



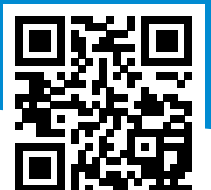
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English for 2 - 7-year-olds

MY SCHOOL 360° ANALYSIS

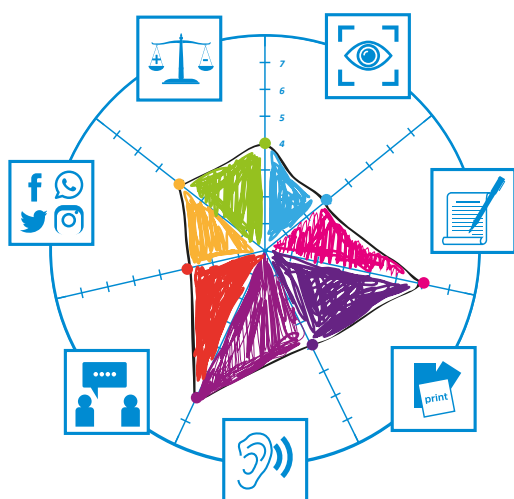
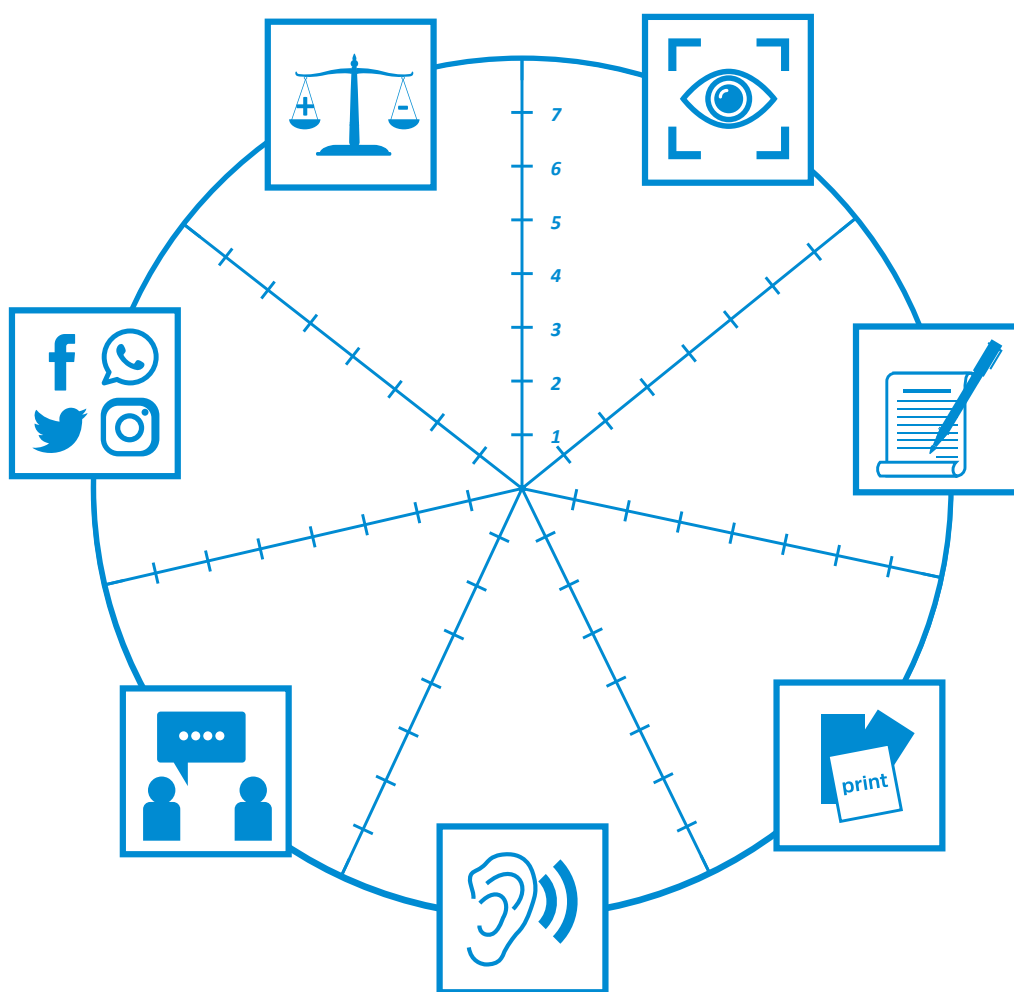
Material for school owners

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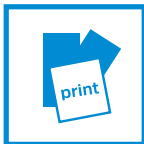
School owners very often suffer from the so-called 'curse of knowledge' – they know everything about their school down to the smallest detail, as they see it with the same eyes everyday.

It's a good idea to have a look at your school from your clients' point of view and discover it afresh. This exercise will show you the areas you should improve and those which are worth working on and investing money in.



Where to begin?

Answer the questions on the following pages and then mark your answers on the graph on a scale of 1 - 8 to see where you are and what you can still improve. Next connect the lines and prepare a plan to work on the areas that need it.



3. Put all the printed promo materials that you distribute on the table. Look and decide whether they are visually consistent and how you present the school's benefits.

Lined writing area for task 3.



4. Spend one afternoon at your school listening and observing wander along the corridor and look in the classrooms. Listen to what your employees say, how they communicate with clients on the phone and how they deal with those who visit your school.

Lined writing area for task 4.





5. Take a look at the photos from the promo events which you took part in during the past year. How did you look? Rate yourself on a scale of 1 to 10. Note down what you like and also what you would like to change.



6. Visit your website and your social media profiles. Answer the following questions: Is the content consistent with the printed materials? Are the photos and banners up to date? You might also like to ask a friend for advice.





7. Congratulations!

If you are reading this paragraph you have carefully completed all the tasks. This means that you belong to that elite percentage of school owners who analyze their schools from a 360 degree perspective. We guarantee that if you do what you have planned, your business will benefit. Finally, please briefly define your immediate goals in each area (don't be overambitious not more than 1 or 2 to start with), plan the timeline and write them down below.

A large rectangular area with horizontal yellow lines, intended for writing the student's goals and timeline.



School owners very often suffer from so-called 'curse of knowledge' – they know everything about their school and the knowledge is very detailed as they see it with the same eyes everyday.

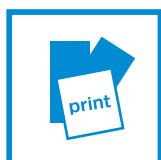
We would like to invite you to have a look at it from a customer's perspective and discover it afresh. This exercise will show you the areas you should improve and those worth working on as well as what to invest money in.



Dashed rectangular box for notes corresponding to the vision icon.



Dashed rectangular box for notes corresponding to the writing icon.



Dashed rectangular box for notes corresponding to the printing icon.



Dashed rectangular box for notes corresponding to the listening icon.



Dashed rectangular box for notes corresponding to the communication icon.



Dashed rectangular box for notes corresponding to the social media icon.



Dashed rectangular box for notes corresponding to the balance scale icon.

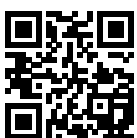




Need some advice?

Book a free appointment and we will do our best to help.

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