

Creative Strategies for Special Education

We partner with staffing businesses that work with schools to help them differentiate themselves among their competitors and achieve business growth. We focus on refining recruitment and retention strategies, forming strategic partnerships with school clients, and implementing efficient business practices. Jean Blosser, CCC-SLP, EdD and Holly Kaiser, MA, CCC-SLP
Call us for a complementary consultation!

Do You Have a Competitive Advantage?

Staffing businesses invest huge sums of money recruiting therapists, developing services, and establishing their client base. Yet the return on investment is often not realized. Although there is an ongoing demand for special education staff and services, the market is flooded with competitors. Challenges include identifying the right target markets, clearly communicating core competencies, attracting qualified professionals, and implementing sustainable, systematic business processes. The company that strategically differentiates itself ultimately becomes the preferred provider.

Achieve New Heights

CSSE brings a fresh perspective based on our expertise in school services and experience in staffing companies. We work with executives to evaluate strategies and launch new initiatives to reach goals. We have identified 4 key elements that must be in place for companies to be competitive.

How would you rate your business today on these 4 key elements?

1. Client Relationships
 - Increased market share year over year, contract renewals, referrals, loyalty
2. Therapist Recruitment and Retention
 - Increased percentage of hires, faster conversion rate from lead to hire, longer retention rates, specialized expertise
3. Quality Service Delivery
 - Positive feedback about therapists' performance, high level of client satisfaction, improved student success
4. Cost Effective Team Management and Business Practices
 - Reduced costs, efficient use of talent, accountability, and high productivity

Our Approach

CSSE's approach leads to measurable outcomes by addressing the 4 key elements required for business success. Working closely with company leaders, we jointly determine the specific elements that can be strengthened. Through the application of our customized measurement tools and practical strategies, we guide teams in the implementation of cost-effective solutions to ensure scalability and sustainability. Our services include comprehensive program review, planning, program design, team building, and professional development/leadership training.

CSSE'S INNOVATIVE SOLUTIONS

Blueprint Plan for Company Growth: Successful Launch of a New Division within 3 Months

Recently a national staffing company determined they were ready to take the next step in their growth by adding a new school services division. Unfortunately they did not have expertise or experience on their existing management team to develop a viable plan for achieving this goal. CSSE worked closely with the organization's leaders to develop and execute a Blueprint Plan.

Key steps in our process were:

- Conducting strategic planning exercises to clarify their vision, mission, and goals for sustainable growth and quality
- Defining essential roles, responsibilities, job descriptions, and ideal profiles to strategically strengthen the team and optimize talent
- Training team members to build understanding of the new division and their role in effectively implementing new management tools and processes

Finding Your "Secret Sauce": Significant Increases in Recruitment and Retention Rates

To become a preferred provider, a unique selling proposition is essential. Teaming with us, our partners have launched distinctive "secret sauce" programs that fit their business model and culture. By introducing new initiatives in a standardized and systematic way, they have defined their market niche and increased recruitment and retention of therapists as well as clients.

Some examples are:

- A mentoring program to guide therapists through their first year of work step-by-step
- An engaging onboarding and orientation plan with activities to span a full year
- Specialized therapy teams recruited to meet specific district needs
- Client-friendly business practices that promote efficiency and cost effectiveness
- Continuing education to build expertise

Business Playbooks: Doing the Right Thing, All the Time

Managerial changes, virtual offices, and competing priorities are a reality and create chaos in the business environment. Consistent execution of business processes that represent the company's core competencies, values, and standards requires disciplined effort. Without Standardized Operating Procedures quality control is lost, messaging becomes inconsistent, and managers are distracted from priority goals. CSSE adds capacity and expertise to capture organizational knowledge and develop playbooks that will improve team performance, communication, and accountability. Keeping an eye on the company's needs and goals, CSSE has developed streamlined playbooks that include:

- Engaging onboarding and orientation programs to develop loyalty
- Dynamic and systematic programs for mentoring and supervising therapists
- Workflow processes and scripts for consistent messaging by all team members
- Robust therapy resource libraries to support all clinicians
- Executive reports to update clients regularly to keep them apprised of their ROI