

Your Program's Reputation Depends on Staff Engagement

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Agenda

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

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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



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The Story

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Lessons Learned

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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



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Lessons Learned – Focus on Staff



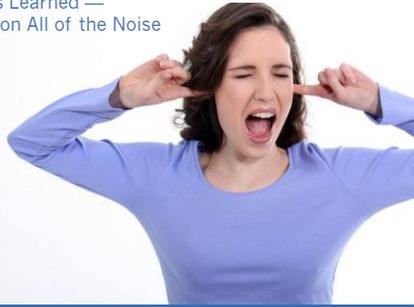
- Establish Vision and Values with Participation
- Know your staff up and down
- Set high-quality expectations and a means to measure
- Significant increase in communications
- Hire slowly and set family expectations, sever quickly

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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



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The Ah-Ha Moment!



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Take Away: Cost to Value of Teacher / Staff



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To Learn More:
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**Inspire! Care 360
Mini Brand Analysis:
Internal Culture Staff Survey**



IC360 Brand Assessment Results
Staff Survey: Internal Culture

	Site	Midsize	Market
Team			
Teamwork			
Customer			
Values			
1 Year Outlook			
Brand			
Part of me			
Positive view			
Customer loyalty			
Company			
Quality			

- Anonymous survey of your staff
- Identify strengths & weaknesses
- 100% online – results sent to you
- Evaluate quality of culture
- Pinpoint areas for improvement
- You receive a color-coded report

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