

HINGE EARLY EDUCATION
Business | Real Estate | Brokers

CONTINUOUS IMPROVEMENT IN THE ERA OF COVID-19: USING A GUIDED PROCESS APPROACH

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Broker Support & Business Development at HINGE Brokers

Sponsored by **1Place Childcare**

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Kathe and Molly Petchel
*Broker Support & Business Development
at HINGE Early Education Brokers*

This dynamic duo are your go-to gals for childcare business support. From Kathe's extensive staffing knowledge to Molly's hands-on marketing approach, they know what it takes to build and grow strong early education programs. And, at HINGE Brokers, they assist on a range of broker support and business development tasks—from conducting valuations and cultivating new contacts to working as a liaison with sellers by supporting with staff and parent transitions and helping maintain the health of sellers' businesses. Kathe and Molly make each transaction seamless.

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TODAY'S THREE GOALS

1. Generate an 'Aha!' Moment
2. Encourage creativity for continuous improvement planning.
3. Be a rebel! What wouldn't you normally do? Try it!

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POLL #1

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RESPONSIBILITY VS AUTHORITY

- In a healthy organization, your responsibility will always exceed your authority.
- Everyone has responsibility, leaders have authority.



Leaders who refuse to listen, will eventually be surrounded by people who have nothing helpful to say

— Andy Stanley —

AL QUOTES

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AUTHORITY VS RESPONSIBILITY

- Managers who have final authority are challenged with the responsibility to use authority appropriately and allow team to question and participate.
- Team Members should feel responsible for the company goals and culture even without the authority to make decisions.
 - Discourages "staying in own lane" and encourages going the extra mile to fully support core values, culture and mission.
 - Encourages speaking up, making suggestions and questioning decisions.

Continuous communication means meeting recipient at their optimal level.

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CULTURE

"The beauty of the world lies in the diversity of its people."
—Unknown

- Team Culture starts with Leadership
 - Lead Your Ship
 - Respond Thoughtfully vs Reactively
- No such thing as TRY
- Engage **Above the Line**
 - Open and Positive vs Closed and Negative

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ABOVE THE LINE BEHAVIORS

**Ownership
Accountability
Responsibility**

Ok, can we explore that more so I can understand it better?

**Blame
Excuses
Denial**

Ah well, that is because of XYZ...

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POLL #2

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SILVER LININGS OF COVID-19

<p>Health and Safety Protocols:</p> <ul style="list-style-type: none"> • Clean, disinfect and sanitize • Temperature Checks - Simplify • Hours of Operation • Limit Parent/Visitor Access to Building - Tour Ready Room, if appropriate • Have COVID plan ready and all informed for immediate responsiveness 	<p>Hiring Policies:</p> <ul style="list-style-type: none"> • Overhire and consider overstaffing • Responsiveness matters - Zoom and FaceTime • Mobile Speed - Gen Z and Millennials
<p>Customized Staff Engagement:</p> <ul style="list-style-type: none"> • Emotional and Wellness Support • Enneagrams • EclecticEnergies.com 	<p>Checklists and Systems:</p> <ul style="list-style-type: none"> • Modernize and Simplify • Operations Handbook - KISS • Parent Contracts and COVID policies

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RE-ENGAGE YOUR MIND

- Swap the Zoom meetings with a Podcast
- Business-oriented trainings outside of ECE
 - EOS and Traction
 - Entleadership Summit
- Business Books
- Join your local childcare advocacy group for networking and knowledge



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POLL #3

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PODCAST & BOOK RECOMMENDATIONS

Podcasts:

- *What Thad Thinks* by Thad Joiner and Neel Sengupta
- *Essentialism: The Disciplined Pursuit of Less* by Greg McKeown
- *Built To Sell Radio* by John Warrilow
- *The Tim Ferriss Show* by Tim Ferriss
- *The Andy Stanley Leadership Podcast* by Andy Stanley

Books:

- *The Tipping Point* by Malcolm Gladwell
- *The 5 Languages of Appreciation in the Workplace* by Gary Chapman and Paul White
- *The 7 Habits of Highly Effective People* by Stephen Covey

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THE GOOSE THAT LAID THE GOLDEN EGG

The idiom "killing the goose that laid the golden egg" refers to being short sighted about valuable resources or action motivated by greed.



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P/PC RATIO

P= Getting Desired Results (Production)

PC= Caring for that which produces desired results (Production Capability)

“To maintain the P/PC balance between the golden egg and the health and welfare of the goose is often a difficult judgment call. But I suggest it is the very essence of effectiveness.”

- Stephen Covey

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RECONNECT

Re-engage with Former Staff and Families:

- Mine your lists for enrollment and staff
- Former staff and students

Network opportunities are plentiful:

- Local R and R
- Chamber
- Grants
- Community Colleges

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REIMAGINE

- Consider accepting subsidy or other 3rd party
- Consider rebranding, adding value and communicating new protocols
- Update marketing messaging with COVID protocols to build confidence with staff and families
- Add programs:
 - Before and after school
 - Virtual School Age Support
 - Early Head Start or public school collaborations
 - Outdoor Classrooms- now more than ever
- Utilize high school and college students

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REVIEW

- Edit and eliminate old checklists and systems.
- Create or update operations manual with new procedures.
- Modernize and streamline.
- Essentialism: What no longer serves your families and team?
- Engage staff and families for buy in. Surveys are essential now!



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RECESSION PROOFING

- Understand your expenses and where costs can be cut.
- Preserve cash and budget for possible rainy days ahead.
- Raise tuition 3-5% per year minimally.
- Re-negotiate rent/mortgage and other expenses.
- Develop a great referral program and build customer retention.
- Take care of your super star staff and know your cut sequence.
- Goal should be 15% to the bottom line to be prepared.
 - My Silent Business Partner from HINGE Brokers

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POLL #4

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\$25,000 ADVICE TO J. P. MORGAN

J. P. Morgan was shown an envelope containing a guaranteed formula for success. He agreed that if he liked the advice written inside, he would pay \$25,000 for it. Morgan opened the envelope, nodded and paid.

The Advice? Email us what you think it was and we will gift winner with a copy of *Essentialism: The Disciplined Pursuit for Less and Built to Sell!*

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We also love to answer questions! Connect with us!

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THANK YOU FOR YOUR PARTICIPATION!

Please visit our website to learn more about our services and to sign up for our monthly newsletter and webinars.

www.hingebrokers.com

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