

Run Your Center Like... You Own It!

ICD Learning Summit
Pittsburgh - May 5 & 6

What Do You See?



What Do You See?



Perception Is Reality

- Conscious brain tends to “see” things one way
- True of our friends, family & job
- More than one way to look at things
- Lets look at Learning Center as a BUSINESS

Congratulation!

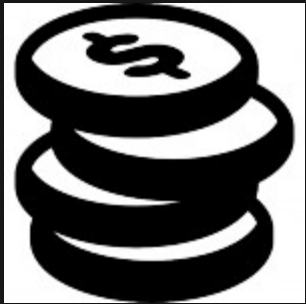
- Due to all your hard work...
- You have just received a promotion
- Your new position is.....

CHIEF OPERATING OFFICER



“What?”

Job Responsibilities



Financial
Success

*Careful budgeting
for the success of
your center*



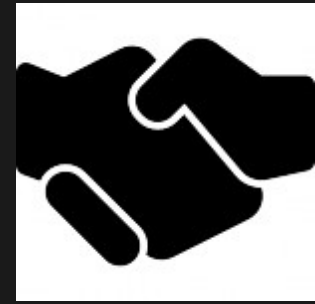
Product
Development

*Course content,
delivery &
improvement*



Staffing

*Instructor recruitment
& performance
review*



Customer
Service

*Delivering
"White-Glove"
experiences*



Financial Success:

- In business, what does financial success mean?
- In your learning center, what is financial success?



Planning for Success

You need to determine:

- Your center's financial goals?
- The business environment?
- The resources needed?
- The amount and cost of resources
- Risks and issues



Your Center's Financial Goals?

- Do you have financial goals?
- If so, when was the last time you reviewed them?
- Do you consider your center "profitable?"



The Business Environment?

- Regional/national economy
- Trends:
 - Construction
 - Use of finished products: steel, tires & rubber
 - Your company's sales
- Union/Management relations





Assessing the Business Environment?

- How do you do this now?
- Talk to your Local Joint Committee
- Do research online
- Read the trade journals, business information
- Talk to accounting department, others?



Resources?

- What are “resources?” Instructor expense, equipment, and materials
- Is your equipment state-of-the-art or worn out?
- What is the condition of your facility?
 - Clean, well-maintained
 - Inviting, safe and secure
- Are there courses you cannot offer?



Amount & Cost of Resources

- Is facility adequate?
- Is new equipment needed, next 3 - 5 years?
- If additional resources are needed, plan several scenarios:
 - Best case
 - Worse case
 - Most likely



Identify Risks & Issues

- Factor in risks such as:
 - Business Conditions?
 - Layoffs?
 - Slow growth?
- Determine impact on your budget



Create Detailed Budget

- Budget realistically
- ICD Annual Plan & Funding Proposal form
- Review the budget with LJC
- Revise then finalize
- Budget is an “organic” document



Product development:

- Course content, delivery & improvement
- Review current course content
- Finalize course offerings
- Process for continuous course improvement



Review Course Content

- Are you the “Family Restaurant” of Learning Centers??
- How do you determine your course offering?
- How do you assess current courses:
 - Review post-course assessments
 - Review registration and popularity of courses
 - Trending – what’s hot and what’s not



Planning Your Course Offerings

- How often should a course be offered?
- What is the “Magic” enrollment number before a course is offered?
- Facilities requirements
- Equipment requirements
- Instructor availability & experience



Continuous Course Improvement

- Post-course assessments
- Who passed certification testing
- Face-to-face participant interviews



Staffing

- Evaluating current instructors
- Recruiting, interviewing and hiring new instructors



Evaluating Current Instructors

- How do you currently evaluate instructors?
 - Post-course surveys
 - Interview students
 - Certification success
 - Others?



Recruiting & Interviewing New Instructors

- Write or review job descriptions
- Verify applicants' qualification and experience
- Interviewing candidates
 - Include two more individuals to participate in the interviews
 - Review job description, interview questions and resumes
 - Narrow field of candidates to one or two finalists



Selecting New Instructors

- Have the candidate teach the LJC committee?
- Choose best candidate
- Negotiate salary, contract and scheduling
- Finalize and sign contract



Customer service: Delivering a “White-Glove” experience

- Is customer service important to your center’s success?
- How would you define a “White-Glove” experience



Is Customer Service Important?

- Does it affect:
 - Customers?
 - Enrollment?
 - Instructor recruitment
 - Other aspects of your center's success?
- Who should provides outstanding Customer Service?
 - LJC
 - Coordinator
 - Instructors



Quality Customer Service Principles

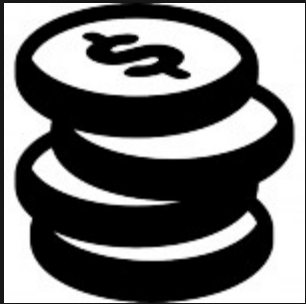
- Your **attitude** determines the quality of customer service
- Your customers determine your success
- Satisfied customers are important
- Word-of-mouth comments are 50 times more powerful than advertising
- Your customer's perception is all that matters
- So, how good is your customer service?



Check List

- Your Image: *How you look affects the way you are perceived*
- Your ability to communicate: *How well do you convey information about your courses?*
- Your ability to build rapport: *Making customers feel at ease, and finding common ground*
- Your attitude: *Enthusiasm combined with internal happiness.*
- Your product knowledge: *Know your courses and able to be convincing*
- Your humor: *A good laugh helps build rapport*
- Your sincerity: *you cannot fake credibility*

What's Next?



Finance – Sean

2:15 – 3:00 PM

Today



Product – Cecelia

3:15 – 4:00 PM

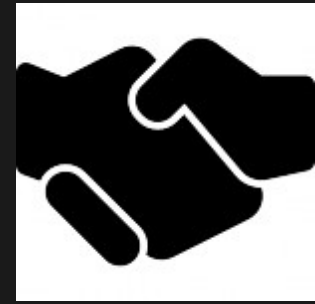
Today



Staffing – Steph

9:00 – 9:45 AM

Tomorrow



Customer Service - Korey

9:45 – 10:30 AM

Tomorrow