

Marketing tools in the Montessori Classroom



Jorge Haro

Introduction

» Who am I?



» Why this conference?





History of Marketing

» Phoenicians



» Julius Caesar



» Guttenberg



» USA College / Farming



» Internet



What is marketing?

- » The action or business of promoting and selling products or services, including market research and advertising.
- » Marketing has evolved from product centered to customer centered and now marketing looks to “identify the customer needs to find the way to maximize their potential”



Marketing Technology Landscape

September 2012



Marketing in a Montessori - Concepts

PRODUCER

DISTRIBUTOR

CONSUMER

» Roles:

- > Who is the producer-seller?
- > Who is the primary consumer?
- > Who are the secondary consumer?

» What are we selling?

» What are our goals? (Academics, Personal Flourishing...)

» What is our profit?



Marketing Application by Areas

Guide / Coaching

Teaching, like any other truly human activity, emerges from one's inwardness, for better or worse. As I teach, I project the condition of my soul onto my students, and our way of being together. The entanglements I experience in the classroom are often no more or less than the convolutions of my inner life. Viewed from this angle, teaching holds a mirror to the soul. If I am willing to look at that mirror, and not run from what I see, I have a chance to gain self-knowledge and knowing myself is as crucial to good teaching as knowing my students and my subject.

Parker J. Palmer, The courage to Teach,



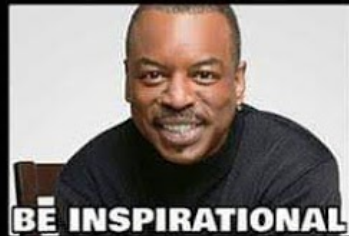
Marketing Application by Areas

Guide / Coaching

- » Comes from Hungarian word kocsi that means “transport of kocs”, taking people from a place to another place.
- » Coaching:
 - > **Coaching leadership** is a style that involves and facilitates the engagement of people, as well as drawing out and understanding and empathizing with their specific and individual motivations. (Eden Project, Cornwall)
- » Modeling:
 - > Grace and courtesy (how we talk, how we address our students...)
 - > Authenticity
 - > Language (the verbiage we use can stimulate our students or limit them)
 - > Our appearance (how we dress, our style...)
- » **Influencers:** An **influencer** is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position or relationship with his/her audience. An individual who has a following in a particular niche, which they actively engage with.



HOW TO BE A GOOD ROLE MODEL



GRIZZLOX





A good teacher can never be fixed in a routine. Each moment requires a sensitive mind that is constantly changing and constantly adapting. A teacher must never impose this student to fit his favorite pattern. A good teacher protects his pupils from his own influence. A teacher is never a giver of truth; he is a guide, a pointer to the truth that each student must find for himself. I am not teaching you anything. I just help you to explore yourself.

--Bruce Lee



Marketing Application by Areas

Environment – Hot / Cold Areas



Marketing Application by Areas

Environment - Shelving – Psychological Trap



» Shelving (diamond rule) Shelf order is a psychological trap:

- > The most expensive items are generally placed conveniently at eye level;
- > generic brands are on the lower shelves such that, to get at them, you have to crouch.
- > Foods meant to appeal to kids are set at kids'-eye-level; ([one study](#) by researchers at Cornell found that kid-targeted cereal packaging is designed such that cartoon characters on the boxes make eye contact with (short) passers-by)



Marketing Application by Areas

Environment - Promotions



Marketing Application by Areas

Environment - Music

- » Music is used to play with the perception of the customer.
- » Music tempo and style depends on how busy the store is. During higher concentration of customers faster music is played; during lower concentration calmer music is used.



Marketing Application by Areas

Lessons - Hooking

» “There is nothing better than a good story”.



» Sensitive period of imagination.



Marketing Application by Areas

Lessons - Packaging



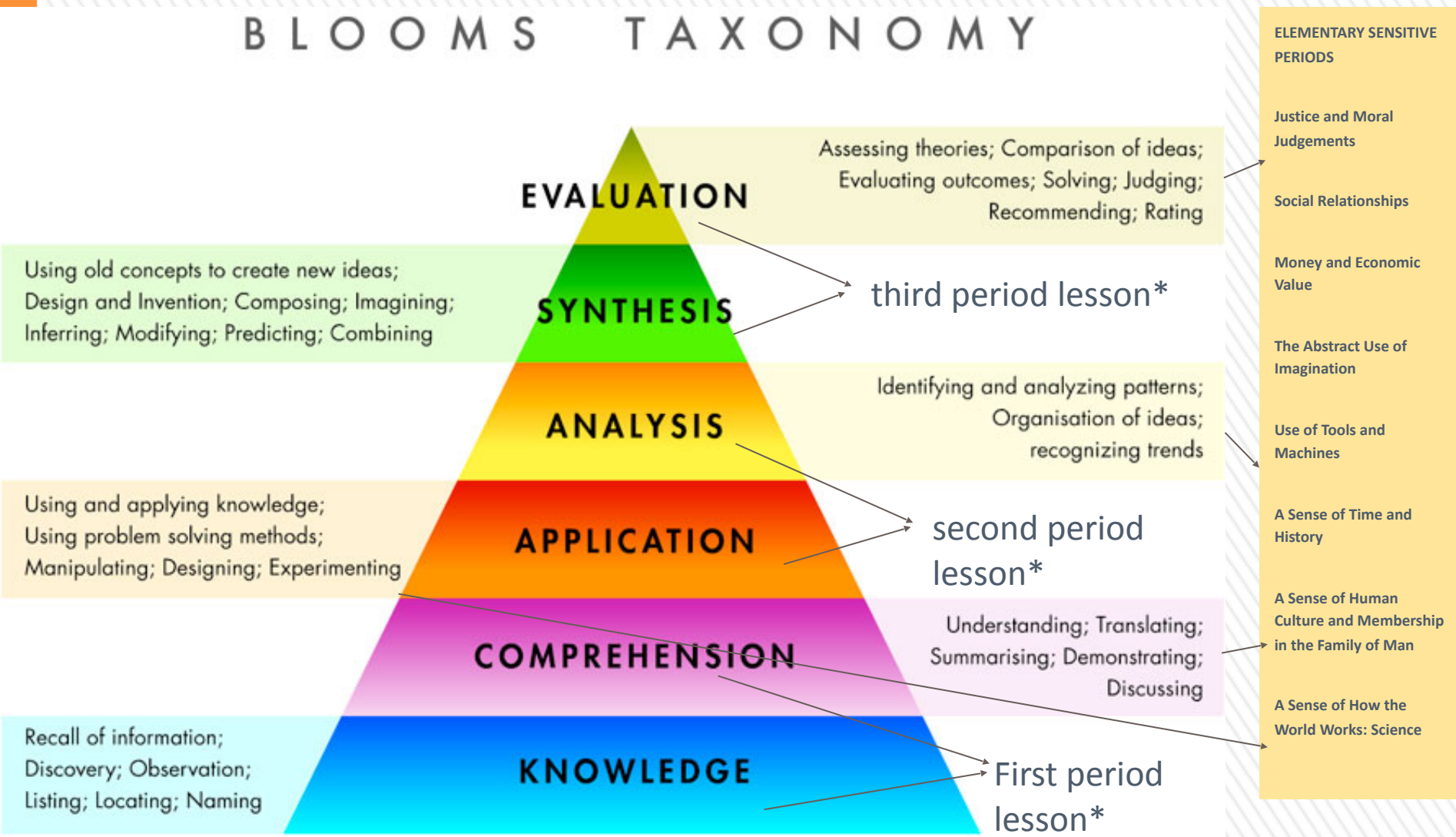
- » Create mystery.
- » Use props: How you dress, complements, accessories...
- » Death by cards – charts.



Marketing Application by Areas

Lessons - Extensions

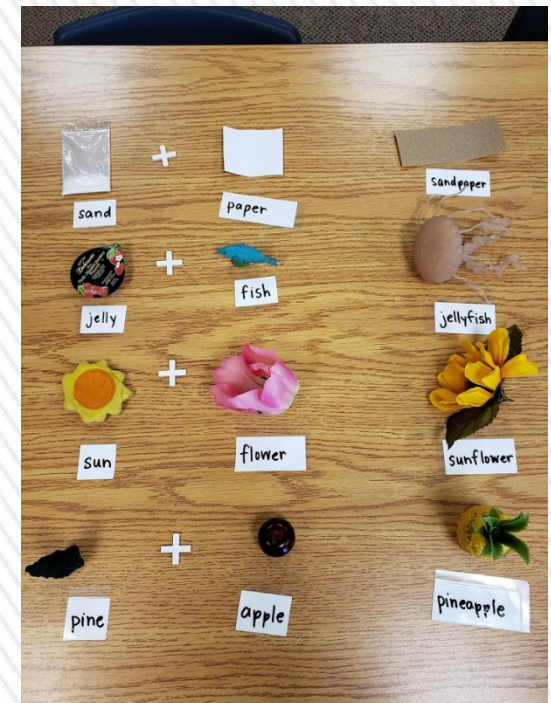
B L O O M S T A X O N O M Y



Marketing Application by Areas

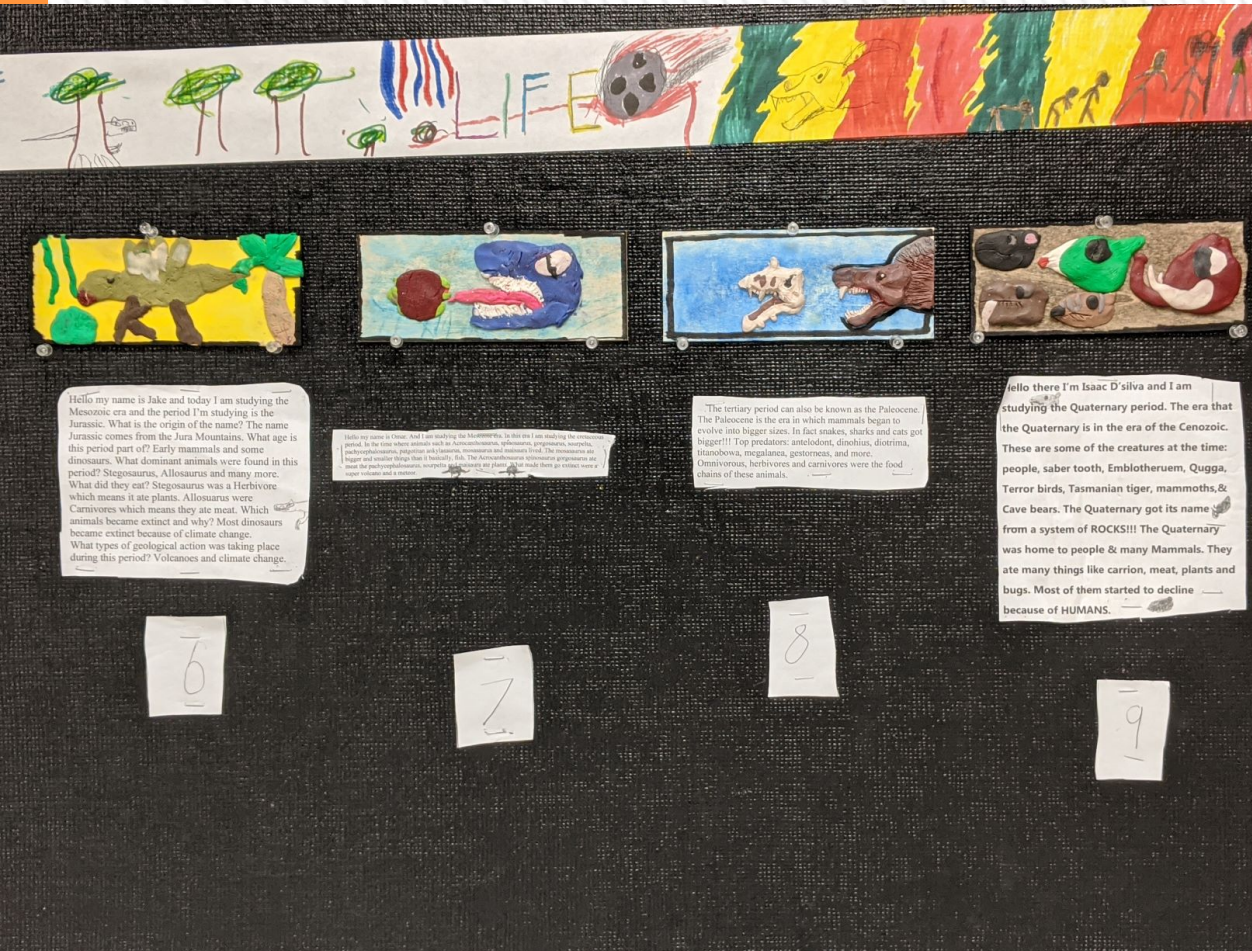
Lessons - Make the lesson come alive!!!

- » The lesson needs to be alive. The lesson does not start and end on the tray. It is our job to create a link between the student and the work.



Marketing Application by Areas

Lessons - Make the lesson come alive!!!



Marketing Application by Areas

Lessons – Big Lessons



Marketing Application by Areas

Lessons – Take the lessons to the Real World





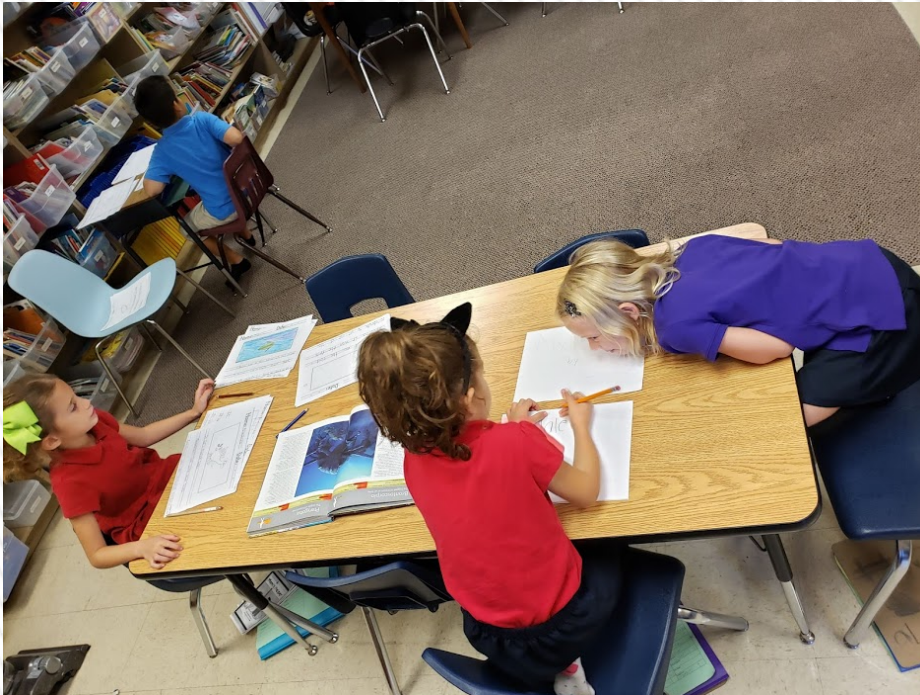
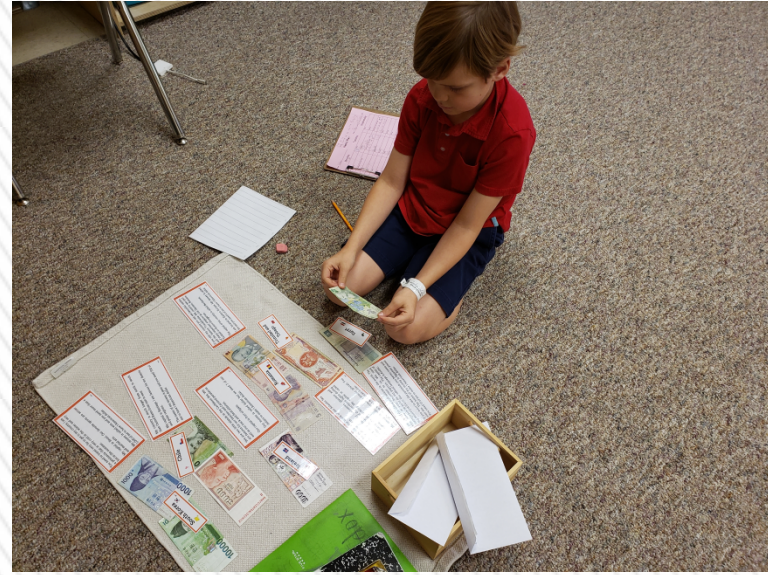
Marketing Application by Areas

Lessons - Field Trips – Going Outs



Marketing Application by Areas

Lessons - Research



Marketing Application by Areas

Practical Life



Marketing Application by Areas

Lessons - Innovation

- » According to *'Creating a Culture of Innovation'* by entrepreneur.com, and *'Six Ways Leaders can Build a Culture of Innovation'* by [talent culture](http://talentculture.com), two leading voices for 21st century innovation, creating an innovative culture requires a workplace that allows for the following five conditions:
 - > **Dedicating time for creative projects**
 - > **Rewarding innovation and divergent ideas**
 - > **Empowering employees to make decisions**
 - > **Allowing for failure**
 - > **Measuring what matters most**



Marketing Application by Areas

Lessons – Language


“The limits of your language are the limits of your world” – L. Wittgenstein

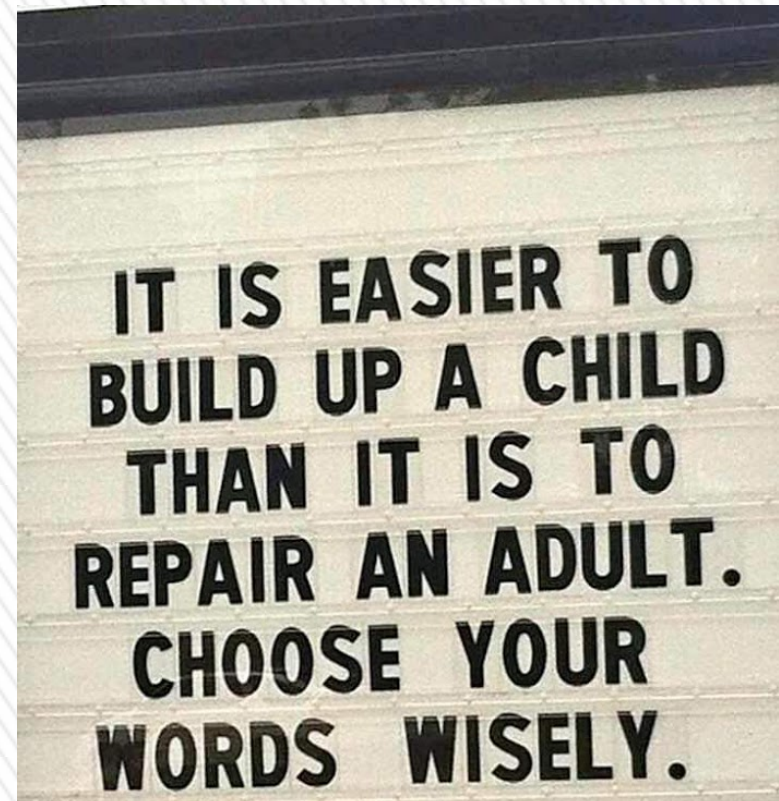
» Language:

- > “You have to” - “You should”
- > Language is empowering.

“ Use These Phrases
as Often as Possible to
Empower Kind Kids

- You are such a helpful kid.
- I love how curious you are.
- Your kindness (or your big heart) makes me proud.
- That's interesting. Tell me more about that.
- Your kindness takes a lot of courage.
- Fixing your mistakes means you are learning.
- Your kindness makes a real difference.
- Every problem has a solution. Let's try again.
- I'm proud that you are the kind of person who treats others with compassion and respect.
- You're a good problem solver. How do you think we should do this?
- I'm impressed with how hard you have worked.

 DoingGoodTogether.org **”**



Marketing Application by Areas

Lessons - Literacy

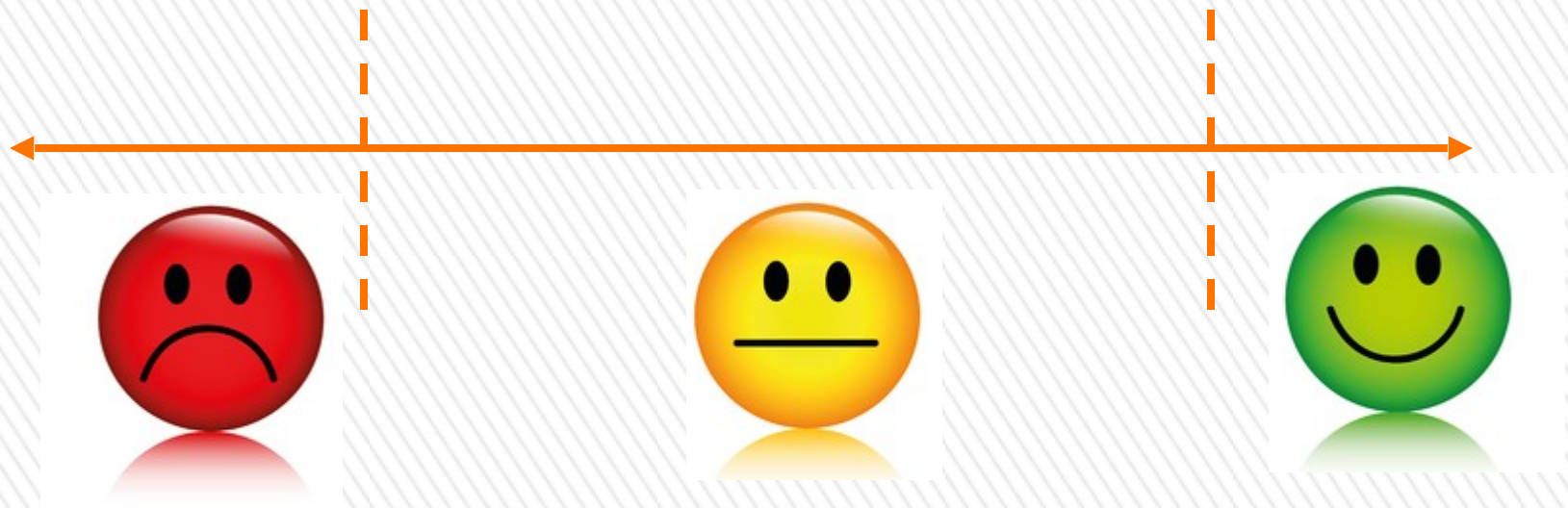
- » Books with every lesson.
- » Different reading levels for every lesson.
- » Research library.



Marketing Application by Areas

Parents - Buyers and Sellers

- » Customer's loyalty
- » Work with the middle ground



Marketing Application by Areas

Parents - Communication

- » Newsletters: George Ritzer “McDonaldization of Society”
- » E-Mail: Be proactive, stay in front.
- » Facebook: open window, teacher account.
- » Youtube



Marketing Application by Areas

Parents - Test of Product

» Teach your Parent



Market Research

“Know your customer, know your company, know your competitor”

OBSERVE, OBSERVE, OBSERVE!!!

KNOW YOUR CUSTOMER

Who are your students? How is the age/sex/grade distribution? Socio-economical status? – SECONDARY SOURCES - EXCEL

What do your students like? – Survey at the beginning of the year, Focus groups – PRIMARY SOURCES

Observation – (Formal, Informal)

KNOW YOUR COMPANY

Strengths and Weaknesses of your classroom. What are your limits.

Brainstorms – Staff Meetings – Team Meetings



Market Research

“Know your customer, know your company, know your competitor”

OBSERVE, OBSERVE, OBSERVE!!!

KNOW YOUR COMPETITOR

Observe other classroom.

Assist to conferences.

Read about Montessori.

Connect with other Montessorians - Networking!



Market Research Methods

Methodology	Quantitative or Qualitative	Typical Time	Application in class
Secondary Research	Both	Short	Analysis of the sociodemographic characteristics of our class
Interviews	Both	Short-Medium	Individual meetings with our students
Observation	Qualitative	Medium	Behavior analysis, opposed to self-reported analysis
Focus Groups	Qualitative	Medium	Exploratory Research
Mystery Shopper	Both	Short	“Snitch”

SWOT ANALYSIS



SWOT ANALYSIS – KICK IT UP A NOTCH!

PROBLEM: EXTENSIONS AND ENGAGEMENT

Strengths

- **Montessori**
- **Academically strong group**
- **Very enthusiastic team**
- **Support for changes**

Weaknesses

- **Students doing short work**
- **Low engagement**
- **Lack of enthusiasm**
- **Low creativity**

Opportunities

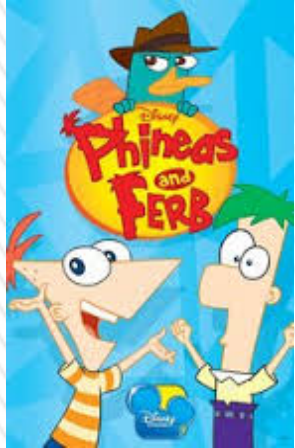
- **Folder with all works**
- **Team with different abilities/ personalities**
- **Big group of first graders**
- **Time to prepare work**

Threat

- **Students think that we are choosing their work**
- **Creating dependent students**

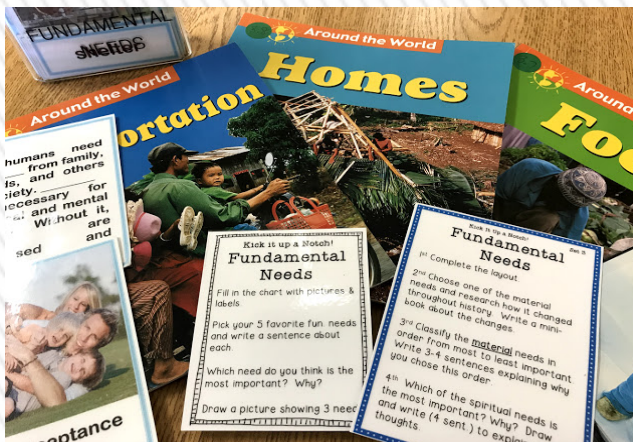
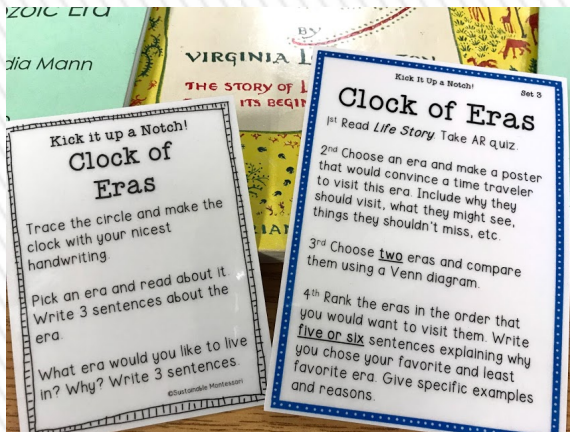
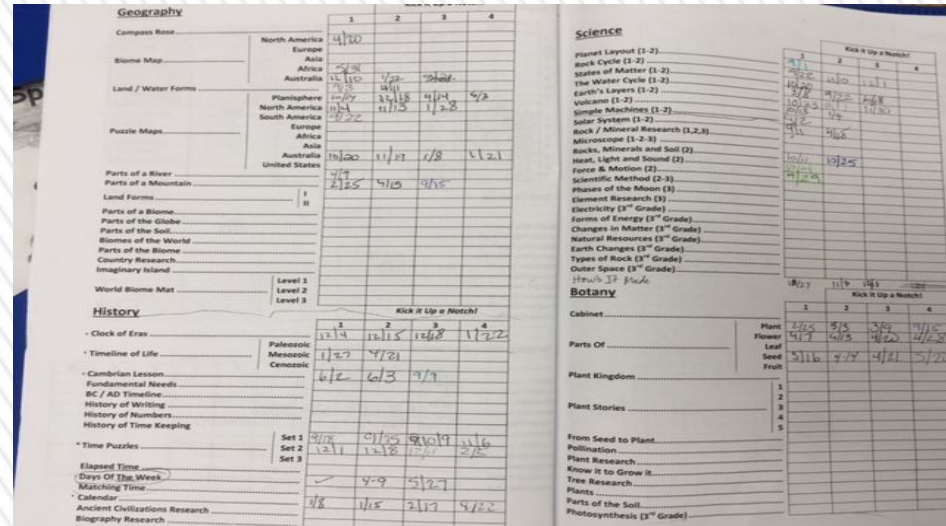


MARKETING PLAN – KICK IT UP A NOTCH!



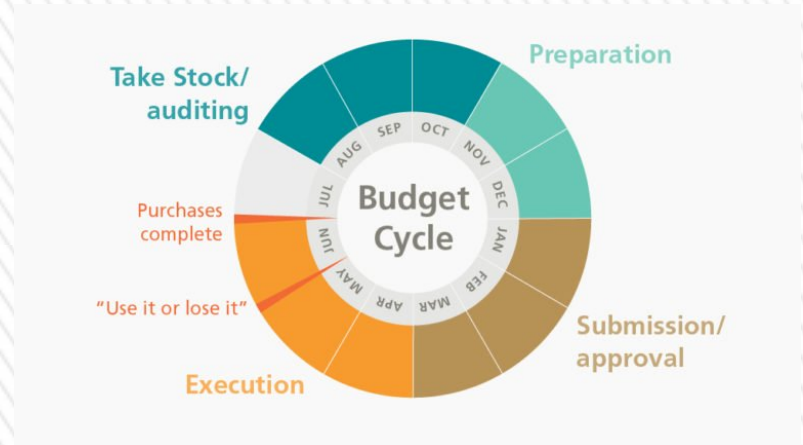
We started with a catchy name that related to them

Completed our folder



We created extension cards to go with every lesson

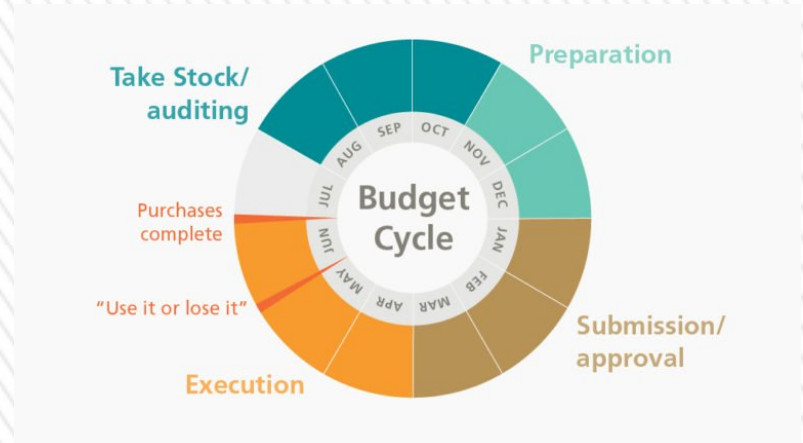
Classroom Budget



- » **Take Stock**
- » Start by making a list of what you already have, what you want, and what you think you'll need over the next year. This will help you prioritize what you want over what you need. Take note of any equipment that needs to be replaced and how much it costs to replace it. Consider the things that need to be upgraded so your classroom isn't out of date.
- » List anything new you want to incorporate into your class and consider related costs.



Classroom Budget



- » **Plan Around Your Budgeting Cycle**
- » The full budgeting cycle for most schools has four stages: preparation, approval, execution, and auditing. Utilize your school's process as a framework, and structure your budget list with the same basic stages and considerations that are already in place for your school.
- » Take into account when you're most likely to spend money. For many teachers there are two main ordering timeframes: early spring for back to school purchases for the following school year and end of fiscal year purchases to use money that would otherwise be forfeited. You may find you need equipment outside of these times, so if possible, reserve a comfortable padding of money in your budget for anything you may have forgotten, for items that need to be replaced, or for things that you want to add into your curriculum.



Classroom Budget

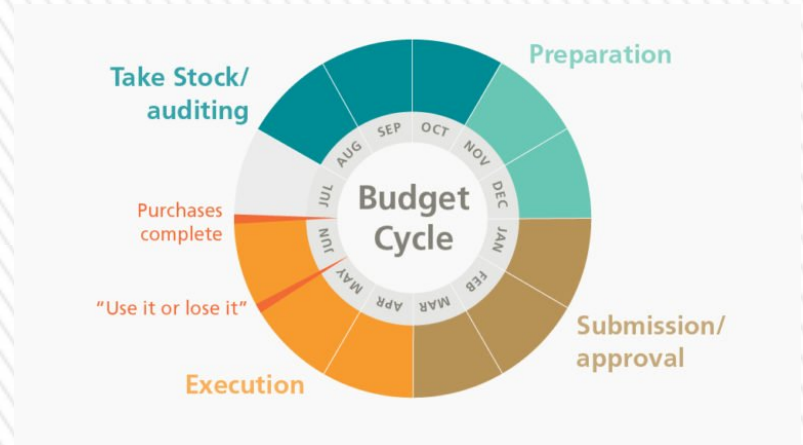


» Find Alternative Resources

- » Call on the community for help. Websites, like **DonorsChoose** or **Gofundme** for instance, bring together a broader community of people interested in supporting education and educators. Most projects funded by this site are under \$1,000, and in my experience, the more modest requests get funded fairly easily.
- » Fundraising efforts is through your Parent/Teacher Association (PTA). Not only do they help gather and coordinate volunteers, but PTAs are composed of parents and community members who are interested in supporting teacher-inspired improvements in the schools they serve. In addition to donations, PTAs are often willing to fund clubs and help supply much-needed equipment. PTAs are also very effective at helping coordinate fun events to raise money, like auctions or science fair nights.



Classroom Budget

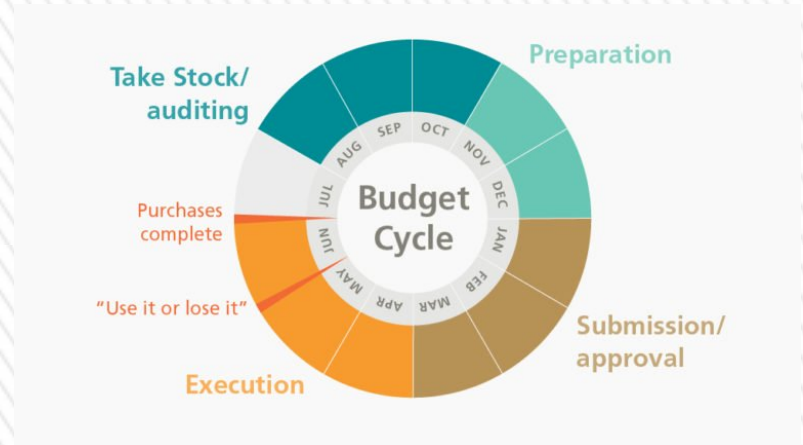


» Learn About Grants and Awards

- » Millions, if not billions, of dollars in grant money are out there, including both local and federal grants—it's just a matter of finding it. Grant seeking is a great option for equipment and supplies that require additional funding, even if it requires a little extra effort in writing proposals and providing information.



Classroom Budget



- » **Create a Wish List**
- » Have an updated Wish List in the main internet stores (Amazon, Target, Walmart) as well as Montessori Sites (Waseca, Montessori Outlet...).
- » Have a clear purpose for all of your materials in the classroom. Know exactly what you want to do with it and how it will best equip your students for learning. With some planning and creativity, you can set up yourself and your students for success all school year while making the most of your classroom budget.



Questions, Comments or Concerns

Thank you for your attendance!!!

» **Materials:**

- > Sustainable Montessori (Teachers Pay Teachers)

» **Videos:**

- > Youtube Channel (Sustainable Montessori)

» **Contact me at:**

- > jharo@magnoliamontessoriacademy.com
- > jharo@cgms.edu

