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REINVENT 
CHILDCARE 
10 SIMPLE 
STRATEGIES 

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• 10 years in the early education 
  industry & 25 years of financial 
  sector experience

• What motivates me, is with every 
  child care leader I work with that 
  comes to me defeated, I get to help 
  refocus, equip, and get them to 
  learn to love running their child care 
  centers again

Why?

REMAIN INNOVATIVE, COMPETITIVE, PROFITABLE, ENERGIZED
1. Reinvent Praise

- Recognize superhero's
- Notice unsung hero's
- Find hidden treasures
- Tie back to purpose
- Tie back to vision/values

2. Reinvent Passion

- Banish cookie cutter
- Expand training opportunities
- Enable creativity
- Respect real emotion
- Revamp recruitment practices
3. Reinvent Onboarding

- Don't forget the why
- Before day 1
- Minimum of 90 days
- 30 day assessment
- 90 day goal setting

We're on a mission to not only make children feel special but to be around similar people that thrive to create work environments filled with positivity and passion - and we need the best people to help us achieve that.

The best way to start and end a day is with a company that is filled with gamechangers who are ready to be an impact from day 1 and beyond day 1,000. That is who we are. Working for us is not your normal career move – instead, it’s a shift in your life to be exposed to a mission greater than our four walls.
4. Reinvent Leadership

- Clarity
- Health check
- Proactive maintenance
- Training
- Expectations
- Accountability

• Solid foundation
• Creating raving fan
• Creative marketing
• Leading leaders
• Empowering leadership

5. Reinvent Marketing

- Website
- Lawn signs
- Banner flags & banners
- Reviews
- Technology
Presentations are communication tools.

WE ARE FAMILY

Limitless & Easy-Going

Acceptance & Positive

Improvement & Nurturing

Greatness
Presentations are communication tools.

6. Reinvent Excellence
• Change the experience

7. Reinvent Measurement
• Transparent
• Define success
Reinvent loyalty

• Give back
• Share

Reinvent Celebration

• New innovative ways
• Notify everyone
• Specific recognition
10. Reinvent Play

- Stimulates connection
- Improves social skills
- Teaches cooperation
- Heals wounds
- Helps with stress

Play in the office

OPPORTUNITIES FOR SOCIAL INTERACTION
Throw parties, arrange a miniature golf tournament, office Olympics, stage an office treasure hunt.

ENCOURAGE CREATIVE THINKING
Lighten the mood of meetings by keeping fidget items and playdough in the breakroom or office. Have brainstorming books lying around.

TAKE A STRESS BREAK
Engaged in a moment of laughter with a coworker.

10 Simple Strategies

- Praise
- Passion
- Onboarding
- Leadership
- Marketing
- Excellence
- Measurement
- Loyalty
- Celebration
- Play

REINVENT CHILDCARE
Child Care Business Solutions to Help Increase Profits, Enrollments, and Staff

https://tinyurl.com/CCBHTools