The Overwhelm Loop:
Running Your Business So It Doesn’t Run YOU

or...
How to Eliminate Overwhelm in 4 Easy Steps

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August 20, 2020

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Does this sound familiar?

• You work all weekend to get caught up on little tasks so you can come in and rock on Monday
• You step into your school or office and immediately get hit by 17 mini-crises that people want you to manage
• You fight fires all day
• You get nothing done that you wanted to get done
• You leave drained and exhausted and vow to do better tomorrow

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This is very common!

You’re caught in a loop of overwhelm caused by these 3 “root causes”...

1) Not enough time to delegate
2) No one to delegate TO
3) Not enough revenue/enrollment to solve the problem

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“If you can write a check to solve your problem, you don’t have a problem!”

- Dan Sullivan, Founder StrategicCoach.com

A little bit about me...
My first client – Alison from Ohio (2008)

We’ve grown a little bit since then. 😊
Our Methodology

How we coach leaders to get RESULTS and transformation!

EMPIRE
FREEDOM
GROWTH
MINDSET
THOUGHTS / BEHAVIORS / HABITS

Leadership Mastery Course
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The Kris Murray Library
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ECE Leaders are LOVING the Child Care Rockstar Radio podcast!

• Ranked #201 in all Apple Podcasts
• Nuts and bolts strategies
• Owners & leaders who are transforming lives, plus ECE Experts
• Over 560,000 downloads and 80 episodes

“Kris – HELP me get out of this nightmare!”

POLL #1
You Need INTENSE FOCUS On Just 4 Things!

- First, I need you to re-commit to yourself, your team, and your program
- And actually commit to DOING and to DO the 4 things I'm going to share with you today!!

Step #1: Belief You Can Do This

- You've got what it takes inside you
- Feed your "growth mindset" every day as a PRACTICE
- Be intentional
- Key in to your negative "self talk" and limiting beliefs

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Child Care Success Academy

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Mindset Before Skillset

- You must have a plan to succeed before you can put knowledge in action.
- Negative people will slow down success and hinder growth of an organization.
- Having the ambition, work ethic and attitude to achieve your goals is equally as important as having the knowledge to achieve them.
- Your income will NEVER be larger than your self-image.

My Daily Mindset Practice

- Pray every day
- Watch a positive mindset video every morning
- Read my favorite positive quotes each day
- Read a chapter from a Personal Growth / Development book
- Find someone who needs their “bucket filled” and talk to them
- Re-connect with old friends and family via Zoom
- Cry when it feels overwhelming
Exercise: Identify Your Daily Mindset Practice

The 4 Steps to Get OUT of the Overwhelm Loop

1. Daily Positive Mindset Practice = BELIEVE you can & COMMIT that you will
2. ACTIVELY Manage Your Calendar
Step #2: Active Calendar Management

• How you approach your DAY is everything
• Use **time-blocking**: plan the work, work the plan
• Share your schedule with your team
• Get coverage for the phone, front desk, and parent/team issues

4 Ways to Get More Done & Stay Focused

1. Time-block your calendar
2. Shut down / eliminate DISTRACTIONS
3. Hire an Executive Assistant or Front Desk Manager
4. Outsource / delegate more small (or large) projects

Getting Started with Time-Blocking:
A Primer
What the heck are “time vampires”?

Case Study: Matt from Indiana

- Used a yellow note pad to track his exact activities for a full 2-week period
- Discovered that 38% of his time was spent managing crises and ‘Fighting fires’
- Identified the root causes of the main “time suck” issues
- Changed his team support model & calendar coverage
- Drove decisions DOWN the Org Chart: Training and Empowerment
- Got 12 hours a week of his life back! HUGE!

POLL #2
The 4 Steps to Get OUT of the Overwhelm Loop

1. Belief and Commitment
2. Active Calendar Management
3. Intensely Focus on GETTING & KEEPING Clients = Full Enrollment and Consistent Rate Increases
4. Basic Financial Management = HIRE more help

Step #3: An Intense Focus on Getting and Keeping Clients

- How focused REALLY are you on enrollment?
- Do you know your key stats? Leads, Tour Conversion, Retention
- Do you have a proven enrollment-building process and system in place?
- Are your people trained on it?
- Do you know your “3 uniques”?

What’s Working Now:
Virtual Tours and Virtual Open Houses
The 4 Steps to Get OUT of the Overwhelm Loop

1. Belief and Commitment
2. Active Calendar Management
3. An Intense Focus on Full Enrollment
4. Basic Financial Management = HIRE more help

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Step #4: MONEY Management

- Monthly financial statements, on time!
- KNOW your profit margin!
- Know your break-even numbers!
- Cash is the OXYGEN that runs your business

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Key Financial Tool: Revenue/Cost Projection Spreadsheet

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Arm Yourself with Data and Confidence

• You are the CEO and/or Top Leader of your company
• Make the tough choices and execute your plan
• Just having a plan in place and a clear spreadsheet for Cash Flow will help you sleep better and feel calmer

SUMMARY - The 4 Steps

1. Daily Positive Mindset Practice = BELIEVE you can & COMMIT that you will
2. ACTIVELY Manage Your Calendar
3. Intensely Focus on GETTING & KEEPING Clients = Full Enrollment and Consistent Rate Increases
4. Basic Financial Management = Enables you to HIRE more help

Your Action Plan

1. Mindset Actions: ___________________________
2. Calendar Actions: __________________________
3. Enrollment Actions: _________________________
4. Financial Actions: ___________________________
**Action Steps!**

What is the FIRST action step you COMMIT to taking, from this session?

Write it down in CAPS!

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Tickets go on sale this Monday

**August 24**

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