

5 Mistakes You Must Avoid In Child Care Hiring & Staffing During the “Age of COVID”

Kris Murray
President & Founder
Oct. 1, 2020



2020! What a Year!

**GONNA ASK MY
MOM IF THAT
OFFER TO SLAP
ME INTO NEXT
YEAR IS STILL
ON THE TABLE**



Fear

Stress

Panic

What's Going On TODAY Across the Planet

Increased
Quarantines

Politically
Motivated

Anxiety

Media
Mis-reporting
the Facts



THE CHILD CARE
SUCCESS COMPANY



Help is On the Way!

I **promise** that if you take action
on what you learn and see
today, you will attract more
qualified, A-Player teachers to
your program



What We'll Cover Today...

In this session, you will learn:

- The **top 5 hiring mistakes** child care leaders are making now
- Why you must "always be hiring" and **how to better automate** this time-consuming process
- How to weave **reassuring COVID messaging** into your job postings and ads
- How to **paint a picture** of long-term employment and professional growth for new hires, so they stay
- How to quickly **let go of the toxic "D-players"** in your organization
- Action Plan and Next Steps

**Please FOCUS In and
Plan to Stay to the End**



A little bit about me...

My first client – Alison from Ohio (2008)



We've grown a little bit since then. 😊

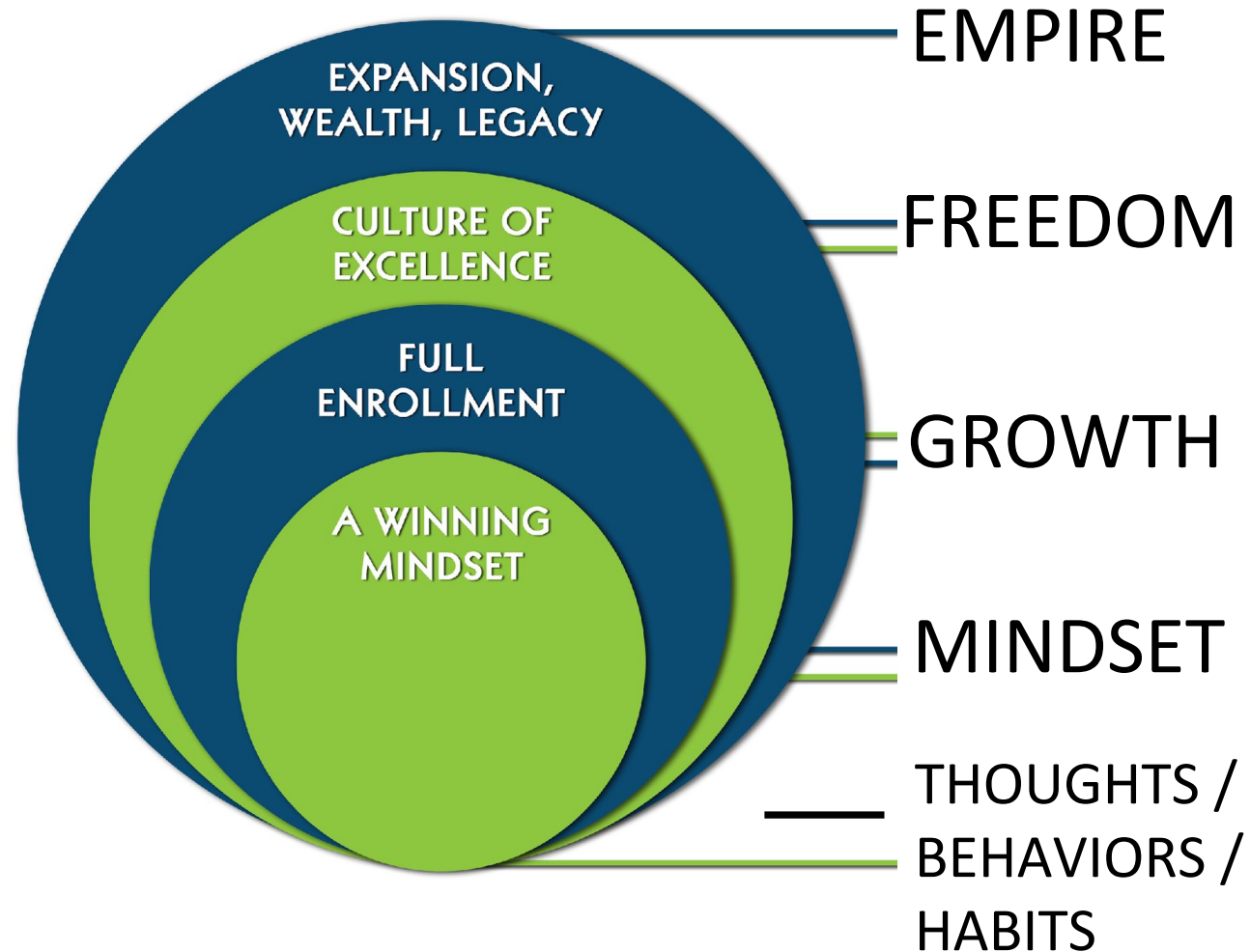


Our Methodology



THE CHILD CARE
SUCCESS METHOD™

*How we coach
leaders to get
RESULTS and
transformation!*



Our Faculty



Kris Murray



Jennifer Conner



Tameenah Adams



Ben Poswalk



Brian Duprey



Sindye Alexander



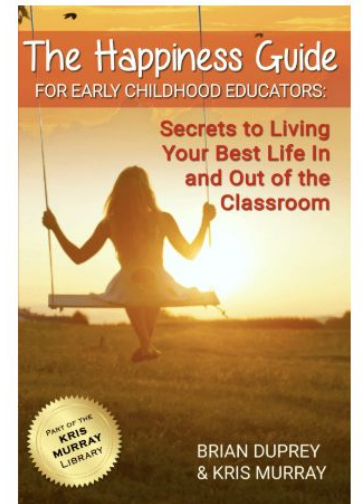
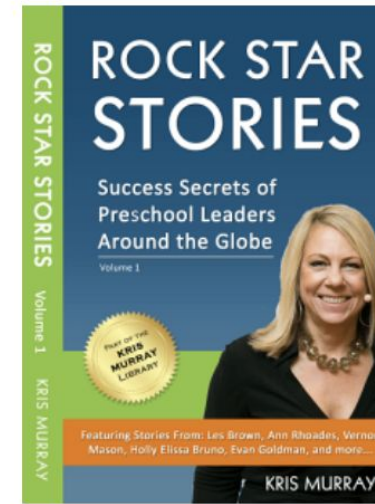
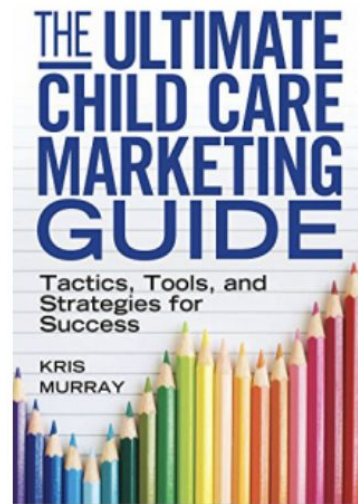
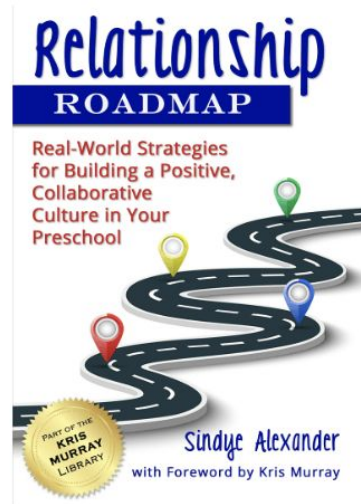
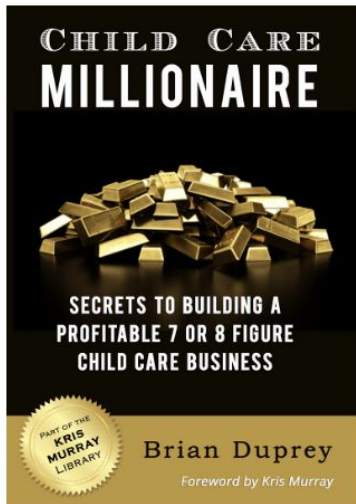
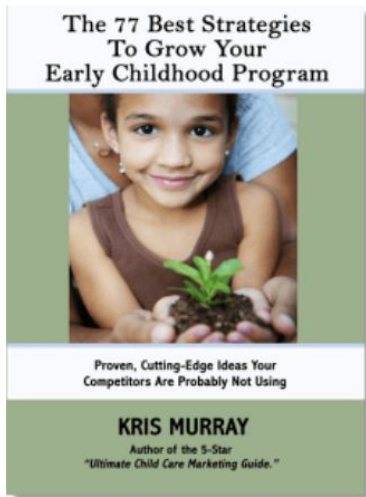
Bruce Spurr



Donna Jensen

**291 combined years of experience in Early Childhood,
Marketing, and Business**

The Kris Murray Library



In August, We Hit the INC 5000 List of Fastest Growing Companies in America



ECE Leaders are LOVING the Child Care Rockstar Radio podcast!

- **Ranked #201 in all Apple Podcasts**
- Nuts and bolts strategies
- Owners & leaders who are transforming lives, plus ECE Experts
- Over 60,000 downloads and 85 episodes



The Labor Crisis “Pre-COVID”



- Back in February, the U.S. was in a **full-blown labor crisis**
- We were officially at “full employment” with the **lowest unemployment in over FIFTY years (3.5%)**
- Employees have their PICK of jobs
- Your job was incredibly hard as a leader looking for A-Players

Then, Add COVID Into the Mix...

- Unemployed people meeting “application requirements”
- Fear, exhaustion, anxiety, stress
- Increased call-outs, 7- and 14-day quarantines, etc.

POLL TIME!

Engage and participate!

Peoples' PERCEPTIONS Have Shifted...



Based on a late August 2020 study by our friends at [HiMama](#)...

- 3 out of 4 parents (75%) have **changed how they evaluate childcare providers due to COVID** with [safety being top of mind](#).
- Parents **lack visibility** into [what changes are being implemented](#) in order for their children to be safe.
- 80% of parents would switch childcare providers if they found an alternative that [shared pictures and/or videos](#) of their children, suggesting that **parents are looking for visibility beyond COVID-19 measures**.

Parents - and Staff - Want TRANSPARENCY

- People want transparency and details on cleaning schedules, temperature checks, and center policies related to COVID
- ***Providing more visibility into what has been implemented will help ease concerns and make parents AND STAFF feel safer!***
- You may “assume” they know and are getting enough transparent communication – ***can you do better in this area?***



Check In on Your Mindset (and your team's mindset)

“When your **confidence** is shaken, and you start doubting yourself, you lose your ability to lead...
and your people know it.”

– Kris Murray



Confident Leadership STARTS with a Confident MINDSET

- You must believe you will succeed and share your vision for success with your team (give them the “why”)
- **Negative people** will always slow down your success and hinder growth of your organization.
- Having the **ambition, work ethic and attitude** to achieve your goals is equally as important as having the knowledge to achieve them.
- Your income will **NEVER** be larger than your self-concept.



The 5 Mistakes You May Be Making: Hiring in a “Post COVID” World



The Top 5 Hiring Mistakes

1. Job ads are **too formal** – not enough personality & culture

Which Ad Is More Compelling ?

Pulled Just This Morning
from Indeed.com

Job Ad “A”



Job details

Salary

\$14 - \$16 an hour

Full Job Description

OPPORTUNITY DESCRIPTION

Are you unusually good with kids? Does everyone come to you first to babysit their children? Are you a brain architect? Is caring for and educating young children your calling in life? Does your heart sink when you see a child in need of love and attention? Do you have to restrain yourself from squeezing every baby you see at the super market because they're so dang cute? If so, keep reading...

Busy Little Hands Early Learning Center is looking for an Early Childhood Teacher. The candidate selected for this opportunity will work closely with an **EXPIRIENCED** Assistant Early Childhood Teacher to create a classroom environment where children can **THRIVE!** This person will help children grow and develop by getting on **THEIR LEVEL** and helping them discover new things! The **LOVING**, nurturing care you provide, will make all the difference in the life of a child in need. This is not just a J-O-B, this is work that **MATTERS**.

Which Ad Is More Compelling ?

Pulled Just This Morning
from Indeed.com

Job Ad “B”



Preschool Teacher Assistant Qualifications

- High school diploma or equivalent
- Must be at least 18 years old
- Must meet all state preschool teacher assistant requirements
- High level of flexibility and willingness to work within business hours
- Previous experience as a teacher assistant or in a licensed daycare preferred

Preschool Teacher Assistant Job Responsibilities:

- A Preschool Teacher Assistant will accept the philosophy of Cadence Education and will work as part of the teaching team to encourage a positive learning environment for all children within the center
- Document and share with parents the important milestones in a child's day
- Collaborate with other passionate preschool teachers and leaders to implement an engaging and developmentally appropriate curriculum
- Respect and observe children's interests. Intervene when needed to maintain safety. Enhance children's play with language, toys, and activities
- Encourage and model social behavior and expectations which are developmentally appropriate
- Share ideas in planning a daily schedule which provides a balance of activities: quiet/active, indoor/outdoor, fine/gross motor, etc.

Company Overview:



Job Ad “A”

- Translate to annual salary based on 40 hrs/wk
- “Overall annual compensation of \$54K-\$58K (\$29-33K salary, \$20K benefits value, \$5K training)

Job details

Salary

\$14 - \$16 an hour

- Change to bullet point list (easier to read)
- Lead with Core Values & School Vision
- Include Benefits & Perks

Full Job Description

OPPORTUNITY DESCRIPTION

Are you unusually good with kids? Does everyone come to you first to babysit their children? Are you a brain architect? Is caring for and educating young children your calling in life? Does your heart sink when you see a child in need of love and attention? Do you have to restrain yourself from squeezing every baby you see at the super market because they're so dang cute? If so, keep reading...

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How I Would Edit It

Pro: Leads with Benefits
Con: 3-star review

Pulled Just This Morning from Indeed.com

Preschool Teacher Assistant

Cadence Education ★★☆☆☆ 153 reviews - Aurora, CO 80015

Apply Now



Benefits

Pulled from the full job description

- Competitive compensation
- 50% childcare tuition discount
- Comprehensive benefit package for all full-time employees, including:
- Paid time off that increases with seniority
- Medical, dental, vision options available
- Additional life, disability, and retirement plans
- Tuition reimbursement
- Company-paid life insurance
- Paid holidays





The Top 5 Hiring Mistakes

1. Job ads are too formal – not enough personality & culture
2. **Job ads have NO Covid Messaging**

Sample List of COVID Enhancements



- Lower teacher to child ratios
- Smaller group/class sizes
- No co-mingling of student cohorts in the building
- Screening upon arrival
- Easy outdoor pick up and drop off (only screened staff inside building)
- Using convenient FetchKids app to signal when you're 10 minutes away in your vehicle
- Temp & wellness checks every 2 hours
- Daily ongoing communication via Parent App
- Contactless check in
- Providing cloth masks to all kids and staff (cute fabrics for kids)
- Shoeless environment in classrooms
- Ongoing compliance with CDC Guidelines
- Compliance with applicable State & Local orders
- Upgraded sanitization procedures



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Sample List of COVID Enhancements

A video player interface with a light gray background. It contains a list of four items, each with a blue checkmark icon in a circle to its left. The text is in a black, slightly italicized font. At the bottom, there is a dark gray control bar with a play button, a progress indicator showing 3:31 / 4:03, a volume icon, a full screen icon, and a menu icon.

- We don't only do Wellness & Temperature check upon entry, we do it every two hours!*
- Published guidance and protocols for staff and families on our website!*
- Constant communication with local authorities and Childcare Licensing for a safe environment!*
- Rated "Exceeding Expectation" by our parents in communicating to them related to COVID19!*

Alvin & Joy Ayusa's HOME PAGE

Just4Kids Preschool, Hesperia, CA

We have a **dedicated landing page and section on COVID19**. All our letters to the parents containing sanitation and upgraded protocols are published here.

We also have an **easy to browse FAQs** specific to COVID19 response.



The screenshot shows the homepage of Just4Kids Preschool. At the top is a red navigation bar with contact information: (833) 233-KIDS (5437), admin@j4kpreschool.com, and a Directions link. It also features social media icons for Facebook, Instagram, and Google+, and three buttons: INQUIRE NOW, VIRTUAL PRESCHOOL, and COVID 19 UPDATES. Below this is a blue navigation bar with the Just4Kids Preschool logo and tagline "Exploring, Discovering and Learning Through Play." The menu includes ABOUT, PROGRAMS, LOCATIONS, PARENT CORNER, COVID-19, and CONTACT US. A large photo of children playing in a sandbox is featured, with a yellow overlay containing the text: "Providing The Best Possible Future" and "The Children Entrusted to Our Care Become Model Citizens As They Learn, Laugh, and Grow". At the bottom, a white bar reads "PRESCHOOL & DAYCARE SERVING HESPERIA, CA". Two blue arrows point from the top right towards the "COVID 19 UPDATES" button and the "COVID-19" menu item.

(833) 233-KIDS (5437) admin@j4kpreschool.com Directions

INQUIRE NOW VIRTUAL PRESCHOOL COVID 19 UPDATES

Just4Kids Preschool
Exploring, Discovering and Learning Through Play.

ABOUT PROGRAMS LOCATIONS PARENT CORNER COVID-19 CONTACT US

Providing The Best Possible Future
The Children Entrusted to Our Care Become Model Citizens As They Learn, Laugh, and Grow

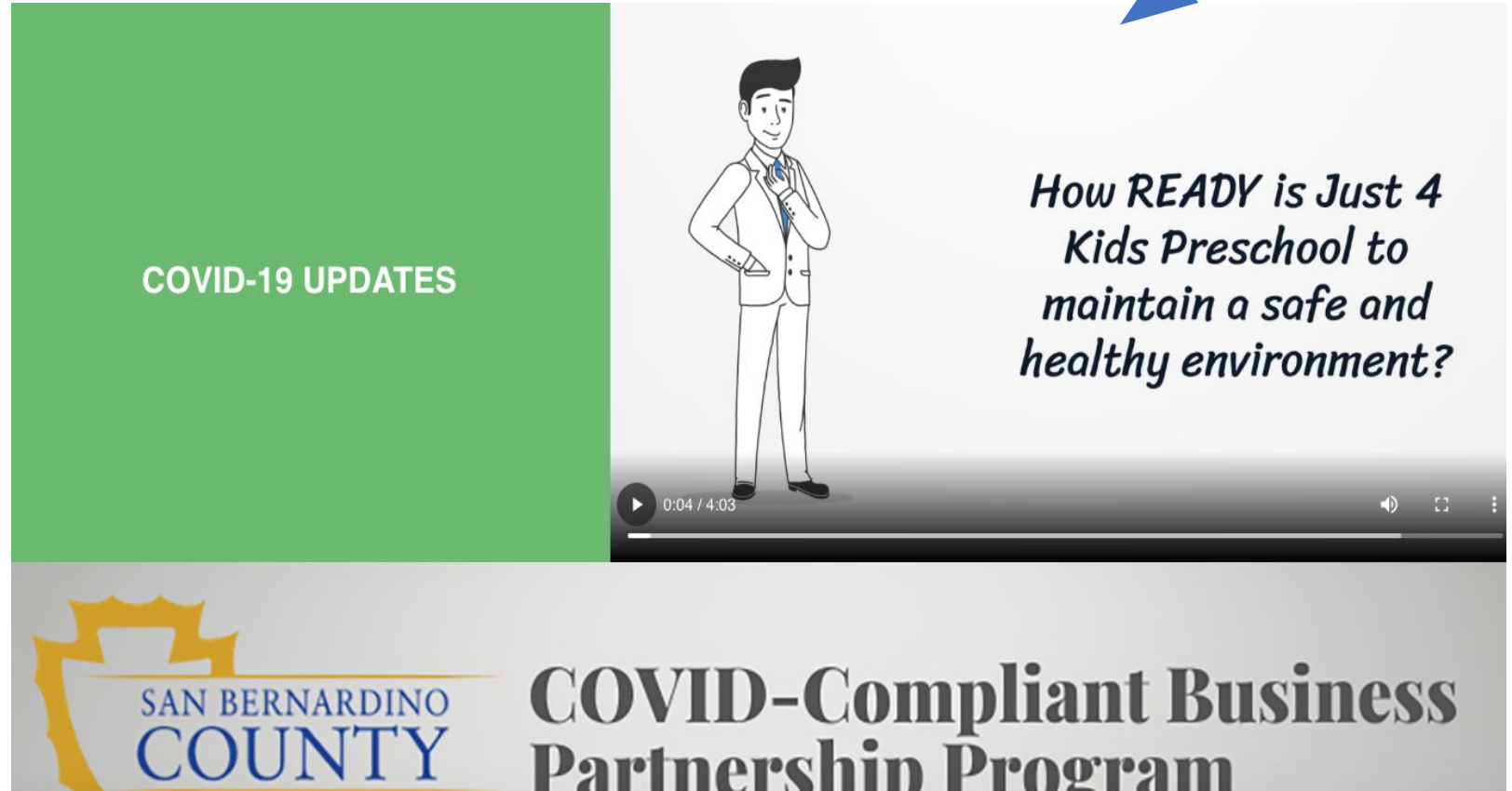
PRESCHOOL & DAYCARE SERVING HESPERIA, CA

Alvin & Joy Ayusa's COVID LANDING PAGE

Just4Kids Preschool, Hesperia, CA

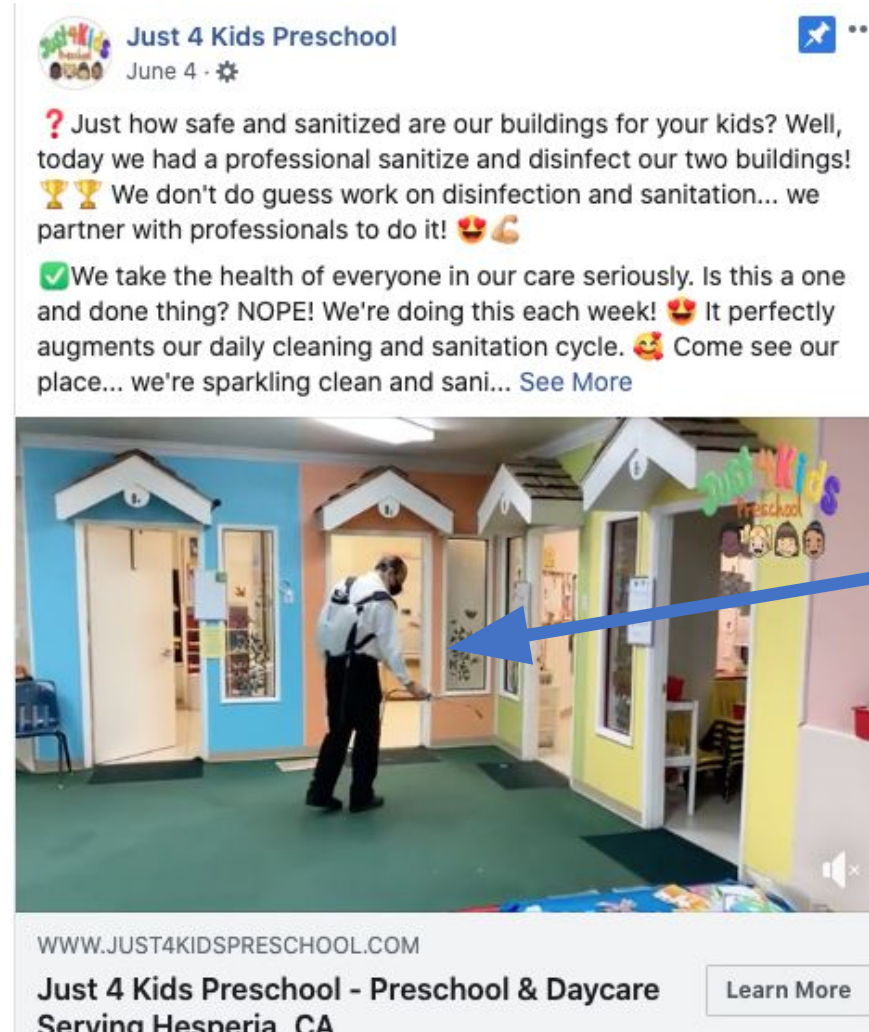
AMAZING Video
created with
“Doodly”!!

Website and All
Updates *Done for*
Them by
[GrowYourCenter.co](http://GrowYourCenter.com)
[m](http://GrowYourCenter.com)



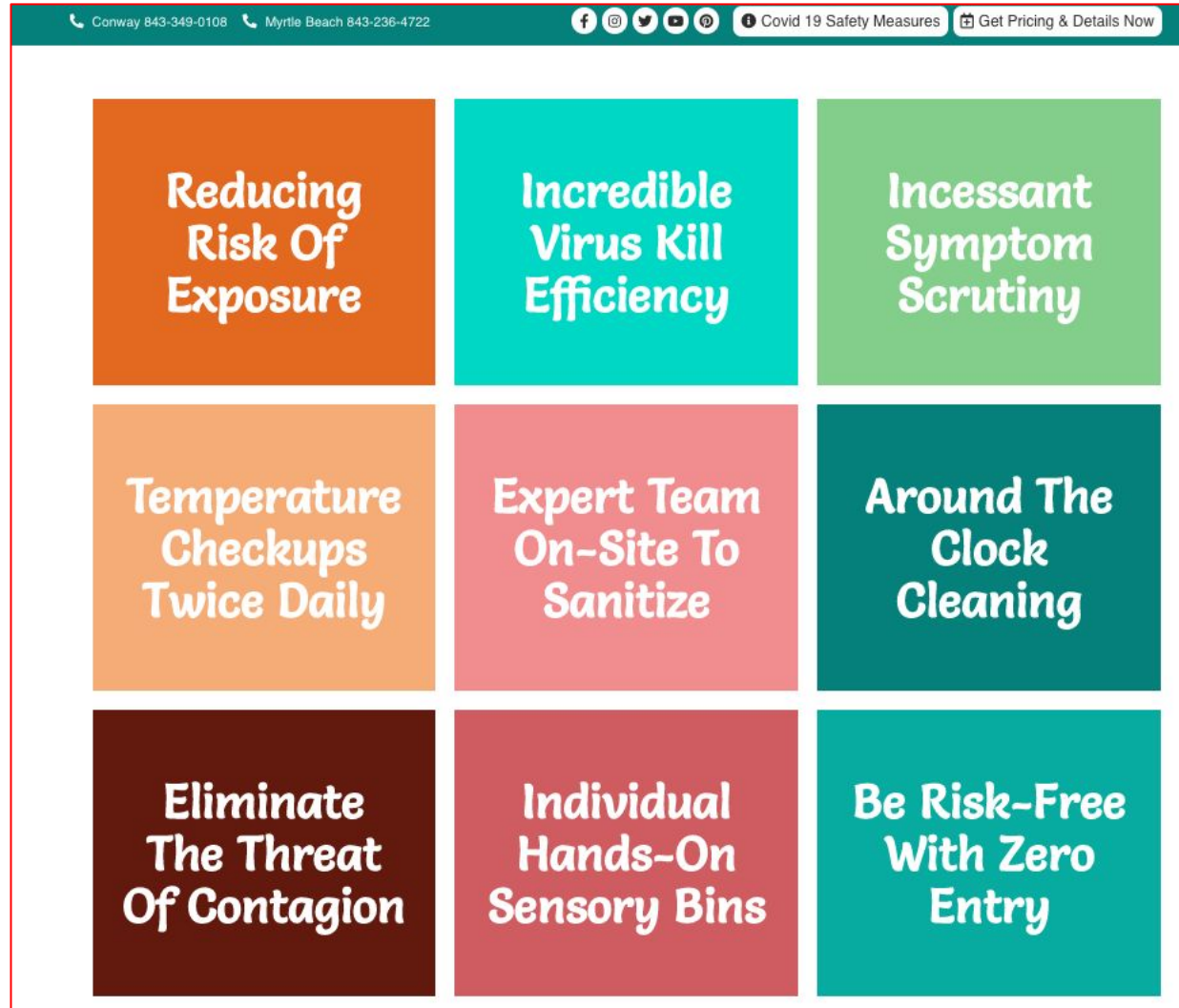
Alvin & Joy Ayusa's **FB PAGE** Just4Kids Preschool, Hesperia, CA

As I guided earlier,
DEMONSTRATE each
protocol step and
put their minds to
EASE!



Coach Donna Jensen's Plan & Website

TheLearningStation.org, Conway SC



SHOWCASE & DEMONSTRATE Each Health/Safety Feature or Benefit

- Short videos on your website's COVID landing page and home page – post on YouTube, upload to FB and Instagram
- FB Lives
- Blog articles
- Email blast series
- FB Boosted Posts or Ad Series
- Make it fun with a zany TikTok
- Test posting content on LinkedIn and Pinterest

Coach Ben's FB Live – Halo Mist Fogger

- 2-3 minutes long
- Engaging and fun
- Actually demonstrate the feature in action, if possible





The Top 5 Hiring Mistakes

1. Job ads are too formal – not enough personality & culture
2. Job ads have NO Covid Messaging
3. **Not casting a wide enough hiring “net” (including Careers Page)**

Casting a Wider Net

WHERE are you actively recruiting?
Are you JUST Relying on Indeed?



- **Glassdoor.com**
- **ZipRecruiter**
- **Facebook Posts & Ads**
- **Google Ads**
- **Instagram**
- **TikTok**
- **Your Careers Page**
- **Host a job fair on your playground**



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Your Website's CAREERS Page **Sells** Candidates on **WHY** They Should **WANT** to Work For **YOU**



- **Shift from a place of lack to a place of strength by emphasizing the good stuff!**
- **Attract them to you so they feel like they might not even measure up to work at your school.**

*(They would be LUCKY to get a job with you **VS** you almost begging them to work for you because you are desperate for workers)*

Find the Right Mix of Content Visuals & Video



Bright Beginnings Academy
Private Preschool and Kindergarten

[SCHEDULE TOUR](#)

Career Opportunities



Come Join Our Team!

Bright Beginnings Academy has been locally owned and operated for 39 years. Come join a team of caring, nurturing teachers.

We have been voted One of the Best of South Jersey for many years, and if you love children, and want to make a positive difference in their life, then you are a great candidate for our school.

We are a very close-knit community and welcome all new teachers with open arms. We are looking for

Emphasize Benefits, Perks, & Positive Culture

A screenshot of the Apple Montessori Schools website. The header features the logo and navigation links. The main banner reads 'Professional Development & Training'. The content area highlights three programs: Professional Development, Apple Academy Continuing Education, and Mentor Program, each with a brief description and a 'Learn more' link. A sidebar on the right lists career-related topics under the 'CAREERS' heading.

MONTESSORI SCHOOLS
Developing the foundation for
a lifetime of school success
Infant to elementary + summer camp

Schedule Tour Enroll Careers Parent Portal f G+ in YouTube Instagram RSS Twitter LinkedIn

Home About Us Programs Locations Blog Contact

Professional Development & Training

Professional Development

Professional development days (PDD) are held three times per year. Events like this promote teamwork, build skills and knowledge, and reignite our passion to always do our best for our students and their families. Schedules and agendas vary, but at our latest PDD, the President of Apple kicked off the event with an inspiring talk centered around our mission statement, then thanked every individual at Apple Montessori for their valuable contributions. [Learn more.](#)

Apple Academy Continuing Education

Apple Montessori Schools has one of the most sought after continuing education training and advancement programs and it is school funded. You will receive ongoing training and professional development opportunities year after year to strengthen your knowledge in early childhood education.

Mentor Program

A mentor will be available for support and to help you acclimate to your new role. The Mentor Program fosters relationships and provides an overall pleasant on-boarding experience for our newly hired employees. We want you to feel welcome from day one!

CAREERS

- Careers
- Benefits and Beyond
- Top 10 Reasons to Work for Apple
- Professional Development & Training
- Diversity and Inclusion
- What Our Team Says
- Spot Awards

Include your Core Values & Vision



Ideas to share your vision:

- A video from the owner
- An infographic created on Canva
- A letter from the owner

Show Evidence of a Positive Company Culture



Bullfrogs & Butterflies
Christian Learning Center & Preschool


(269) 488-2120
Login

f p g+ e

HOME ABOUT CLASSROOM CURRICULUM OUR STAFF FACILITY / FEATURES BLOG CAREERS CONTACT

CAREERS

Are you ready to change the world?



Our Staff
loving and caring

Our Facility
safe and secure


Our Blog
keep up to date

Care.com®
Read our Reviews

mom trusted
Read our Reviews




Show Evidence of a Positive Company Culture







HOME ▾ CLASSROOMS ▾ CAMPS ▾ PARENT AREA ▾ MATERIAL FOR SALE

CONTACT US





CAREERS




Why Work At Crossing Borders?

Would you like to be surrounded by students, teachers, and staff from around the world? The Crossing Borders team is integrated with people who believe and understand the importance of diversity, culture, and the ability to speak more than one language.

Our team members are from all over the world. Be ready to learn a few words of other languages and interact with different cultural backgrounds.


We are a tight-knit group of less than 30 people. We work together through daily challenges, of course, we also play together: workshops, trips, and a lot of laughing.



Rewards We Offer

We want to offer our students a fun, dynamic, language immersion environment. Our team members are a big part of that effort. They are rewarded by seeing that their work helps to enable students to develop into confident, responsible, and independent children who are proficient in multiple languages.

Your work will have a lifelong and meaningful impact on the lives of our students. You will notice daily results. Crossing Borders has been teaching languages for more than 15 years and we keep working to build something meaningful and lasting.



What We Ask


Please note that all positions require you to be able to speak (and joke in) fluent English and live within commutable distance of the center.

Our Lead Teachers are native speakers of the language they'll teach; have teaching experience; and hold a CDA, education in Early Childhood, Teacher Certification, or a bachelor's degree from a credited university in a related field.

Our School Aides are bilingual in any of the languages we teach, have coursework in Early Childhood Education, and experience working in a licensed early childhood center or

Include Testimonials From Your Team



**GROWING KIDS**
LEARNING CENTERS


CONTACT US

GUARANTEE

HomeGrowing Kids Advantage▼Programs▼EnrollmentOur Schools▼Parent Resources▼Join Our Team▼About Us▼Contact Us

TEACHER TESTIMONIALS


What Teachers Are Saying



"I am impressed..."

I have worked in childcare for just over four years now. In that time, I have had the privilege of working at three separate centers, and have seen the different ways they have been run. I will be going on seven months at Growing Kids in February and so far I have to say that I am impressed in how welcoming and open the director and staff have been. Any ideas or changes I have thought up or proposed have been met with open minds and positive criticism. I have been given multiple opportunities to grow both as a teacher and as a part of the staff. I am pleased with the center overall; its appearance and the positive learning environment. One of the most important things to me is that the center I work at is conducive to learning and allowing the teachers to grow along with the students. I am happy to say that I have found that at Growing Kids.

- Amanda Bradlo



"I look forward to work everyday."

I have worked at Growing Kids since 2012 and have had a wonderful four years here. Here are some of the reasons why I love working for this company:

1. I love that I work for a company that puts education as a priority. I know this because they not only provide opportunities to further our education for a CDA by connecting us to resources, but they also allow me to have a flexible schedule so that I can be a full time student and still work.
2. They promote from within giving us employees a chance to move up in the company. One of my co-workers was a lead teacher who got promoted to Enrollment Coordinator.
3. They provide a safe work environment by taking the safety of their staff members very seriously.

FOR MORE INFORMATION

GET STARTED HERE

Videos are Great, Written Testimonials are more powerful with a photo.

Let Applicants Know What To Expect

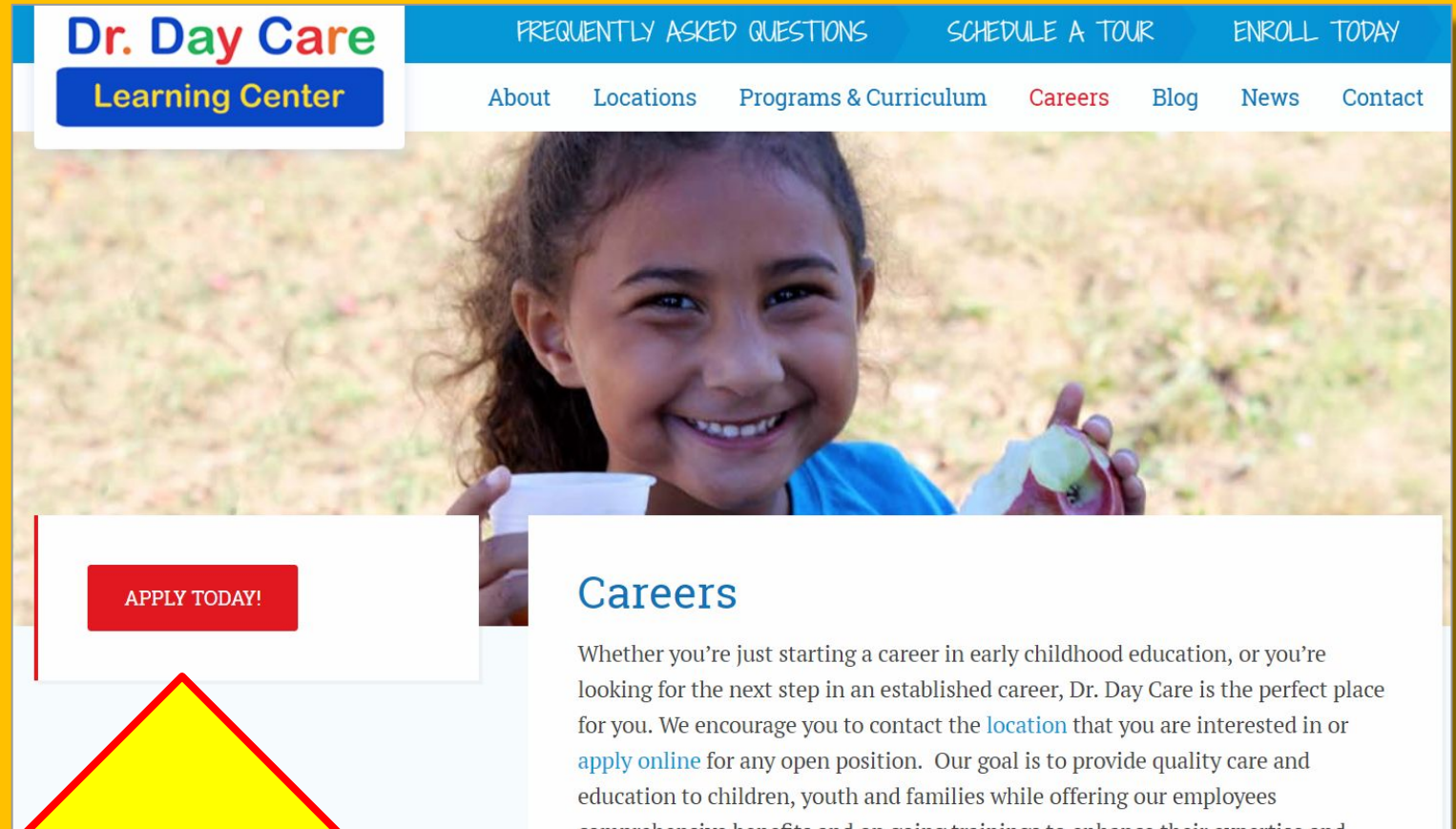


What are the next steps? What is the application process?

For example:

1. Turn in your resume or fill out the online application.
2. We will contact you by phone to schedule an interview.
3. Meet with our director and other select team members for a formal job interview.
4. We will conduct a reference check and other required background checks.
5. We will call you to offer you the position, or email you to let you know another candidate was selected.

Make it Easy To Apply



Have an **“APPLY NOW” Button**
or an **Online Form** they can fill
out.

Tracking & Electronic Database



- Using an online submission process allows you to keep a database of interested applicants.
- You can reach back out to them later if a position opens up again
- Allows you to track your marketing efforts as well.
- Our clients are loving Bamboo HR for this



The Top 5 Hiring Mistakes

1. Job ads are too formal – not enough personality & culture
2. Job ads have NO Covid Messaging
3. Not casting a wide enough hiring “net” (including Careers Page)
4. **Weak overall compensation package vs. competitors**

Cindy's Question - ChildTime Inc. in Utah



Dear Kris:

One of my main jobs in our company is hiring. We always have an ad running and are always looking to build our staff. I have had so many people apply for the jobs we are posting but **no one wants to work for less than \$14 an hour**. I am told we cannot afford to pay \$14 an hour to someone without experience and little to no education. When we do hire someone we feel is qualified, they **quit within a few months** because they can find another job somewhere else making more money or with better benefits. How can we fix this problem?

- Cindy

Solving The Issue



1. Dig deeper & research to get more **facts**
 - Exit interviews or surveys, asking for specific benefits / pay
 - They may SAY they are leaving for money, but **if your culture is strong and they are loving their job, they usually won't leave for a dollar an hour**

Solving The Issue



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 - Exit interviews or surveys, asking for specific benefits / pay
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2. Track your **Labor Cost as a % of Revenue** (Weekly/Monthly)
 - Benchmark is 55%, you may need to go higher right now to compete, and bring things in line as you get fuller, add programs, open rooms, etc.
 - Work on adding fun low-cost benefits like “birthdays off” and fun team events

ChildTime's Benefits & Perks on their Careers Page



The Second Avenues Preschool
The Eastside Preschool
The Cottonwood Preschool

childtimeinc.com

BENEFITS & PERKS

Child Time INC.
Reggio Inspired Learning Centers



1. VACATION: Staff members earn paid time off based on the length of time they have been employed.	2. PAID HOLIDAYS: Our staff is offered 14 paid holidays each year.	3. SARSEP RETIREMENT: After three years of continuous, Full-Time employment, we offer a SARSEP retirement plan.	4. PAID TRAINING: Our staff receive 20 hours of paid training per year at their hourly rate.	5. CHILD CARE DISCOUNT: We also offer our staff a discount on child care.
5. COMMITMENT TO QUALITY: We are committed to providing the highest quality of care for the children.	4. WE PUT THE CHILDREN FIRST: Each teacher is given the opportunity to work with a curriculum training specialist & behavior specialist.	3. SUPPORTIVE LEADERSHIP: We understand how hard you work and do everything we can to provide you the support you need.	2. POSITIVE WORK ENVIRONMENT: We love working with uplifting, positive people!	1. IT'S THE LITTLE THINGS: Our staff enjoys break room snacks, excellent communication, individual recognition, & fun competitions!

To make this stronger...

- Add “sizzle” and fun
- Add photos / images
- Give the monetary VALUE of the benefit package for an “average employee”
- Translate the hourly wage to an ANNUAL salary range

Package Plus Presentation:

Coach Tameenah's Hiring E-Packet

Wondering how we compare to other employers?
Take a look at this quick checklist to see how we stack up!

	Happy Faces Learning Centers	Corporate Child Care Centers	Child Development Homes
Flexibility: Able To Offer Work-Life Balance With A Variety Of Shifts	✓		
Interpersonal Relationships: You're More Than Just A Number We Care About YOU	✓		✓
Comprehensive Group Health Plan: Customize Your Perfect Package	✓	✓	
Upward Mobility: Thinking About Becoming Something Other Than A Teacher? New Opportunities & Positions = Continued Growth For You	✓	✓	
Community Partnerships: Give Back Without Having To Take Off From Work!	✓	✓	

Package Plus Presentation:

Coach Tameenah's Hiring E-Packet

INDULGE IN OUR BENEFITS!

Continuing Education Support:

- TEACH Scholarship
- Paid Study Time
- Bonus Program w/ Each Degree Obtained

Life Insurance :

FREE \$25,000 Policy

For All Team Members

Covered By Happy Faces Learning Centers

Medical, Dental, & Vision :

Multiple Plans To Customize To Your
Lifestyle and Needs

Recognition Programs:

Team Bonding Events
Employee Of The Month
Attendance Incentives
Milestone Awards

Paid Holidays :

New Year's Day
Martin Luther King's Day
Presidents Day
Emancipation Day
Memorial Day
Independence Day
Labor Day
Columbus Day
Veterans Day
Thanksgiving Day
Christmas Day
YOUR BIRTHDAY

Paid Time Off :

- Bereavement Leave
- Parental Leave
- Military Leave
- Birthday Leave
- Administrative Leave
- Wellness Leave
- Relaxation Leave

Package Plus Presentation:

Coach Tameenah's Hiring E-Packet

TESTIMONIALS



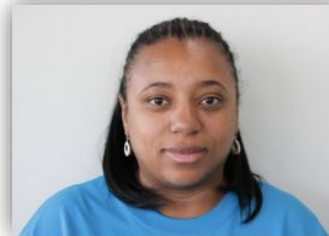
"I love that we service poverty stricken neighborhoods. The kids are provided a safe haven, and are also exposed to something different than their normal environment. We do things that help enrich their development and expand their horizons to things they might have not seen before. "

- Bruce Moore, Teacher



"I've been working in childcare for 32 years. Happy Faces is the best childcare center I've ever worked at. They encourage you to do better in the field, and they even check up on you!"

- Michelle Stitt, Teacher



"Happy Faces has taught me so much! I've never worked with a big team before. This new experience is great, because I feel like I can work with anyone now! Everyone is working hard, and I can tell that leadership pays attention to the staff. If you need anything, they respond!"

- Juana De La Rosa, Teacher



The Big Picture: How Strong is Your Culture?

Let's paint the picture and get “very real”



POSITIVE, OPEN, CARING CULTURE:

- Common understanding of the school's vision and values
- Filled with A & B Players who love their jobs
- Director can say “I don't know” and teachers step up to contribute and help solve problems
- Even the newest hire feels safe to participate, speak up, and be involved
- Very little gossip, back-stabbing, drama, under-mining, tattling

NEGATIVE, TOXIC, UNHEALTHY CULTURE:

- High call-out & turnover rates
- All the good people LEAVE
- Potential dangers and risks run high
- Constant fear of being shut down or reported to licensing
- Leaders spend 80% of their time battling gossip, drama, conflict, etc. (no time to lead & foster growth)
- WHO Would come to work every day in this type of environment?

You must have a positive company culture if you want to have a positive impact on kids, and a healthy business. Period.

- No one wants to come to work each day to face a negative, toxic culture!!
- It's *impossible* to run a truly high-quality program this way



It's time to Actively Apply
Your School Culture
TO Your Hiring Process



BE INTENTIONAL

ABOUT WHAT YOU WANT
AND WHAT YOU DO TO GO AFTER IT

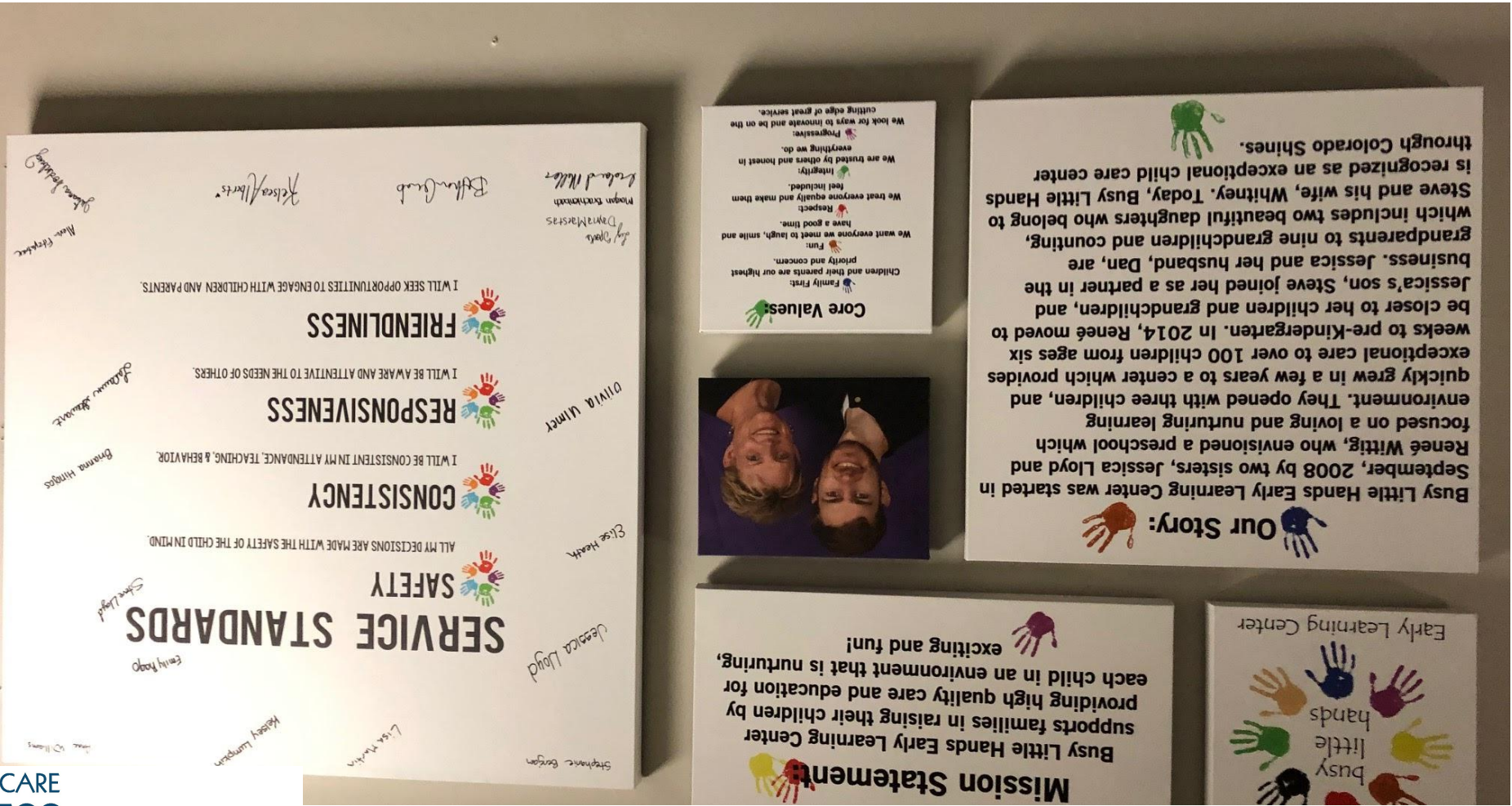
Your Core Values:

How to Apply Them to HIRING



- Display them on the Culture Wall of your school
- Put them in your ads, flyers, hiring materials
- Put them on your website, on mugs, t-shirts, etc.
- Ask questions related to Values in the interview
 - e.g “What qualities do you DISLIKE the most in Co-Workers?”
- Read them out loud during **Day 1 Orientation / Onboarding** EVERY new hire (“the speech”) – demonstrate in action **over their first 90 days**

Steve & Jessica's Culture Wall



Example: Karla's Website

(don't forget to put these on your Careers page too)



Our Core Values



Emotionally
Supportive
Environment



Respect



Trust



Fun



Quality
Education



Strong foundations are the key to Kindergarten readiness

Many of us want to see our child develop skills early, and to be exhibiting skills equal to or quicker than their peers. However, faster development is not necessarily better. We believe it is best for your child to develop a strong foundation of one skill before moving onto the next.



The Top 5 Hiring Mistakes

1. Job ads are too formal – not enough personality & culture
2. Job ads have NO Covid Messaging
3. Not casting a wide enough hiring “net” (including Careers Page)
4. Weak overall compensation package vs. competitors
5. **Lack of confidence & skills in leadership**



“Real Talk”: Letting Go of **Toxic D-Players**

A-Players Versus C/D-Players



Qualities of A-Players:

- Driven by professional excellence
- Do what's best for the organization
- Come early or stay late
- Never complain
- Just roll up sleeves and pitch in to get the job done
- Great work ethic
- Sometimes hard to keep them in their lane
- Need support from their leaders

Qualities of C/D Players:

- Proverbial feet up on the desk, letting others do the work and along for the ride
- Don't care about the success of the organization
- Black hole of negative energy
- Show up late or call-out often
- Make excuses
- Complain often
- Cause frustration or drama in co-workers



Whose Job is it to Coach C-Players into B's and A's?

Whose Job is it to Fire D-Players?

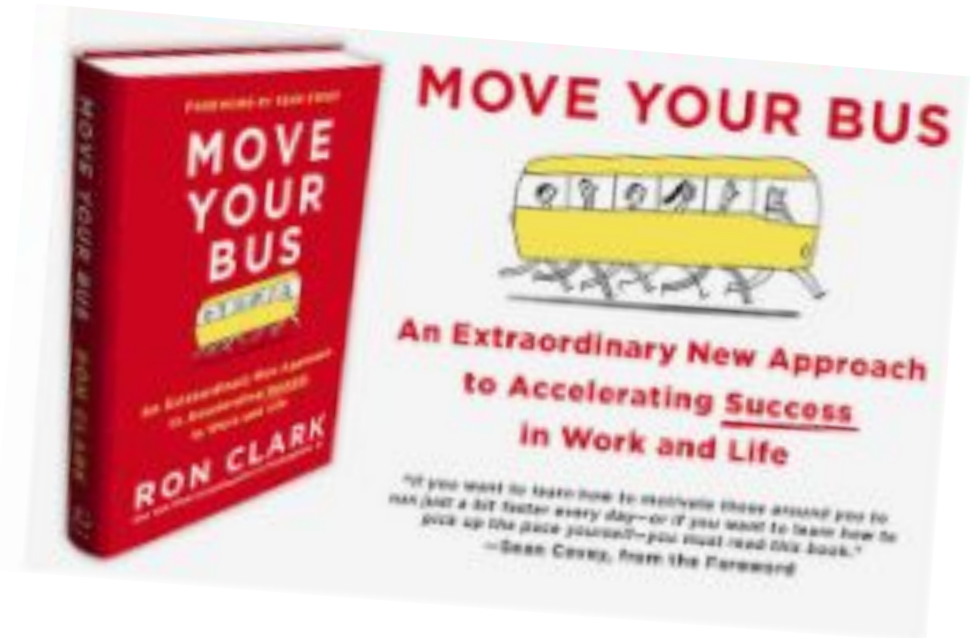
You must stay committed to the health of your team

Be confident, fire quickly, have a back up system

Be willing to have the hard conversations

Ron Clark: Move Your Bus

- Spoke at Summit 2019: PHENOMENAL
- Incredible book “**Move Your Bus**”
 - Pretend your bus has no floor and we’re all doing the Fred Flintstone to get the bus to move
 - A-Players referred to as ***RUNNERS***
 - C/D-Players are ***RIDERS*** (Dead Weight!)



Summary: The Top 5 Hiring Mistakes



1. Job ads are too formal – not enough personality & culture
2. Job ads have NO Covid Messaging
3. Not casting a wide enough hiring “net” (including Careers Page)
4. Weak overall compensation package vs. competitors
5. Lack of confidence & skills in leadership

= You End Up Being Forced to Hire “warm bodies” out of desperation and a fear-based mindset

Paint the Picture of Long-Term Career Opportunity!

- Translate hourly wage to Annual Salary range
- Create **Career Tracks** and/or Ladders with VISUALS
- Show them the path of professional development and growth!
- Walk them through **an 18-month timeline** of what to expect and what's possible!
- Talk about **what BEHAVIORS A-Players exhibit**

Remember...

The Magic is in the (Hiring) Message!

1. We Are Open and Sparkling!
2. We Have a Fun Culture & Great Compensation
3. Here's the 21 Things We are Doing to Keep Staff & Families Safe!
 - Fully Compliant & Have a COVID Response Plan in Place
4. Here's the Long-term Career Path and Vision of YOUR GROWTH
5. School Of Excellence -> We ONLY HIRE THE VERY BEST!

Beth's Teacher Wall of Fame

“The Finest Teachers In The Land Teach Here”

[illegible]

Virtual “Warm Welcome” to New Hires

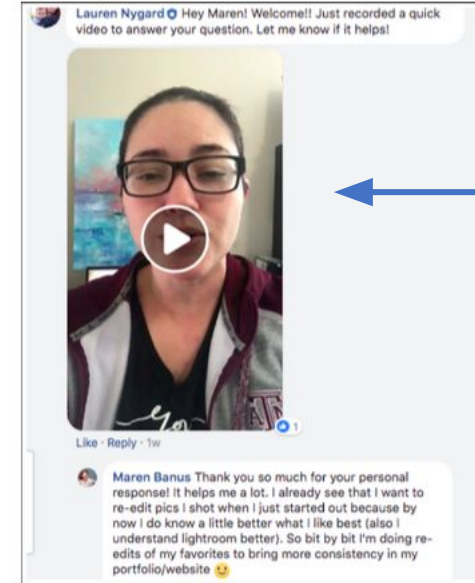
Record a simple, personalized Welcome Video for each new teacher you hire

Welcome them to the family

From director, fellow teachers or you

Send it directly to them via email or FB messenger (or other platform)

Post on private teachers FB group or Slack so they can be welcomed by others



Director
welcoming



New Teacher
responding



THE CHILD CARE
SUCCESS ACADEMY

Even More Tips! 🌟



- Consider **restructuring** your roles / job descriptions
- Develop your **Sub List** / Backup System
 - Increased call-outs due to quarantine rules
- Get **Families** Involved – Recruit Volunteers!
- Offer a Referral Bonus
 - Anyone who brings us a candidate that we hire gets \$200 (after 30 days)



Action Steps!

What is the FIRST action step you COMMIT to taking, from this session?

Write it down in CAPS!

SHARE in the Chat!

As a Thank You for Being Here Today...



**The World's Largest *Business* Conference for Early Learning
In its 9th Year**

On this webinar, you learned
WHAT to do to fix your hiring and
staff “FEAR” problems.

When you and your leaders attend the Summit, you’ll get the
shortcuts, tools, motivation, and accountability to actually
GET IT DONE.





The Child Care Success Summit
Proudly Presents:

CHILD CARE *Reimagined*

A virtual Summit experience with a
Kris Murray twist!

October 14th - 16th, 2020

Join These Celebrated Keynote Speakers for our 3-Day Virtual Event

Simon Sinek • Kris Murray • Trent Shelton



Tickets WERE **only \$197**, through
yesterday at midnight!

www.ChildCareSuccessSummit.com

Just went up to **\$297** today 😞

BUT....



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The graphic features three speakers: Simon Sinek on the left, Kris Murray in the center, and Trent Shelton on the right. Above them is a sign that says 'SAVE THE DATE' and the event title 'CHILD CARE Reimagined'. The dates 'October 14th - 16th, 2020' are prominently displayed in the middle.

Tickets are ~~only \$297,~~
\$197 EXTENDED!

Today and Tomorrow ONLY
THIS FRIDAY 10/2 AT MIDNIGHT

www.Childcare-reimagined.com



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3 Incredible Days of Fun, Content, and Experiences, and CONNECTION!

- Not just another “Zoom” or Webinar! Far from it!
- We’ll ship you a **SWAG BOX** next week!
- Small group sharing – make new friends in the industry
- **Incredible content, breakout workshops, motivation, tools, and implementation ideas**



**THE ONLY CATCH IS... \$197 Ticket Deal
EXPIRES TOMORROW at Midnight**

**ONLY \$197 PER PERSON
BRING ALL YOUR LEADERS!**

-> www.Childcare-Reimagined.com



“This has been the most amazing experience that I have ever had. If you’re thinking about growing your business or just thinking about going to the next level, this is the absolute best place to come.”



Shanise Car, Happy Hearts & Bright Minds Child Care Center, OH



“We travel for 19 hours to get here and the value is huge, just massive. No doubt in my mind that the money we invested in coming here will be paid back multiple times over.”



Gary Pierce, Isle of Mann

“You’re going to be completely recharged, 1000% rejuvenated and walk away with a hundred different ideas and a million friends.”



Neydary Zambrano & Jennifer Slavin, Magic Memories, PA

“I got back up to full capacity with a wait list using the strategies I learned from The Child Care Success Summit™.”



Stephanie Shoemake, Peas in a Pod Learning Center, College Station TX





Kris is instrumental in driving home the mindset that takes you to the next level. Her content is fresh and on the edge and her connection with her clients is personal and yet professional.

Lynne Sutton

CEO @ Kids Korner



“Attending the Summit was the BEST investment I’ve made for my Montessori schools, hands down!”

I attended my first Child Care Success Summit™ in October 2107 in Chicago. I thought...what a great way to meet some new people that share the same love for childcare as myself! NEVER expecting what this last month has brought! 22 years in childcare and I’m learning something new EVERYDAY! We have enrolled 25 students just this month and the inquiries are on fire! I must say thank you to Kris. Honestly, when we attended the Summit we truly thought we were awesome and we were doing everything we needed to be doing. Ummmm NO! Kris truly cares and I can CLEARLY see the difference in my business. I just want to say thank you, thank you, thank you! This is truly the BEST investment I have made for our business hands down.

*Julie Di Ponio Roy, Owner @ Montessori Educational Centers,
9 locations, Omaha, NE*



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