Run Your Center Like... You Own It!

ICD Learning Summit
Kansas City, October 7 & 8
What Do You See?
What Do You See?
Perception Is Reality

- Subconscious brain tends to “see” things one way
- True of our friends, family & job
- More than one way to look at things
- We are going to look at your Learning Center as a BUSINESS
Congratulations!

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

“What?”

You are directly responsible for the success or failure of your center
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
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
Spend the Money!

- Reinvest in facilities or equipment
- Purchase special items
- Offer an expensive class
- If you don’t use it...you’ll lose it!
- Save 10% of budget
Create an Inventory

- List of all the Center’s assets:
  - Equipment
  - Computers, desks, chairs
  - Materials
- Insurance purposes
- Track the inventory to make sure items haven’t disappeared
- Justify major purchases
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 evaluate 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
Break Time!

- Please be back in your seat in 15 minutes
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 provide 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  
  1:30 – 2:30 PM  
  Today

- Product – Cecelia  
  2:30 – 3:15 PM  
  Today

- Staffing – Steph  
  3:15 – 4:00 PM  
  Today

- Customer Service – Korey  
  9:30 – 10:15 AM  
  Tomorrow