



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

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

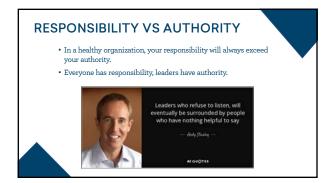
2. Encourage creativity for continuous improvement planning.

3. Be a rebel! What wouldn't you normally do?
Try it!

POLL #1

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AUTHORITY VS RESPONSIBILITY

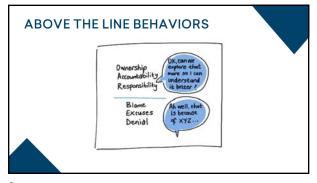
- Managers who have final authority are challenged with the responsibility to use authority appropriately and allow team to question and participate.
- \bullet Team Members should feel responsible for the company goals and culture even without the authority to make decisions.
 - Discourages "staying 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.

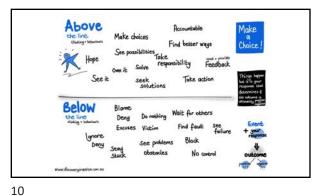
CULTURE

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

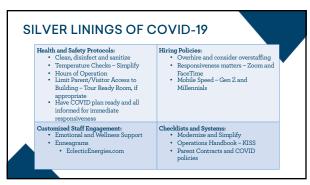
-Unknown

- 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





POLL #2



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RE-ENGAGE YOUR MIND

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



POLL#3

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PODCAST & BOOK RECOMMENDATIONS

- 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



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 if effectiveness."

- Stephen Covey

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:

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- 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

REVIEW

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



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.
- $\bullet\,\,$ 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

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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