



A complete Online Business Education Training Program on demand!

Business Success Management Systems

Course Certification Details

Level 4

Chapter 1 – Review and Outlook

- Congratulations on your Level 3 Leadership Toolkit Certification!
- Lesson 1 – Continuing the Journey - Growing as a Manager, Director, Leader in the system
- Lesson 2 - Communication is a 5-Way Street! (You, the children, the staff, the parents, the community)
- Lesson 3 – Outline of the Level 4 Course

Chapter 2 - Management System

- Lesson 1 - Business Systems
 - Page 1 – Business Model Implementation
 - Page 2 – Top Reasons That Businesses Fail
- Lesson 2 - Business Strategies
 - Page 1 - 4 Phases of Business Life Span
 - Page 2 - 6 Stages of Strategic Business Development

Chapter 3 - Marketing Management System

- Lesson 1 – Marketing Overview
 - Page 1 – Marketing Principles
 - Page 2 – Brand, Commodity, Product – all examples
 - Page 3 – Target Markets
 - Page 4 – Marketing Plans, Part 1
- Lesson 2 – Internal Marketing
 - Page 1 – How To Put Your W.O.M. Into Overdrive!
 - Page 2 - Newsletters
 - Page 3 - Surveys
 - Page 4 - Referrals
- Lesson 3 – External Marketing
 - Page 1 – Strategy, Campaigns and Tactics
 - Page 2 – 8 Great Ad Tips
 - Page 3 – Outside Sales Plan

Chapter 4 - People Management System

- Lesson 1 – Hiring and Orientation
 - Page 1 – Staff Recruiting
 - Page 2 – Employment Application
 - Page 3 - Orientation Checklist
 - Page 4 - Background Checks
 - Page 5 – Work Samples
- Lesson 2 – Employment Handbook – Overall Company
- Lesson 3 – Position Descriptions or Contracts

- Page 1 – Position Description Objectives and Outcomes
 - Page 2 – Written Sample
 - Page 3 – Mind Map Sample
- Lesson 4 – Evaluations
 - Page 1 – About Evaluations
 - Page 2 – Evaluations – Program Directors
 - Page 3 – Evaluations – Employees
- Lesson 5 – Total Compensation - Bonuses, Profit-Sharing, Benefits
 - Page 1 - Compensation Levels
 - Page 2 - Compensation and Profit-Sharing Guidelines (Part 2)
 - Page 3 - Personal Productivity
- Lesson 6 – Payroll
 - Monitoring Payroll and Private Lessons
- Lesson 7 – Professional Development and Continuing Education
 - Page 1 - Professional Development Survey
 - Page 2 - Staff Education System
- Lesson 8 – Staff Meetings and Teamwork
 - Page 1 - System of Meetings
 - Page 2 - Wheel of Fortune Meeting
- Lesson 9 – Exits, Warnings, Dismissal
 - Page 1 - Written Warnings System
 - Page 2 - 9 Dismissal Tips

Chapter 5 – Information (Data) Management System

- Lesson 1 – Company Information Files
 - Page 1 – Defined Programs
 - Page 2 - Office Manager Position
 - Page 3 – Customer Service, Part 1
- Lesson 2 – Database
 - Page 1 – Database Considerations
 - Page 2 – Meaningful Reports

Chapter 6 - Financial Management System

- Lesson 1 – Expense Analysis – Overall Business
- Lesson 2 – Expense Analysis - Individual Programs
- Lesson 3 - Pricing Strategies presentation
- Lesson 4 – Billing and Collections

Chapter 7 - Facilities Management System

- Lesson 1 - Physical Space Allocation summary
- Lesson 2 – Space Productivity considerations
- Lesson 3 – Space Maintenance - Manager Position
- Lesson 4 – Repairs and Maintenance Master Provider List

Chapter 8 - Risk Management System

- Lesson 1 - All Programs - Document Everything – 10 Ways To Stay Out of Court!
- Lesson 2 – Facility Security – sample Report
- Lesson 3 – Emergency Plan – specific Program example

Level 4 Learning Assessment Test

Preview of Level 5 Course

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