



MANAGEMENT TRAINING – SUNDAY, JULY 1ST 9 AM TO 4 PM.

INDIVIDUAL WORK

WHY DO YOU LOVE YOUR SCHOOL?

WHY IS YOUR SCHOOL THE BEST PLACE FOR CHILDREN?

Our school is warm & welcoming, which allows new children to acclimate quickly & adjust to being at a preschool

IN A SHORT SENTENCE, WHY DO YOU LOVE YOUR SCHOOL?

I love my school because it is my home away from home

HOW MUCH CONTROL DO YOU HAVE ON MAINTAINING YOUR FAMILIES?

Rate: 1 (Out of my Hands) to 10 (Complete Control)

1 2 3 4 5 6 7 8 9 10
Out of my Hands Complete Control

WHY?

HOW CAN YOU MAKE YOUR SCHOOL BETTER? WHETHER ITS YOUR SCHOOL, YOUR STAFF, POLICIES WHAT DO YOU HAVE THE POWER TO CHANGE?

I CAN'T CHANGE:

The building, # of classrooms, location, traffic issues, closing hours, ratios

I CAN CHANGE:

Updating wall displays to make the lobby feel warm and welcoming, update hallway boards w/ bios, inform staff of tours, hire more staff, create tour packet, train staff on phone calls

BUILDING GREAT RELATIONSHIPS

PUT YOURSELF IN THE PARENTS SHOES.

FIRST IMPRESSIONS

1. Phone Call

- Answer with a smile. Be mindful of your tone of voice.
- Answer professionally: Good Afternoon, thanks for calling YPW Spanish Immersion School. This is Monica how may I help you?
- Get all pertinent information from caller: First and Last name, phone number, reason for calling
- Follow thru any request/offer
- Be helpful: Direct them to where specifically the website location is
- Focus is to build a connection and encourage them to come in for a tour, direct them to correct place in website to fill out tour form. "Please visit our website to request a visit to our school. At the bottom left hand side there is a link to "Request a Visit to our School". Please fill it out and we we'll get right back at you."

PIVOT POINTS

Parent: How much does your center cost?

"We have a range of enrollment options that are flexible to meet your needs. If you come in, I can go through them all with you and see what the perfect fit would be."

Parent: How are you different from the school down the street?

"There are so many things that make us special. But more than any other school, we focus on a nurturing environment and development. We have exclusive curriculum and enrichment programs, both build by educational experts, so your child can have a jump start in life. "

Parent: Do you serve organic food?

"We do serve some organic foods in our snack and lunch menu. It's our goal to provide a variety of healthy meals and snacks that are good for your child. We want to play a key role in helping your child learn about and enjoy a variety of nutritious foods each day"

Parent: What other activities do you offer?

"We offer all kinds of activities as part of our daily program. I can give you a tour of the classrooms so that you can see some of them in action"

Parent: Do I have to pay extra for those activities?

“Our curriculum was developed to meet the developmental needs of every child in the classroom; however our teachers offer additional activities/projects for children who are more advanced and need an extra challenge at no cost”

2. Tour / Visit to The School

- Be prepared. Get “Request to Visit the school Form”. Do they list any special comments? What age/classroom are they interested
- Let the teachers know ahead of time, parents are visiting. Make sure classrooms are ready.
- Start and finish the tour in your office. Make sure your office is clean and organized.
- Start first by gathering what they parent needs are/ what they are looking for in the school: academics, social interaction, communication, etc. “What do you expect from your xxx’s school?” “As a parent, what is the most important thing to you about your children’s care/education experience?”
 “Tell me about xxx first”
- Finish with a closing statement: “Do you see xxx here with us?”
- Present the benefits to the parent not our features. (??)
- **Parent:** “I don’t really know this area, as I’ve just moved to town, so finding the best place for my boys is hard.”

What you could say: “You’re right, choosing the best place for your boys can be difficult, especially in a new town. It sounds like you’ve looked at a few places already, which is great. Let’s talk more about your needs, and what we can do for you as a family”

What you shouldn’t say: “I’m sure we’re the best place. We create our own curriculum and have won awards!”

- Be relevant to the child’s age group.
- Allow you to talk about our curriculum, tailored to the stage of development of their child
- Be specifically relevant to this family, based on what you have learned about them so far.
- School cost: **Put the value up front.** Recent research has shown that talking about what someone is receiving for their money before telling them how much it costs focuses their attention on what they gain (instead of what they lose)
 “You can enroll your child in our school to receive everything we’ve discussed for \$_____”

When talking about price, remember to:

Be helpful: Is there anything else I can tell you that would help you make sense of what’s covered with this price?”

Be confident: Be confident knowing that there is no better place for their child

ALL TOGETHER

Reassure them: Be attentive and at hand to explain any further questions they have.

Show you're listening: Use affirmations such as smiling, nodding and summarizing to demonstrate you're hearing what they say.

3. At Drop Off Time, What Parents:

NEED (meeting expectations)

Drop off consistency (place, teacher)

Safety (signing sheets, clean)

WANT (exceeding expectations)

Teacher greet with a smile, relax, enjoying her job

Organized space/school

Clean areas/classroom

Someone from administration in control, greeting them, relax, available to help.

4. LAST IMPRESSIONS / PICK UP

NEED (meeting expectations)

WANT (exceeding expectations)

COMMUNICATION

HOW WE COMMUNICATE? Examples

Daily, hugs to children, share special child stories of the day, ask questions

HOW CAN WE IMPROVE?

REPLY TO all type of EMAILS to acknowledge you receive them and are aware of it

When letting us know that their child is not coming to school, letting us know anything

REALLY LISTEN!

“Most people do not listen with the intent to understand, they listen with the intent to reply”

Dr. Stephen R. Covey

Let the parent talk without interrupting them:

- Take quick notes on critical issues
- Ask clarifying questions if needed:
 - “Just to be sure ...?”
 - “Does that sound right to you?”
 - “So, you are saying that?”
 - “Have you experienced this before?”
- Show interest
 - Simple “uh-huh” when they speak
 - Ask further questions around the topic
- Summarize the parent’s main points before responding

Don’t Sound Like You’re Reading from a Script

- Try to add a little personality to your interaction
- A little joke and laughter will help even the most anxious new parent to relax
- Remember, you’re both human! Just focus on making a connection

Lead the Parent and Remain in Control

- Understand what they’re currently thinking and feeling:
 - “I’m guessing that must be challenging for you ...”
 - “It sounds like great news to me ...”

Staying Focused on the Family

Five Tips to Help Us Stay Focused on The Family:

Be here and now => If you find yourself drifting away, guide the conversation to another direction

Get the parents perspective => How is it? What happened? How did it go? How did it make you feel?

Use eye contact => To help you stay focused on the parent.

Be Mindful => Distractions are natural, allow them to come and go

Find the right setting => To help you concentrate, find the right setting for important conversations (a well-organized office, quiet room, nice café)

What are the Things that Will Help me to Stay Focused when Talking with Parents?

I will use enough eye contact, I will have important conversations in the right room away from distractions, I will lead the conversation.

Some Things We Need to Listen Out for When Speaking to Parents and What We Should Avoid:

WHAT TO LISTEN OUT FOR:

Similarities => "I have just moved to this area as well, it's great for kids, isn't it?"

Interest => "I have a 3-year-old boy at home as well, I know how busy it gets!"

Feelings => "I understand it's a challenge finding the right place for your boys and can feel daunting"

Insights => "Thank you very much for letting me know about your current family situation. I will personally ensure XX gets done"

WHAT WE SHOULD AVOID:

Criticizing the Parent =>

Assuming that you know what they need =>

Thinking that you already know they are going to pull out their child =>

Telling too much (whether its relevant or not) =>

Body Language

Some Tips to Match Your Body Language with that of the Parent's When Speaking to them:

Mirror the parent => Adjust your own body language and spoken language so that you "reflect" that of the parent

Pay attention to your posture => Match the parent's movement but make sure you do this subtly

Do

Be centered and stable

Have arms by your side

Have weight distributed centrally

Be seated, center and stable

Lean in – connected

Do not

Hunch

Cross arms

Have weight over one side

Have weight over one side

Lean back – disconnected

Paralanguage => Match the parents tone (high vs low) speed (quick vs slow) and accent (soften yours against theirs) E.g.

Are they excited? Do they seem tense? Are they asking a lot of questions or do they seem uncertain of what to ask?

ALL TOGETHER

REMEMBER

If you need to disagree, remember to match your body language with that of the parents so that you say “YES” to the parent but “NO” to their idea.

LEADING THE CONVERSATION

WHAT IS THE PARENT CURRENTLY FEELING AND THINKING? MEET THEM WHERE THEY ARE, AND TAKE THE CONVERSATION FROM THERE:

Parent => “I don’t really know this area, as I’ve just moved to town, so finding the best place for my boys is hard”

What you might say: “You’re right, choosing the best place for your boys can be difficult, especially in a new town! It sounds like you’ve looked at a few places already, which is great. Let’s talk more about your needs, and what we can do for you as a family”

What you shouldn’t say: “I’m sure we’re the best place. We create our own curriculum and have won awards!”

Tips: - Match your tone first and don’t rush in with everything you want to say.

- Bring the parent with you and be mindful of their body language as you go

MAKING THE CONNECTION STRONGER

How to connect when we don’t have time to speak with parents and show them that I care?

Need to recognize the parent’s needs.

What are our parent’s needs?



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ALONE

MY COMMITMENT TO IMPROVE COMMUNICATION AND PARENT CONNECTION

WHAT 3 THINGS WILL I DO?

Be more available to connect at pick-up and drop off – come out of the office to hug or give five children good bye. Visit the classrooms to play or observe more – have personal experiences with their child to share at pick up time. E-mail with parents more. Ask what we can do better. Send photos. More communication during families first week at school

HOW WILL I KNOW I'M GETTING IT RIGHT?

What will the parent think, feel, do?

PARENT PROFILES

The First Timer

Most likely to Leave within the first 90 days

I'm married and a first-time mom of one infant child

I need frequent communication (texts, emails, pictures)

I need to know my baby is loved and well taken care of

My child care provider is a partner in raising my child

Meals should be healthy

What to do

Their needs in a tweet: I need all the details

Things to do: Superb communication, share moments, extra wow factor

Things to Say: reassurance, care calls

Things to avoid: seeming too busy, be careful w/ sarcasm

The Supermom

Most Likely to Hover and ask a lot of questions, and expect my provider to have the answer

I'm married and have two boys, aged 3 and 5

Each of my children is a snowflake – they have unique needs and interests

I care what my child eats and prefer organic, healthy food to be served

I am a micromanager and very protective of my kids

I do it all while working full time

I need a well-rounded environment that caters to the unique needs of my child

What to do:

Their needs in a tweet: I like to be in charge. I'm the boss.

Things to do: help at drop off

Things to say: Compliment them for doing a great job

Things to avoid: giving extra tasks. Don't be judgmental.

The Academic Engager

Most likely to: Want an academic space in which my child can progress, not a child care center.

I'm the parent of one preschool aged child

I want to be able to impress my friends with how advanced my child is

Fun isn't important; learning is critical

I need constant communication about my child's educational progress

I want an early child care provider that will set my child up for a successful academic career

Teachers should be specialized, certified and should receive ongoing professional development

What to do:

Their needs in a tweet: my child needs to be challenged



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Thigs to do: highlighting curriculum + assessment, more frequent parent conference. Remind how our children learn through play.

Things to say:

Things to avoid:

The Stretched Parent

Most likely to: Need flexibility and for my provider to understand my circumstances

I'm a single mom with a 2-year-old girl

I am stretched both financially and for time

My child needs to have friends and company while I'm at work

I rely heavily on my child care provider to take care of and develop my child

My provider is an extended family member who helps me raise my child in a safe and friendly environment

What to do:

Their needs in a tweet:

Thigs to do:

Things to say:

Things to avoid:

The Laid-Back Parent

Most likely to: Dislike unimportant chit-chat, but if a problem arises I expect it to be taken care of urgently

I'm a dad with 2 children – one infant girl and 4-year old boy

I want my child to gain a balance of skills (social as well as academic) while having fun

I look for a friendly environment and want my children to be happy

I expect some communication about my child's day, but I'm not too demanding

I don't see this center as needing to do and be everything

What to do:

Their needs in a tweet:

Thigs to do:

Things to say:

Things to avoid:

WHAT ARE OUR PAENTS REALLY THINKING? GETTING THE PARENT PERSPECTIVE

What they Ask

Where are the bouncy seats in the infant room?

How long is nap time?

What's the menu?

What will you do to keep my child safe?

What they really are thinking

Is this school equipped to take care of any child?

Is my child better off at home with me and the bouncy seat?

My kid is never going to nap! How will I get them to sleep if they nap all day here!

My kids is a picky eater! Need to make sure my child gets a balanced meal

My kid is clumsy – will someone keep an eye on her at all times?

WHAT WILL YOU DO DIFFERENTLY?

I need to familiarize myself with the curriculum more. Tailor tours by getting info about family ahead of time. Be an active listener. Meet in office before tours and after

SHARING VALUE

HOW DO WE STAND OUT? WHAT MAKES US STAND OUT?

It's about knowing what's remarkable about your school and telling the world about it.

LET'S SHARE THAT WITH OUR PARENTS – HOW?

Align it to their needs => "I remember you said you were looking for ..."

Making it a story => "Last year a parent was so moved by their childs development, they"

Let them know why it matters => "We keep validating our curriculum because ..."

Share what we stand out for => "We're most proud of"

Various => "The latest thinking on early learning tells us"

"You'll be pleased to hear that ..."

"We want to make sure that ..."

HANDLING TRICKY QUESTIONS/ SITUATIONS

Get into A Good Place. How Might I Get Into The Right Mindset Before Having A Meeting with a Family?

I'll take 5 minutes of "me time" before the parents come in, I will listen to music, I will stay positive, I will talk to my staff, take a deep breath

To Build A Relationship and A Conversation with Parents in These Situations, We Need To:

LISTEN => simply feeling heard helps put people at ease. Keep eye contact, nod and summarize

EMPATHIZE => Demonstrate understanding. You might do this personally: "I understand what you're going through, I have kids of my own."

Or by referencing other parents: "It's really interesting you should ask that – it's a question a lot of parents ask. From my experience it can only really be answered when you see first hand the positive impact our curriculum will have in your child"

ASK => "What can I do to help you make feel better / make the decision?"

Is everything clear enough? "Is there anything your other half would like to hear about that we haven't covered yet?"

"Is there anything you're worried about or anything else you'd like to talk about?"



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MAKING IT EASY - IT'S THE LITTLE THINGS ...

HOW CAN WE MAKE LIFE EASIER FOR PARENTS?

Can we fill out some of the paperwork for them in advance or after they've gone? What might feel complicated and can we describe in a simpler way?, Could you take the lead in planning steps?, Can you set up a conversation with an existing parent who can tell them a bit more about the school from the families' perspective?

INDIVIDUAL WORK

WHAT ROLE DO YOU WANT YOUR TEAM AND YOU TO PLAY IN THE CONTINUE
SUCCESS OF YOUR SCHOOL?

Working all together towards the continued success of the school is really important because ...

I want to improve the school environment and process by: ...

What would you like your team member to do?

I think you'll be great at this because ...
