

Early Education Business: Pivot Strategy



Evaluate

- Is there a need to PIVOT?
- Is this a long-term or short-term change?
- What other services could support your program and community?
- Poll your clientele, staff and stakeholders.
- Pick 1-3 scenarios that would benefit your program the most

Research

- Expected revenue for each scenario
- Estimate the cost for required staffing
- What staff training/certification is required
- Estimate cost for required space modifications
- Estimate cost for additional/new supplies and equipment
- Use estimates to evaluate how each will impact forecasted cash flow.
- Choose a PIVOT strategy to proceed with

Plan

- Develop a timeline with specific milestones and deadlines
- Determine pricing s
- Develop job descriptions and training
- Prepare specific purchasing list
- Outline space modifications
- Develop marketing plan to include: word of mouth, communication with families and staff, website revision, Google business, signage and social media

Execute

- Implement action items from the timeline
- Evaluate progress regularly
- Adjust plan as necessary