

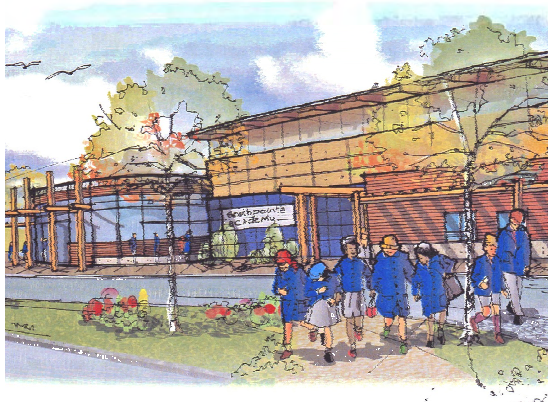
Are you facing challenges that are preventing your school from achieving its goals?

Halladay Education Group works with your independent school or non-profit CEO or Board to **improve your organization's effectiveness and operational efficiency, and the achievement of your mission and goals.**

From our offices in Vancouver, British Columbia, we provide innovative services including:

- ▶ Strategic Planning
- ▶ Board Governance
- ▶ Head of School Evaluation & Support
- ▶ Executive Searches
- ▶ Institutional Assessments & Audits
- ▶ Publication Development & Admissions
- ▶ International Marketing & Recruiting
- ▶ Market & Constituency Surveys
- ▶ Policy, Handbook, & Bylaw Development
- ▶ Fundraising & Development
- ▶ School Formation, Expansion, & Mergers

We understand that every institution and project is unique, and **our approach provides a flexible and specialized team** of consultants specifically chosen and engaged for each individual client. We are involved in short- and long-term projects in most countries.



Free Offer

Contact us today for a F-R-E-E 1-on-1 30 minute consultation certificate and our 2-part Special Report on the "13-Steps to Starting Your Own School."

Testimonials

"He has made a significant impact on the school. He has quickly been able to determine areas in which the school needs to focus on, while being able to encourage stakeholders to buy in...Mr. Halladay has been instrumental in establishing key programs and policies in establishing our new Senior School. He developed the school's policy manual, staff handbook, and professional development program, all of which have played an important part in the establishment of our new school's progressive policies and programs."

— G. Clark, Fmr. Trustee, West Point Grey Academy

"Doug quickly evolved a strategic plan in collaboration with the school's board...The strategic plan also addressed the school's finances and upon the basis of related business models, a whole new approach to setting tuition fees was evolved...Doug is a skilled marketer and has a creative eye for the design of collateral materials."

— Mark Moore, CFO, Queen Margaret's School

"Halladay Education Group has been extremely helpful with helping our group understand the elements of starting a private school. His advice was instrumental in helping to establish the fundamental steps to start our school."

— Adam Rowe, Maui, Hawaii

Halladay Education Group provides innovative services tailored for:

- ▶ Independent School Management and Operations
- ▶ Independent School Formation & Expansion
- ▶ Governance Solutions for Non-Profit Organizations
- ▶ Strategic Planning for Public School Districts

HALLADAY

Education Group Inc.

THE TRUSTED AUTHORITY FOR INDEPENDENT SCHOOL CONSULTING

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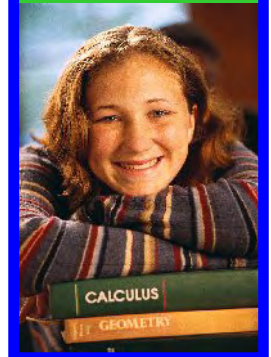
discover
how to
start
the best
school
possible



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Reach Beyond...

The Next Level in Independent
School & Non-Profit Consulting



The Trusted Authority For Starting & Consulting To Independent Schools

Are You Ready For The Challenge?

Without a good foundation and groundwork, a structure will collapse. That's why establishing an independent school requires exceptional planning, preparation, experience, and a commitment to a clear vision.

The mechanics of school formation, expansion, or merger of schools can be challenging and rife with pitfalls. In today's complicated education environment, the need to work smarter and be ready for the first day of school operation is critical and can't be repeated. With proper pre-planning and controls in place over the projects life cycle, founders can be better prepared to start the school of their dreams,

and manage costs and project development efficiently, establishing a solid foundation. Halladay Education Group is a dynamic and

fast growing professional consulting firm dedicated to providing you **customized strategic solutions for founding groups** who want to start their own school. With our collective experience of specialized professionals in the education sector and our knowledge and wisdom in starting and leading schools, we can **guide you through the enormous challenges that you will face.** Why take on the pitfalls that every group faces in starting a new school, when you can utilize our services and focus on the big picture; bringing your dreams to reality.



Comprehensive Services

HEG's services will assist founding Boards and School Leaders with the basic elements needed to start, merge, or expand a new school. HEG can assist you from beginning to completion, or simply share our individual expertise with:

- ▶▶ Develop a Compelling Vision
- ▶▶ Create the Strategic Plan, Mission, Values, Goals, & Operational Plan
- ▶▶ Establish School Society, Non-Profit Status, Bylaws, Constitution, & Incorporation
- ▶▶ Build Credibility & Awareness in the Community
- ▶▶ Recruit & Educate the Board & Senior Administration on Exceptional Leadership, Governance, & Team-Building
- ▶▶ Develop the Business Plan & Target Market
- ▶▶ Market Research to Ensure the Vision Meets Existing Community Demand
- ▶▶ Support Development of the Facility Needs, Design, Site Search, & Lease/Purchase
- ▶▶ Identify Personnel Needs, Executive Search, Staff Recruiting, Job Descriptions, & Contracts
- ▶▶ Ongoing Evaluation & Support for the Head
- ▶▶ Establish Faculty Appraisal System & Professional Development Plans
- ▶▶ Build the Education Program
- ▶▶ Determine Combinations for Starting Grades & Phase-In Stages
- ▶▶ Develop the Marketing Plan to Drive Enrollment, Public Relations, Competitive Positioning, & Admissions Process

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- ▶▶ Establish Comprehensive Fund Raising Plan
- ▶▶ Support Development of Strategic Financial Plan for the Formation & Operational Stages
- ▶▶ Devise School Schedule & Timetable
- ▶▶ Establish Student Management, Record Storage, Accounting, & Reporting Systems
- ▶▶ Support Procurement Process for F.F.E.
- ▶▶ Prepare Policy Manuals for Staff, Students, & Parents
- ▶▶ Establish Timelines & Project Management System in Formation Stage

We Make Your Dreams a Reality

As you can see, **the tasks required to start a school are extensive and specific to this unique education sector, and can be costly if not implemented correctly.** By utilizing our services, we add value in many ways -- you take advantage of professionals who have a proven background in leading independent schools and are experienced in the mechanics of starting schools. With our know-how, we can put together a solid business plan, maximize enrollment and fundraising, align your decisions with your vision, and ensure that your new staff support your mission. Ultimately, you will build on this success in all other areas.

Halladay Education Group's **mission** is to **'Help You Achieve Greater Success.'** We want to become your *trusted advisor*, a partner as invested in your future as you are.

