Your Program’s Reputation Depends on Staff Engagement

Presented by Tony D’Agostino
Founder and CEO of Inspire Care 360
www.inspirecare360.com
Owner and President of Inspire Crayon Campus and
Inspire Learning and Childcare

Agenda

• Bio Review
• The Story
• Lessons Learned
• A-Ha Moment
• The Model

FOUNDER AND CEO PRIOR EXPERIENCE

Owner /Operator/ Executive Coach

Operating 4 childcare locations just under 10 years
➢ 80 Staff
➢ $2.3M Revenue business annually
➢ Margins from 5-9% at inception to 30%+ Margin
➢ Turnover at 15% on Average
The Story

Sunny Skies

• The Acquisition: Profitable
• Tenured Well Paid Staff
• AD → Director
• Long Term Families (120+)

A Storm is Brewing?

• Owner on Back-Office Ops
• Clique Forming
• Young Family & Staff Leaving
• Staff not working
• Confronted Director

Copyright Inspire! Care 360 2020
The Storm:
Without Notice, Director Quits • 5 Staff Leave • Planned Event • Director Demands 1-Month Salary • Director Tells Parents to Leave • Reports us to Licensing Daily

The Aftermath:
Remaining Families & Staff Dismayed • Director and Toddler Teacher • Social Media Assault

Rebuild:
Hiring in the classroom • Waitlisted • 1-on-1 with Staff and Families • Focused on Staff and Families • No Culture
Lessons Learned

Lessons Learned – My Mistakes

- Did not:
  - Understand Staff Expectations
  - Understand Family Expectations
  - Understand History; Curriculum, Culture
  - Focused too much on back end operations
  - Did not have a plan for culture

Lessons Learned – Focus on Staff

- Establish Vision and Values with Participation
- Know your staff up and down
- Set high-quality expectations and a means to measure
- Significant increase in communications
- Hire slowly and set family expectations, sever quickly
Lessons Learned — Reduce Focus on All of the Noise

- Leverage Technology
- Reduce Staff Roadblock —
- Don’t Become the Bottleneck to Solutions
- Focus Staff on Solving and Not Bringing Problems
- Give Tools and Resources

The Ah-Ha Moment!

Take Away: Cost to Value of Teacher / Staff

Employee Engagement, Recognition, Development and Great Management
- New Assignment
- Professional Development Training
- Operational Training
- Onboarding Handbook and Orientation
- New Hire

1 Month or 1 Year?

Economic Value to the Organization

Based on Josh Bersin, Deloitte Consulting

Investment Zone: The Organization is Investing in the Team Member

Return Zone: The Organization is benefiting from the team member

Copyright Inspire! Care 360 2020

13

14

15