

# Why Join CRAFT?

As the industry rapidly changes, there will be many early learning businesses that will not be able to survive - not because they don't have the intelligence, it's because they don't have a clear sense of direction. CRAFT melds together business and early childhood education — harmonizing these two sides for the best outcomes. This is the framework for becoming competent at your craft; incorporating deep analysis and finding the courage to look beyond how we presently function.

Many people imagine that nothing could be more fun and potentially more lucrative than starting an early childhood education business. After all, it's just a matter of taking a few classes and making a quick buck. Wrong. Nothing could be further from the truth. Any company that can not

keep up with the pace of change will quickly become an artifact in early childhood education.

CRAFT was designed for the Leaders,

Directors, and Administrators that want an easy way to keep up with the latest

business trends and professional development training hours with online courses.

Technical Assistance and customer support are included.

From writing a business plan to learning how to apply for grant funding, CRAFT's

skilled facilitators keep it on on a super easy-to-understand

level. With an individual subscription

to CRAFT, everyone receives access to live and recorded content, ongoing support and

resources to help early childhood education

leaders achieve measurable results in financial

management, business planning, operations, grants and

more. Access to 40+ professional development courses.

*“All of us have access to a higher form of intelligence, one that can allow us to see more of the world, to anticipate trends, to respond with speed and accuracy to any circumstance. This intelligence is cultivated by deeply immersing ourselves in a field of study and staying true to our inclinations, no matter how unconventional our approach might seem to others.”*

**Robert Greene,**

**Author of *Mastery***