action item that will help save you with your:
  Enrollment | Recruitment | Onboarding
• Discover at least one way to innovate at your center

CHILD CARE BUSINESS HELP
Business Tools & Process Improvement Implementation For Child Care

meet the team
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info@childcarebizhelp.com
(262) 804-0339

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Does your childcare center need another “you”?

Executive Level Experience Has Already Been Put to Work

- Center re-branding
- Employee & parent handbooks
- Maker and social media campaigns
- 1-on-1 coaching for directors
- Procedure writing
- Marketing flyers and mailers
- Cross marketing and social media plans
- Recruitment
- Staff & leadership training on numerous topics
- Sales & enrollment training to improve conversion rates
- Mentor tool development
- Accountability structure
- Culture perception survey
- Company reorganization
- Website improvements and design work

Sales & Marketing Automation Platform

- Database (CRM)
- Life of the Lead – website, email, social media
- Automates follow-up with contacts
- Enrollment & Recruitment Pipeline
- Social Media Posting
- Task Management
- Accountability
LIVE Group Demo’s
Enrollment, Recruitment & Onboarding
Automation CRM Platform

June 26: [https://tinyurl.com/SMAPJune26](https://tinyurl.com/SMAPJune26)
June 28: [https://tinyurl.com/SMAPJune28](https://tinyurl.com/SMAPJune28)
July 2: [https://tinyurl.com/SMAPJuly2](https://tinyurl.com/SMAPJuly2)

If these dates do not work, setup another day and time by contacting us: smap@childcarebizhelp.com

First 500 to register for a group demo get a free digital copy of our newest release!