



THE CHILD CARE SUCCESS ACADEMY™

2021-2022
COACHING PROGRAMS



EXPERT COACHING AND STEP BY STEP GUIDANCE
TO GROW YOUR BUSINESS AND LIVE YOUR BEST LIFE

Dear Friend,

When I started out as an early childhood consultant back in 2009, I had no idea what might come of it. I had no defined vision, a couple of clients, and very little income. What I did have was certainty that the market needed what I had to offer. It needed a fresh approach to building enrollment and retaining clients. The child care industry needed great marketing, sound business practices, leadership training, and a mindset shift towards prosperity.



Fast forward to today, I've been extremely blessed to have the opportunity to make an ever-increasing difference through our Child Care Success Academy and Private Mentorship programs. Now that you've spent a couple of days with us here at the Summit, I want to reach out to you directly. I want to know if deep down in your heart you've been wanting something more for your business and your life.

The heartfelt mission of myself and my team is to improve the child care experience for one million children on the planet, by raising the bar on the experience for teachers, parents, leaders and of course kids. Today, I'm inviting you to be part of this mission.

Enclosed in this brochure you will discover more about each level of what we have to offer inside the Child Care Success Academy Launch, Growth, Freedom, Empire, and Team levels. If you want your business to have a strong culture of positive focus, continuous improvement, and excellence, this is for you. If you want to widen your impact on children and families in your community, while providing more abundance for you, your family, and your staff, take a deeper look.

Learn more about the benefits of the Academy and why it works on the following pages. The success stories and case studies speak for themselves, and I am personally very proud of the transformations I've witnessed from the work we do. If the time is right for you, I hope you will join us.

Blessings,

Kris



Launch

Membership



Start-Up Susie (Start-Up Steven)

Start-Up Susie or Steven is excited AND scared! She has always dreamed of owning her own preschool or child care business! Susie has a dream, but she needs help turning her dream into a reality. Susie has done some research on her market, but she's still feeling uncertain that her new daycare center will be a success. She needs help with financing, licensing, center design, and a pre-opening marketing plan so she can open with enrollment income on day one. She's also nervous about finding the right "A-player" teaching team that can help her bring her dreams to fruition, so she needs a proven roadmap for hiring and strong leadership.

THIS IS FOR YOU IF YOU CAN SAY YES TO MOST OF THESE STATEMENTS:

- You are a future owner in start-up mode with no current revenue or enrollment
- You are a home daycare provider who wants to launch a center in the next 12 months
- You need direction with business planning, site selection, financing, marketing, enrollment, and staffing.

PROGRAM BENEFITS FOR LAUNCH TRACK

*The Launch Track is specifically designed to help Suzie or Steven gain the clarity and direction they need to **successfully LAUNCH their child care business**. Here's what your game-changing year with us will look like:*

- **TWO Virtual Mastermind Conference Days (August & March)** – We are dedicating two annual virtual conference days specifically for our Launch Members. Attend from the comfort of your home, and on a Saturday so it doesn't interfere with home child care schedules.
- **Monthly Launch Level Business Asset Training Calls*** - Every month a CCSA coach will bring a Training call specific to your Track. Topics will be track-specific based on program goals for each membership level.
- **Weekly Live Support Q&A Calls*** - On these open Q&A calls (for Launch Track only) with an Academy coach, bring your pressing questions every week for instant help and massive

clarity. You're never more than 6 days away from the personalized guidance you need.

- **Launch Level Forms, Tools & Templates Library** - A full library of documents specific to child care start up needs. Every tool and template you need to give you a shortcut for getting your business off the ground.
- **1 Free Ticket to Summit 2022** - As you've experienced, the Success Summit is THE event for ongoing inspiration, motivation, and early learning business training. You get a complimentary ticket next year, plus access to this year's full recordings.
- **Access to 5 of our Most Popular Courses in the Member's Area** - Enrollment Boot Camp, Time Management, Hire Right Master Class, Student & Staff Attraction Boot Camp, The Ultimate Price Resistance Formula
- **21+ Additional Trainings and Resources in the Member's Area** - Access to dozens of additional resources and mini trainings on topics such as enrollment strategies, leadership, marketing, and more.
- **Launch Track Private Facebook Group** - Your community of fellow Launch Track members are here to support you on any issue, 24 hours a day 7 days a week. Ask questions, share ideas and tools, and get instant help from other members plus coaches.
- **Academy Buyer's Club** - Exclusive access to savings from some of our best partners, as well as several national chains. Plus, coming this year, an optional opportunity to access payroll & HR managed services, as well as discounted health, dental, vision, and life insurance plans.

***All calls are done via Zoom and recordings are provided in the member's area, in case you can't make it live**



"Every time I come to an Academy meeting I get inspired, motivated and recharged. And I have friends here, I have lots of friends here and getting to see them every 3 months is a big deal to me. I appreciate being able to talk about our industry, to talk openly to people that know what you're going through. I didn't get the charge, like I'm getting right now, from the virtual meetings. I wasn't getting inspired like I'm getting right now being here with you."

~Cameron Fifield, Team Level Member



Growth Membership



Survival Sally (or Sam)

Survival Sally (or Sam) is in survival mode. She started with a dream to impact children and make a good living for herself. But because she's literally trying to do it ALL – from scheduling staff, doing tours, payroll, licensing, even working in the kitchen and driving the bus – she is 110% overloaded. She has no time to work on marketing her center or reviewing her financials, so she's on a treadmill of low to no profit (she may even be LOSING money every month) and no time to grow her enrollment or hire more staff. She is likely working 60-70 hours a week, not earning the income she dreamed about, burnt out, and lonely. She desperately wants time to work on her business and maximize her enrollment, so she can hire some office help and reduce her stress and overwhelm.

THIS IS FOR YOU IF YOU CAN SAY YES TO MOST OF THESE STATEMENTS:

- You are barely making ends meet and stress out about making payroll
- You would give anything for a regular paycheck
- You are under water financially and thinking about closing your doors
- You have moderate to severe under-enrollment
- Your family or marriage is suffering because you're always at the preschool
- You have no time to hire more staff because you're doing too many jobs or covering ratio

PROGRAM BENEFITS FOR GROWTH TRACK

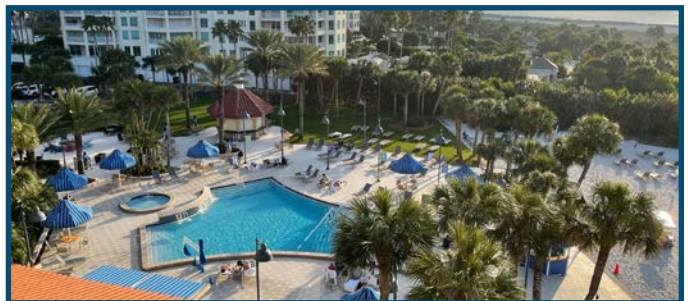
The Growth Track is **specifically designed** to help Sally or Sam **gain stability and income GROWTH** in their business. Here's what your game-changing year with us will look like:

- **TWO Live Mastermind Conferences** - You'll get TWO 2-day conferences with us this year, one in February and one in August.
- **Monthly Growth-Level "Hot Topic" Training Calls*** - Every month an Academy coach will bring a Hot Topic Training call specific to your Track. Topics will be track-specific based on program goals for each membership level.
- **A Supportive Mastermind POD with Monthly Calls** - Your "mastermind pod" of 5-7 people, facilitated by an Academy coach via the Zoom video-call platform, will help you strategize and get clarity and encouragement on your crucial next steps. Pods will meet monthly and will

include members who have similar school profiles and business goals.

- **Open Office Hours with Your Pod Coach for 1-on-1 Time** - Each coach will open up time on their calendars so you can book a 15 min 1-on-1 call to discuss issues that might require a bit of privacy.
- **Weekly Live Q&A Call*** - On these open Q&A calls (for owners only) with an Academy Coach, bring your pressing questions every week for instant help and massive clarity. You're never more than 6 days away from the personalized guidance you need.
- **UPDATED! Growth Asset Checklist & Toolbox** - Focusing on enrollment, marketing, basic financials, and culture improvement. A treasure trove of resources, templates, tools, and training, designed for Survival Sally or Sam so you don't get overwhelmed.
- **2 Free Tickets to Summit 2022** - As you've experienced, the Success Summit is THE event for ongoing inspiration, motivation, and early learning business training. You get TWO complimentary tickets next year, plus access to this year's full recordings.
- **Courses and Resources in Members Area** - Full access to the Academy Resource Library of Tools, 11 courses and master classes, and countless other resources and trainings.
- **Growth Track Private Facebook Group** - Your community of fellow Growth Track members are here to support you on any issue, 24 hours a day 7 days a week. Ask questions, share ideas and tools, and get instant help from other members plus coaches.
- **IMPROVED! Academy Buyer's Club** - Exclusive access to savings from some of our best partners, as well as several national chains. Plus, coming this year, an optional opportunity to access payroll & HR managed services, as well as discounted health, dental, vision, and life insurance plans.

***All calls are done via Zoom and recordings are provided in the member's area, in case you can't make it live**



"I was in the Academy for two years, but I did not utilize the program the way it was supposed to be. I didn't participate and Kris never heard from me. I was struggling, then I got an email from Kris about a free class and I decided to try it. As soon as Kris saw me on the screen she knew exactly who I was. Kris motivates me every time I'm involved with her, so I committed that I would actually work the program if I rejoined. I kept the commitment to myself, worked the program, showed up to calls and meetings, and now my enrollment is up 38%!"

~Connie Richey, Growth Member



Joy Clore-Willis, A Kids Gym Learning Academy



"... A Benefit to Our Whole Industry."

"By far in 20 years of business, the best decision I ever made was joining the Child Care Success Academy. Kris is amazing and beautiful inside as well as out... The training and guidance that is given through her wealth of knowledge and passion is only a benefit to our whole industry. However, it goes further than that. Being in the Child Care Success Academy, meeting so many business owners with the same values and commitment, has changed my life forever."



Freedom

Membership



Multiplier Mary (or Mike)

Multiplier Mary (or Mike) has a stable early childhood business, because she already has an admin team in place that runs her school(s). However, she still may provide coverage as a director during emergency times or vacations, and she gets pulled away from her high-payoff projects more than she'd like. She may have a vision for expanding to more locations, or adding more capacity to her current location, but since she still finds herself working more than 40 hours a week and feels burnt out, she's just not sure that dream is in the cards for her. Multiplier Mary needs help with delegation, automation, and systems, so she can get **BREAK FREE** from her business to a greater degree. She also needs great marketing that keeps her school(s) full, consistency in operations across locations, and a growth mindset that will support her on this journey to make a greater impact on her community and the world.

THIS IS FOR YOU IF YOU CAN SAY YES TO MOST OF THESE STATEMENTS:

- You have a stable business 60-80% of the time
- You get pulled back in when directors leave or teacher turnover hits a crisis point
- You are profitable but still leaving money on the table
- Company culture, and the stability of your team, is a top issue
- You need help with delegation, systems, operations, and automation so you can reduce the team's workload
- You desperately want the business to operate without you so you can break free and get your life back

EXCLUSIVE BENEFITS FOR FREEDOM TRACK:

*The Freedom Track is specifically designed to help Mike or Mary **BREAK FREE from the business**, so you can **work ON your expansion plan** or take more worry-free vacations:*

- **THREE Live Mastermind Conferences** - You'll get THREE 2-day conferences with us this year – February, May, August. Plus, any directors or team members you bring will have their own Team Conference focusing on director/admin topics.
- **Monthly Freedom "Hot Topic" Training Calls*** - Every month a CCSA coach will bring a Hot

Topic Training call specific to your Track. Topics will be track-specific based on program goals for each membership level.

- **A Supportive Mastermind POD with Monthly Calls** - Your “mastermind pod” of 5-7 people, facilitated by an Academy coach via the Zoom video-call platform, will help you strategize and get clarity and encouragement on your crucial next steps. Pods will meet monthly and will include members who have similar school profiles and business goals.
- **Competitive Lockout** - You can share freely with others when you don’t have to worry about a direct competitor in the room or on a coaching call. We use the population density of your market to determine a competitive lock-out radius for all your locations. (Varies from ½ mile for large cities to 8 miles for rural areas).
- **Team-Level Membership for FIVE Admin Staff (with Special Director-Level Coaching)** - We don’t want you as the owner to be the “bottleneck” of the process and methods we teach. The Freedom Track includes the Team Training Level of up to FIVE of your employees. (Keep reading for the Team Level details).
- **Open Office Hours with Your Pod Coach for 1-on-1 Time** - Each coach will open up time on their calendars so you can book a 15 min 1-on-1 call to discuss issues that might require a bit of privacy.
- **Weekly Live Support Q&A Calls*** - On these open Q&A calls (for owners only) with an Academy coach, bring your pressing questions every week for instant help and massive clarity. You’re never more than 6 days away from the personalized guidance you need.
- **Updated! Freedom, Growth, Launch, & Team Asset Checklists & Toolbox** - Focusing on Systems, Delegation, and Gaining Freedom from Your Business. A treasure trove of resources, templates, tools, and training, designed for Multiplier Mary (Mike) so you don’t get overwhelmed. With access to Growth, Launch, & Team Asset Checklists as well.
- **2 Free Tickets to Summit 2022** - As you’ve experienced, the Success Summit is THE event for ongoing inspiration, motivation, and early learning business training. You get TWO complimentary tickets next year, plus access to this year’s full recordings.
- **Courses and Resources in Members Area** - Full access to the Academy Resource Library of Tools, 11 courses and master classes, and countless other resources and trainings.
- **Freedom-Track Private Facebook Group for Owners** - Your community of fellow Freedom Track members are here to support you on any issue, 24 hours a day 7 days a week. Ask questions, share ideas and tools, and get instant help from the Kris Murray Faculty.
- **Team-Track Private Facebook Group for Team** - Provide your team with a sense of community with other Team Track members. This group is designed to help them support each other, 24 hours a day 7 days a week. They can ask questions, share ideas and tools, and get instant help from other directors and Academy coaches.
- **IMPROVED! Academy Buyer’s Club** - Exclusive access to savings from some of our best partners, as well as several national chains. Plus, coming this year, an optional opportunity to access payroll & HR managed services, as well as discounted health, dental, vision, and life insurance plans.

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Kym Pomares, Courthouse Academy



"I Have Indeed Turned My School Around."

"I first attended a Kris Murray event nearly four years ago. At the time my school was in a dire situation. The school was going bankrupt and had massive credit card debt. From the very first moment I became involved, I knew that if I applied what Kris was teaching I would be able to turn things around. I realized I was now surrounded by supportive people who wanted to see me succeed. With guidance from Kris and her team, I have indeed turned my school around to become profitable and it is growing. Over a period of a year and a half, I paid off all the credit card debt! Kris also continues to grow and develop her company. She constantly provides timely information, programs, and contacts so that we can stay current with trends and applications in the marketplace. Becoming involved in Kris' organization was the single best decision I have ever made in my business. If you are trying to decide whether to invest the money to improve your program, hesitate no longer. If you listen and follow her directions you will prosper."



Empire

Membership



Empire Ellie (or Ed)

Empire Ellie (or Ed) is a visionary leader who has a drive to build an early learning empire. Regardless of your number of locations, you have a big dream for growth, success, or wealth. You likely stand out in your marketplace in terms of quality and/or market share. However, you still question whether your company could run better and more efficiently. You want access to the big ideas and “players” in our industry, and you want a true mastermind group to help you build your empire and avoid costly mistakes. Deal evaluation, financing, wealth-building, advanced marketing, and speed of implementation are what you need most right now. A coach and a peer group of like-minded entrepreneurs will help you go further, faster, and you will feel less alone at the top.

THIS IS FOR YOU IF YOU CAN SAY YES TO MOST OF THESE STATEMENTS:

- You have a stable, profitable business but you want to go further – faster
- You have a fast-expansion vision such as “7 more schools in 5 years” or “10 to 20”
- You have a desire to build wealth and use that wealth for making a bigger impact and legacy
- You think to yourself, “Life is okay but I want something bigger”
- You want to work on exit strategy and succession planning so you can plot your next move
- You want the highest level of access to Kris Murray and the other fast-moving Empire builders

EXCLUSIVE BENEFITS FOR THE EMPIRE TRACK:

*The Empire Track is specifically designed to help Empire Ellie or Ed achieve their **big dreams of expansion, wealth, or succession/exit**:*

- **NEW: Empire VIP Experience & 2-Day Mastermind Conference in Hawaii** - Work hard. Play hard. This combo mastermind – workcation is an experience you won't forget. Friendships you make in this group will last forever.
- **NEW: Four 1-1's with Kris or Tameenah (use as needed)** - Kris and Tameenah will open up time on their calendars so you can book a 15 min 1-on-1 call to discuss issues that might require a bit of privacy.
- **NEW: Access to Deal Evaluation & Expansion Services with Faculty Member / Advisor Julie Roy** - Priority access exclusively for Empire members. Additional fees for this service.

- **THREE Empire - Only VIP Mastermind Days at Quarterly Meetings** - On the day prior to the 2-day meetings with the Freedom members, you'll meet with your Empire peer group in a true mastermind experience led by Kris. Guest speakers on Empire topics will be brought in, Kris will train on advanced marketing topics, and "laser coaching" sessions will be provided.
- **THREE Live Mastermind Conferences** - You'll get THREE 2-day conferences with us this year - February, May, August. These will be held on Friday-Saturday to make it easier for you to be away from your center(s).
- **A Supportive Mastermind POD with Monthly Calls** - Your "mastermind pod" of 6 people will help you strategize and get clarity and encouragement on your crucial next steps. Pods will meet monthly and will include members who have similar school profiles and business goals.
- **Team-Level Membership for UNLIMITED Admin Staff** - We don't want you as the owner to be the "bottleneck" of the process and methods we teach. The Empire Track includes the Team Training Level of an UNLIMITED number of your employees. (Keep reading for the Team Level details).
- **Monthly Regional/COO Mastermind Pods (for your 2nd in command)** - Exclusive for Empire Members – Support your 2nd in command with a "mastermind pod" of 5-7 people, facilitated by an Academy coach, similar to your own pod calls, tailored to their specific needs.
- **Monthly Empire-Level "Hot Topic" Calls*** - Every month a CCSA coach will bring a Hot Topic Training call specific to your Track. Topics will be track-specific based on program goals for each membership level.
- **Competitive Lockout** - You can share freely with others when you don't have to worry about a direct competitor in the room or on a coaching call. We use the population density of your market to determine a competitive lock-out radius for all your locations. (Varies from ½ mile for large cities to 8 miles for rural areas).
- **Weekly Live Q&A Calls*** - On these open Q&A calls (for owners only) with Academy coaches, bring your pressing questions every week for instant help and massive clarity. You're never more than 6 days away from the personalized guidance you need.
- **UPDATED! Empire, Freedom, Growth, Launch, & Team Asset Checklists & Toolboxes** - Focusing on Expansion, Wealth-Building, and Advanced Metrics so you can accomplish your dreams faster. A treasure trove of resources, templates, tools, and training, designed for Empire Ellie (Ed) so you don't get overwhelmed.
- **2 Free Tickets to Summit 2022** - As you've experienced, the Success Summit is THE event for ongoing inspiration, motivation, and early learning business training. You get TWO complimentary tickets next year, plus access to this year's full recordings.
- **Courses and Resources in Members Area** - Full access to the Academy Resource Library of Tools, 11 courses and master classes, and countless other resources and trainings.
- **Empire & Freedom Private Facebook Groups** - Your community of fellow Empire and Freedom Track members are here to support you on any issue, 24 hours a day 7 days a week. Ask questions, share ideas and tools, and get instant help from the Kris Murray Faculty.
- **IMPROVED! Academy Buyer's Club** - Exclusive access to savings from some of our best partners, as well as several national chains. Plus, coming this year, an optional opportunity to access payroll & HR managed services, as well as discounted health, dental, vision, and life insurance plans.

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Team Membership



Team level of membership is designed specifically for directors, marketing managers, and admin staff inside the Child Care Success Academy.

This level is an included benefit of the Freedom and Empire tracks, designed to keep you from being the bottleneck in your business. We've discovered that team members are better served when training topics, coaching, and curriculum are structured to focus on THEIR specific issues as directors and leadership staff rather than owners – so we created this as a standalone membership level.

- **NEW: Deep Dive Quarterly Trainings** - Two-hour focused sessions with implementation and role-play on the following topics:
 - Building Connection and Trust with Prospective Parents
 - Brush-Up on Tour and Phone Skills
 - Inspiring Excellent Customer Service in Your Team
 - Breaking Through Cultural Barriers in Your Program
- **NEW: Exclusive Directors Days** - Half-day Fridays at live meetings and full day on Saturday to give your directors and admin team content specific to the needs of their roles, plus director-level masterminding. They love it!
- **Monthly Training / Coaching Group Calls with Director-Level Coaches** - Every month a CCSA coach will bring a Hot Topic Training call specific to your Track. Topics will be track-specific based on program goals for each membership level.
- **24-7 Access to Team Facebook Group** - Provide your team with a sense of community with other Team Track members. This group is designed to help them support each other, 24 hours a day 7 days a week. They can ask questions, share ideas and tools, and get instant help from other members, plus coaches.
- **Bi-Weekly Live Q&A Calls** - Specific open Q&A calls for Team-Track only – NO owners. Bring your pressing questions every other week for instant help and massive clarity.
- **Courses & Resources in Members Area** - Full access to the Academy Resource Library of Tools, 11 courses and master classes, and countless other resources and trainings.
- **Team Asset Checklist Trainings & Toolbox** - Focusing on Mindset, Enrollment Strategies, Leadership, and Customer Service. A treasure trove of resources, templates, tools, and training, designed for your directors so they can serve you best.



Which level is right for you?

Launch Track: I Am Ready to Start My Child Care Journey

What's the Investment?

\$475 / Month OR \$4,750 Pay-in-Full with 2 Months FREE

Growth Track: I Am Ready to Systemize My Business

What's the Investment?

\$975 / Month OR \$9,750 Pay-in-Full with 2 Months FREE

*Freedom Track: I Am Ready to Work **ON** My Business*

What's the Investment?

\$1,675 / Month OR \$16,750 Pay-in-Full with 2 Months FREE

Includes Specialized Training for up to 5 Team Members!

Empire Track: I Am Ready to Expand my Business

Wait List Available

This Level is Currently Closed - See Academy Coaches for Details

2022 MASTERMIND MEETING LOCATIONS & DATES*

Ft. Lauderdale Beach, FL

Empire VIP Bonus Day
Thu, Feb 3

Growth/Freedom
Meeting (Fri/Sat)
Feb 4 - 5

San Francisco, CA

Empire VIP Bonus Day
Thu, May 5

Growth/Freedom
Meeting (Fri/Sat)
May 6 - 7

Salt Lake City, UT

Empire VIP Bonus Day
Thu, Aug 4

Growth/Freedom
Meeting (Fri/Sat)
Aug 5 - 6

Nashville, TN

Child Care Success
Summit

Mid-October



Empire VIP Experience HAWAII

March 23 - 25, 2022

**Dates & Locations Subject to change*

Please turn in your application card
to the back table.



Marcia St. Hilaire-Finn, Bright Start Early Care & Preschool



“The Academy Has Given Me the Confidence to Work on My Business.”

“Since joining the Academy my business has improved 80% with 55% reflecting in our bottom line. Being a part of the Academy has given me the confidence to work on my business, which has allowed me for the first time in 17 years to be an international travel soccer mom. I took two months off and our business flourished without me. I would have never done that without the knowledge obtained from the Academy. For any child care leader seeking excellence in their business, I highly recommend being a part of the Academy to propel you forward 1000x faster. I’m so delighted to be a part of a successful and amazing group that I will forever sing and shout this company’s praises!”