

# 20|20 VISION for 2020-2024

*In the Child Development Center industry*

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## INTRODUCTION:

We can “see the future” best when we view through a variety of lenses. We will be examining the upcoming 2020-2024 time period through the “lenses” of **Industry Trends, Technology Trends and Social Trends**.

As we begin this **20|20 VISION** article, here are a few interesting questions for Child Activity Center owners going into 2020-2024 time period:

- What are the most pressing NEEDS at this time for your Business?
- What are the most pressing NEEDS at this time for the Education of your Staff Members?
- How do you plan to monitor the entire Life Cycle of each Staff Member through your Business?
- How do you plan to handle the increasing need for Risk Management?
- How do you plan to professionalize your Marketing over the next 6-12 months?



Let’s examine a some of the Key Action Points with respect to the Children’s Activity Center industry and the future.

- **STOP** for a few hours and map your **2020-2024 Business Strategies** for Model, Marketing, HR, Technology, Finance, Facilities and Risk.



- **ASK YOURSELF exactly WHAT resources and apps** will give you and your business LEVERAGE moving forward.

- **DECIDE which resources and apps** will give your Key Managers and Staff the tools to streamline their work.



- **INVEST NOW to reap the benefits later.** There is always a “lag time” between a decision and implementation.

- **DEDICATE THE TIME for yourself and your Key Managers** to implement the resources. 3<sup>rd</sup> Level Consulting, RiskAssure and LEAP Learning exist to help you do this in the most efficient and effective ways, including setting up timelines and accountabilities across all of your programs and operations.

Below is a graphical overview of Key Areas (1-3), as well as for your Company (4):

## 20|20 Vision Trends for 2020-2024 (*radar diagram*)

### 1. INDUSTRY TRENDS

What are the most impactful INDUSTRY Trends emerging now?

### 2. TECHNOLOGY TRENDS

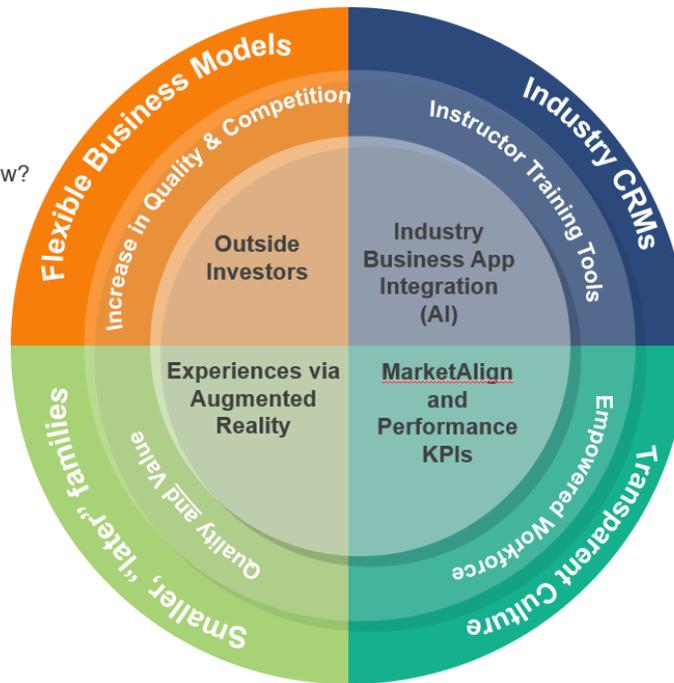
What are the most impactful TECH Trends emerging now?

### 3. SOCIAL TRENDS

What are the most impactful SOCIAL Trends emerging now?

### 4. YOUR COMPANY

What are the ACTIONS your company needs to take now?

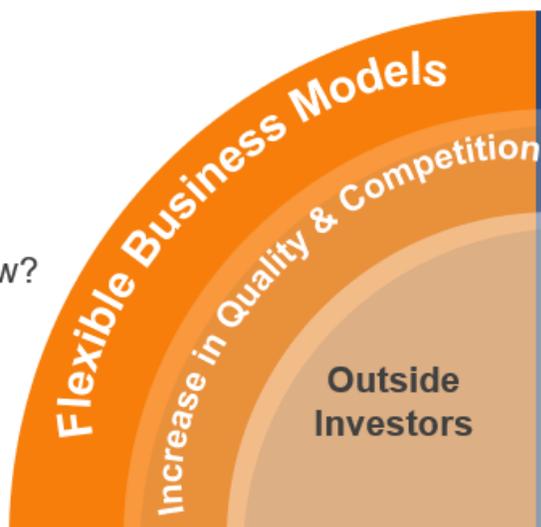


**PART 1:** Let's start by focusing on the **Child Development Center INDUSTRY TRENDS**.

Let's examine a some of the Key Points through the **INDUSTRY TRENDS LENS**.

### 1. INDUSTRY TRENDS

What are the most impactful INDUSTRY Trends emerging now?



## **FLEXIBLE BUSINESS MODELS:**

In today's world, Child Development Centers can take on any single selection or combination of Sports or Arts Instruction, Education, Entertainment and/or Outreach programs. The models can be strictly developmental, competition-based, or both. Models can be in a facility or mobile. Ownership models can be: company-owned operations, licensed programs, franchising and others.

Furthermore, the models of each category are also changing and morphing continuously. An example is the "Ninja" phenomenon – is it really ninja or martial arts, gymnastics, parkour, free running, acro or a blend? There are so many variations on the theme that it is in constant evolution!

**How this relates to YOUR COMPANY:** It is wise to review all of your program annually for relevance, participation (student number trends) and profitability.

## **INCREASING QUALITY AND COMPETITION:**

All industries mature and change over time. In recent years, however, the Child Development Centers have evolved to the point where customers now EXPECT quality programs, facilities and instruction. This is a positive change, as it separates "excellent operators" from merely "average operators".

**How this relates to YOUR COMPANY:** Be sure that your company is consistently planning for upgrades in programs, facilities and instructional quality. Consistently challenge yourself and your staff to GROW.

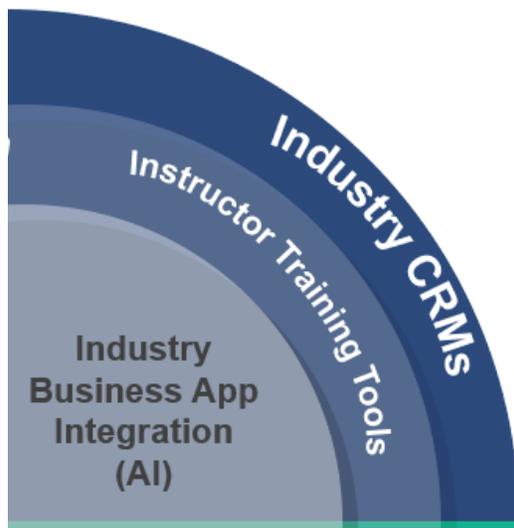
## **OUTSIDE INVESTORS:**

Because Child Development Centers have improved so radically over the past 10 years, profitability is now at investment quality levels amongst the best operators. This, in turn, has attracted outside investors.

**How this relates to YOUR COMPANY:** Outside Investors do not have the same industry orientation ("blindness"), nor might they have the same passion for child development as previous generations. What they DO have is sufficient capital to enter the Child Development Center industry, and they are fully prepared to embrace whatever existing business systems, technologies and apps will give them ROI.

**PART 2:** We will now focus on the **Child Development Center TECHNOLOGY TRENDS.**

Let's examine a some of the Key Points through the **TECHNOLOGY TRENDS LENS.**



## 2. TECHNOLOGY TRENDS

What are the most impactful  
TECH Trends emerging now?

### **INDUSTRY CRMs:**

Our marvelous industry CRM (customer relationship management) databases (now calling themselves business management software) are constantly improving. The features and functions continue to “move to the same place” in terms of CRM companies, because their clients (us) generally have the same needs.

**How this relates to YOUR COMPANY:** As companies we need to stay up on most, if not all, of the features and functionalities. There is a definite need for an internal “expert” in a business for the CRM that you have chosen.

### **INSTRUCTOR TRAINING TOOLS:**

The transition in this area is one of finding an excellent Learning Management System (**LMS**) that can accommodate the consistent, growing and changing need for effective and quick training in all areas – sport/art/education technical courses, business courses and personal development courses.

**How this relates to YOUR COMPANY:** The challenge is to find LMS's that already have world-class content as well as the ability to place your company's specifically-desired trainings in place.

### **INDUSTRY BUSINESS APP INTEGRATION (AI):**

You will see rapid progress in the integration of CRM's and various LMS tools in the marketplace. This is essential for these companies to forge market share advantages by providing customer use efficiencies.

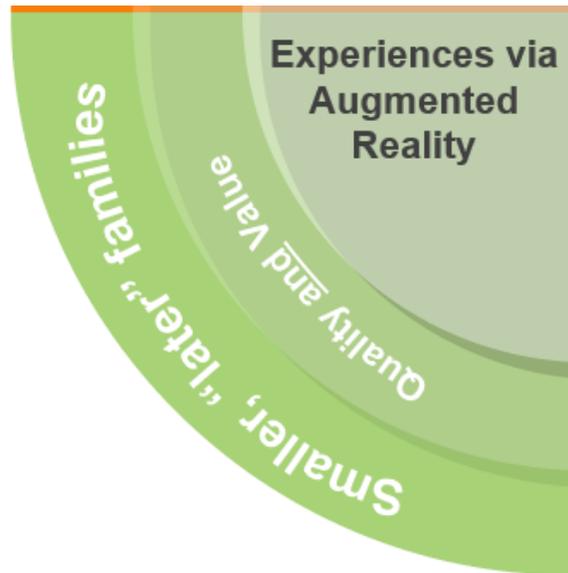
**How this relates to YOUR COMPANY:** As an example, the LMS sports/arts/education teacher training platform [www.LeapLearn.net](http://www.LeapLearn.net) is actively integrating it's expert content with CRM company's skill tracking functions. This will save both office staff and instructors multiple steps in the process!

**PART 3:** We will now focus on the **Child Development Center SOCIAL TRENDS.**

Let's examine a some of the Key Points through the **SOCIAL TRENDS LENS.**

### 3. SOCIAL TRENDS

What are the most impactful SOCIAL Trends emerging now?



#### **SMALLER, "LATER" FAMILIES:**

According to the 2017 Global United Nations study, Household Size and Composition Around the World 2017, average household size has declined almost everywhere. As the average size falls, a smaller share of households include children.

**How this relates to YOUR COMPANY:** If there is a smaller "total pool" of children, both now and in the immediate future, then our solution is to impact PERCENTAGE of children (and families) participating in the sports/arts/education programs that we, as child development centers, offer. We will accomplish this through more professional and scientifically-measured marketing plans.

#### **QUALITY AND VALUE:**

Customers today (parents who pay our tuitions) are pressed in terms of both time and budgets. They are getting more discriminating in HOW, WHEN and WHY they spend their time and money.

**How this relates to YOUR COMPANY:** We must intentionally create BOTH quality and value inside our companies via excellent staff education and reasonable pricing. In addition, we must market the BENEFITS in an engaging, inspiring and logical manner.

#### **EXPERIENCES VIA AUGMENTED REALITY (AR):**

Winning companies will embrace the augmented reality (AR) and use "live" visual and graphics to enhance the class experience for the students.

**How this relates to YOUR COMPANY:** Start dreaming up creative AR scenarios now!



## 4. YOUR COMPANY

What are the ACTIONS your company needs to take now?

### TRANSPARENT CULTURE:

Given the age and experience “mix” of today’s workforce, there has never been a more critical time to transmit a transparent culture to our valuable people. This means conveying openness, honesty, sincerity, respect and more.

**How this relates to YOUR COMPANY:** Your chosen cultural cornerstones are definitely REINFORCED by your systems and LMS applications. Be sure that yours are world-class!

### EMPOWERED WORKFORCE:

As pointed out in the Technology Trends, we can empower with the following simple **MANTRA**:

**How this relates to YOUR COMPANY:** *“Having the right PEOPLE in the right SPOTS, doing the right THINGS with the right TOOLS”.*

### ALIGNING MARKETING WITH PERFORMANCE:

We need to assure that our Marketing Plans are “synched up” with actual Staff Performance.

**How this relates to YOUR COMPANY:** You’ll need detailed Performance Dashboards (PDs) for staff at all levels of employment. These PDs are (a) Position Agreements; (b) Self-Evaluations; and (c) Action Items.

**SUCCESS STEPS ACTIONS** that your organization should be taking NOW?

For Accelerated Business information, visit [www.3rdLevelConsulting.com](http://www.3rdLevelConsulting.com)

(3<sup>rd</sup> Level Consulting membership includes the [www.RiskAssure.net](http://www.RiskAssure.net) application)

For Accelerated Staff Technical Training information, visit [www.LeapLearn.net](http://www.LeapLearn.net)