



DR. OMAR VILLARREAL

"Language School Management Made Easy"

**SHARE
TO LEAD**

3RD SHARE NATIONAL
CONVENTION FOR HEADS
OF ENGLISH AND
ADMINISTRATORS

📍 Hotel Dazzler San Martín - San Martín, CABA.

4th & 5th October



SHARE EDUCATION

SHARE TO LEAD

4th & 5th October 2019
Dazzler Tower Hotel - Buenos Aires

3rd SHARE NATIONAL
CONVENTION FOR HEADS
OF ENGLISH AND
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SHARE EDUCATION



SHARE EDUCATION

SHARE TO LEAD

CONGRESO NACIONAL DE DIRECTORES
Y ADMINISTRADORES DE INGLÉS



Coaching

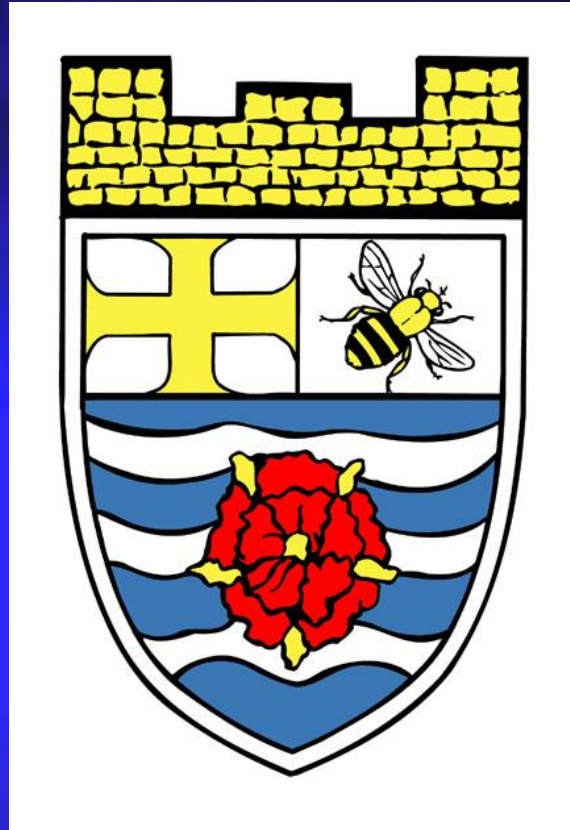


Legal
Counseling



Innovation





A Presentation by
Omar Villarreal

LANGUAGE SCHOOL MANAGEMENT MADE EASY



WHERE SHALL WE START?





**WHAT IS THE SCHOOL
OF YOUR DREAMS LIKE?**

Your School Identity



DOES IT LOOK LIKE THIS?

Your School Identity



It's OK. We all have illusions of pastoral peace.



Money can buy you a building like that,
but it cannot buy you the snow or an
American identity.



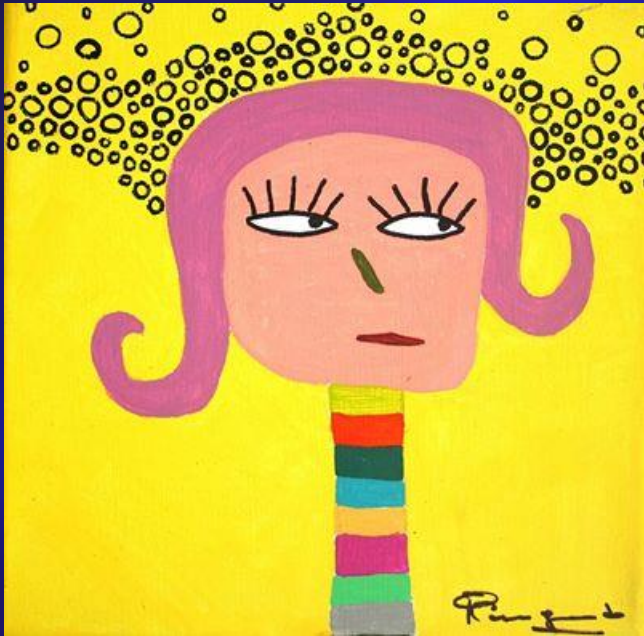
But, Do you want an English or an American school?



I hope your
answer is
NEITHER!



Remember
you run a
**LANGUAGE
SCHOOL,**
not an
**ENGLISH
SCHOOL!**



Your school will not be very different from what you are.



SURPRISED?

The apple
does not fall
very far from
the tree.

No one can give what
he does not have



**You
might
need
advisors
(badly)**

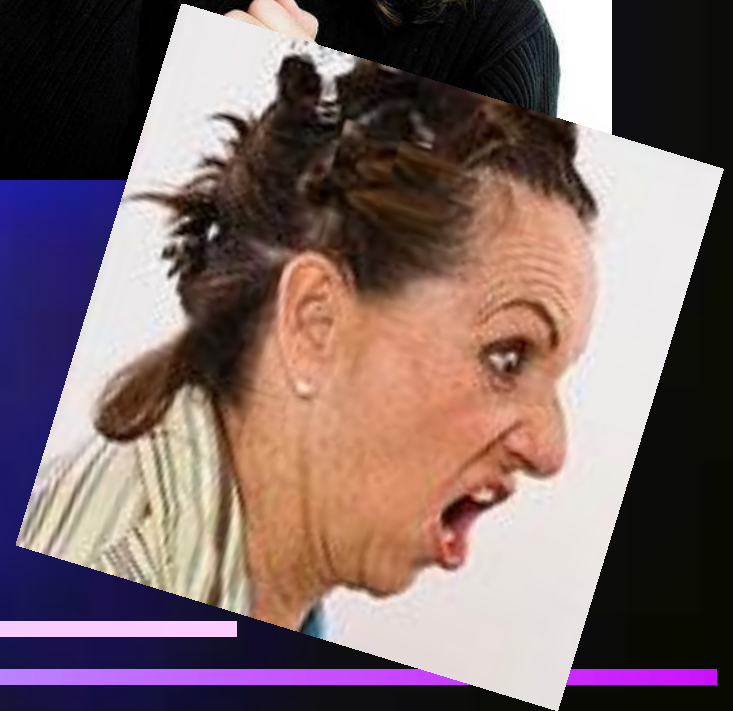


There's only one thing you need to know: How to teach EFL/ESL well and enough English to go by.

What kind of classroom do you fancy?



Your School Staff



What kind of teacher do you have in mind?



Your School Staff



Your School Staff



Your School Staff



Countess of Grantham – Downton Abbey



Miss Rosita



What do you expect your teachers to do in your school?

How about a job description?

Recruiting Staff

Decide on yardsticks in advance and stick to them.

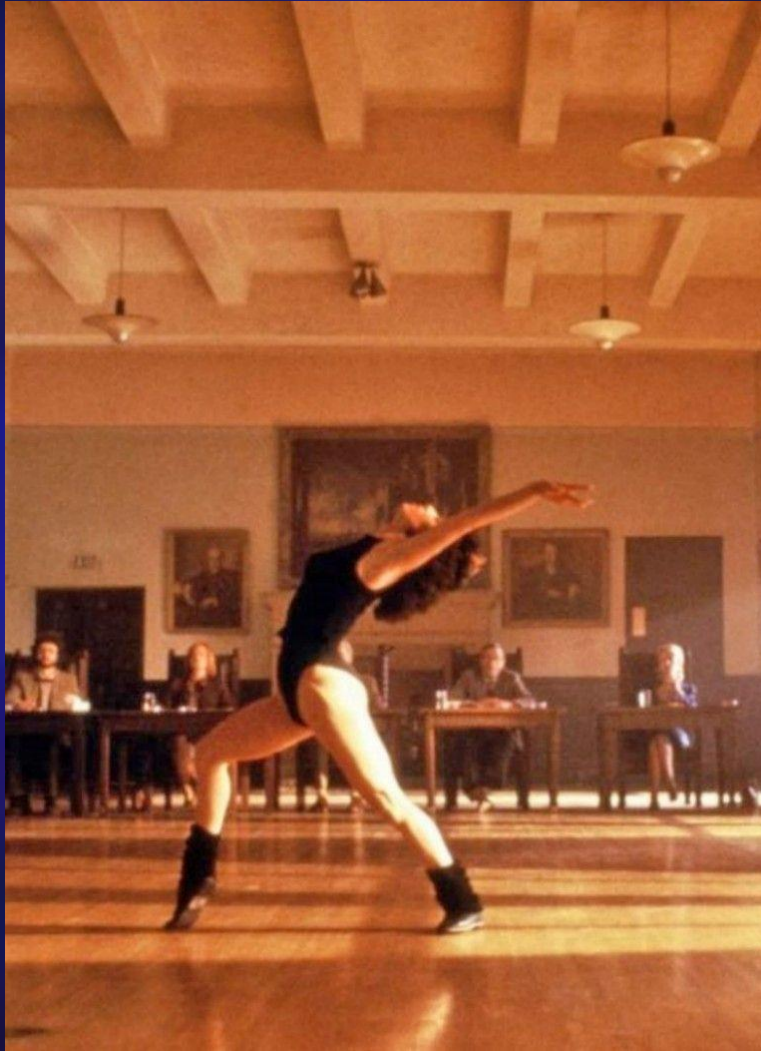
What you are going /
not going to take
into consideration.
Percentages?

JOB INTERVIEW?



OR AUDITION?





How good
are external
assessors
/recruiters?

“tener piel”



If you're looking for a friend,
you'd better look for one
somewhere else.

Who are your customers?



Are they all crooked?



Maybe, they're not satisfied with your service.

Your customers

CUSTOMER EXPERIENCE (CX)

CUSTOMER EXPERIENCE (CX)

The interaction between school and customers at different levels:

- 1.- rational
- 2.- emotional
- 3.- sensorial
- 4.- physical
- 5.- spiritual



CUSTOMER EXPERIENCE (CX)



- 1.- rational?
- 2.- emotional?
- 3.- sensorial?
- 4.- physical?
- 5.- spiritual?

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Your customers

CUSTOMER EXPERIENCE (CX)



Keeping the customer satisfied

OR

CUSTOMER EXPERIENCE (CX)



El cliente siempre tiene razón

CUSTOMER EXPERIENCE (CX)

Brand Touchpoints

Influential actions initiated by a communication, a human contact or sensory interaction.

Advertising,
Other forms of publicity
Word-of-mouth
Servicescape
Observation



THE END

The Glorious crowd in and around my ELS

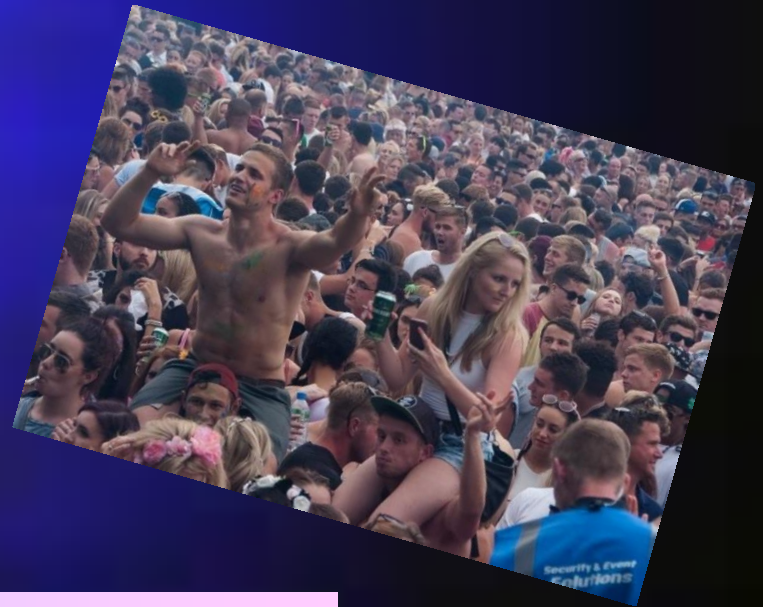


➤ Me, myself and I.

➤ My teachers and the rest of my crew.

➤ Parents

➤ Community



THE END

I hope this presentation helps you to
become a little better school head



THE END

THANK YOU for your company.



