



**WELCOME  
TO THE**

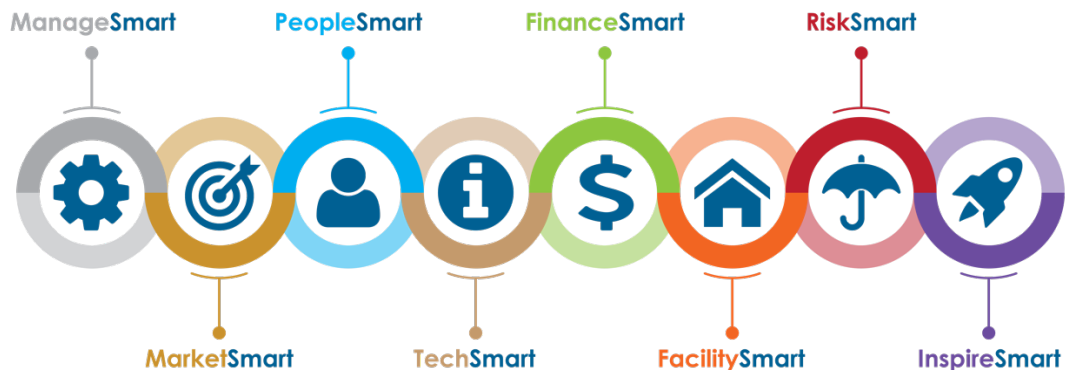


## **eLearning School of Business**

### **The Children's Activity Center Industry "MBA"**

The One-Stop Professional Development shop for Owners, Managers, Front Desk and Instructors. Follow our Success Steps System to gain business acumen and take your company to the next level through education, mentoring and tools for success.

**The 3<sup>rd</sup> Level Consulting School of Business  
is based upon the 8 Success Steps System**





**eLearning School of Business has 4 Certification Tracks  
Executive/Owner, Director/Manager,  
Office, and Instructor .**



**The 3rd Level eLearning School of Business  
can be accessed in multiple ways.**

**Choose your path to success  
by clicking [HERE](#).**

SCHOOL OF BUSINESS CERTIFICATION TRACKS				
	EXECUTIVE / OWNER	DIRECTOR / MANAGER	OFFICE	INSTRUCTOR
<b>MANAGEMENT SUCCESS</b> <b>Business Principles and Success Steps Systems</b>				
MGT 101	✓	✓	✓	✓
MGT 102	✓	✓	✓	
MGT 103	✓	✓		
<b>BUSINESS SUCCESS</b> <b>Business Master Courses in all 8 of the Success Systems</b> <b>Management, Marketing, People / HR, Technology, Finance, Facility, Risk, Inspiration</b>				
MGT 201	✓			
MKT 201	✓			
PPL 201	✓	✓		
TCH 201	✓			
FIN 201	✓			
FAC 201	✓			
RSK 201	✓	✓		
INS 201	✓			
<b>OFFICE SUCCESS</b> <b>Customer Service, Authentic Sales (coming soon) &amp; Office Excellence</b>				
MKT 301			✓	
MKT 302			✓ (coming soon)	
TCH 301			✓	
<b>COMMUNICATION SUCCESS</b> <b>Dynamic, Verbal &amp; Non-Verbal Courses</b>				
PPL 301	✓	✓	✓	✓
PPL 302	✓	✓	✓	
PPL 303	✓	✓	✓	
<b>INSTRUCTOR SUCCESS</b> <b>Instructor Excellence Course</b>				
PPL 101				✓
<b>INDIVIDUAL SUCCESS</b> <b>Personal Organization &amp; Inspiration</b>				
INS 301	✓	✓	✓	✓
INS 302	✓	✓	✓	

### ELECTIVE COURSES

MKT 401 MarketAlign Course

MGT 301 Business Physics

### COURSES COMING SOON

MKT 302 The Art of Authentic Sales Training

MKT 303 Positive Outcomes Negotiations Training

INS 303 Personal Organization 3 - Designing Your Empowered Life



## COURSE CATALOG

### MANAGE SMART – MGT

#### **MGT 101 - Business Management Introduction (Level 1)**

**E D O I**

**KEY CONCEPTS:** Industry Scope | Systems | Phases | Progression | Programs | Organization

MGT 101 provides an overview of the Child Activity Center industry's scope, programs, business systems and phases that lead to success in ALL vital operational areas of your business. Whether you are running a facility, a program, or an office, you will learn business basics to gain a working knowledge of these progressions and principles. **Course Length: approx. 2 hours.**

#### **MGT 102 - Business Management Systems (Level 2)**

**E D O**

**KEY CONCEPTS:** Business Systems | Personal Organization | Marketing | Staffing | Finance

MGT 102 offers an in-depth examination of the business systems needed for growth, development, and performance. The vital operational areas covered include: Strategy, Marketing, HR, Tech, Finance, Facility, Risk Management and Inspiration. **Course Length: approx. 2.5 hours.**

#### **MGT 103 - Business Management Leadership (Level 3)**

**E D**

**KEY CONCEPTS:** Leadership Toolkit | Performance | Organization | Negotiation | Communication

MGT 103 helps you bridge the gap between business knowledge and the tools needed for leadership. Leadership characteristics, organization and communication are the key elements.

**Course Length: approx. 1.5 hours**

#### **MGT 201 - ManageSmart Master Course**

**E**

**KEY CONCEPTS:** Strategy | Systems | Business Value | Long Term Planning | Leadership

MGT 201 reviews the factors that set an organization up for success. Ultimately, this course sets the stage as a living, evolving business plan. Exploring Success Stages, Business Models and Cultural Standards sets you up to create your Business Plan. **Course Length: approx. 3 hours.**

#### **MGT 301 – How the Principles of Physics relate to Business**

**elective**

**KEY CONCEPTS:** Natural Laws | Inertia | Entropy | Acceleration | Marketing | Finances

MGT 301 looks at Marketing, People and Finance and how those critical business areas work with the laws of physics. This fun elective course explores how science principles show up in business. **Course Length: approx. 2 hours.**

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## **MARKET SMART – MKT**

### **MKT 201 - MarketSmart Master Course**

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**KEY CONCEPTS:** Marketing Plan | Campaigns | ROI Tracking | Public Relations | Online Presence

MKT 201 explores the factors that set up an organization for marketing success. An effective Marketing Plan will yield a high Return on Investment, ROI. Demographics analysis, Branding, Experience Design, Social Communications, Public Relations, and more are covered in this course. Marketing dollars are Investments - not merely expenses. **Course Length: approx. 3 hours.**

### **MKT 301 – Customer Service**

**O**

**KEY CONCEPTS:** Culture | Design | Experience | Service | Satisfaction | Engagement

MKT 301 leads you on a journey that will result in a deep understanding of customer motivations and expectations. The course will show you how to "design the customer experience" for children, parents and your staff. The goal is to set up an outstanding customer service culture. **Course Length: approx. 3 hours.**

### **MKT 302 - The Art of Authentic Sales Training (*coming soon*)**

### **MKT 303 – Positive Outcomes Negotiations Training (*coming soon*)**

### **MKT 401 – MarketAlign – Designing a Master Marketing Plan**     **elective**

**KEY CONCEPTS:** Customer Avatar | Targets | Tactics | Budget | ROI | Master Marketing Plan

The MarketAlign Course helps you develop a professional Marketing Plan for a particular program and for a specific time length. It includes Internal/External options, setting targets and templates, selecting customer avatars and marketing tactics, as well as budget and ROI considerations. **Course Length: approx. 1.5 hours.**

## **PEOPLE SMART – PPL**

### **PPL 101 - Instructor Excellence Training Course**

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**KEY CONCEPTS:** Safety | Technical Knowledge | Class Management | Character | Expectations

PPL 101 provides understanding of what the job expectations are for employment in the Child Activity Center Industry (CAC). This Instructor Excellence Course serves as an overview of what should be included in most CAC Instructor Position Agreements (formerly known as Job Duties). The expectations for Instructors' Character, Appearance and Attitude and Safety Awareness are as important to explain as the Technical Training, Class Management and Communication aspects. **Course Length: 2 hours.**

### **PPL 201 - PeopleSmart Master Course**

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**KEY CONCEPTS:** Hiring | Onboarding | Training | Positions & Evaluations | Communication

PPL 201 showcases the steps to success for staffing and Human Resources, HR. Understanding and implementing effective Success Pathways and Professional Development Plans for every person in the company is the key to keeping engaged employees. From sourcing staff to onboarding to educating and compensating fairly (and more), you will be able to act professionally in every instance - thereby vastly improving your recruiting and retention efforts. **Course Length: approx. 3 hours.**

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## **PEOPLE SMART – PPL**

### **PPL 301 - Dynamic Communication**

**E D O I**

**KEY CONCEPTS:** Interpersonal | Listening | Preparation | Nonverbal | Conflict | Understanding

PPL 301 demonstrates how to develop truly effective communication. This course can be used as a workshop and is comprised of 5 parts: Personal Preparation, Interpersonal (one-on-one), Small Team Communication, Within the Company and The Company to The Local Community. **Course Length: approx. 2 hours.**

### **PPL 302 - Verbal Communication**

**E D O**

**KEY CONCEPTS:** Methods | Listening Keys | Barriers | Asking Questions | Eye Contact

PPL 302 outlines the factors that comprise effective Verbal Communication, including; Methods of Communication, Asking Questions, Enhancing Relationships and more. **Course Length: approx. 2 hours.**

### **PPL 303 - Non-Verbal Communication**

**E D O**

**KEY CONCEPTS:** Expressions | Gestures | Tips for Understanding | Behaviors | Detect Lies

PPL 303 covers the areas that comprise effective Non-Verbal Communication. Key factors include: Communication Tips; How to Detect Lies and creating a Non-Verbal Action Plan. **Course Length: approx. 2 hours.**

## **TECH SMART – TCH**

### **TCH 201 - TechSmart Master Course**

**E**

**KEY CONCEPTS:** Front Office | Teacher Training | Company Data | Synching Tools | Organization

TCH 201 provides guidance for your organization's development in two key areas - (1) gauging, selecting, and implementing the right technologies and applications to maximize competency, growth, and speed; and (2) establishing, training and maintaining a professional front desk. Streamline your systems for efficiency and communication. **Course Length: approx. 3 hours.**

### **TCH 301 - Office Excellence Training**

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**KEY CONCEPTS:** Space Organization | Technology | Team Training | Database Coordination

TCH 301 showcases all aspects of establishing and running a world-class office operation. With focus on Office Space Organization, Position Duties, Team Training, Database, Technology Hub and Customer Relations. **Course Length: approx. 3 hours.**

## **FINANCE SMART - FIN**

### **FIN 201 - FinanceSmart Master Course**

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**KEY CONCEPTS:** Metrics Analysis | Pricing | Expense %s | Payroll Productivity | Business Valuations

FIN 201 will develop awareness of the "profit factors" that any service business needs to truly flourish. The key factors include a great Financial Team and Financial Reports that give you the business intelligence you need including Industry Expense Percentage Ranges, the "Profitability Triad" of Payroll / Pricing / Ratios, Business Valuation knowledge and more. **Course Length: approx. 3 hours.**

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## **FACILITY SMART – FAC**

### **FAC 201 - FacilitySmart Master Course**

**E**

**KEY CONCEPTS:** Facility Design | Utilization of Space | Maintenance | Expansion

FAC 201 gives you the tools necessary to craft your own Facilities Management Plan. Key points include Interior/Exterior Design for Safety, Function and Flow, Space Maximizing, Off Peak Time Activities, Maintenance, Inspection & Repairs and Expansion Planning. **Course Length: approx. 3 hours.**

## **RISK SMART – RSK**

### **RSK 201 - RiskSmart Master Course**

**E**

**KEY CONCEPTS:** Safety | Insurance | Security Systems | Protection | Crisis Preparation

RSK 201 is the road map to PROTECTING your students, staff, facility, and company. Create a culture of Safety – first, last and always. Having an understanding of Insurance Coverages, Legal Plans, Supervision Plans, Emergency Action Plans, Security Systems and Crisis Preparation is critical. **Course Length: approx. 3 hours.**

## **INSPIRE SMART - INS**

### **INS 201 - InspireSmart Master Course**

**E**

**KEY CONCEPTS:** Leadership | Success Formulas | Goal Setting | Change | Innovation

INS 201 provides success paths to unlock motivation and inspiration. Personal and Professional Development will build up your team. When exposed to Motivation, Success Formulas, Goal Setting, Change Factors, Innovation, Creativity, Negotiating and Leadership skills, your Team will Soar. **Course Length: approx. 3 hours.**

### **INS 301 - Personal Organization 1 - Getting in Control**

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**KEY CONCEPTS:** Why Organize | Prioritizing | Time Management | Focused Filter | Leveraging

INS 301 gives YOU the power to transform your days from ordinary to extraordinary applying these principles. These amazing insights calm you down, focus your energies, and transition you from reactive to proactive! **Course Length: approx. 2.5 hours.**

### **INS 302 - Personal Organization 2 – Staying in Control**

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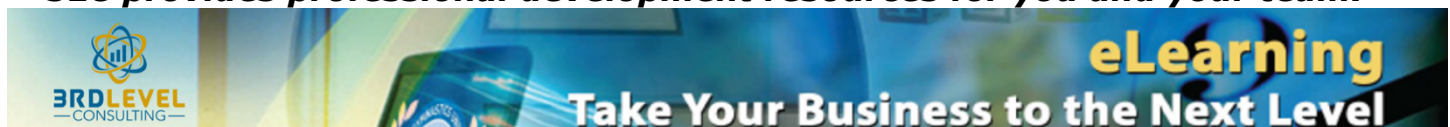
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**KEY CONCEPTS:** Visual Thinking | Priorities | Focus | Power Learning | Duplicate | Reflection

INS 302 showcases principles that give you the power to focus and align your priorities with action. Staying in control requires visual thinking, harnessing your energies and becoming proactive. **Course Length: approx. 2.5 hours.**

### **INS 303 – Personal Organization 3 – Designing your Empowered Life (*coming soon*)**

***3LC provides professional development resources for you and your team!***



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