

Hello and welcome to the approaching schools Podcast. I'm Cerys Keneally, and I help children's activity providers to build key business relationships with schools and nurseries, without having to use cold calling, or stalking. I want to help you earn a more reliable and consistent income while building your social impact and enriching children's lives with ease. So join me as I take you on a journey. And let's make a positive difference together.

Hello, and welcome to another episode of approaching schools. This episode is kindly sponsored by classforkids. And today I'm talking all about the cognitive superpowers of extracurricular activities in schools. I want to tell you a story about a little girl. This little girl was very shy. This little girl desperately wanted to fit in at school, and never felt like she did. But this little girl was lucky. Because this little girl had a whole of a world outside of school. This little girl did music, dance and drama. And this little girl made new friends and got more confident in those classes. This little girl wished her extra curricular providers could come into school, so she could enjoy that more to this little girl had undiagnosed ADHD. This little girl was me. But it wasn't until later in life when my primary school teaching career took me to Thailand, where I had the opportunity to specialise in dance for an international school.

And in that I realised there was another level to creative extracurricular activities in helping children to feel less shy, there was some very shy children in that school, who really came out of their shells when introduced to dancing. But there was a lot more to it than that. It was because of their newfound sense of achievement, initiated by the cognitive impacts of engaging multiple areas of the brain. enhancing memory, focus, spatial awareness and creativity through music is what I believe led to that particular rise in self esteem. And it was this experience teaching in Thailand, seeing this amazing confidence that the children got from the dancing, that became the catalyst to set up my dance business. When I returned to the UK.

It was the reason my dance business partnered with schools and nurseries. And it was also the reason why all my marketing then centred around building children's confidence. So we could attract more shy children who really wants to dance, but didn't fit in at the more traditional dance schools, or have the confidence to take part in exams, or big shows. And knowing what I know now, that the feeling that I never fitted in at school could be attributed to having ADHD. I'm even more passionate about the profound impact we can have on children's lives simply by reaching more children with diverse needs in their schools and nurseries. Children who may not be as fortunate as me to have been able to access extracurricular activities outside of school, but we get to go to them, which is why I'm so so passionate about people approaching schools to go and reach more of these children, children who can't ordinarily attend your community classes, we have to go to them.

So when Karen Stanley said she was looking for 10 authors to contribute to a collaborative book, all about the positive effects of curricular activities for children's cognitive development, I couldn't wait to be involved. Karen is our curriculum expert in the approaching schools Academy, and she helps our members with their lesson planning and curriculum links. But she's also a 14 Times published author with her own hybrid publishing label Mabel and Stanley publishing. So, Karen has put together this amazing book that I have contributed to called

learning for life, the long term benefits of extra curricular activities for children's cognitive development, and it is launching very soon. So I'd love to share a sneak peak with you by reading an excerpt from the chapter on my chapter in the book.

The long term benefits of extracurricular activities that provide cognitive development come from long term partnerships with provide Is, which ultimately leads to continuity for the children progression in learning value for money, and raise standards for the school. As a result, I would encourage all children's activity providers to consider the long term value of what they're able to deliver in schools. By packaging their services to reflect this. I would encourage all parents, teachers and policymakers to prioritise extracurricular activities in children's lives for their long term cognitive development. by recognising the profound impact of these activities, on memory, focus, creativity and problem solving skills, we can provide children with an all round education that nurtures their cognitive skills, improves overall wellbeing, and equips them with the tools they need to thrive in an ever changing world. Let's invest in their future by giving all children access to high quality, extracurricular activities to encourage their potential.

Sponsor:

Today, classwork, kids are proud sponsors of the approaching skills podcast class for kids the leading booking software for kids activity clubs, say goodbye to admin headaches and welcome streamlined efficiency with classroom kits. You can simplify registration, scheduling and payments all in one place Qantas is exclusive test kit. See if you want to join the 1000s of kids activity clubs using classwork pencil ready to transform their businesses ready to get started, click on the link in the show notes to seize this amazing offer today.

So I would love for you to look out for the book. And to find out how I suggest you go about fostering these long term partnerships with schools to help more children with their cognitive development, which is something that all schools wants. And my chapter includes case studies from other children's activity Viners just like you, and exercises from me to help you grow your business by working with schools and nurseries pass, you'll be able to dive into the chapters from the other nine fantastic offers, who were all respected professionals from the children's activity industry to now of course, it's not just the positive effects your services have on children's cognitive development that schools and nurseries will be interested in. Because when we can align with what key decision makers really want, the process of selling to schools becomes much easier. In fact, selling should just be a conversation about how you can help with ongoing provision when we fully aligned with their requirements. Another way of aligning with SLT agendas is, of course, the curriculum.

So if you're approaching nurseries, how can you communicate the outcomes of what you do in line with the EY Fs and early learning goals? Or if you're approaching schools? How can you demonstrate that you will help children really focus in on meeting the requirements of the national curriculum, or the Scottish Curriculum for Excellence, or whichever curriculum is being

followed in your nation? This is something we really focus on in the approaching schools Academy. When our members work with Karen via her termly curriculum training sessions. And then, of course, they're solving head teachers problems, and identifying what pupils may currently be struggling with in relation to what you do. Because did you know we are 70% more likely to get ahead teachers buy in when we can solve their problems. It's also a fantastic way of grabbing their attention at the beginning of any email or letter, if you haven't built a personal connection with them yet, which is far better than trying to sell your services when we don't know what they actually need from us yet.

Now, what could you be doing at this point in the term to be fostering those long term partnerships with schools?

If you've already sent out a September campaign?

Could you be following those schools or nurseries up right now?

If you've already delivered some demos, but haven't had conversations with senior leaders yet, what could you be doing to make sure those conversations take place?

And have you thought about what the theme of your November campaign will be after half term?

Because building a consistent income by working with schools or nurseries, requires a consistent approach to marketing and selling. And that means approaching schools and nurseries all year round. It means around six campaigns a year, and it means following up within each of those campaigns around three to four times each term. Did you know that over 90% of sales happen after the sixth attempt, but that over 90% of small businesses Unfortunately give up after the fourth, think about all those missed opportunities for reaching more children and having a bigger impact on their lives. And the results of that impact on your business and revenue. I want you to take a little bit of time now to do the following five things.

Number one, make a list of all the schools you've contacted this term, and follow them up.

Number two, make a list of all the schools you've had demos with. See if you can get sales conversations booked in.

Number three, make a plan for your November campaign. What theme is relevant this time of year? What problems will you focus on solving for schools in their pupils this time?

Number four, how many schools will you contact this time? Are they're more in your territory or local area?

And number five writes your plan down, you are over 40% more likely to make it happen when you do that.

So do come and let me know what you think about today's episode in my free group, which is the approaching schools community for children's activity providers. And tell us all how you intend to help more children with their cognitive development by taking your activities into

schools and nurseries this academic year, and let us know what your plan of action is for the rest of the autumn. Based on today's five steps. I can't wait to hear from you soon.

Thank you for listening to the approaching schools podcast. If you've enjoyed this episode, do come and let me know in my free group for children's activity providers approaching schools so that I can make more content like this that you will love. You can find me on my socials at Cerys Keneally and my inbox is always open. I would love for you to leave a review on iTunes and hit subscribe on your favourite platform so you can be the first to know when a new episode is ready.

Until then, chat soon