**School Growth Strategy Canvas**

#### **Current Snapshot**

| **Area** | **Status** | **Constraint Type** |
| --- | --- | --- |
| Teachers (Supply) | Not enough to scale comfortably | **Primary Constraint** |
| Students (Demand) | Few, not at desired level | Secondary Constraint |
| Operations | Likely manageable but tight | Needs optimization |
| Marketing | Not aggressively pursued yet | Underleveraged |
| Infrastructure | Limited, based on teacher availability | Constraint amplifier |

### **Diagnosis**

You’re in an **early growth bottleneck**:  
 **Primarily supply-constrained**, with **latent demand potential**.

If you market aggressively now, you'll get interest—but might struggle to deliver quality or manage the load.  
 **So fix supply enough to handle more demand before scaling it.**

### **Action Plan: Break the Constraint**

#### **1. Strengthen Supply (Fix First)**

* **Recruit part-time, intern, or volunteer teachers**
  + Tap alumni, NYSC corps members, online instructors, or partner orgs.
* **Streamline curriculum delivery**
  + Group lessons where possible
  + Blend in self-paced or digital content
* **Improve teacher leverage**
  + Support staff, assistants, or peer-led learning
* **Incentivize teachers** for performance or referrals

#### **2. Build Operational Breathing Room**

* Document and standardize teaching practices
* Create scalable systems (onboarding, reporting, feedback)
* Introduce time-efficient tools (e.g., LMS, Google Classroom)

#### **3. Unlock Demand (Second)**

* Run **small, focused marketing experiments**
  + WhatsApp groups, Facebook/IG ads, community outreach
* Use **student/parent testimonials** to build trust
* Create lead magnets: free classes, parenting workshops, etc.
* Offer **limited-time enrollment discounts** or bonuses

#### **4. Gradually Raise Prices or Package Value**

* Highlight premium offerings (tech use, outcomes, personal support)
* Price = filter + growth fuel → adjust as supply strengthens

### **Key Metrics to Track**

| **Metric** | **Why it matters** |
| --- | --- |
| Student-to-Teacher Ratio | Monitors supply constraint |
| Class Hours Filled | Shows current supply utilization |
| Lead-to-Enrollment Conversion | Measures marketing effectiveness |
| Net Promoter Score (NPS) | Gauges satisfaction & referral potential |
| Teacher Hours Available | Direct signal of supply capacity |