

# What is your ideal language school size



# Tyson Batino

I co-founded One Coin English which grew to 7000+ active students, 11 schools and 200 staff in 6 years.

I have ran recruitment, operations, marketing, and training at a high level and at 5 layers above ground level.

[www.scalingyourcompany.com](http://www.scalingyourcompany.com)

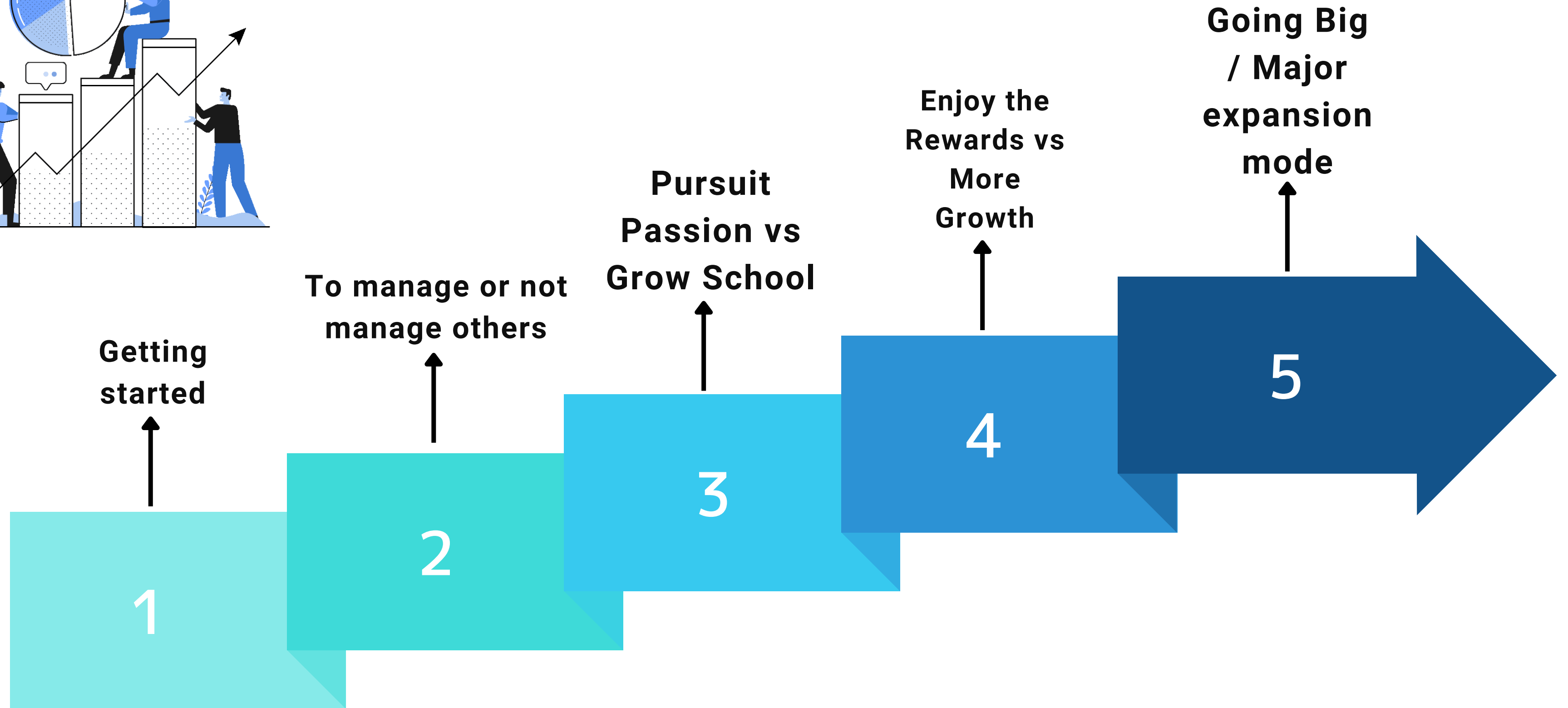


60分500円の英会話スクール



**JAPAN SWITCH**  
Japanese Language Lessons

# 5 STAGES OF GROWTH



# Stage 1

# Getting Started



**Students : 0 - 40**

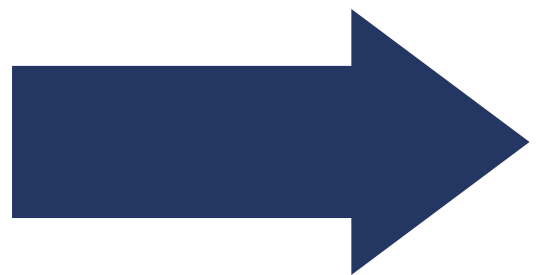
**Monthly Revenue 0 - 280,000 yen**

**Location : Community center, home, or cafe**

**Stage 1 is perfect for someone who.....**

- Who wants side income
- Who wants to see if teaching is right for them

**Stage 2**



# Stage 2

To manage or  
not manage  
others



**Students** : 80 - 150

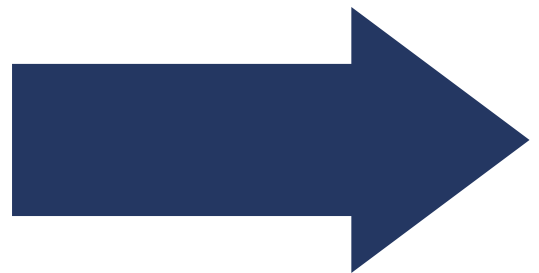
**Monthly Revenue** 560,000 - 1,050,000 yen

**Location** : 1 school

**Stage 2 is perfect for someone who.....**

- Wants to have a nice work-life balance
- Wants to do little to no management
- Loves teaching and connecting with students
- Does not want loans or be in debt

**How to Reach Stage 3**



# Steps you need to take to get to stage 3

**1 Get very good at offline marketing / kindergarten contracts / trial lessons**

**2 Open a second location and possibly take a loan or a big financial risk**

\*unless you have a school in an area that can acquire 300 students.

**3 Hire, Manage, and train several good teachers and reception staff**

**4 Reduce your teaching hours to focus on the second school.**

**5 Need a spouse or 2nd person committed to growing themselves and the business**

# Common Issues from Stage 2 > Stage 3

- ① Family members are not in clear alignment for vision and expectations for work
- ② Staff are not able to work independently
- ③ Teaching style is not codified or too complicated

- ④ Owner tries to do too many things in the school
- ⑤ Owner is doing too many things that could be done by other staff



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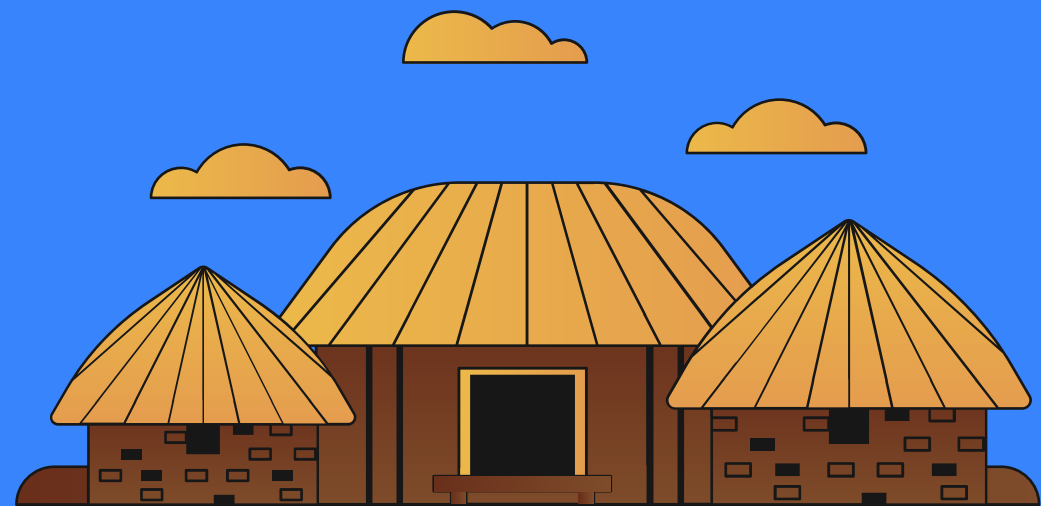
# **Solutions to grow to the next stage 3:**

- ① Join JALT owners events and meetups**
- ② Spend 5 - 10 hours a week on how to grow your business / FB Groups / UDEMY courses**
- ③ Join the Eikaiwa owners group and ask a lot of questions about offline marketing and opening new schools**
- ④ Watch my seminars on scaling / taxes / and other areas of business**

**Questions on growing to stage 3?**



# Stage 3 Pursuit Passion VS Grow School



**Students : 200 - 400 (Revenue 1,400,000 yen - 2,800,000 yen) w/o tax**

**Locations : 1 - 3**

**Stage 2 is perfect for someone who.....**

- Wants to make a side business
- likes to focus on your own needs
- Great educator > great manager and leader
- work balance while having a successful business

**Looking to grow past  
stage 3?**



# Steps you need to take to get to stage 4

① Get good at managing and training teachers

② Get good at developing a head teacher / receptionist into managers

③ Get good at digital marketing

④ Systematize school operations / bookings / school building

⑤ Do minimal teaching and manage teachers directly

⑥ One staff or yourself to be the operations leader and systems builder

# Common Issues from Stage 3 > Stage 4

① Owner does not have a reliable number 2 working full-time

② Owner is not receiving managerial coaching to reach 2 layers of separation

③ Owner is managing teachers instead of focusing on marketing / outsourcing marketing to a mediocre company

④ Owner is not using business consultants or using non-effective ones

⑤ Owner over inflates their management skills and their growth rate slows down

⑥ No clear promotional system and career advancement for staff

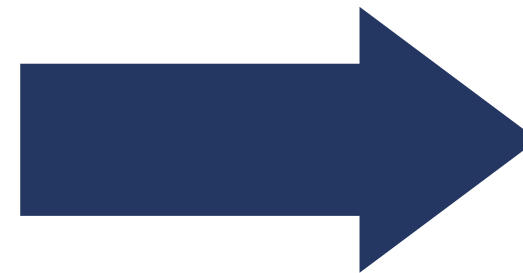
⑦ Managers are not receiving development training / mentoring and company relies on the job learning



# Solutions to grow to the next stage 4:

- ① Join JALT owners events and meetups
- ② Start using a business consultant regularly to help you grow the business
- ③ Start using a leadership consultant to help you grow yourself

Questions on growing to stage 4?



# Stage 4

## Enjoy the Rewards vs More Growth



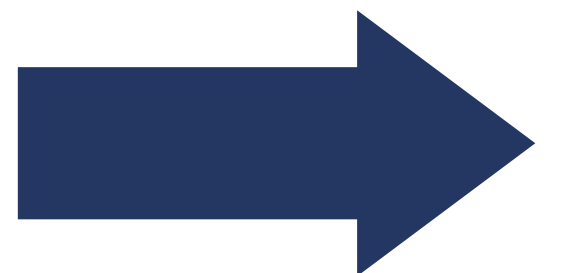
**Students : 500 - 1000 (Revenue 3,500,000 yen - 7,000,000 yen)**

**Locations 3 - 7**

This stage is ideal for those owners who:

- Wants passive income and create a business they can set it and forget it - you can pay someone who is senior level to run your business for you
- Wants recognition as a business leader

**Looking to grow past stage 4?**



# Steps you need to take to get to stage 5

① Have one or two senior level staff members

② Be very good at marketing online and offline marketing

③ Have Solid data about customers, locations, personality types, and sales

④ Be solid at budgeting, financial modeling, and fundraising

⑤ Be solid at business partnerships, negotiations, and doing B2B interactions

⑥ Need a custom school system or a lot of automation or simple processes

⑦ Need to know how to manage 4 layers (teacher > manager > area manager > owner)

# Common Issues Preventing Transition to Stage 5

- ① Not enough capital. The company may have spent money to reduce its tax burden but therefore lack savings to fund the expansion into new territories
- ② Not enough money / limited talent access / company too small to hire very experienced department leaders. Owner is occupied in building things hands on.
- ③ Recruitment department is not built out on the Japanese side and can hire staff at a fast enough rate to meet current growth needs





# **Solutions to grow to the next stage 5:**

- ① Join higher level business groups like American Chamber of Commerce / Lions Club / etc**
- ② Start using a business consultant regularly to help you grow the business**
- ③ Start looking for some outside help to upgrade the skills and experience lacking inside the company**
- ④ Always be on the lookout for talented people and try to spend the next 2 years convincing them to join**

**Questions on growing to stage 5?**



# Stage 5

## Going Big / Major expansion mode



**Students : 2000 - 4000 (Revenue 14,000,000 yen - 35,000,000 yen) w/o tax**

Reach out if you want to get to Stage 6

