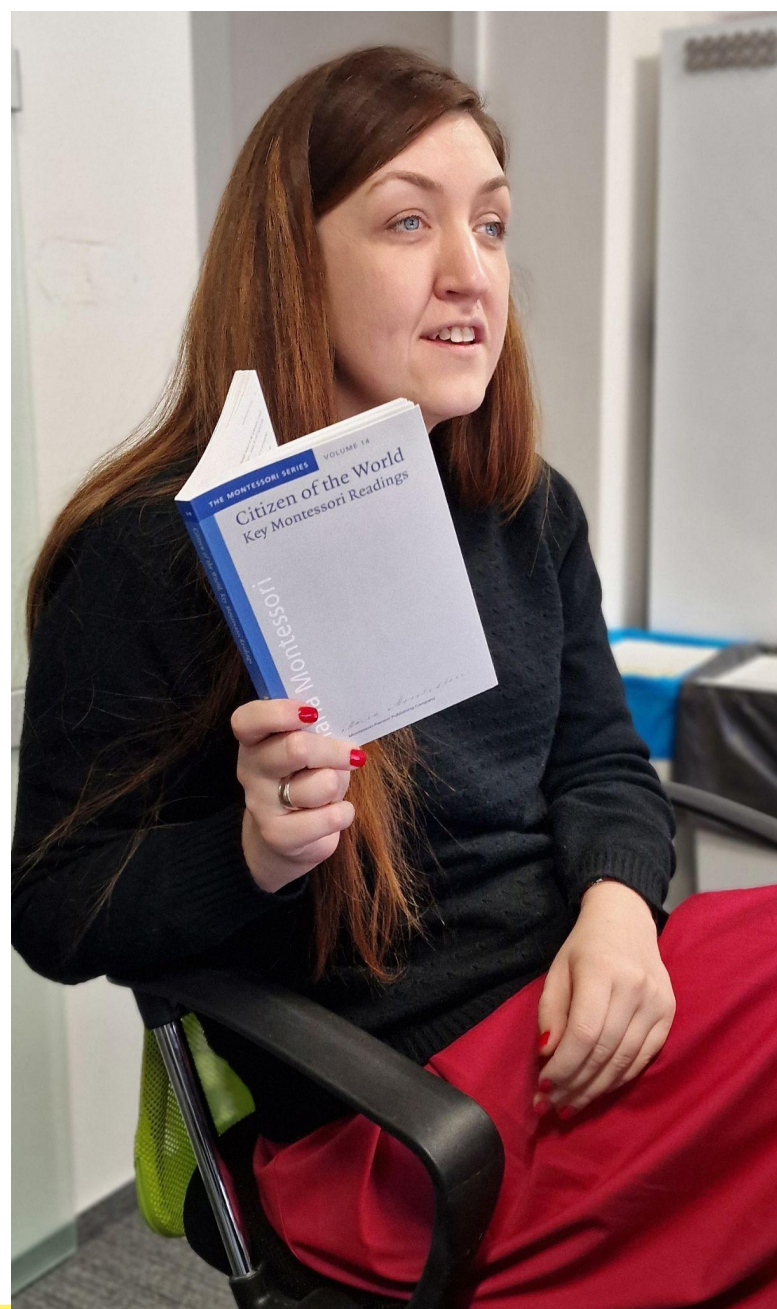


BUILD A THRIVING MONTESSORI BUSINESS: GO FROM INVISIBLE TO IRRESISTIBLE

Presented by: **Mirka**



Welcome to all alumni of my 2023 training!



**Montessori Marketing & Business
Academy**
(former Montessori Financing Foundations)



THE GOAL

**You will decide
to build **a thriving** Montessori
organization!**

YOU ARE IN THE RIGHT PLACE

- You want to bring Montessori to your community
- You want to create a Montessori business, nonprofit, consulting service, school, parent and child program, adolescent program, digital course, community
- You already have a program and you are sick of just surviving, you want to start thriving
- You want to know how to approach Montessori with a business mindset
- You want to know what using a business mindset in Montessori can be like
- You want to impact the world with your project
- You want to know how to do well with money in Montessori



THE PROMISE

- I will share how I did it
- I will share the framework I came up with during over a decade of building my Montessori school and the AMI Montessori teacher training center
- I will share the mindset you need to have to be successful
- The stages of development of a Montessori organization
- The needs you need to meet to take your organization through those stages
- Case studies and examples from real life
- You are going to get a lot of valuable information about how to build thriving Montessori organizations and businesses
- I will share how you can continue to do this with me and through my expertise

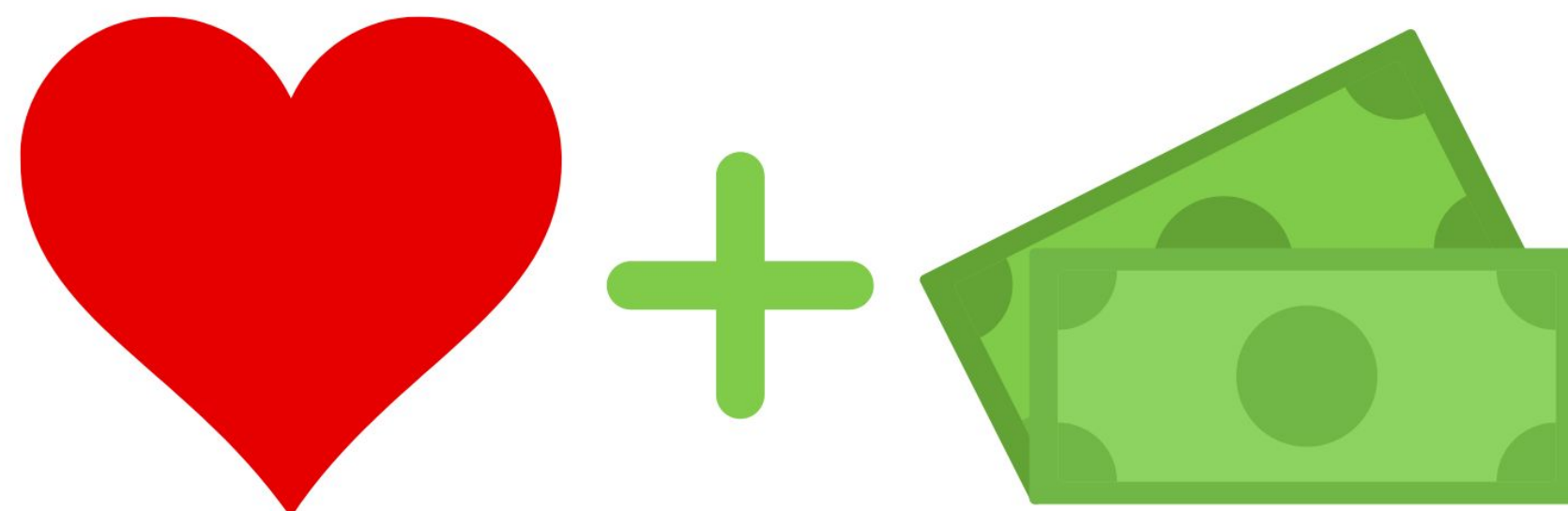


THE ASK

- I will share how I did it
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THE TOPIC



WHAT IS A MONTESSORI BUSINESS?

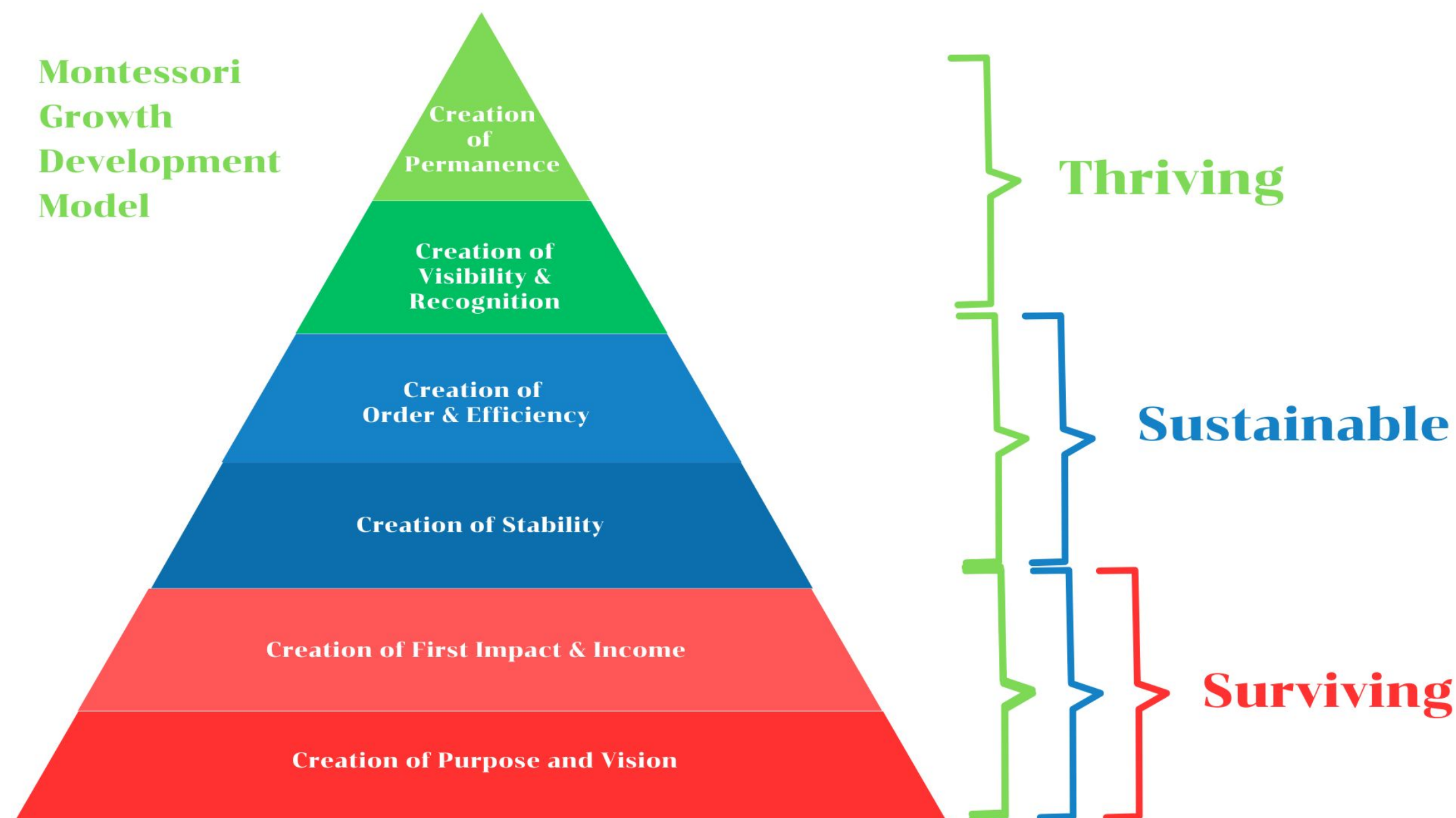
- An organization providing Montessori education, service, product..
- A person working as a consultant, mentor, coach..
- You are mission driven - you have a purpose
- You want to build your mission driven organization or business based on sustainable business model
- School, parent and child program, adolescent program, training, consultant, mentor, educator, material maker, Montessori app maker, online course provider, digital creator

WHY A BUSINESS?

- If we want to bring Montessori to the world..
 - If we have the **DESIRE** to help..
 - We must adopt business mindsets.
- **BUSINESS MINDSETS** turn **DESIRE** to help into **IMPACT!**

WHAT IS A THRIVING MONTESSORI BUSINESS?

**Montessori
Growth
Development
Model**



WHAT IS A SUSTAINABLE BUSINESS?

PROGRAM SUSTAINABILITY

- Ability to develop quality Montessori programs which respond to the needs of our communities over long term

FINANCIAL SUSTAINABILITY

- Ability to generate resources to be able offer our Montessori programs now and in the future

HUMAN SUSTAINABILITY

- Ability to create such an amazing value for people in our organization so that they grow and thrive together with us

YOU MIGHT BE THINKING

I am just starting out. I am not good enough.

→ **I want to assure you: although you may be just starting out, it does not mean you should not be taking the first step. You have all you need to start. You are ready.**

I am not confident yet.

→ **The very fact you are in this room means you are ready to step forward and do it. You are confident enough to come. This is your first confident step. And also, you need to realize that confidence grows with practice. You need to make the first step, lean on the framework I am giving you today, and just do it.**



YOU MIGHT BE THINKING

I am so busy, this is not the right time for me yet.

You need to know that the right time will never come if you wait for the right time. The right time to start is now. If you wait for the school year to finish, for kids to grow up...

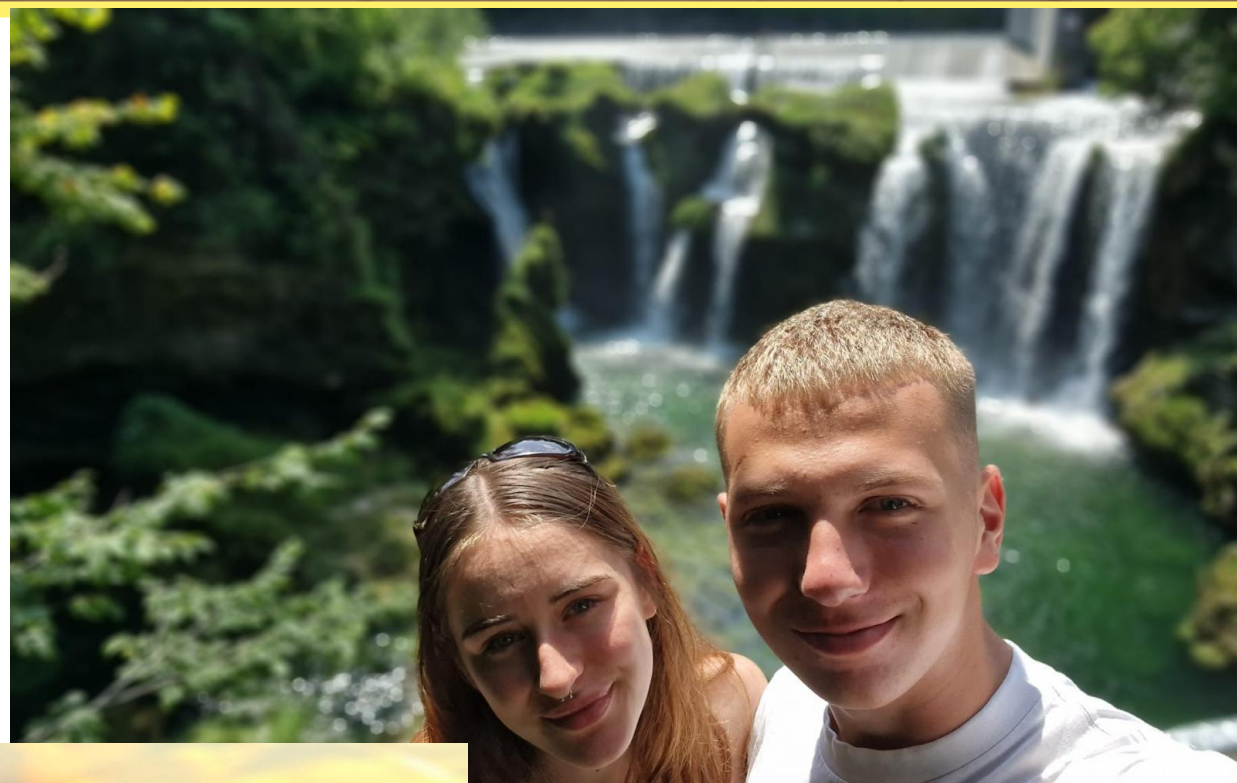
I already tried, but the results are terrible. Low enrollment, no money to pay..

→ A hospital in the desert? The right message but not reaching the right people? Again, there are frameworks you can follow.

YOUR OPPORTUNITY



BY THE WAY



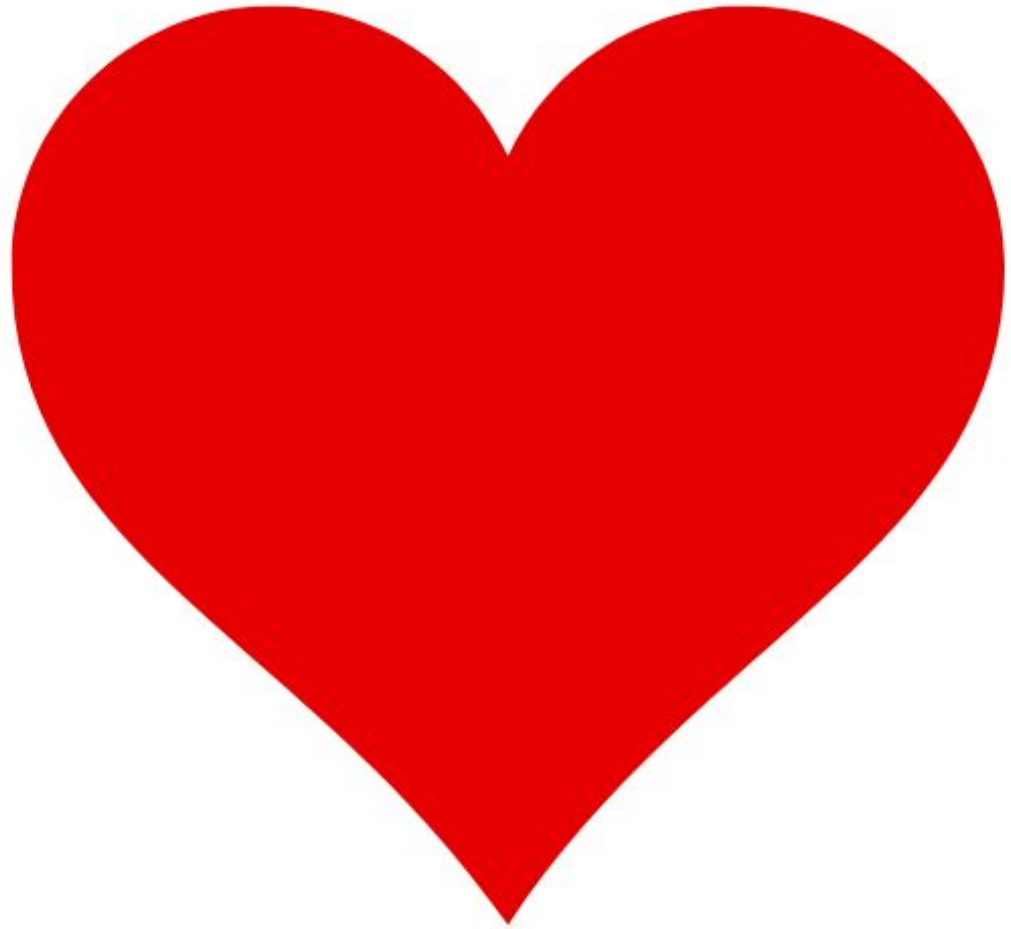
THE FIRST SMALL STEP







Montessori



THE FIRST SMALL STEP



Pro rodinu o.p.s.



Společnost Montessori o.s.

společně pořádají



Association
Montessori Internationale



**KONFERENCE NA TÉMA
MONTESSORI - PŘIROZENÁ VÝCHOVA ZÍTŘKA**

**ZÁKLADNÍ MONTESSORI KURZ
PRO PEDAGOGY, PRACOVNÍKY
MATEŘSKÝCH CENTER A RODIČE**

**SÉRIE VEČERNÍCH SEMINÁŘŮ
PRO RODIČE**

ČERVEN - ČERVENEC 2010

Místo konání: **Rodinné centrum Andílek**,
Letohrádek Portheimka, Štefánikova 12, Praha 5

Přednáší:

Lilian Bryan, Atlanta, USA
AMI Director of Training
Zakladatelka a emeritní ředitelka Montessori Institute of Atlanta
V anglickém jazyce, s překladem do českého jazyka

Prof. PhDr. Karel Rýdl CSc., Společnost Montessori o.s., ČR
V českém jazyce

**MONTESSORI
- PŘIROZENÁ VÝCHOVA ZÍTŘKA**

26. června 2010 od 9:30 – 15:30 hodin

Přednáší: Lilian Bryan, AMI Director of Training
Prof. PhDr. Karel Rýdl CSc.

Konferenční poplatek: 1 000 Kč / osoba
Registrace: Iva Hampejsková, registrace@rcandilek.cz

VEČERNÍ SEMINÁŘE PRO RODIČE

Přednáší: Lilian Bryan, AMI Director of Training

29. června
18:00-21:00 Vývojové potřeby a domácí prostředí
dítěte 0-3 roky

1. července
18:00-21:00 Vývojové potřeby a domácí prostředí dítěte 3-6 let

7. července
18:00-21:00 Svoboda a hranice dětí ve věku do 6 let

8. července
18:00-21:00 Vývojová stádia od narození do dospělosti

Pozn.: U všech seminářů bude vyhrazen čas na otázky a odpovědi
Poplatek za seminář: 500 Kč / seminář
Registrace: Iva Hampejsková, registrace@rcandilek.cz
Informace: Michaela Willheimová, michaelaw@rcandilek.cz

**ZÁKLADNÍ MONTESSORI
PRO PEDAGOGY, PRACOVNÍKY
MATEŘSKÝCH CENTER**

28. června – 9. července
Přednáší: Lilian Bryan, AMI Director of Training

28. června
9:00-12:00 Historie a filosofie Montessori
13:00-15:30 Lidské sklony

29. června
9:00-12:00 Absorbující mysl – Druhá etapa
13:00-15:30 Senzitivní fáze

30. června
9:00-12:00 Pohybový vývoj a nezávislost
13:00-15:30 Dítě ve věku od narození do tří let

1. července
9:00-12:00 Pohybový vývoj a nezávislost -
pokračování
13:00-15:30 Dítě ve věku od narození do tří let -
pokračování

2. července
9:00-12:00 Cvičení praktického života
13:00-15:30 Cvičení praktického života - pokračování

5. července
9:00-12:00 Připravené prostředí
13:00-15:30 Jazykový vývoj

6. července
9:00-12:00 Jazyk v Montessori prostředí
13:00-15:30 Důležitost senzomotorického materiálu

7. července
9:00-12:00 Hudba a umění v Montessori prostředí
13:00-15:30 Důležitost matematického materiálu

8. července
9:00-12:00 Studium přírody v Montessori prostředí
13:00-15:30 Vztah dospělého a dítěte

9. července
9:00-12:00 Svoboda a disciplína/Psychické odchylky
13:00-15:30 Práce s rodiči

Zajímáte se o pedagogiku Montessori?

**Ve dnech 26. 6. - 9. 7. 2010 v Praze proběhne jedinečná série
vzdělávacích akcí pořádaná organizací Association Montessori
Internationale (AMI) spolu s Rodinným centrem Andílek
a Montessori sdružením ČR. AMI střeží a šíří odkaz Marie
Montessori, zakladatelky tohoto výchovného systému, a je to
poprvé, kdy AMI se svými vzdělávacími aktivitami zavítá do ČR.**

26. 6. 2010 jsou příznivci Montessori pedagogiky z řad rodičů, lektorů, pedagogů z mateřských a základních škol zváni na konferenci Montessori – přirozená výchova zítřka. Na konferenci budou přednášet dva vzácní hosté, profesorka Lilian Bryan, zakladatelka a emeritní ředitelka Montessori Institutu v Atlantě, USA, a Prof. PhDr. Karel Rýdl, CSc.

Od 28. 6. do 9. 7. se pak bude konat Základní Montessori kurz pro pedagogy, pracovníky mateřských center a rodiče. V průběhu deseti výukových dnů účastníci získají informace o Montessori pedagogice a poučí se, jak pracovat s dětmi ve věku od narození do 3 let i s dětmi věku předškolního. Kurz chce Montessori pedagogiku



předat posluchačům v její nejčistší formě, jak ji vyučovala sama Maria Montessori. Součástí budou i čtyři večerní semináře pro rodiče o vývojových stádiích dětí od narození do dospělosti, o výchově malých dětí v domácím prostředí, o hranicích a svobodě dětí atd.

**Více informací o akci najdete na
www.rcandilek.cz.**

Embryo, The Sensitive Periods, Development of Movement and Independence, The Child from Birth to Three, The Practical Life Exercises, The Prepared Environment, Language Development, Language in the Montessori Environment, The Importance of the Sensorial Material, Music and Art in a Montessori Environment, The Importance of the Mathematics Materials, Nature Study in a Montessori Environment, The relationship of the Adult to the Child, Freedom and Discipline/ Psychic Deviations, Working with Parents

EVENING SEMINARS FOR PARENTS

June 28 – July 9 2010

Lecturer: Lilian Bryan, Atlanta, USA
Seminar free: 500 CZK / person

June 29, 2010

The developmental needs of the child from birth to three
The Home environment for the child birth to three

July 1, 2010

The developmental needs of the child age three to six
The Home environment for age three to six

July 7, 2010

Freedom and limits in relation to children under age six
July 8, 2010
Developmental Stages from birth to maturity

Note: All Presentations will have a question and answer period
Held at: Family Center Andílek, Letohrádek Portheimka

ONE SMALL STEP AWAY





Mirka Vlčková : In the past challenging school year, it did help me a lot to have this supportive peer group and specifically your advice to talk personally to members of our school community to collect more information about their needs, uncertainty and to provide more information. What also helped between the lines, was the message that even in times of turbulence and change, we still ensure a high quality program to which alternatives that kind are rare (compare: your advice regarding making your program irreristable). By communicating alongside, we ensured that our waitlist is well fed. Photos from our homepage: lyra-montessori.at. Feel free to use some of them as illustrations.

on about a year and a half ago when we were just talking
experience in our positions.. And I said, even after 10 years, I
h to train others in their leadership positions. And you told
at position and that I had so much to give. And get me

na Suschevici
na **Vlčková** with lots of gratitude, you gave me perspective, hope and
nge 🍷🙏

And that was the moment when I felt I am enough and really good 😊 it was only little moment in our long history together. But a huge step for me 😊 from that moment I have started to have a plan in my head, my own business plan 😊



Mirka Vlčková for me was when you shared a

masterclasses and it led me to start my online business. This is huge for me!

Also all your support and energy when I did my AMI training in Prague. The "everything is possible" energy and attitude, so 2 weeks after graduation we opened already our Montessori daycare 😊



Rent a small space and start Montesser with my 3 kids and the 3 of a friend.

12h Like Reply

16h Like Denlv



THE BREAKTHROUGH

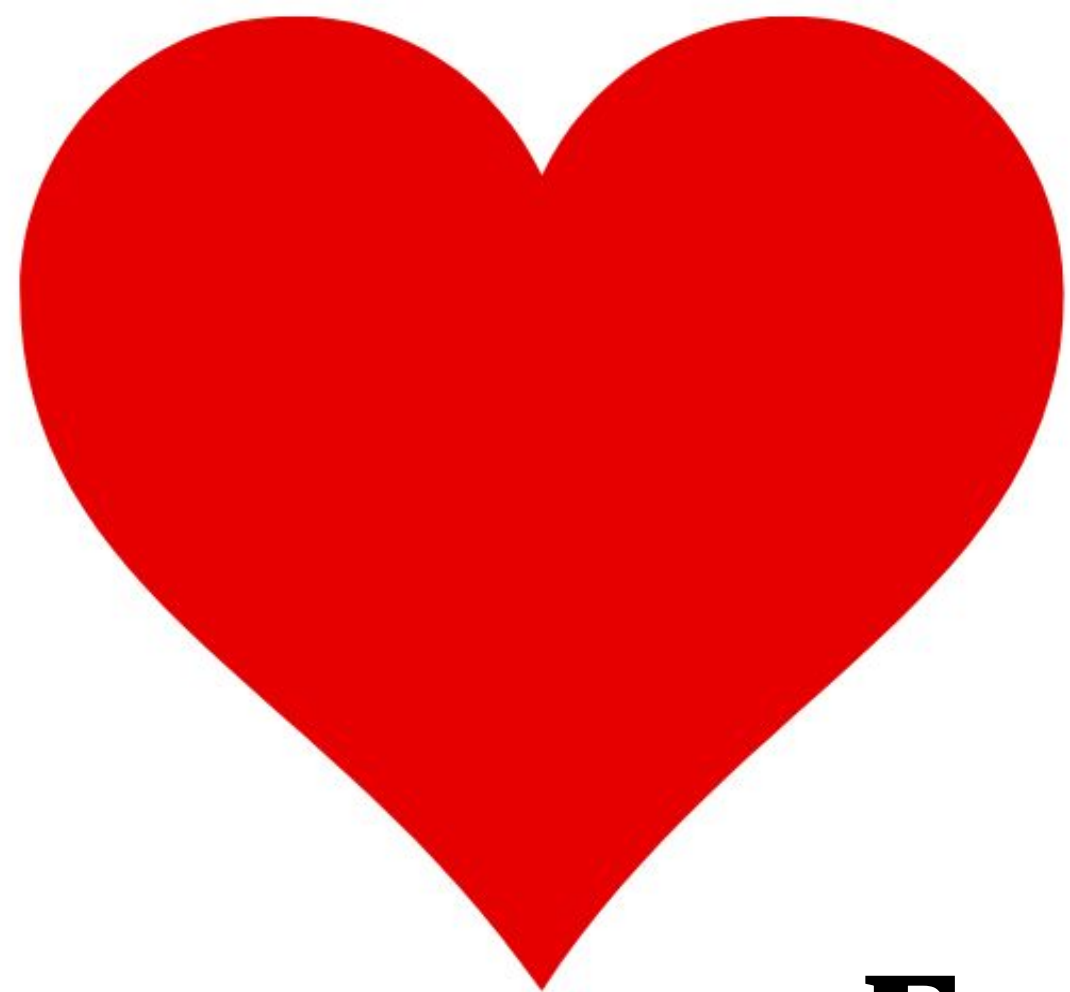
- I brought Montessori to Prague for the first time
- We earned enough money to pay for the event cost
- My friends and I learned about basics of Montessori.

AND I MADE THIS A FRAMEWORK FOR PLANNING OUR OTHER PROGRAMS

Whatever program we organize, we always need to think about the impact - bringing Montessori to our community, and the program has to pay for its own cost.



Impact & Income



Framework

YOUR TURN

IMAGINE YOUR ORGANIZATION/BUSINESS IS BUILT.
THE WORK IS DONE.

This is my successful thriving Montessori program.
I built.... (describe what you just saw)....

Finish the sentence in chat.



HOW DID IT FEEL?



YOUR TURN

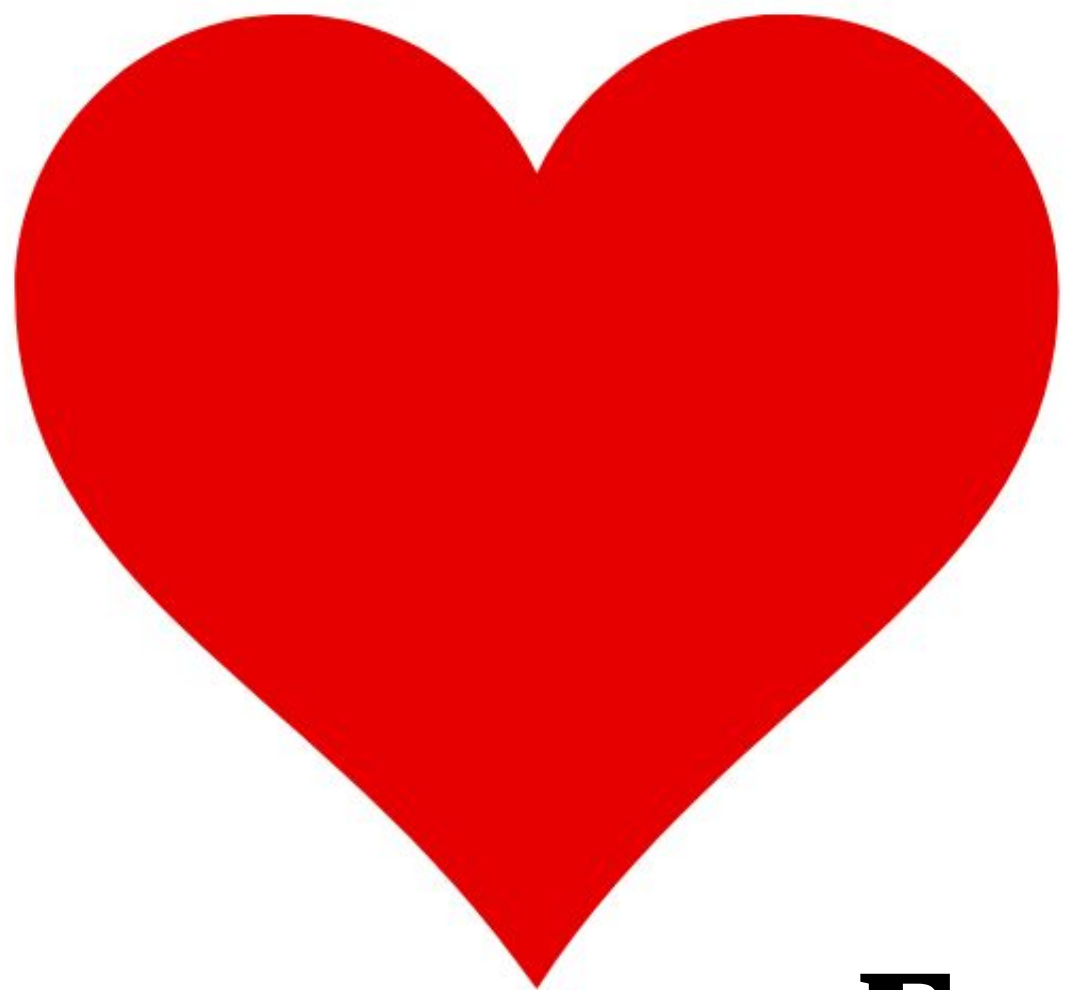
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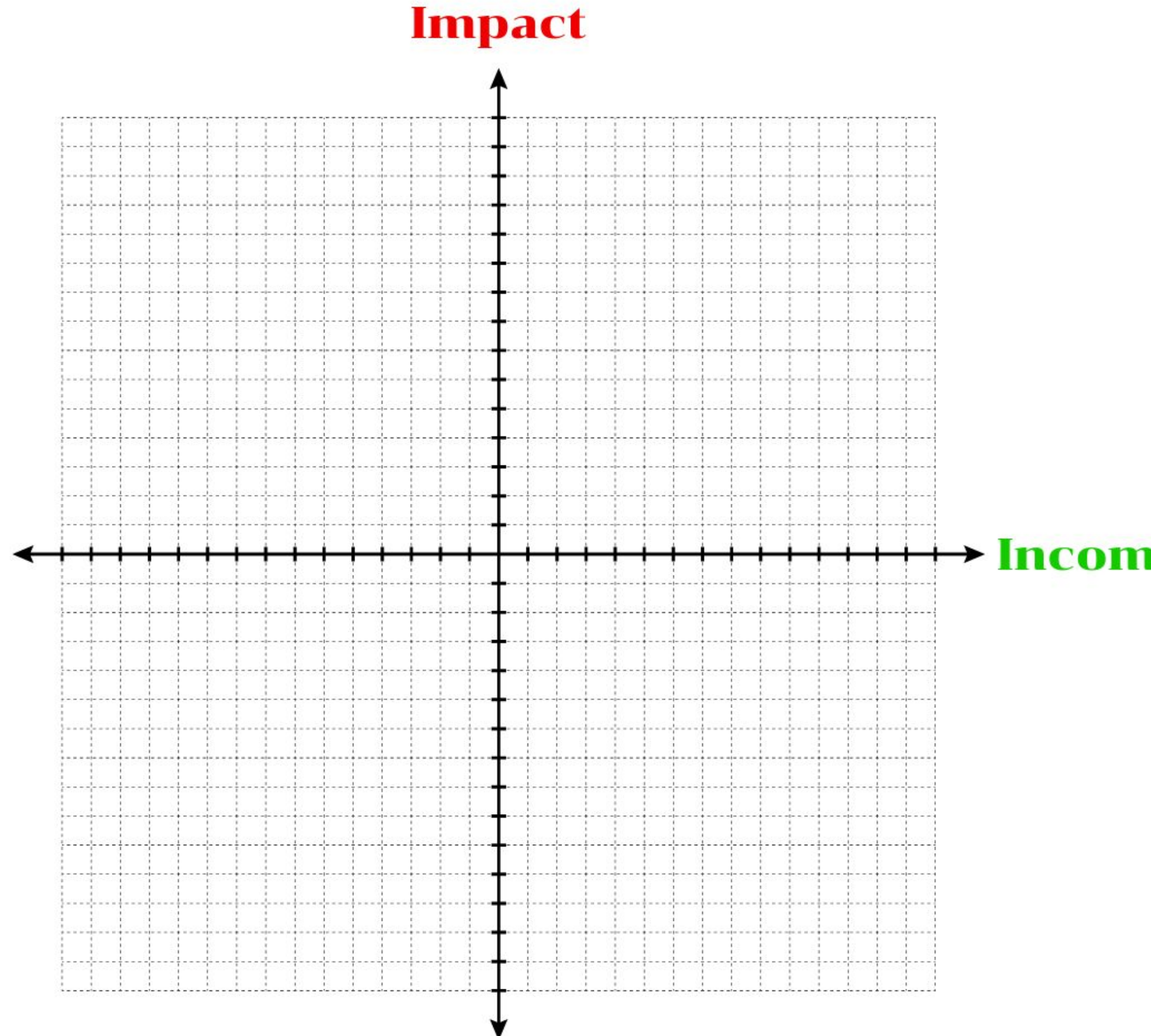


Impact & Income

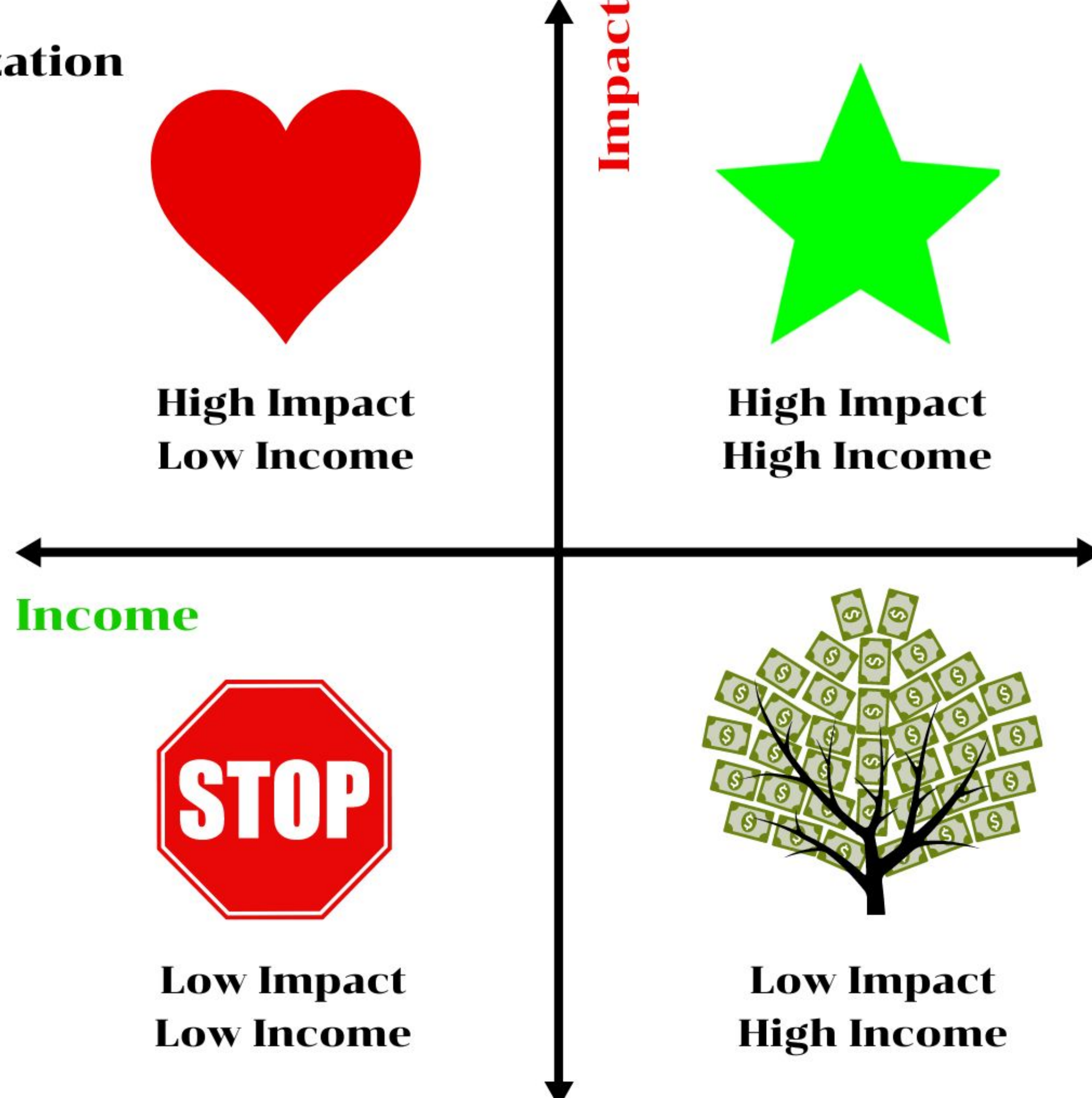


Framework

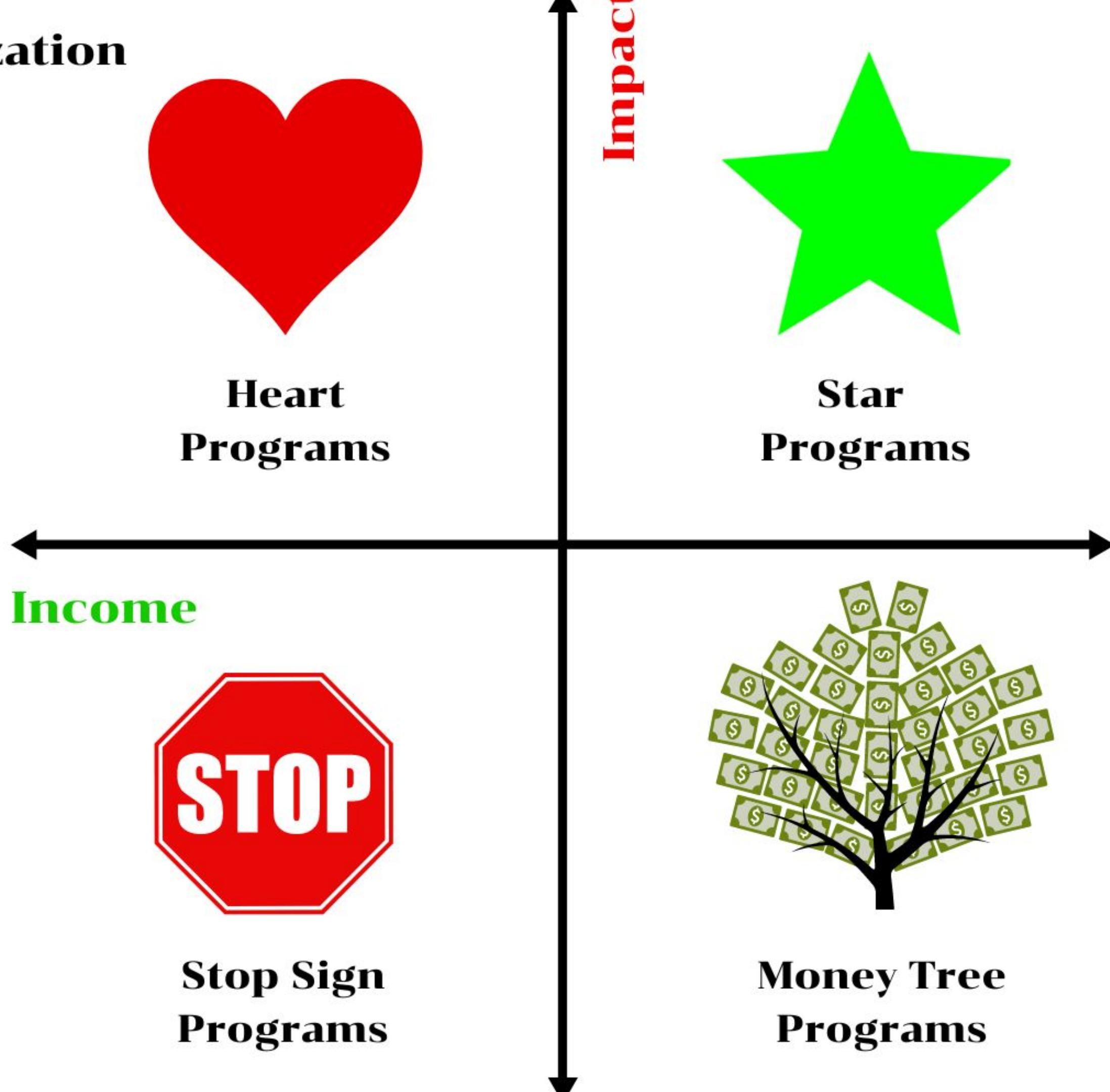
The Montessori Organization Growth Model



The Montessori Organization Growth Model Impact & Income Map



The Montessori Organization Growth Model Types of Programs

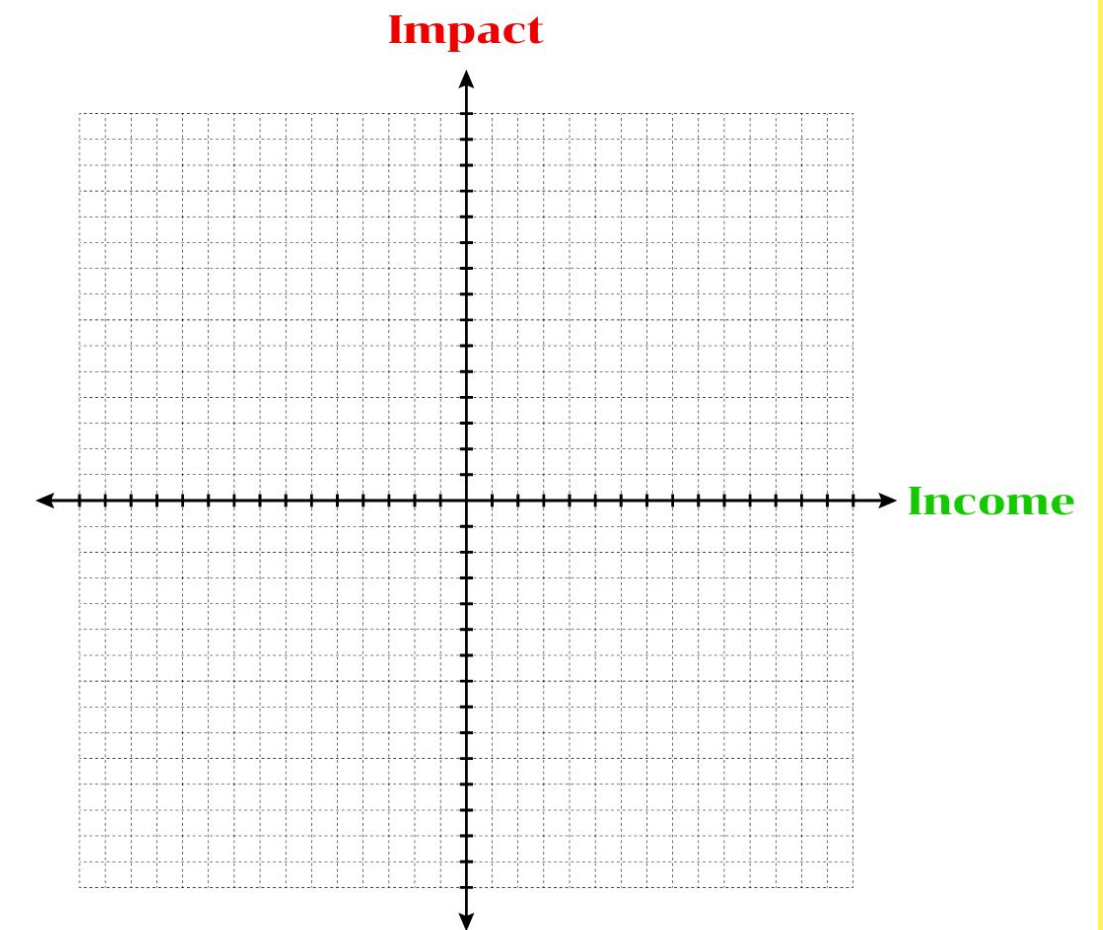


YOUR TURN

Your programs (current or future)

- The definition of the program
- The cost of the program
- The income the program
- The impact the program

**The Montessori Organization
Growth Model**



THE FINAL WORD FOR TODAY

- THE INCOME & IMPACT FORMULA = LEAN ON IT
- You are one small trial experiment away from changing everything
- Make a decision
- Follow a path
- Take action and do it.

ONE IMPACT & INCOME IDEA!

YOUR TURN

Your programs

- The definition
- The cost
- The income
- The impact

Case Study
Montessori School
“New Horizons”

