

# 3 KEYS TO ECE PROGRAM ENDURANCE

HOW TO RETAIN  
STAFF + AND FAMILIES



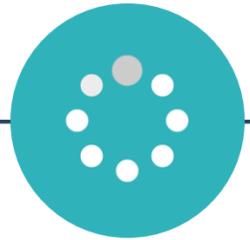
Beth  CANNON  
speaks



# Where is your investment?



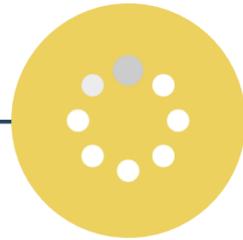
**EVOLVING**



**01**

**TOOLS OF ATTRACTION**

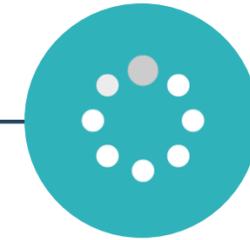
**Brand + Building +  
Contents + Curriculum**



**02**

**TECHNOLOGY**

**Systems to automate,  
delegate, and eliminate**



**03**

**TALENT**

**Consistent delivery of your  
'brand' in every experience**



Do the daily  
interactions between  
You, Your Team,  
Your Parents and  
Your Kids  
reflect experience  
you want to deliver?

# Common Challenges

## Staff

- Lengthy onboarding process
- Time wasted managing multiple products
- Manual, repetitive tasks that take time away from families
- No visibility into what's working and what's not working

## Families

- Slow or no response to inquiries
- Manual, paper-based registration process
- Multiple accounts and logins to manage
- Lack of digital and auto-pay options

Parents are looking  
for high-quality  
experiences for  
their child.

What does that mean to you?



The truth about expectations...

**“ If you can't produce excellence, you cannot reproduce excellence.**

Marcus Buckingham  
First, Break All The Rules



**Payroll**

**Schedules**

**Call-outs**

**Supplies**

**Pay Bills**

**Billing**

**Subsidies**

**Marketing**

**Challenging  
Child  
Behaviors**



**Challenging  
Employee  
Behaviors**



**Challenging  
Parent  
Behaviors**



**Challenging  
Compliance  
Regulations**



# Stats About Millennial and Gen Z Parents

**40%** prefer self-service over human contact with businesses.

**64%** believe brands should provide a personalized experience.

**66%** believe automation adds value to financial services & banking.

**53%** bought something through a mobile device in the last 6 mos.

**80%** expect an immediate response when contacting a company.

**33%** of Gen Z has never written a check to make a payment.

**89%** would use a mobile app for contactless check-in or payments.

**41%** will provide their data for a more personalized experience.

**60%** more likely to hang up if a business doesn't answer their call in under 45 seconds.



01

# Tools of Attraction



**FACTS**

**Your Building only  
takes your Brand so far.**



**FACTS**

# Your Brand is **ABUNDANTLY** More than Visuals

**Logos**



**AA**

**Fonts**

**Colors**



# Strong Online Presence



[BETHCANNONSPEAKS.COM/resource](https://bethcannonspeaks.com/resource)

01

**Professional Website Design**

02

**Active Social Media Presence**

03

**Online Reviews and Testimonials**

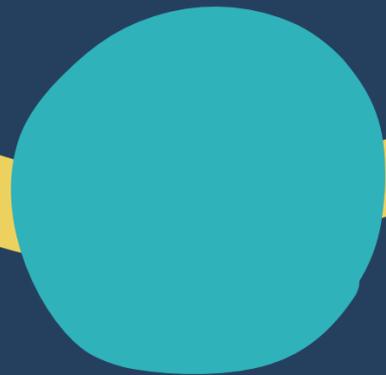
04

**Consistent Branding**

05

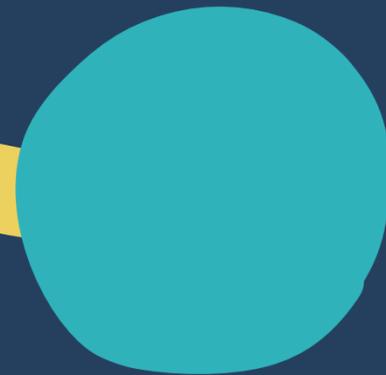
**Virtual Tours and Informational Videos**

# Brand Values



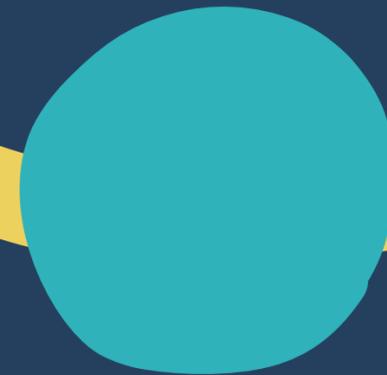
## Integrity

Do you do what you say you will do and honor your commitments?



## Quality

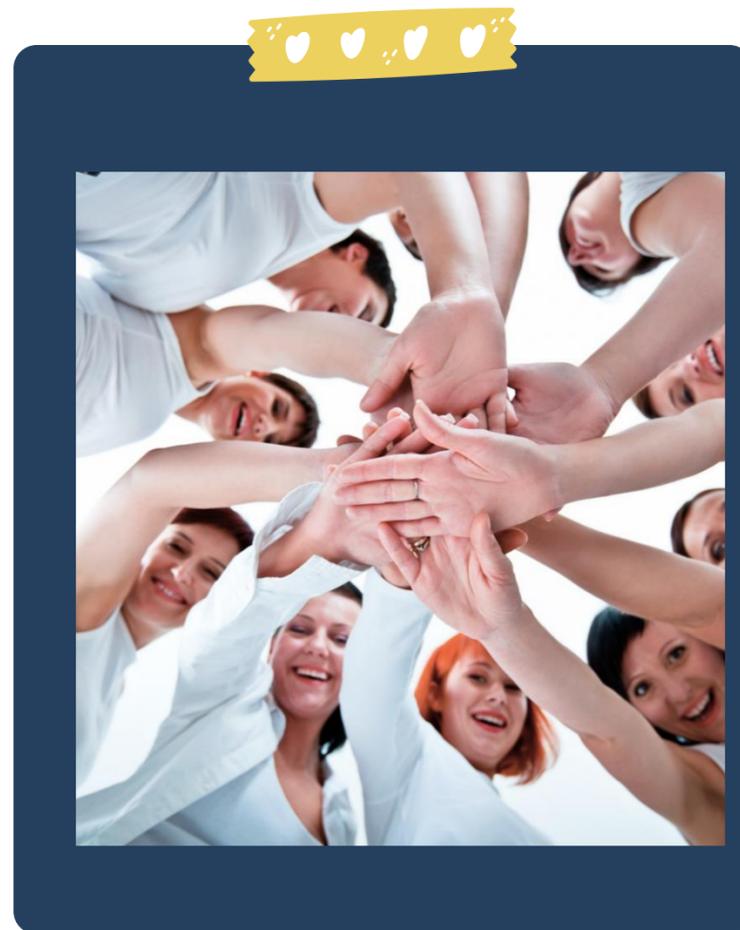
Do you operate with a standard of excellence that is evident to current and prospective families?



## Consistency

Are your delivery and communications predictable and steady?

# WHAT IS YOUR STAFF BRAND



- the process of promoting an organization as a great place to work to the kind of talent required by the organization to live out its mission..

# Your Post is a Pitch



1. **CLEAR JOB TITLE**  
Your title should be easily searchable



2. **SHARE BRAND + CULTURE**  
Be creative and FUN in your posting – use your brand voice and boost the benefits of working at your school



3. **BE SPECIFIC ABOUT REQUIREMENTS**  
Pay range, availability, age group, hours, credential requirements, education, background clearance



# Technology

[BETHCANNONSPEAKS.COM/resource](https://bethcannonspeaks.com/resource)



# 69% of Parents who would switch childcare providers if they found a center that offered:

Families

80%

Shared videos and pictures

63%

Parent Communication App

63%

Digital Documentation

60%

Contactless CheckIn

53%

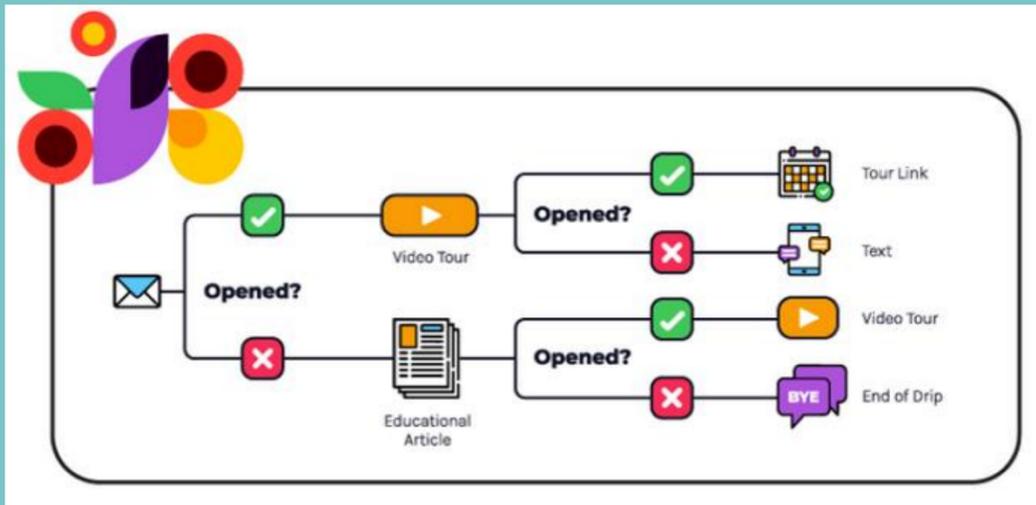
Contactless Payments

51%

At Home Activity Content

# Technology

Families



## Attract

Using a great CRM to capture, organize and optimize leads so you don't miss out on your next great family AKA Brand Ambassador.



## Retain

Parent communication apps and platforms to keep families connected with "on-demand" access.

# Technology

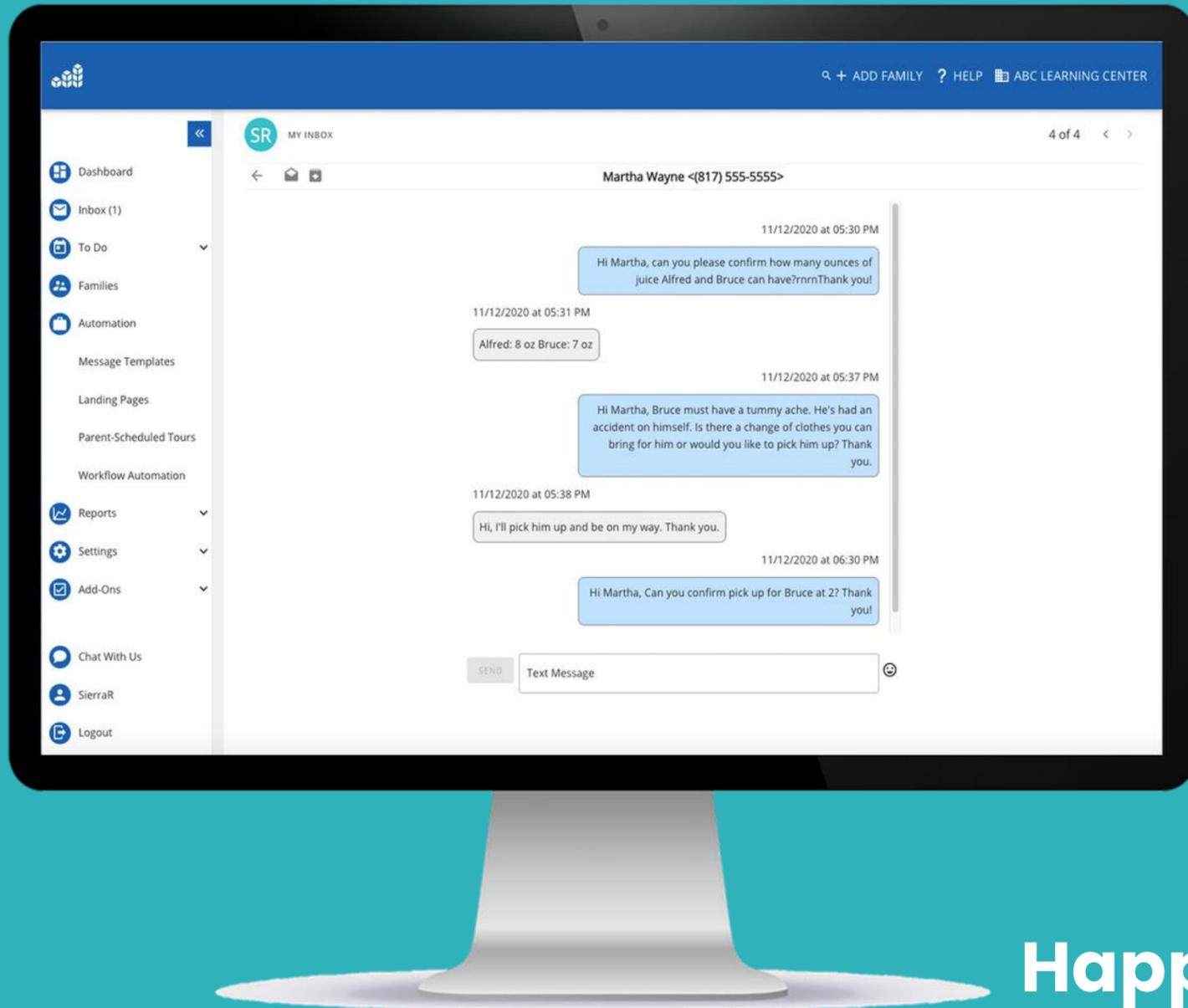
Families

## Quality of Service

Increased speed and quality of service results in greater levels of customer satisfaction.



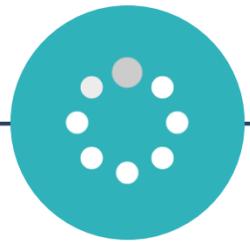
Happy Families = Happy Staff



# POLL:



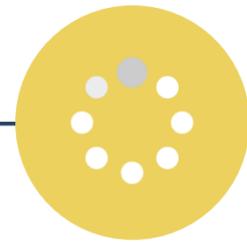
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**01**

**CRM Only**

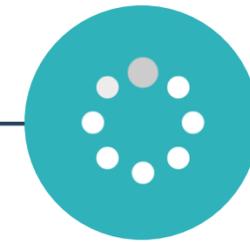
**Customer Relations  
Management to Enroll New  
Families**



**02**

**Parent Engagement Only**

**Software to engage and  
manage families**



**03**

**ALL-In One CRM/CMS**

**A combo platform that does  
both**

# Follow-Up with Tours + Leads

Currently, only 3% of childcare centers report that they follow up with families after a tour.

The Childcare Business Coach

[BETHCANNONSPEAKS.COM/resource](https://bethcannonspeaks.com/resource)



**Connection between  
staff and families  
will keep them  
coming back and  
referring others.**



# **Incentives and Rewards**

- Consider offering rewards for teachers who consistently use the app and engage with parents.



# Feedback and Recognition

- Regularly acknowledge and recognize teachers who use the app effectively and engage with parents.
- BRAG on teachers who are KILLING IT and share examples with the team to encourage.

# Technology

Staff



Switching from manual to online training consolidates and optimizes resources, leading to better outcomes, adding value to your organization.

[bethcannonspeaks.com//m2mchecklist](https://bethcannonspeaks.com//m2mchecklist).

# Benefits of Online Training

92%

Employees say that having the technology to do their job efficiently affects their work satisfaction

60%

Less time for teams to complete compared to traditional, in-person training methods

42%

Companies said they saw an increase in company revenue

# THE ULTIMATE CHECKLIST

for converting that hot-mess handbook  
to clear and concise online training  
modules  
(using all free tools!)



[bethcannonspeaks.com/m2mchecklist](https://bethcannonspeaks.com/m2mchecklist).

## Orientation

one-time event welcoming new staff to your school.



## OnBoarding

series of events (including orientation) that helps them understand how to be successful in their day-to-day job and how their work contributes to the overall business and culture of the school



# OnBoarding

**can significantly improve employee engagement and reduce turnover within your organization**

**. 50% of new hires leave companies within the first 18 months.**



# Assess Your Current OnBoarding + Orientation

01

When did you last update your manuals (not just for COVID)?  
Why did you do it when you did it?

02

What about your OnBoarding Process is NOT working?

03

Do you have any limiting mindsets around your ability to convert your manuals to modules?

04

What are KEY things your new hires are "missing.?"

# Talent



[BETHCANNONSPEAKS.COM/resources](https://bethcannonspeaks.com/resources)



## Components of Retention

**Attract**

**Engage**

**Retain**

**IDEALLY  
DEFINED  
EMPLOYEE  
AVATAR**



**IDEA**

- **Age group/Generation**
- **Race and Ethnicity**
- **Gender**
- **Level of Education/  
Computer Literacy**
- **Experience**
- **Geographic location**
- **Income requirements**
- **Ethics**
- **Temperament**
- **References**

# Employee Evolution

Employed

Educated

Engaged

Evolve

[bethcannonspeaks.com/resources](http://bethcannonspeaks.com/resources)

# High-quality vs. Low-quality Care

## Process Variable

Human interaction and the child's subjective experience



## Structural Variable

Objective conditions such as floor space, group size, teacher-child ratio, teacher training, etc.

Good structure facilitates good process, good process facilitates high-quality care, which in turn predicts positive child outcome



# Most notable Structural Variable --> Caregiver Stability.

Turnover rates among childcare staff are high, upward of 40% annually on average.

Older, married staff are less likely to leave than younger, single ones.

Caregivers who like their boss are also less likely to leave.

Staff turnover creates harmful stress and instability.

Thus, high turnover rates signal poorer quality care.



# WHAT IS YOUR



TELL US ABOUT IT IN THE  
COMMENTS



# YOUR SECRET SAUCE IS YOUR EMPLOYER BRAND

- Your talent attraction strategy should display **exactly who you are as an employer** to the talent that **you want to attract.**



[bethcannonspeaks.com/m2mchecklist](http://bethcannonspeaks.com/m2mchecklist)



People will forget what you said.

People will forget what you did.

But people will never forget

how you made them feel.

-Maya Angelou

# Emotional Impact of Priorities

## **Importance:**

How much does something matter?

## **Urgency:**

How soon does something matter?

## **Significance:**

How long is this going to matter?

*Rory Vaden*

# Upcoming *Launches*



01

*Confident* to Lead

FREE Live MasterClass

Thursday, November 2  
9:00AM P / 12:00 PM E

Sunday, November 5  
2:00 PM P / 5:00 PM E

Tuesday, November 7  
1:00 PM P / 4:00 PM E

[HTTPS://BETHCANNONBREAKS.COM/L2L-MASTERCLASS](https://bethcannonbreaks.com/l2l-masterclass)

02



Launches  
November 2023

03

LEADERS  
*Lounge*  
SOLUTIONS

ECE Virtual Summit  
Jan 12-15, 2024

LEADERSLOUNGE/SOLUTIONS