

Future-Ready Childcare: Strategic Planning and AI Tools for Business Growth

MCCBC - 2024



Introductions



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Channel Partnerships
LivePlan



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Senior Childcare Business Advisor
Zero to Five Montana

Agenda:

- ✓ Introductions
- ✓ Setting the context
- ✓ Growth Planning basics
- ✓ AI optimization and best practices
- ✓ Interactive Session
 - Building a Profit & Loss forecast using LivePlan
 - Group activity: create a one-page business plan
- ✓ Additional AI tools for childcare operators
- ✓ Q&A and Discussion



What are your goals for this session?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

We are a small business!



Palo Alto Software

THE MAKER OF LIVEPLAN

- Est. 1988 by Tim Berry
- SBA Partner since the '90s
- Family owned in Eugene, OR
- 70 employees

Mission: help people succeed in business



Decades of Success:

Helped hundreds
of millions of
entrepreneurs
in over 180
countries.

SBA Names Palo Alto Software
Best Family-Owned Business in
Oregon

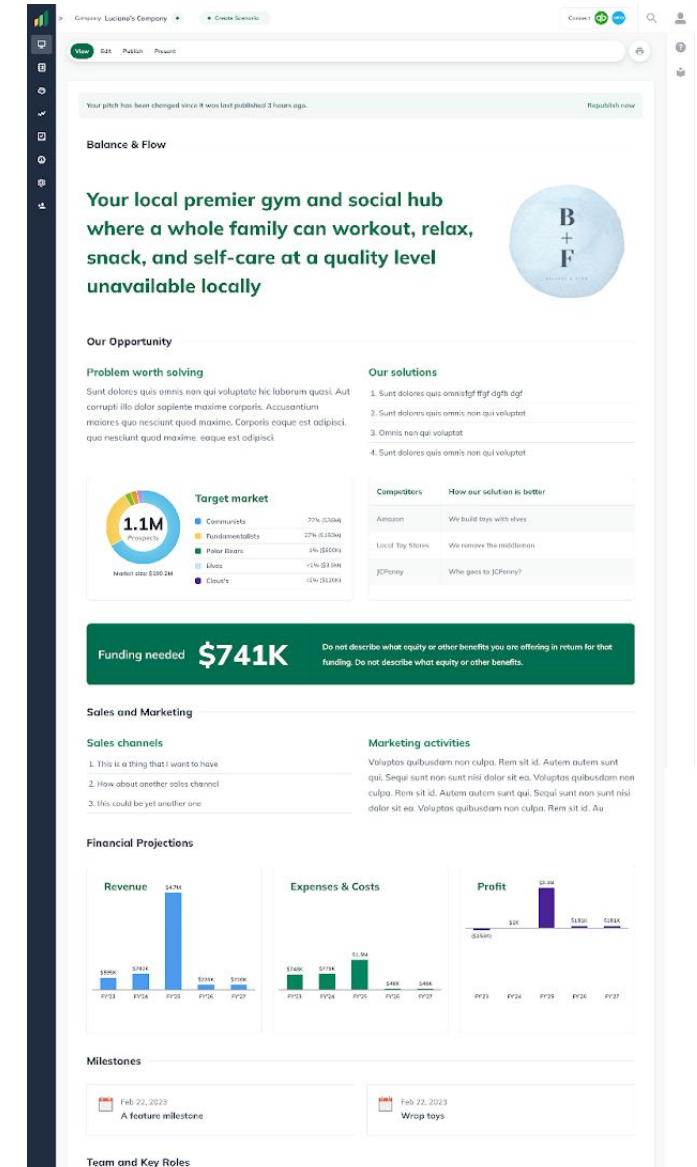
Eugene, Ore.
Thursday, May 22, 2014



What we provide



- PITCH - 1 page plan
- PLAN - formal business plan
- FORECAST - financial projections
- BENCHMARKS - industry data
- SCHEDULE - milestone deadlines
- DASHBOARD - key performance indicators



The screenshot displays a comprehensive pitch deck dashboard for a business named 'B + F'. The dashboard is organized into several key sections:

- Balance & Flow:** A section at the top with a 'Republish now' button and a notification that the pitch has been changed since its last publication 2 hours ago.
- Business Summary:** A central area featuring the business name 'B + F' and a tagline: 'Your local premier gym and social hub where a whole family can workout, relax, snack, and self-care at a quality level unavailable locally'.
- Our Opportunity:** A section divided into 'Problem worth solving' and 'Our solutions'. The problem section contains placeholder text, while the solutions section lists four points.
- Target market:** A circular chart showing a total market size of 1.1M, broken down into segments like 'Communitas' (77%), 'Fundamentals' (27%), 'Polar Bears' (4%), 'Elites' (1%), and 'Clout's' (1%).
- Competitors:** A table comparing 'Amazon' (We build toys with elves) and 'Local Toy Stores' (We remove the middleman) against 'JCPenney' (Who goes to JCPenney?).
- Funding needed:** A prominent green box indicating '\$741K' is needed, with a note to describe the equity or other benefits offered in return.
- Sales and Marketing:** Sections for 'Sales channels' (listing three channels) and 'Marketing activities' (listing three activities).
- Financial Projections:** Three bar charts showing 'Revenue', 'Expenses & Costs', and 'Profit' from FY23 to FY27. Revenue peaks at \$47M in FY25, while profit reaches \$1.9M in the same year.
- Milestones:** A timeline showing key dates: 'Feb 22, 2023 - A feature milestone' and 'Feb 22, 2023 - Wrap toys'.
- Team and Key Roles:** A section at the bottom, partially visible.

LivePlan - Long Term Partner

- SBDC – 25+ years
- WBC – 9+ years
- VBOC – 6+ years
- LivePlan used in all 50 states and worldwide in 180 countries



Setting the Context





What is the biggest challenge or barrier you currently face in managing your childcare business?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



What Do We Know About the ECE Industry?

- Talent Shortage
 - 50-60% Annual Turnover Rate
 - Shortage of workers entering ECE career paths
- Directors in Classroom
 - Not managing business
 - Not enough time in the day
- Passionate about Kids
 - Most entrepreneurs in most industries are knowledgeable about their industry
 - Most entrepreneurs do not come from business background
- Lack of Academic Business Background
 - Leading to uncertainty about business decisions
 - Leading to inaction in business management
 - Leading to viability & sustainability problems
 - Leading to low wages & low margins

At the end of the day...

Everything in life is about *time*.

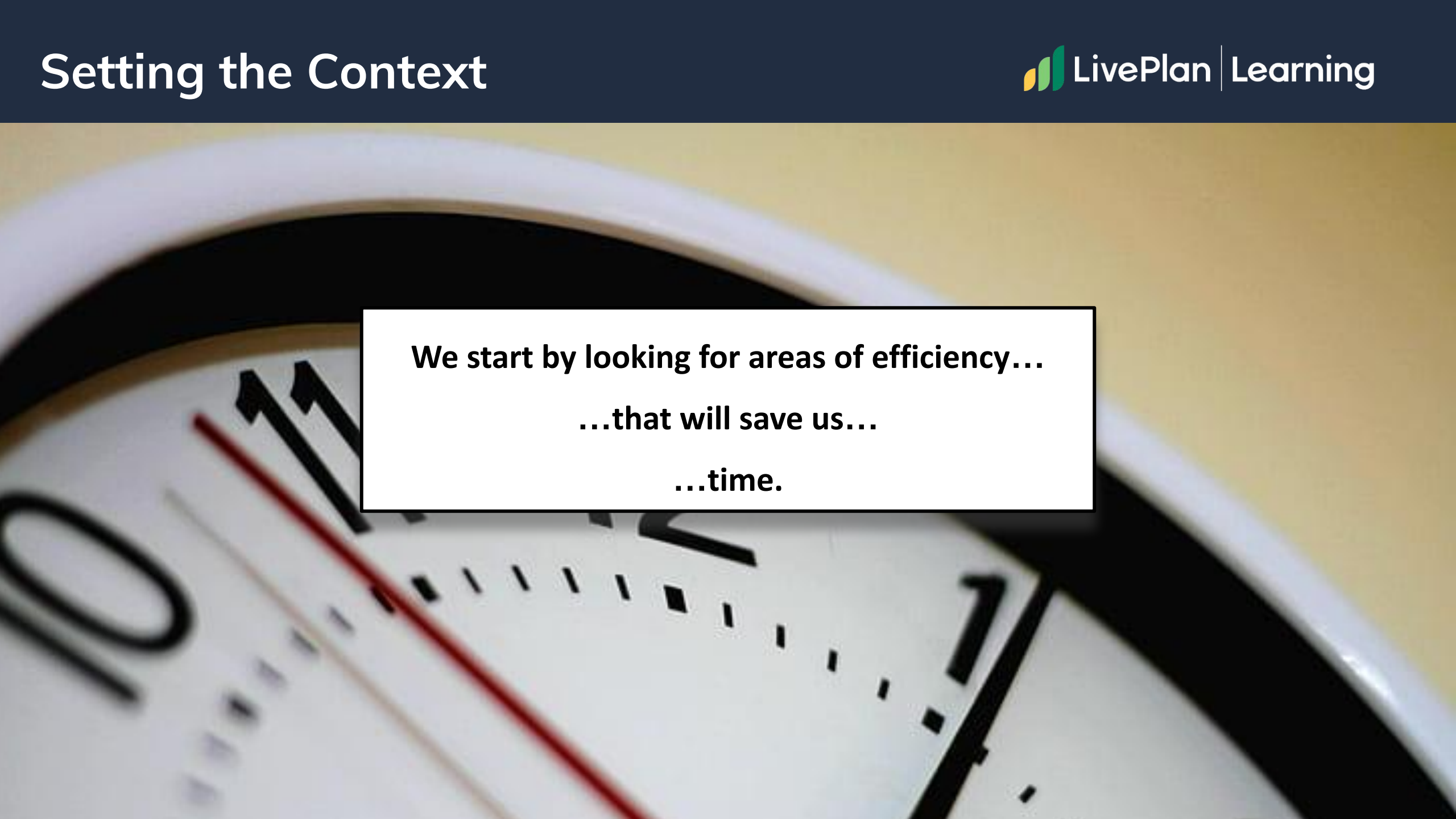
We prioritize things we know.

We prioritize things we like.

The things we know and like take up our time.

So...

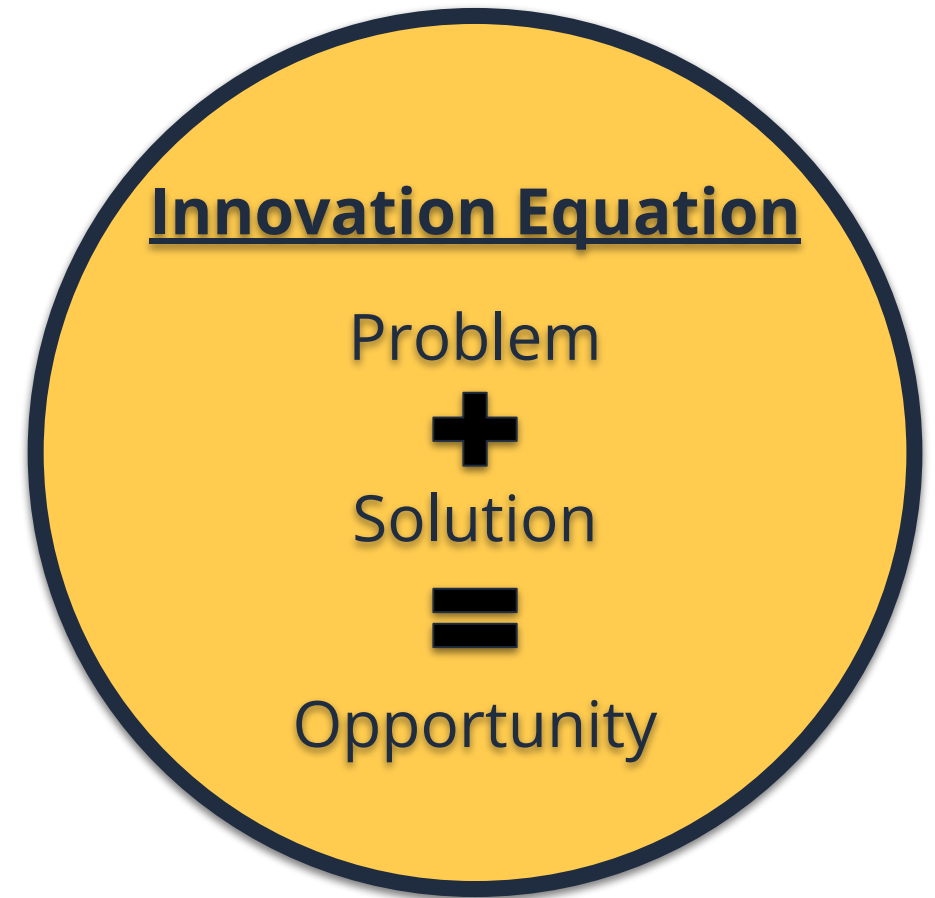
How do we find *more time*?

A close-up, slightly blurred image of a white clock face with black numbers and hands. The numbers 10, 11, and 1 are visible. A red hand is pointing towards the 10, and a black hand is pointing towards the 1. The clock is set against a light yellow background.

**We start by looking for areas of efficiency...
...that will save us...
...time.**

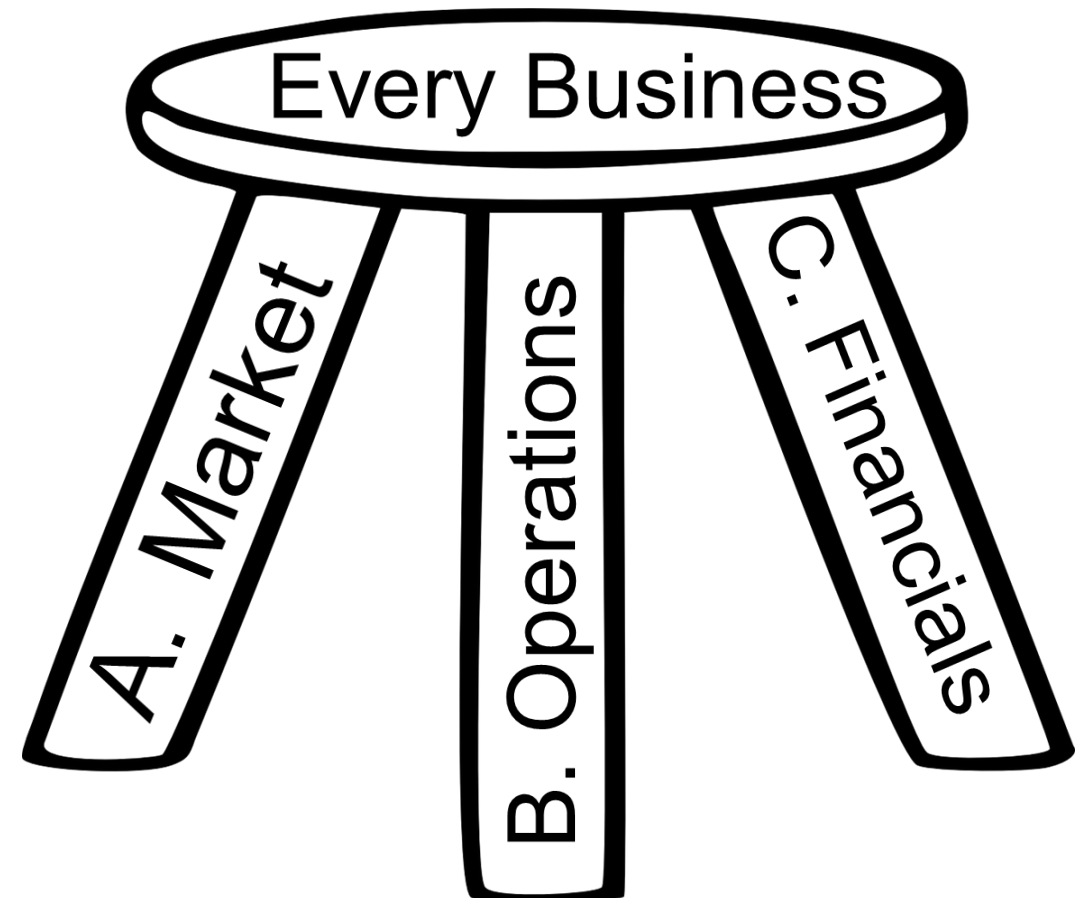
Begin by Building Frameworks

1. Start with Needs Assessment
 - a. What are problems in the business?
2. Categorize Problems
 - a. Problems often fit into specific buckets
3. Align Problems with Causes of Problems
 - a. Question assumptions to avoid problem-cause misalignment
4. Identify Solutions to Actual Problems
 - a. Software
 - b. Hardware
5. Prioritize Problems to Actually Solve
 - a. Which problems cause the most significant impacts?
 - b. Which solutions would have the greatest impacts?



Core Categories to Explore

- Market
 - Customer Facing
 - Competition Facing
 - Promotions & Communication
- Operations
 - Human Resources
 - Policies & Procedures
 - Reporting
- Financials
 - Cash Flow Management
 - Tax Planning & Management
 - Decision-Making
- Strategic Planning
 - Startup Planning
 - Growth Planning
 - Exit Planning





What if...

- You don't know where to look first?
 - "I don't know what I don't know."
 - "I'm completely overwhelmed."
- Which business category impacts every other category?
 - Market
 - Operations
 - Financials
 - Strategy

A stack of US dollar bills, with the top bill being a \$100 bill. The bills are fanned out, showing the portrait of Benjamin Franklin on the right side of the top bill. The serial number AB 57665157 G and the letter B2 are visible on the left side of the top bill. A white rectangular box with a black border is centered over the bills, containing the word "Financials" in bold black text.

Financials



Do you have a business plan (or financial forecast) that you review and update regularly?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

The Core Problem

Business **planning is hard** for most people


- **Especially the Financials**
- Most tools leave them frustrated
- Many plans are never completed
- Overly-long plans aren't good for Growth Planning and Management
- Limited guidance and support
- Static documents don't encourage updating and revising



The Solution - We Help Entrepreneurs

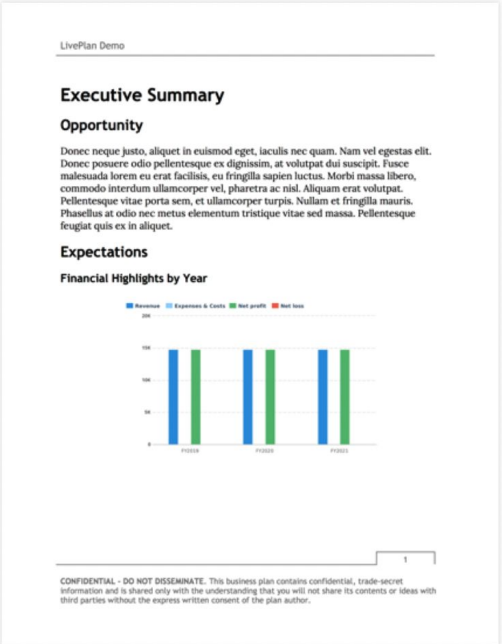

Complete a polished plan designed to wow lenders and investors

Change your document theme ✕



Springfield Dallas Manhattan Seattle Malibu

← →



LivePlan Demo


Executive Summary

Opportunity

Donec neque justo, aliquet in euismod eget, iaculis nec quam. Nam vel egestas elit. Donec posuere odio pellentesque ex dignissim, at volutpat dui suscipit. Fusce malesuada lorem eu erat facilisis, eu fringilla sapiens luctus. Morbi massa libero, commodo interdum ullamcorper vel, pharetra ac nisl. Aliquam erat volutpat. Pellentesque vitae porta sem, et ullamcorper turpis. Nullam et fringilla mauris. Phasellus at odio nec metus elementum tristique vitae sed massa. Pellentesque feugiat quis ex in aliquet.

Expectations

Financial Highlights by Year



Year	Revenue	Expenses & Costs	Net Profit
2018	180	170	10
2019	180	170	15
2020	180	170	20

1

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

The Solution - We Help Entrepreneurs



Build a roadmap for success with effortless financial forecasts

The screenshot displays the LivePlan software interface. On the left is a dark sidebar with navigation options: Pitch, Plan, Forecast, Benchmarks, Schedule, Dashboard, Options, and Invite Users. The main area shows the 'Revenue' section for '2022'. It includes two bar charts: one for monthly revenue from Jan '22 to Dec '22, and another for annual revenue for 2022, 2023, and 2024. Below the charts is a table titled 'Add Revenue Stream' with a 'Monthly Detail' toggle set to 'ON'. The table lists various revenue streams and their values for Nov '22, Dec '22, 2022, Jan '23, and Feb '23.

	Nov '22	Dec '22	2022	Jan '23	Feb '23
Revenue					
Deep-tissue Massage	\$13,400	\$12,300	\$111,800	\$12,500	\$11,000
Sports Massage	\$10,350	\$10,350	\$102,235	\$14,950	\$13,800
Shockwave Therapy	\$9,600	\$9,600	\$73,200	\$8,700	\$9,600
Personal Training	\$5,700	\$5,700	\$60,036	\$7,200	\$6,000
Product Sales	\$2,000	\$2,000	\$21,400	\$2,400	\$2,400

Provide data to better understand their industry and compare to industry averages

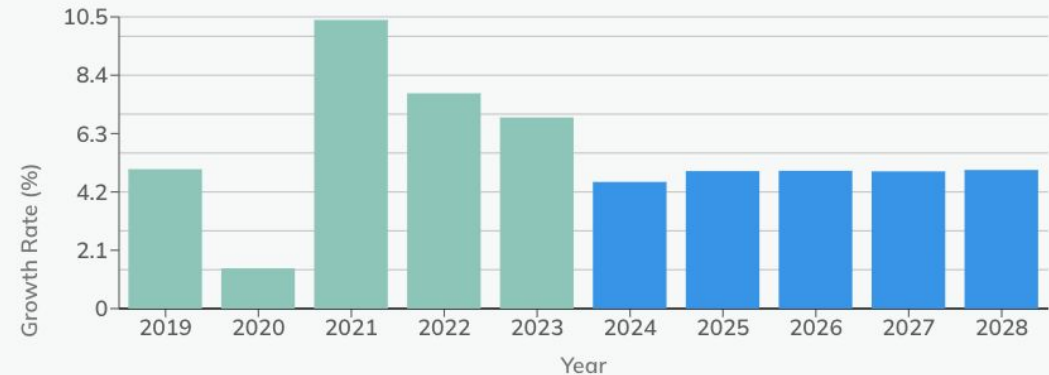
Industry Outlook

Average Growth Rate (2024 - 2028):

4.88%

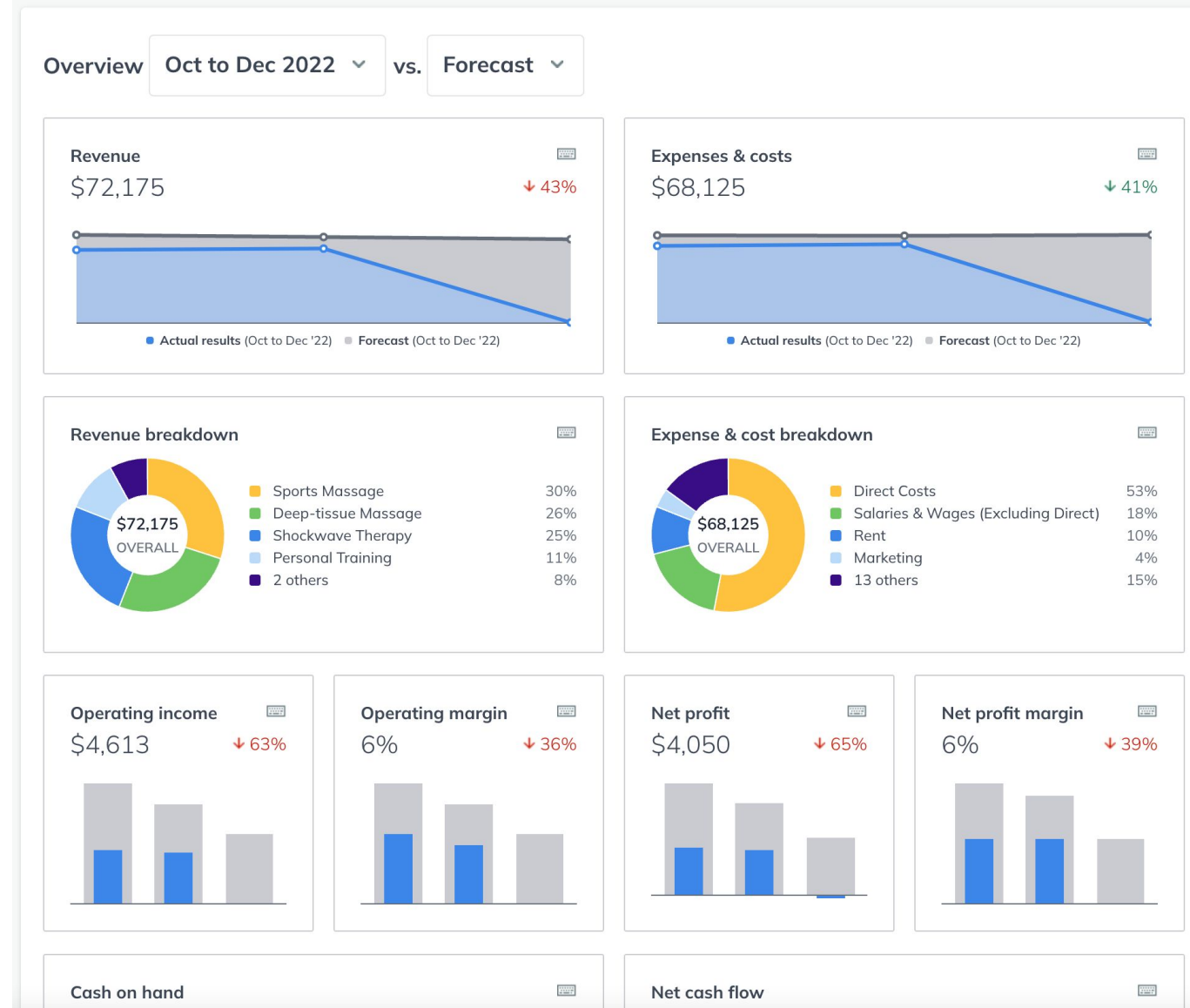
Growth is **faster than** other industries

Annual Growth By Year (%)



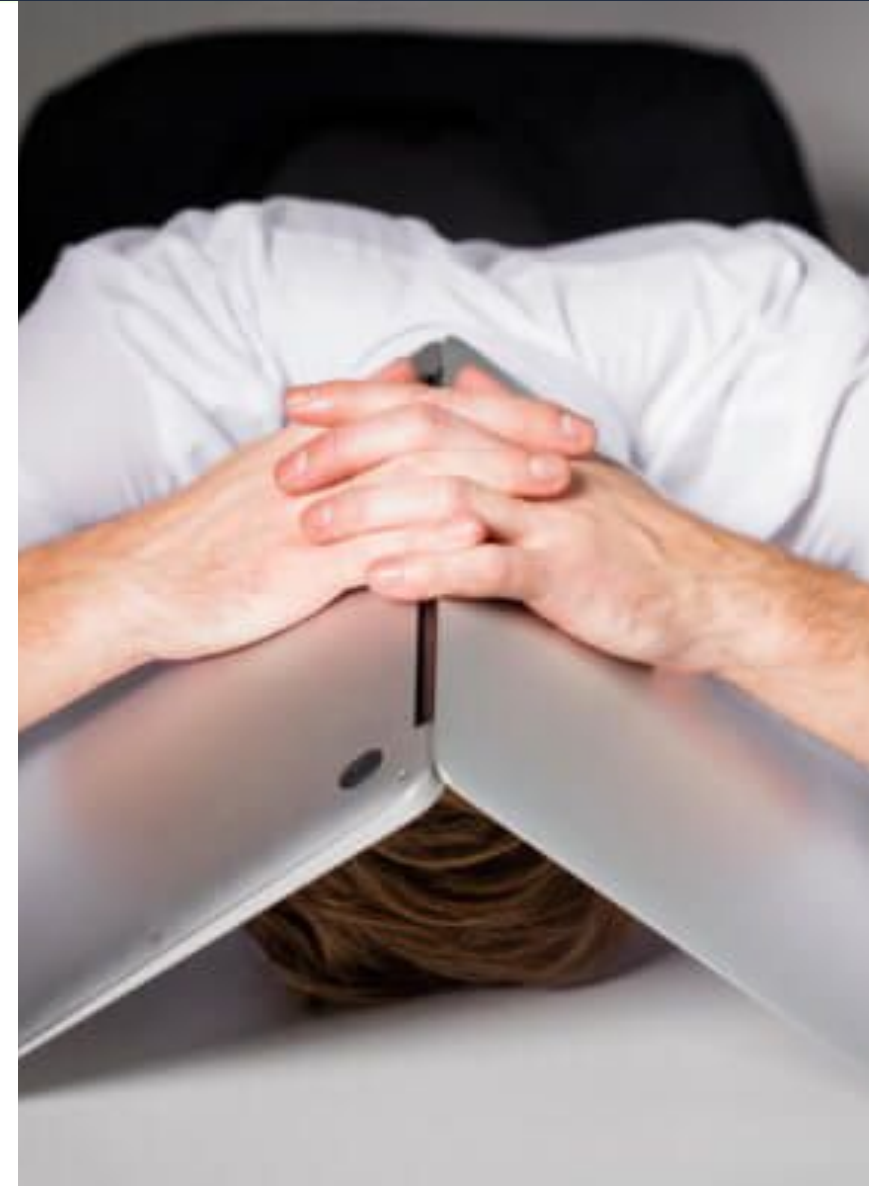
The Solution - We Help Entrepreneurs

Maximize revenue by monitoring their progress and understanding their numbers



Planning challenges

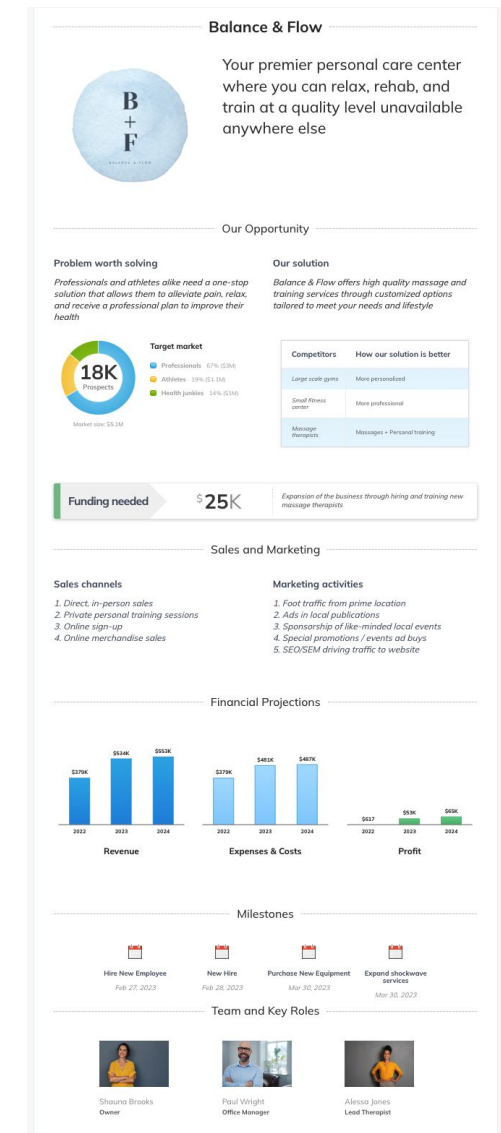
- Effective planning makes businesses
 - Grow 33% faster
 - 40% less likely to fail
 - 60% of failed SMBs were profitable...
 - ...they just ran out of cash
- *“I’m not a numbers person”*
- *“I’m too busy to write a plan”*
- *“I don’t know where to start”*



Introducing Growth Planning

Growth Planning gives entrepreneurs a simple way to create a growth-focused business strategy

... at any stage of venture
... in any industry
... for any level of experience



LivePlan Assistant



Plan

- Clearly define your goals, hone your strategy, and organize your tactics

LivePlan Assistant



Forecast

- Informed by your plan - forecast sales, expenses, and cash flow so you know whether or not you're on track to hit your goals

LivePlan Assistant



Evaluate

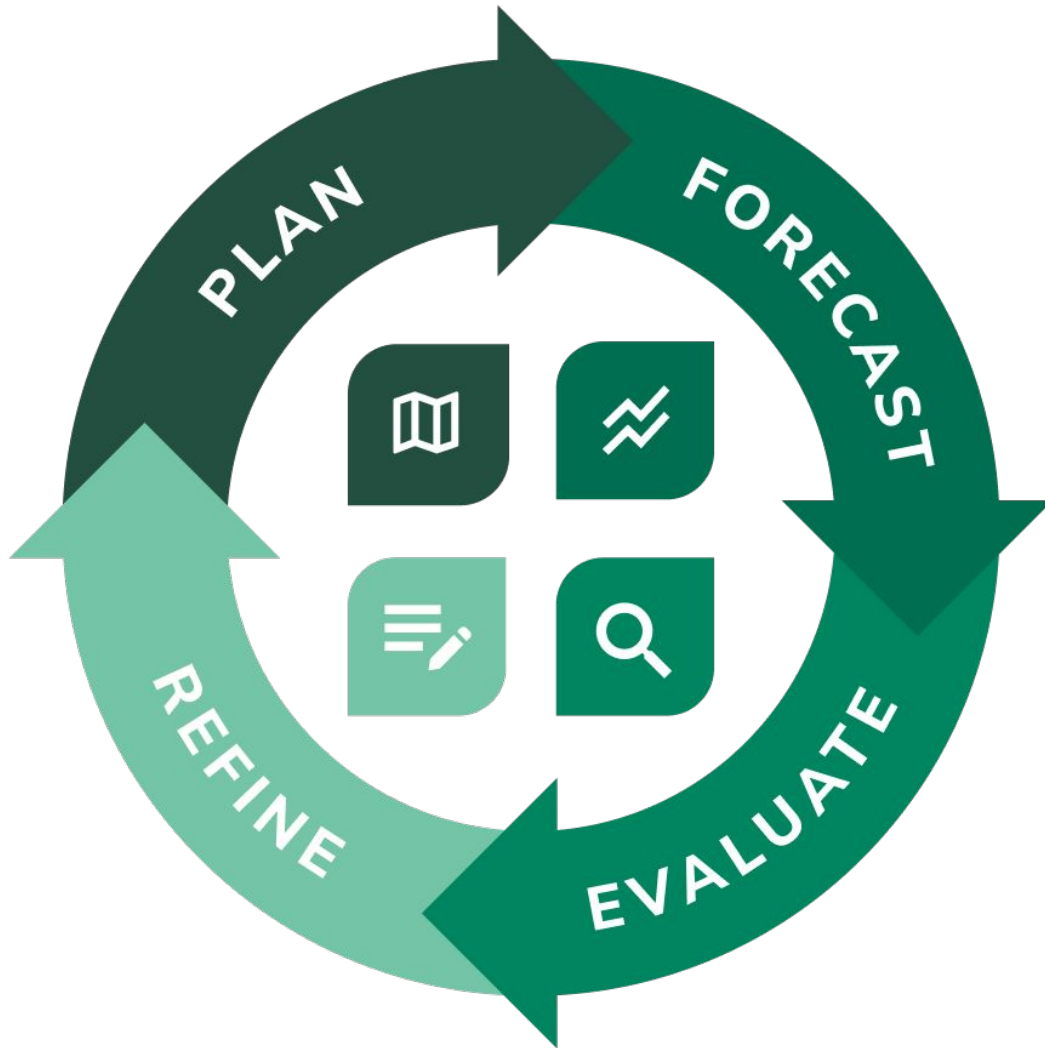
- Compare your forecast against your actual sales and expenses each month to spot new opportunities while holding yourself accountable to your goals

Refine

- Adjust your plan based insights you gained from the evaluate step



To Over-Simplify:



- All Plans are **just educated guesses**
- A guess is only valuable if you test the **accuracy vs. reality**, and learn
- This cycle ensures that your Plans/ Forecasts **improve** in strategic quality **over time**

Accounting



- Looking back
- Detailed
- Accurate
- Static
- Strict rules
- Must do - correctly

Forecasting



Excel



LivePlan

- Looking forward
- Strategic - only useful detail
- Educated guesses
- Dynamic (ideally)
- Aspirational
- Not required - but essential!

Most valuable when used together - this is management!

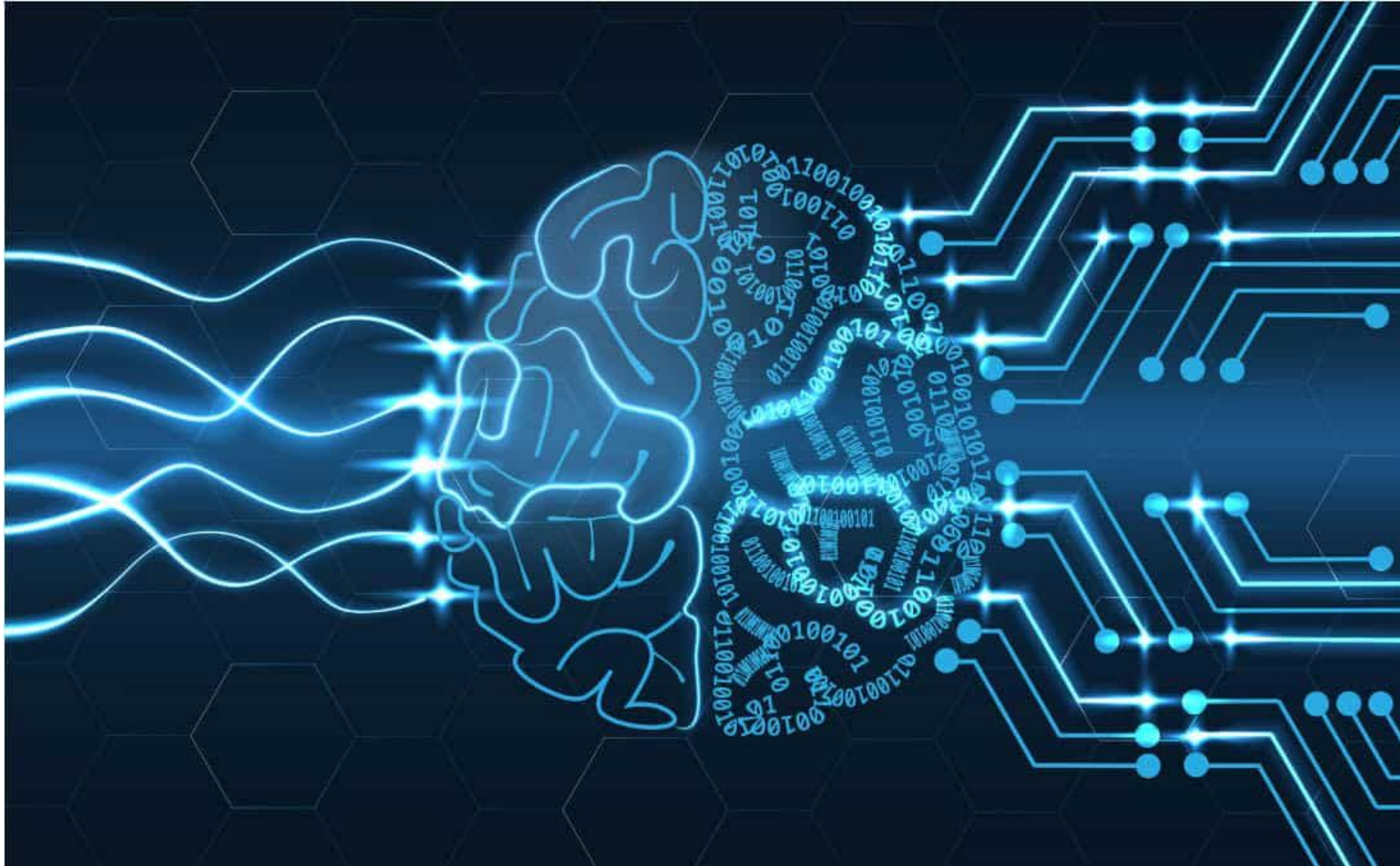
Budget

- Spending focused
- Set annually
- Fixed
- One agreed upon budget
- Helps the organization stay within its financial means

Forecast

- Includes all P&L components, and other financial statements (balance sheet and cash flow)
- Can be updated monthly and extend one year, three years, or more
- Flexible
- Can (and should) have multiple forecasts that outline different outcomes and scenarios
- Used for predicting future performance and guiding strategic decisions

Benefits and Limitations of AI



- It's great for brainstorming and generating ideas
- Can quickly convert rough ideas into polished text
- Doesn't suffer from writer's block
- Grammar and sentence structure can easily be fixed
- Can draw connections between ideas that you hadn't considered before
- **Data analysis can be simplified**

- AI lacks the human understanding of your business
- Financial projections need to be verified by a human
- Market research and other facts will need to be verified
- AI can miss key factors in competitive analysis, marketing strategy and other sections
- Your plan may lack authenticity and be impersonal
- Quality varies
- Lack of (human) Creativity

“It’s kind of like an intern who wants to make you happy and therefore lies a lot and is kind of naive [and] never admits that they made a mistake,”

“Once you think about [AI] that way, you end up in much better shape.”

- Ethan Mollick





By Core Category - Low Hanging Fruit

● Market - Content Creation, Email, Marketing Calendars

- Technology: Child Care Management System (CCMS)
- Technology: Canva, Wix, Google
- AI: ChatGPT, CopyAI, CoPilot, Grammarly, Claude.ai
- Smart Chat Bots like <https://www.ribbo.ai/> or <https://docsbot.ai/>
 - 24/7 customer service, FAQs, Lead generation, engage website visitors

● Operations

- Technology: MT Department of Labor eServices:
 - https://uieservices.mt.gov/TUP/TAP/_/
- AI: ClickUp - task manager, delegation assistant
 - FathomAI - transcription assistant; TrevorAI - Scheduling management; Claude.ai
- Smart Chat Bots like <https://www.ribbo.ai/> or <https://docsbot.ai/>
 - Internal knowledge base, quickly answer employee FAQs, how-to guides, terminology, best practices



By Core Category - Low Hanging Fruit

● Financials

- Technology: QuickBooks, Quicken, FreshBooks, Wave, Ramp - expense management
- Technology: CCMS - payment processing
- AI: Julius.ai - analyze spreadsheets
- AI: Luminal - Clean and analyze spreadsheets

And Remember...

Keeping financial statements is not only for tax reporting.

Accurate and timely financial statements are closed monthly and reviewed monthly.

Monthly financial reviews enable high quality, financial decision-making.

Technology & AI Solutions

<u>Category</u>	<u>Name</u>	<u>Website</u>	<u>Description</u>
Strategic Planning	AI Tool Scout	https://aiscout.net/	Searchable AI tool database
Strategic Planning	TLDR	https://tldr.tech/	Tech email newsletter with insights about AI
Strategic Planning	AI Tool Reports	https://aitoolreport.beehiiv.com/subscribe	Features new AI tools & AI news
Strategic Planning	AI Tool Reports	https://aitoolreport.com/	Searchable AI tool database
Market	ChatGPT	https://openai.com/	Content Creation
Market & Operations	Claude AI	https://claude.ai/	Content Creation – upload and analyze documents and data
Market & Operations	Ribbo	https://www.ribbo.ai/	Easily create smart chat bot for public or private use, trained on content and data you provide
Financials	Julius	https://julius.ai/	Analyze spreadsheets creates custom visualizations
Financials	Luminal	https://getluminal.com/	Clean and analyze spreadsheets

Prompt Engineering

- Higher quality inputs will result in higher quality outputs.
- Work on becoming a “Prompt Engineer”
- Prompt Frameworks:
 - Role, Context, Action, Format (RCAF)
 - Role, Task, Format (RTF)
 - Task, Action, Goal (TAG)
 - Before, Task, Format (BTF)
 - Role, Input, Steps, Expectation (RISE)
 - Context, Action, Results, Example (CARE)
- Example:
 - Tell AI who to be: “Act like a...”
 - Tell AI what to do: “Write me a...”
 - Tell AI what you expect in output: “...with a Style and Tone that...”
 - Tell AI how long: “...that is 150 words...”

ChatGPT Mastery Cheat Sheet

Go from beginner to pro

Prompt Frameworks

R-T-F
ACT AS A [ROLE]
CREATE A [TASK]
SHOW AS [FORMAT]

T-A-G
DEFINE THE [TASK]
STATE THE [ACTION]
CLARIFY THE [GOAL]

B-A-B
EXPLAIN PROBLEM [BEFORE]
STATE THE GOAL [TASK]
ASK FOR OUTPUT [FORMAT]

R-I-S-E
SPECIFY THE [ROLE]
DESCRIBE THE [INPUT]
ASK FOR OUTPUT [STEPS]
DESCRIBE [EXPECTATION]

C-A-R-E
GIVE THE [CONTEXT]
DESCRIBE [ACTION]
CLARIFY [RESULTS]
GIVE THE [EXAMPLE]

Act as a [ROLE]

- CEO
- Inventor
- Analyst
- Teacher
- Marketer
- Therapist
- Journalist
- Advertiser
- Lawyer
- Copywriter
- Website Developer
- Accountant
- Entrepreneur
- Mindset Coach
- Project Manager
- Prompt Engineer
- Recruiter
- Best Selling Author

Create a [TASK]

- Headline
- Essay
- Recipe
- Article
- Ad Copy
- Cover letter
- Analysis
- Blog Post
- Summary
- Video Script
- SEO Keywords
- Book Outline
- Blog Article
- Email Sequence
- Social Media Post
- Course Outline
- Product Description
- TikTok reel script

Show as [FORMAT]

- List
- PDF
- Bullet Points
- An Analogy
- XML
- HTML
- Code
- Graphs
- A Table
- Conversation
- Rich Text
- Summary
- JSON
- Markdown
- Word Cloud
- Spreadsheet
- Gantt Chart
- PPT Slides

TONES
Write using [x] tone

Firm	Professional	Persuasive
Confident	Descriptive	Formal
Poetic	Humorous	Informal
Narrative	Academic	Friendly

FORMAT

Code	Table	Essay
Tweet	Blog	Report
Social media post	Email	Presentation
	Bullets	Research

MODES AND ROLES

Intern: Find research on [insert topic]
Idea generator: Generate ideas on [x]
Editor: Edit and fix this text: [insert text]
Teacher: Teach me about [insert topic]
Critic: Critique my argument: [argument]

ALTERNATIVE CHATBOTS

Google Bard, Chatsonic, Bing AI, Claude AI

CUSTOM GPTS

DALL-E, Copywriter GPT, Designer GPT, Video.io, Veed.io, Comasense

10 BEST PLUGINS

Video Insights, Wolfram, Scholar AI, WebPlot, KeyMate Search, VooScript, Zapier, Create QR Code, Pixellow, AskYour PDF

AI Tools

Find the best AI tool for the job

Copywriting	ChatGPT
Research	Bard
Coding	Code Interpreter
Essays + Blogs	Claude
Academic	Bing AI
Data Analysis	Code Interpreter
Image Analysis	Bard
Summarization	Claude
Web Browsing	Bard

PROMPTS FOR MARKETERS

List [insert number] ideas for blog posts about [insert topic]
 Create a 30 day social media calendar about [insert topic]
 Generate landing page copy for [insert product description]
 Write 5 pieces of Facebook ad copy for [product description]
 Generate 5 persuasive subject lines for an email about [insert email description]

PROMPTS FOR SALES

Generate 10 ways to generate leads for [product description]
 Create a personalized sales email for potential customers. Include [topic, brand name, promo offers, etc.]
 Write a sales landing page description for [product description]
 Generate 5 personas I should include in my outreach for [X]
 Generate a script to use when cold-calling [insert persona]

PROMPTS FOR CODING

Help me find mistakes in my code: [insert your code]
 Explain what this snippet of code does: [insert code snippet]
 What is the correct syntax for a [statement or function] in [programming language]?
 How do I fix the following [programming language] code which [explain the functioning]? [insert code snippet]

PROMPTS FOR DESIGNERS

What are some interactions to consider when designing a [insert app or website description]
 Create a user persona for [describe product]
 Generate 10 questions for a user interview regarding [topic]
 Create a user journey for [insert app and persona description]
 Generate UI/UX design requirements for [describe feature]

There is no replacement for Delegation

- Delegation = Leader
- Delegation = Proactive Planning
- Delegation = Comprehensive Completion
- Delegation enables team buy-in
- Delegation enables positive culture
- Positive builds happier employees
- Happier employees stay longer



“It is not the genius at the top giving directions that makes people great. It is great people that make the guy at the top look like a genius.”

– Simon Sinek

Why Some Teams
Pull Together
and Others Don't

Lean Business Plan Template Download



- Home
- Agenda >
- Attendees
- Community 53
- Messages 83
- Photos
- Leaderboard
- Resources ▾
 - Session Q&A
 - Logistics
 - Session Documents**
 - Instagram
 - Whova Guides

Agenda Handouts

- HR 101**
Notes Slides for HR 101 Modules
4.1 MB [View](#) [Download](#)
- Elevating Child Care Efficiency: The impact of integrating CCMS and CRM Solutions**
Part one of a two-part series that explores using a CCMS and CRM to streamline child care efficiencies and systems.
536.5 KB [View](#) [Download](#)
- Lean Business Plan template download**
Use this template to organize your thinking around your business - your strategy, goals, and tactics. Use business planning software to expand on these ideas
597.2 KB [View](#) [Download](#)
- Optimizing Child Care Solutions: Integrating the Iron Triangle with Advance Technology**
Part two of a two-part series exploring technology and the Iron Triangle business formula to improve data driven decision making and improved child care efficiencies.
1.0 MB [View](#) [Download](#)
- Navigating the Multi-Generational Workforce**
PDF of Session Slides
4.1 MB [View](#) [Download](#)

Lean Business Plan Template Download



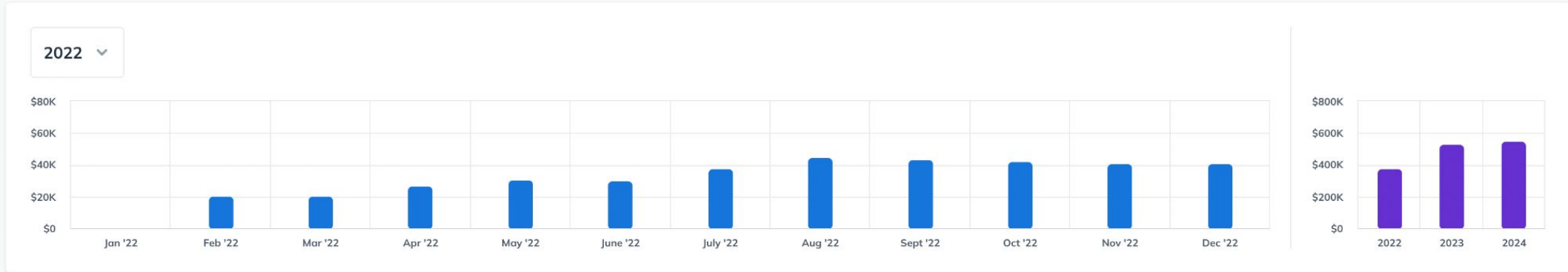
📌 IDENTITY	
⚠️ PROBLEM WORTH SOLVING	🔍 OUR SOLUTION
👥 TARGET MARKET	🏢 THE COMPETITION
📦 SALES CHANNELS	📢 MARKETING ACTIVITIES
💰 REVENUE	💸 EXPENSES & COSTS
★ MILESTONES	

Let's Make a Plan!

Financial Tables
Profit & Loss
Balance Sheet
Cash Flow
Revenue
Direct Costs
Personnel
Expenses
Assets
Taxes
Dividends
Cash Flow Assumptions
Financing

Revenue

[Hide Charts](#)
[Show Instructions](#)
[Watch Video](#)



Add Revenue Stream

Monthly Detail

Revenue	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22
Deep-tissue Massage	\$0	\$6,700	\$6,800	\$6,900	\$9,000	\$7,200	\$13,000	\$13,000	\$12,500
Sports Massage	\$0	\$6,210	\$6,325	\$7,130	\$7,360	\$7,590	\$7,820	\$14,375	\$13,225
Personal Training	\$0	\$5,400	\$5,520	\$5,160	\$5,040	\$5,040	\$5,400	\$5,616	\$5,760
Nutrition and lifestyle planning	\$0	\$800	\$600	\$720	\$920	\$1,000	\$1,000	\$1,200	\$1,200
Product Sales		\$1,500	\$1,500	\$2,000	\$2,000	\$2,200	\$2,200	\$2,000	\$2,000
Shockwave Therapy				\$5,100	\$6,600	\$7,200	\$8,100	\$8,400	\$9,000
Totals	\$0	\$20,610	\$20,745	\$27,010	\$30,920	\$30,230	\$37,520	\$44,591	\$43,685



Thank You

