

OVERCOMING OBSTACLES

- Enrollment
- Recruitment
- On-boarding



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Child Care Biz Help



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 Bachelors Multimedia- Digital Arts	 B.A. Business MBA (2020)	 VP Finance Bank 20 years	 Husband joined Army Career Change	 Executive Director Multi-location Child Care Center 10 Years	 Published Six Books (three are child care related)	 Child Care Biz Help Three Years 4 Employees
 Bachelors Multimedia- Digital Arts	 Child Care Teacher 6 years	 Marketing Director at Multi-Location Center 4 years	 Left Career at Multi- Location center to join Caroline	 Child Care Biz Help 1 year & counting Marketing Director	 Publishing first book with CCBH Team	

Everything we do at Child Care Biz Help is tailored to help each child care center excel by implementing, improving, & delivering exponential value



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MISSION

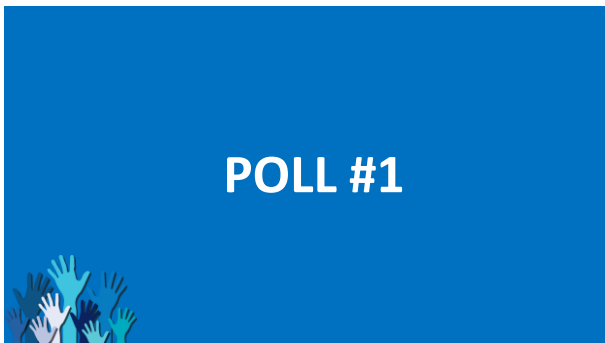
- Common struggles
- Affects of those struggles
- Protect your fortune



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TIME

“Once an hour has slipped by, you can’t make it up. Unless you sacrifice something else.”



Source: [Quality of Working Life report](#) from Chartered Management Institute and Workplace Health Connect

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RESOURCES

- People
- Tools/Equipment
- Processes/Systems

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RESOURCES

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



Source: Change Management Solutions

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EXPERTISE

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

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EXPERTISE

“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.”

Source: jobbatical

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EXPERTISE

“By 2030, the global talent shortage could reach 85.2 million people—costing companies trillions of dollars in lost economic opportunity.”

Source: Korn Ferry Institute



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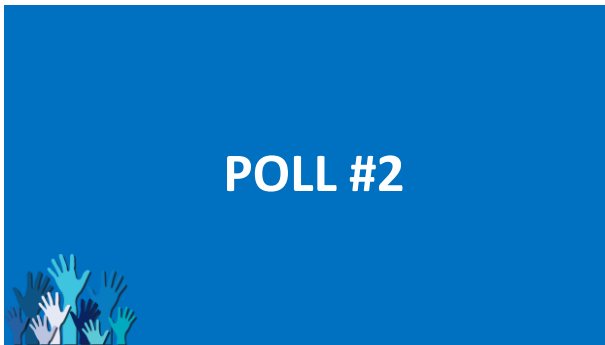


IMPACT OF OUR PAIN POINTS

- Enrollment
- Recruitment
- Onboarding



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TIMES IMPACT ON ENROLLMENT

- Getting new leads
- Following up with leads
- Managing our waitlist



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RESOURCES IMPACT ENROLLMENT

- Expense of technology
- The people needed to effectively sell our centers
- Revenue lost



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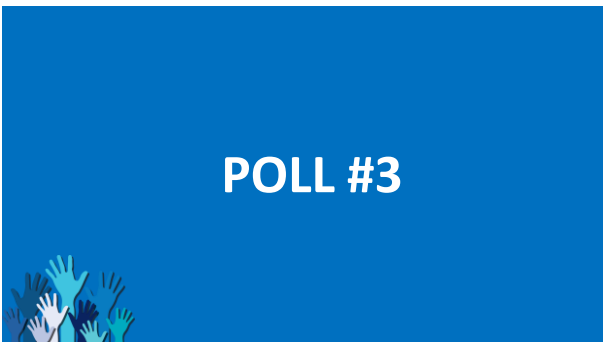


EXPERTISE IMPACT ON ENROLLMENT

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



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TIMES IMPACT ON RECRUITMENT

- Getting applicants to apply
- Following up
- Keeping track of the whole recruitment process



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RESOURCES IMPACT ON RECRUITMENT

- Financially expensive of recruitment programs
- People to manage the recruitment process
- Incentives, benefits, perks



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EXPERTISE IMPACT ON RECRUITMENT

- Hiring qualified people
- Overcoming hiring challenges
- Stand out from the competition
- Target different candidates
- Skill to use different recruiting channels



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POLL #4



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TIMES IMPACT ON ONBOARDING

- Designating the right amount of time for each new hire
- Trainers time to mentor, coach and onboard
- Organizing & remaining relevant



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RESOURCES IMPACT ON ONBOARDING

- Wages to spend on training
- Cost of having a quality training program
- Training outside of the classroom



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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



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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

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DEFINED PROVEN PROCESS

Creating Raving Fans with Child Care Biz Help



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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

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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!



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TRAIN EVERYONE

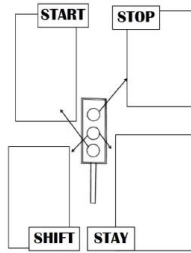
- Everyone should be trained on the proven process
- Train on culture
- Consistency limits rework and mistakes
- Be intentional with your investment in continuous improvement

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MEASURE EFFECTIVENESS & ADJUST

- Stop
- Start
- Stay
- Shift



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CELEBRATE WINS

- Motivates
- Unifies
- Reminds
- Connects
- Rewards

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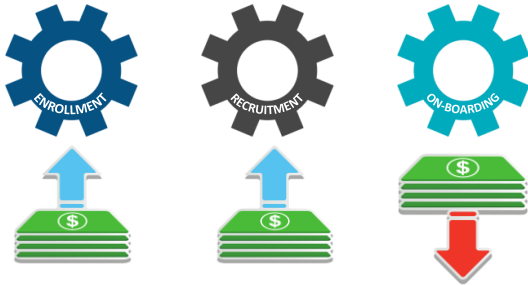


HELLO INNOVATION

- Money saved
- Profits earned
- Differentiator
- Accountability



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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



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PROTECT YOUR FORTUNE

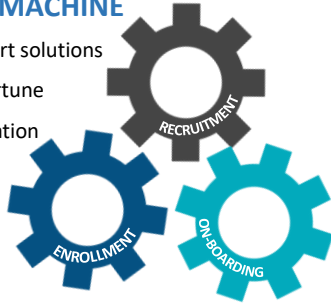
- Stop missing out on opportunities
- Find revenue - don't lose it
- Attract employees instead of recruiting them
- Close the back door for retention

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WELL OILED MACHINE

- Implement smart solutions
- Protect your fortune
- Embrace innovation



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- 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

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meet the team



Child Care Biz Help
info@childcarebizhelp.com
 (262) 804-0339



CHILD CARE BIZ HELP.COM

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DOES YOUR CHILD CARE CENTER NEED ANOTHER "YOU?"



BRING CAROLINE TO THE TABLE



- » Center re-branding
- » Employee & parent handbooks
- » Mailer 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 ratios
- » Metric tool development
- » Accountability structure
- » Culture perception survey
- » Company reorganization
- » Website improvements and design work

EXECUTIVE LEVEL EXPERIENCE HAS ALREADY BEEN PUT TO WORK

Email Caroline at: Info@childcarebizhelp.com

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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

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**LIVE Group Demo's
Enrollment, Recruitment & Onboarding
Automation CRM Platform**

June 26: <https://tinyurl.com/SMAPJune26>

June 28: <https://tinyurl.com/SMAPJune28>

July 2: <https://tinyurl.com/SMAPJuly2>

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

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

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