

HINGE EARLY EDUCATION
Business | Real Estate | Brokers

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

Presented by: Kathe and Molly Petchel
Broker Support & Business Development at HINGE Brokers

Sponsored by **1Place Childcare**

1



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.

2

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!

3

POLL #1

4



5

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

6

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.

7

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

8

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...

9

10

POLL #2

11

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

12

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



13

POLL #3

14

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

15

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.



16

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

17

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

18

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

19

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!



20

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

21

POLL #4

22

\$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!

23



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

24