UPCCA · FALL RETREAT · FRIDAY, NOV 13

How to use AI in your center

Bryant Anderson

Chief of Administration, Great Beginnings Academy

ABOUT ME

Bryant Anderson

ABC Great Beginnings → Great Beginnings Academy in 2024

Third generation. In childcare since 2008.

My Dad Johnny and Grandma Kathy started ABC Great Beginnings. Today: 27 locations across 4 states.

8 acquisitions, **19 locations**.

Fall 2008

School-age teacher and janitor

2008–2014

Working in the centers

April 2014

Took over bookkeeping and IT, two jobs I barely knew

Today

Chief of Administration, Great Beginnings Academy

BEFORE WE START

We’re going to go fast

01 **Don’t try to keep up.**
We’re going fast. You won’t catch everything, and that’s fine.

02 **Write down ideas.**
Anything that makes you think “I could use that.”

03 **Review later with your agent.**
Upload these slides to your AI and ask it your questions.

upcca26.bryant-anderson.com

Slides and take-home

01

SECTION 01

The basics

A few quick questions, then one simple example.

01 — THE BASICS · 1 OF 4 · EVERYDAY

Who has used AI to...

Research something instead of Googling it

01 — THE BASICS · 1 OF 4 · EVERYDAY

Who has used AI to...

Research something instead of Googling it

Draft an email

01 — THE BASICS · 1 OF 4 · EVERYDAY

Who has used AI to...

Research something instead of Googling it

Draft an email

Find a file

01 — THE BASICS · 1 OF 4 · EVERYDAY

Who has used AI to...

Research something instead of Googling it

Draft an email

Find a file

Clean up your junk mail

01 — THE BASICS · 1 OF 4 · EVERYDAY

Who has used AI to...

Research something instead of Googling it

Draft an email

Find a file

Clean up your junk mail

Who has tried, or heard you can...

Automate pulling reports

Who has tried, or heard you can...

Automate pulling reports

Analyze your marketing spend against the leads and enrollments it brings in

Who has tried, or heard you can...

Automate pulling reports

Analyze your marketing spend against the leads and enrollments it brings in

Who has thought about going deep to...

Use electronic records like computer logs or door PIN entries to check against payroll hours submitted

Who has thought about going deep to...

Use electronic records like computer logs or door PIN entries to check against payroll hours submitted

Transcribe and review all your recorded phone calls

Who has thought about going deep to...

Use electronic records like computer logs or door PIN entries to check against payroll hours submitted

Transcribe and review all your recorded phone calls

Did you realize you could...

Build a website or a custom app, like a better map tool

Did you realize you could...

Build a website or a custom app, like a better map tool

Speed up your laptop or Wi-Fi

Did you realize you could...

Build a website or a custom app, like a better map tool

Audit your personal digital security and make you less hackable

01 — THE BASICS · 4 OF 4 · GO DEEPER

Did you realize you could...

Build a website or a custom app, like a better map tool

Submit your CACFP renewal

Did you realize you could...

- Build a website or a custom app, like a better map tool
- Speed up your laptop or Wi-Fi
- Audit your personal digital security and make you less hackable
- Submit your CACFP renewal

01 — THE BASICS · EXAMPLE

Pajama day

One simple chat, start to finish.

01 — THE BASICS · PAJAMA DAY · STEP 1

One lazy sentence

WHAT IT ALREADY KNOWS

`ai-start.md`

Director, Little Oaks Learning Center

Parent notices go out on **Playground**

We post on **Instagram** and **TikTok**

Only kids with a **photo release** in photos

On the **CACFP** food program

30% of families read **Spanish**

Staff get notes in our **group chat**

Hey, next Friday is pajama day, what should we do?

No details. No instructions. Just the question you'd ask a coworker.

01 — THE BASICS · PAJAMA DAY · STEP 2

It plans around what it knows

IT ANSWERS

Tell families in Playground: comfy pajamas and regular shoes. Optional.

Cozy activities: favorite-book story time, a stuffed-animal parade, a quiet dance party.

Check snacks: a special snack has to fit your **CACFP** meal pattern.

Give staff a heads-up in the **staff group chat**.

Photos: check **photo releases** before posting to **Instagram or TikTok**.

I can draft the Playground notice in English and Spanish, and a note for your staff chat.

Everything in orange came from the file, not the question.

Yes, draft all of it.

Copy, paste, send. In two languages.

PLAYGROUND · ENGLISH

🧸 **Pajama Day is next Friday!**

Children are invited to wear comfortable pajamas and regular shoes for a cozy day of stories and fun. Pajamas are optional. Everyone is welcome to join the activities!

PLAYGROUND · ESPAÑOL

🧸 **¡El próximo viernes es el Día de Pijamas!**

Invitamos a los niños a venir con pijamas cómodas y zapatos habituales para disfrutar de un día acogedor de cuentos y diversión. Usar pijama es opcional.

STAFF GROUP CHAT

Pajama Day is next Friday! Please plan a cozy, age-appropriate activity for your class. Any special snack has to fit our CACFP meal pattern. Check photo releases before taking photos for social media. Thanks!

Now make me graphics with our logo, sized right for each platform we use.

Right sizes. A little boring.

IT ANSWERS

Made an Instagram post (1080 × 1350) and a TikTok (1080 × 1920) with a temporary logo.

Two languages, right sizes, made-up logo.

LOL that's boring, make it more fun



Instagram · 1080 × 1350



TikTok · 1080 × 1920

Round two: more fun

IT ANSWERS

Gave them a brighter pajama-party look with a teddy bear, patterned pajamas and the temporary logo.

Better. Still not what she pictured.

Redo this with a photorealistic bear instead of this. I want him wearing a night cap



Instagram · round two



TikTok · round two

What she said, not what she meant

IT ANSWERS

Updated with a photorealistic bear cub wearing a lavender nightcap.

A real bear cub. She meant a teddy bear.

Sorry I meant a photo realistic teddy bear, and get rid of the moon and the shirt cartoon have the teddy bear take up that space



Instagram · round three

Done

IT ANSWERS

Updated with a large photorealistic teddy bear in a lavender nightcap, replacing the bear, moon, and shirt.

Six short messages: a plan, two notices, a staff note and a post.



Ready to post

Take it further

I don't like this. Send it to Canva give me three options, one with my actual brand guide.

CANVA

Add pajama day to the management team's calendars, with a reminder the day before.

OUTLOOK / GOOGLE CALENDAR

Schedule the posts and reminders to go out Monday, Wednesday and Thursday, on Instagram and Playground.

INSTAGRAM: META · PLAYGROUND: BROWSER CONTROL ON A TIMER

Ask each teacher to submit their pajama day activity by Wednesday, and assign my assistant director a task to check them.

TEAMS / EMAIL · A QUICK FORM

Turn the teddy bear into a 10-second video with music for Reels and TikTok.

VIDEO AI: GOOGLE VEO IN GEMINI

Saturday morning message me and write down my feedback for changes to pajama day next year.

YOUR FILES: ONEDRIVE / GOOGLE DRIVE

Same chat. It stops drafting and starts doing, and it asks before anything goes out.

02

SECTION 02

Getting work done

A real example, then the four keys that make it work.

02 — GETTING WORK DONE

Four keys to getting work done

01

Give it the info and context it needs

02

Give it access to tools, folders and a computer

03

Use automations

Don’t know what to automate? Ask it.

04

Have it write down lessons learned

02 — GETTING WORK DONE · EXAMPLE

My AI agents do my expense reports

BEFORE

Accounting · Mackenzie · Friday morning

Quick reminder: some of your card charges still need receipts, memos or coding.

Starting Monday, cards with open items get locked.

AFTER

Expense Auditor

4 charges to review. Reply by number.

1. Web hosting · $161 → Software · receipt attached
2. AI Subscription · $290 → Software · receipt attached
3. Google Workspace · $134 → Software · **receipt missing**
4. Google Ads · $382 → Advertising · **which centers?**

1 yes, 2 yes, 3 yes you have a login, write down in your notes that you have the login so you dont ask me again next month. 4: ask Josue, or log in to see.

Expense Auditor

Done. Coded 1–3, pulled the receipt, asked Josue on teams.

02 — GETTING WORK DONE · EXAMPLE

The four keys, applied to expense reports

01 · INFO AND CONTEXT

It knows me, the company, where our centers sit in the org chart, and my coworkers.

It checks my calendar to figure out what a purchase was for.

02 · ACCESS

Ramp, my work email, my personal email, and a browser to grab receipts.

03 · AUTOMATIONS

It checks in every morning and pings me first.

04 · LESSONS LEARNED

When it misbehaves, I tell it to change how it works.

02 — KEY 1 · CONTEXT

Give it context first

IT NEEDS TO KNOW

Who you are

Who you work with

Your active projects

The hats you wear

...and it needs good data and useful tools.

YOUR CONTEXT LIBRARY

ai-start.md

- areas/upcca
- areas/website
- areas/procare
- areas/building
- areas/it
- projects/fire-tiffany
- projects/research-new-laptop

Lots of small files. It can find everything without holding it all in memory.

Grab my setup doc. It’s free.

01 **No cost, no email.**

Just download it. No sign-up, no mailing list.

02 **It’s a prompt, not a handout.**

Paste one line into your AI: “Read upcca26.bryant-anderson.com and follow it.”

03 **It builds your context library.**

It interviews you one question at a time, then writes your ai-start.md. It saves its place, so you can stop and come back.

upcca26.bryant-anderson.com

Setup doc and slides

02 — KEY 2 · ACCESS

Give it access to tools

Connector	Flip it on in settings.
API key	Exactly the data you want, on a schedule.
SSH key	Lets it log into another computer you own.
Scheduled report	No API? Have the vendor email a report every morning.
Browser control	Clicks like a person. Last resort.

02 — KEY 2 · ACCESS · CONNECTORS

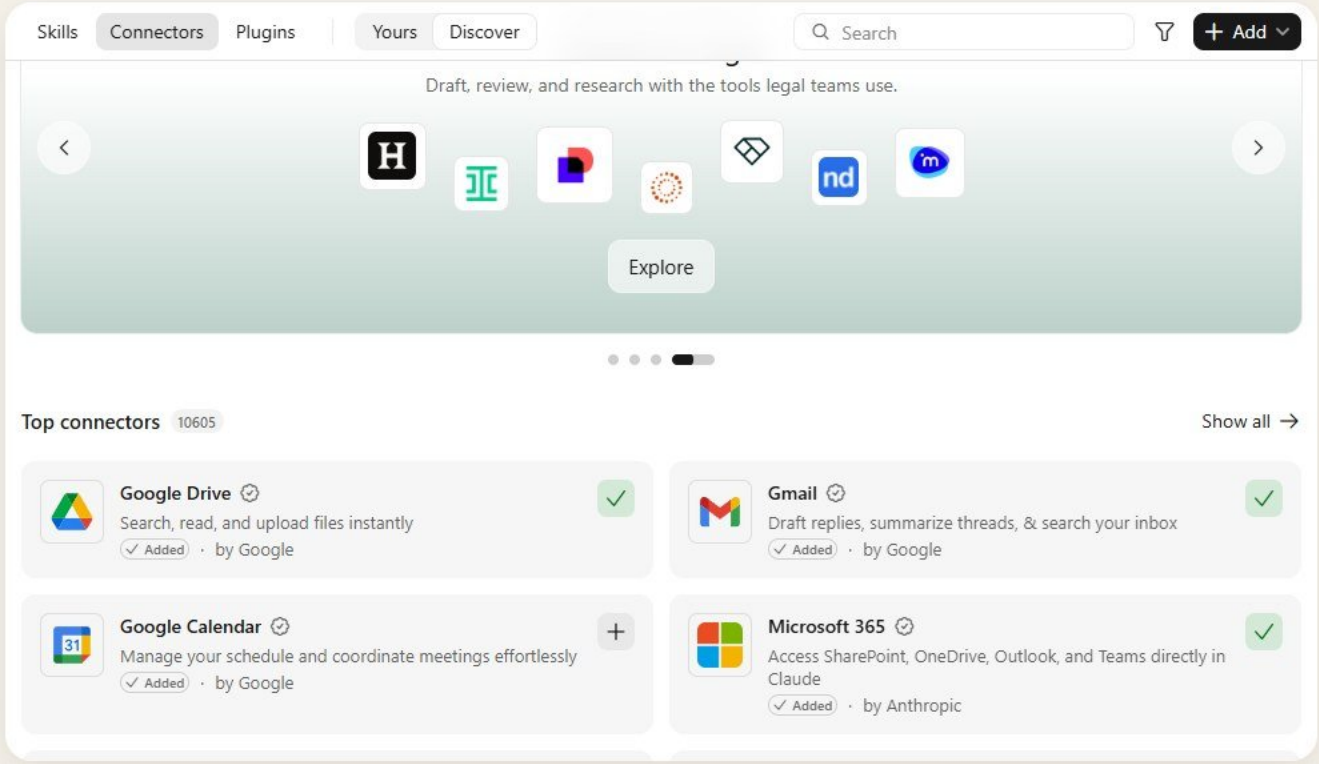
Connectors (MCP)

EASIEST

Turn it on in settings today.

Only does what the vendor chose to expose.

Some are weak. iSolved's only clocks employees in and out.



02 — KEY 2 · ACCESS · CONNECTORS

Popular connectors worth turning on

OFFICE

- Microsoft 365
- Gmail
- Google Drive
- Google Calendar

MONEY

- QuickBooks
- Ramp
- Square
- Stripe

MARKETING

- Canva
- Meta Ads
- Mailchimp
- Ahrefs

PEOPLE

- Indeed
- Jotform
- SurveyMonkey
- Notion

Zapier The glue. One connector that reaches thousands of apps without their own.

02 — KEY 2 · ACCESS · CONNECTORS

Stack them for bigger jobs

HIRING	Indeed → Outlook → Teams	"Rank this week's applicants for our toddler room, offer the top five interview times on my calendar, and tell my director in Teams."
MARKETING	Ahrefs → Canva → Mailchimp	"Find what parents near our center search for, make three graphics, and draft an email to our waitlist."
MONEY	Card app → Email → QuickBooks	"Match this week's card charges to receipts in my email and code them in QuickBooks."

One connector answers a question. Three together do a job.

02 — KEY 2 · ACCESS · API KEYS

The API

MOST DURABLE

An app, a key, a little code your AI writes.

Exactly the data you want, on a schedule. Works with any AI.

Be careful: a stolen key can do anything it's allowed to. Ask your agent how to keep it secure.

`.env` a text file on your computer

```
# QuickBooks Online API keys
# DEMO: every value here is fake
QBO_CLIENT_ID=ABfk7Qm2Xr9DEMOonly…
QBO_CLIENT_SECRET=demo-NOT-REAL-s3cr3t…
QBO_REALM_ID=9130000000000000
QBO_REFRESH_TOKEN=AB118…DEMOtoken…
```

02 — KEY 2 · ACCESS · SSH KEYS

SSH keys: let it into another computer

Lets your agent log into another computer you own: a server, a NAS, the office PC.

Two halves. The private one never leaves your computer. The public one goes on the other.

One key per agent. Ask it to set this up, and to turn off password logins.

id_ed25519.pub the half you share

```
# DEMO: not a real key
ssh-ed25519 AAAAC3Nza…DEMO agent@office-pc

# then the agent connects:
$ ssh staff-site
Connected. No password typed.
```

02 — KEY 2 · ACCESS · BROWSER CONTROL

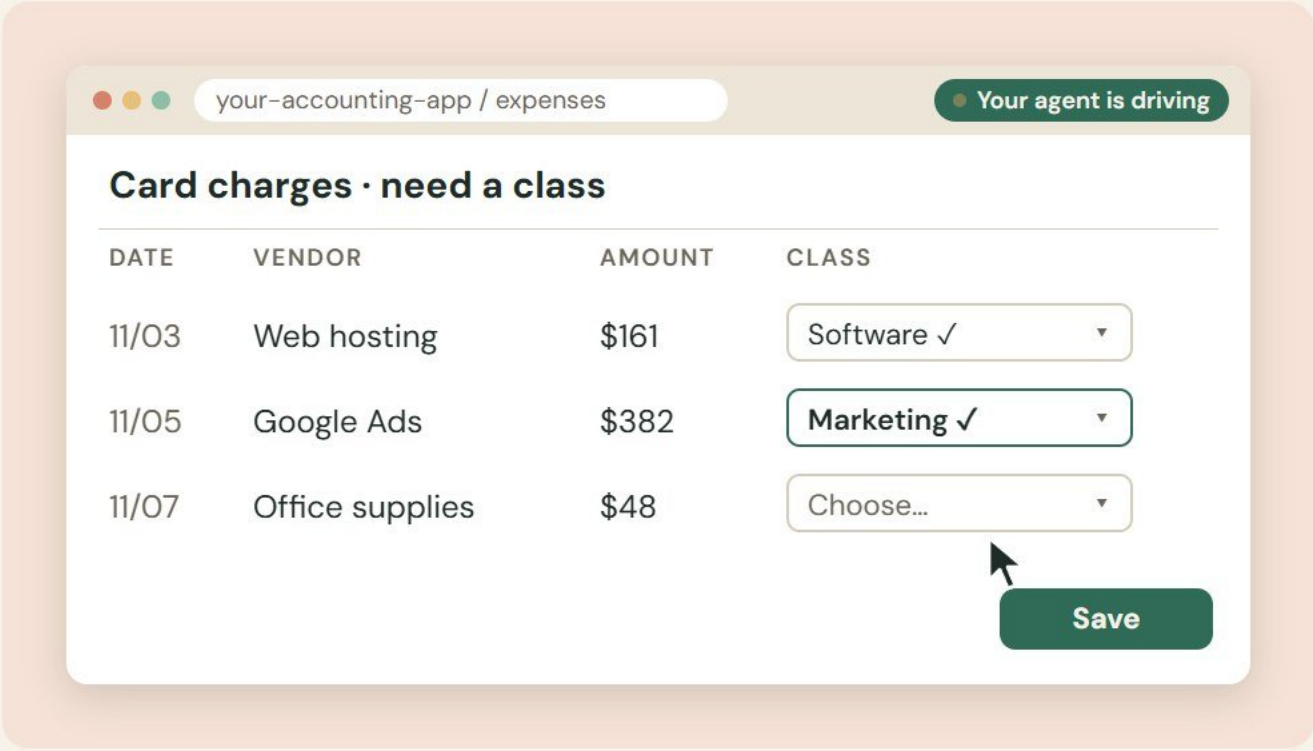
Browser or computer control

LAST RESORT

Clicks the website like a person.

Slow and expensive.

But it reaches everything else.



02 — KEY 2 · ACCESS

Ask every new software vendor five questions

01 Is an API key included on my plan?

02 Can I schedule exports?

03 Do you have webhooks?

04 Is there an AI connector (MCP)? Is it any good?

05 Can I get my data out if I leave?

02 — GETTING WORK DONE · EXAMPLE

Our CACFP renewal

Context library and directory tool
Locations, and who's at which center

Teams chats
Answers to open questions

QuickBooks API
Financials

Browser control
Logged into the CCNP portal and typed it all in

12 site renewal applications drafted in the state portal

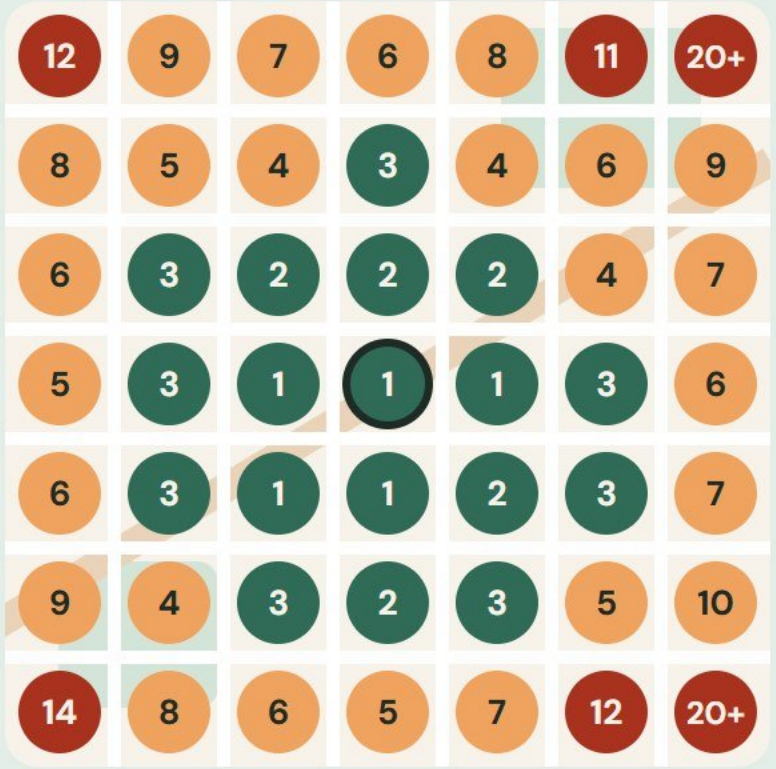
AI did about 80–90% of it. Still reviewed by a human. Still took a few hours to go back and forth.

02 — GETTING WORK DONE · EXAMPLE

Local SEO vendor was too expensive

YOUR WEBSITE · BROWSER CONTROL

Log it in. Let it look at the site's code.



LOCAL SEO

AI helped us trade our local SEO provider.

$1,500 → $150
Cost

3 → 27+
Centers covered

02 — KEYS 3 + 4

Automations and lessons learned

KEY 03 · USE AUTOMATIONS

Schedule (“cron”)
Every weekday at 6 a.m.

Webhooks
The vendor’s software tells yours the moment something changes.

A second subscription
So your robots don’t use up your own plan.

KEY 04 · WRITE DOWN LESSONS LEARNED

End every session: “Update the docs with what we learned.”

Next time starts smarter. Keys 01 and 04 are the same library: one fills it, the other keeps it current.

03

SECTION 03

Quick tips

Seven things I wish I'd known first.

03 — QUICK TIP 1

Pay for it. Free isn't good enough.

Pay one month at a time, never a year up front. These companies leapfrog each other.

SAFE BETS	Claude (Anthropic) · ChatGPT / Codex (OpenAI)
AGENTS	Grokbot (originally Cursor, now SpaceX AI) · Muse (Meta)
PROBABLY NOT	Gemini (Google) · self-hosted · free

03 — QUICK TIP 1

The plan buys more than it costs

Plan	Per month
Claude Pro / Pro Business	$20 / $25
Claude Max / Max Business	$100 / $125
Claude Ultra (was Max 20x)	$200
ChatGPT Plus	$20
ChatGPT Pro	$100 · $200 · $500

$2,840

My agent use in October, priced at API rates.
One computer.

$4,290

My Codex use in October, priced at API rates.
Same computer.

My numbers: my own agent logs, priced at API rates (Nov 12, 2026). Plan prices as of Nov 2026; check before you buy.

03 — QUICK TIP 2

Own the data and everything it makes

Save everything in a folder that syncs, not inside the AI app.

Dropbox OneDrive Google Drive

Don’t get locked into any one AI company.

03 — QUICK TIP 3

AI needs to live on a computer

WHERE IT LIVES

A computer that’s always on

Mine is my PC at home. You can rent one in the cloud. Some agents, like Grokbot, come with their own hybrid computer.

HOW YOU REACH IT

From anywhere

I talk to it from my phone. Claude Code, Codex and Grokbot are all great at this.

03 — QUICK TIP 4

Keep employee and family data safe

01 Turn off “use my data to improve the model,” or use a business account.

02 Put your privacy rules in the file it reads first. Mine is **ai-start.md**, my standard (Key 01, earlier).

03 Not sure? Ask it: “Is it safe to give you this?”

Not every column is private

FINE TO SHARE

- Child ID
- Room
- Check-in

PROBABLY FINE

- Child first name
- Employee first name

REDACT FIRST

- Child full name
- Child date of birth
- Parent full name
- Parent date of birth

03 — QUICK TIP 5

Telling it “you got that wrong” does not teach it.

Write down your own facts. When they’re loaded into what it reads, it gives you the fact you want.

03 — QUICK TIP 6

Let AI work how it wants

AI CAN

Word · Excel · PowerPoint

But it usually has to write code to do it.

AI PREFERS

Text files · HTML · code

Code is its first language. Let it work there, and ***convert at the end*** if you need to.

03 — QUICK TIP 7

Don’t trust it? Get a second opinion.

Built it with one AI?

Have a different AI check it.

Not sure about its answer?

Ask a second AI the same question.

04

SECTION 04

How AI works

Just enough to know why it does what it does.

04 — HOW AI WORKS

What is an LLM?

A large language model: one kind of AI, and the engine inside ChatGPT, Claude and the rest.

01

A prediction machine

It predicts the next word, over and over, very well.

02

Trained on patterns, not facts

It learned how things usually sound, not what's true.

03

Confident either way

So it can sound sure and still be wrong.

Give it your facts and the right tools, and it guesses far less.

04 — HOW AI WORKS

It reads in tokens

A token is a chunk of a word, about ¾ of a word on average.

ENGLISH	`Next` `Friday` `is` `paj` `ama` `day` `at` `our` `center` `.`	**10** tokens · 8 words
CODE	`if` `child` `.age` `<` `␣` `3` `:` `ratio` `=` `␣` `4`	**11** tokens

It reads in tokens, remembers in tokens, and charges in tokens.

Real split from ChatGPT's tokenizer (GPT-4o). ␣ = a space. Other AIs split a little differently.

04 — HOW AI WORKS

LLMs have real limits

Context window
A limited whiteboard. More on that next.

Resource hungry
Huge data centers. That's why plans have limits.

Doesn't self-improve
Frozen after training. Correcting it won't teach it.

Knowledge cutoff
Knows the world up to a date, unless it searches.

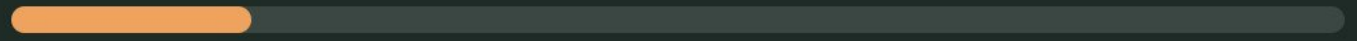
Shaky at exact math
Have it calculate with code or a spreadsheet.

Different every time
Ask twice, get two answers. Check what matters.

Every limit has a workaround. You just saw most of them.

04 — HOW AI WORKS

Its memory is a whiteboard

Context  177k / 1M

What a code tool shows you: 177k of 1M tokens used. The board is about 18% full.

Fable 5.2 · Medium

Token

About ¾ of a word. Everything it reads and writes is counted in tokens.

Context window

The whiteboard. 1M tokens is about 1,500 pages.

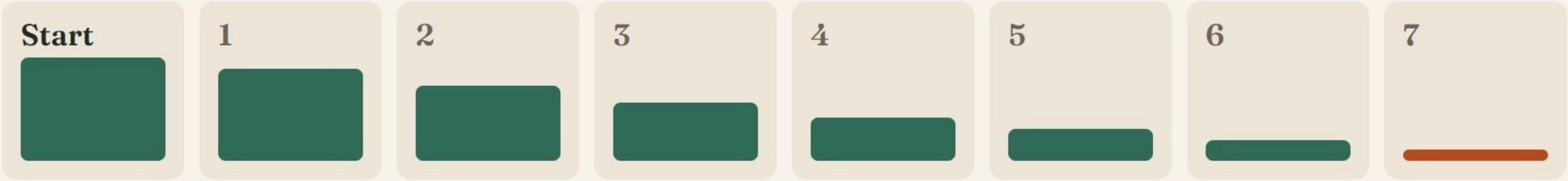
Compacting

When the board fills, it erases and keeps a summary. Details fall off.

So the important stuff lives in files on your computer, not in the chat.

04 — HOW AI WORKS

Long sessions get short-term memory loss



Detail left after each compaction. Seven in, the thing you needed may be gone.

BUILDING THIS DECK: `Context compacted 554K → 28.2K tokens`

IN MY EXPERIENCE

Claude compacts later. Codex and Grokbot compact sooner.

Run any of them long enough and something important falls out.

THE FIX

Keep project documentation

Have it write decisions down as it goes, and re-read the docs often.

04 — HOW AI WORKS

Its memory of you puts you in a box

Chat apps save notes about you. They bring up old, irrelevant things.

I SAID ONCE

I don't like to spend money on things.

→

NOW, EVERY TIME

Assumes I only want free options.

I SAID ONCE

Let's talk about a local AI that strips PII out of spreadsheets.

→

NOW, EVERY TIME

Any question about local AI, it brings up the PII project. Like that's all I'd ever use it for.

Check what it saved about you. Keep the real version in your own files.

04 — HOW AI WORKS

Provider, model, agent

WHO MAKES IT

Provider

The company that builds and rents out the AI.

Anthropic · OpenAI · Google

THE BRAIN

Model

The brain itself: the LLM. Each provider has a few, from fast to smartest.

Fable · Opus · GPT-6

THE WORKER

Agent

A model with a computer, logins and a to-do list. It takes actions until the job is done.

Claude Code · Codex · Grokbot

Chat answers questions. An agent does the work.

04 — HOW AI WORKS

The best models right now

Provider	Smartest	Everyday workhorse	Fast and cheap	Where you use it
Anthropic	Fable 5.2	Opus 5.5 Sonnet 5.5	Haiku 5.5	Claude app Claude Code
OpenAI	GPT-6 Astra	GPT-6.1 Sol GPT-6.1 Terra	GPT-6 Luna	ChatGPT Codex

Use the smartest one for thinking work. Names change every few months.

As of November 12, 2026. Check before you buy.

04 — HOW AI WORKS

Four dials

Model

The best one for thinking work.

Effort

High. Step down once you know what good looks like.

Speed

Fast mode: same brain, quicker answers, costs more. Use it when you're waiting on it.

Permissions

Ask before acting while you learn. Never "allow everything."

05

SECTION 05

What’s worked for me

And what you can take home today.

05 — WHAT'S WORKED FOR ME

Be lazy with AI, but don't let it be lazy.

When it hands you homework, hand it back.

Can't you do this for me?

Did you actually read the instructions?

How can I get you access to do it yourself?

Didn't we already work on this? Go find the old project.

05 — WHAT'S WORKED FOR ME

Ask about your options.

It aims for the small, cheap fix. Ask for the big-company answer.

How do people in big companies solve these problems? I'm willing to spend some money if it will help us do this thing better.

Then pick the part that fits you.

05 — WHAT'S WORKED FOR ME

Where AI has worked best for me

01

Do things better and smarter

It does most of the research and the setup. Then have it walk you through what it set up.

02

Learn, and learn well

AI does the research. Voice mode on a drive or a walk makes sure you understand it.

03

Save money.

AI will pay for itself in savings. Ask it how.

Don't try to make money yet.

05 — YOUR TAKE-HOME

A file you hand to your AI

PHASE 0 **Ground rules**	PHASE 1 **Set up your computer**	PHASE 2 **Interview you → ai-start.md**
PHASE 3 **Build your context library**	PHASE 4 **Inventory your vendors**	PHASE 5 **Find your first project**
PHASE 6 **Build it with you**	PHASE 7 **Deploy it**	PHASE 8 **Keep it running**

05 — YOUR TAKE-HOME

Get it.

01 Open your AI agent in an empty folder

02 Type: **“Read upcca26.bryant-anderson.com and follow it.”**

03 Answer its questions. It takes it from there.

upcca26.bryant-anderson.com

06

SECTION 06 · IF WE HAVE TIME

Build it with your agent

How tools like ours get built, and where they live.

Primary project: build out our ultimate internal tools website

Scorecard	Financials	**Tickets**	Labor Monitor
Vehicle mileage, maintenance, gas consumption and location tracker		Corp and center directory	Training and onboarding
Documents	To-dos and meetings	CACFP admin tools	**Marketing**

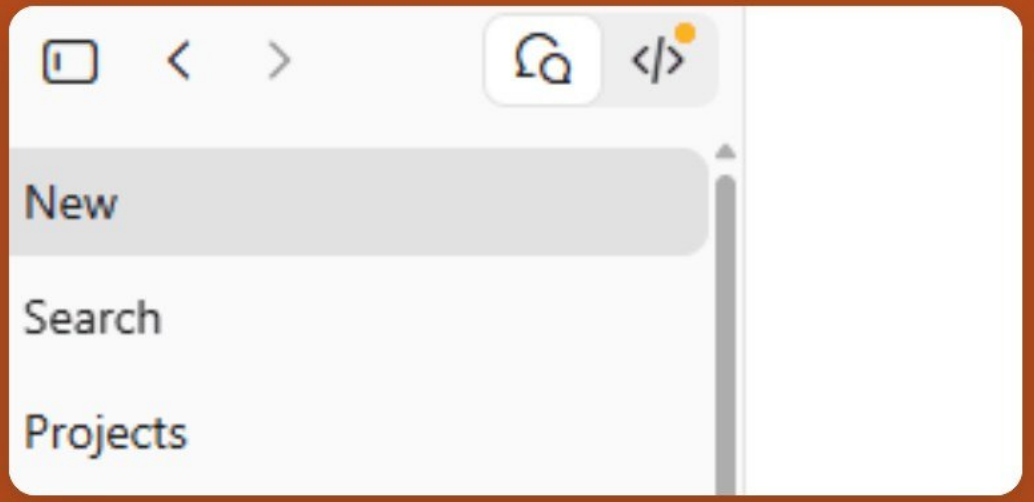
~$400
a month to run

Everything tied to individual Microsoft logins for security.

06 — BUILD IT · SET YOURSELF UP LIKE THE PROS

Stop chatting. Go to Code.

Chat is for learning and planning in the car. For work: Claude Code, Codex, or my new favorite, T3 Code.



Chat mode → Code mode: one click, top left.

06 — BUILD IT · THE MAP

How I built our competitor map

Seven steps. My real prompts, what the AI thought, and what it did.

1	2	3	4	5	6	7
MAY 4	MAY 5	MAY 5	MAY 6	AUG 28	SEPT	THEN
Pull every licensed provider	Put it on a map	It breaks; I say so	Who's actually closest?	The map goes blank	Filter out who doesn't matter	Share it safely

Version 0.1 to 0.7 in two days. I never wrote a line of code.

STEP 1 · I TYPED · MAY 4, EVENING

What I want to ultimately create I think is a map of all the competition in the area, and when you find something to scrape, get as much info as possible. Don't leave any fields out if you don't have to.

06 — BUILD IT · THE MAP · STEP 1 OF 7

Get every competitor, not just the ones I know

IT SAID

"Scrape broadly first, filter later. The address/radius problem goes away if we start with a full … census."

IT HIT A WALL

"The statewide search caps at 500 records…" Then: "the portal supports wildcard name searches." It found its own way around.

NEXT, I TYPED · MAY 5, MORNING

For the next version of the map, I want you to have all the GBA centers, but I also want you to differentiate them by brand, so maybe use different colors for different stars. Then make the GBA centers a filterable option on the side.

2,705

Utah providers, pulled from the state licensing site. Every field kept.

11,016

providers across six states on one map by version 0.9.

06 — BUILD IT · THE MAP · STEP 2 OF 7

Put it on a map

IT THOUGHT

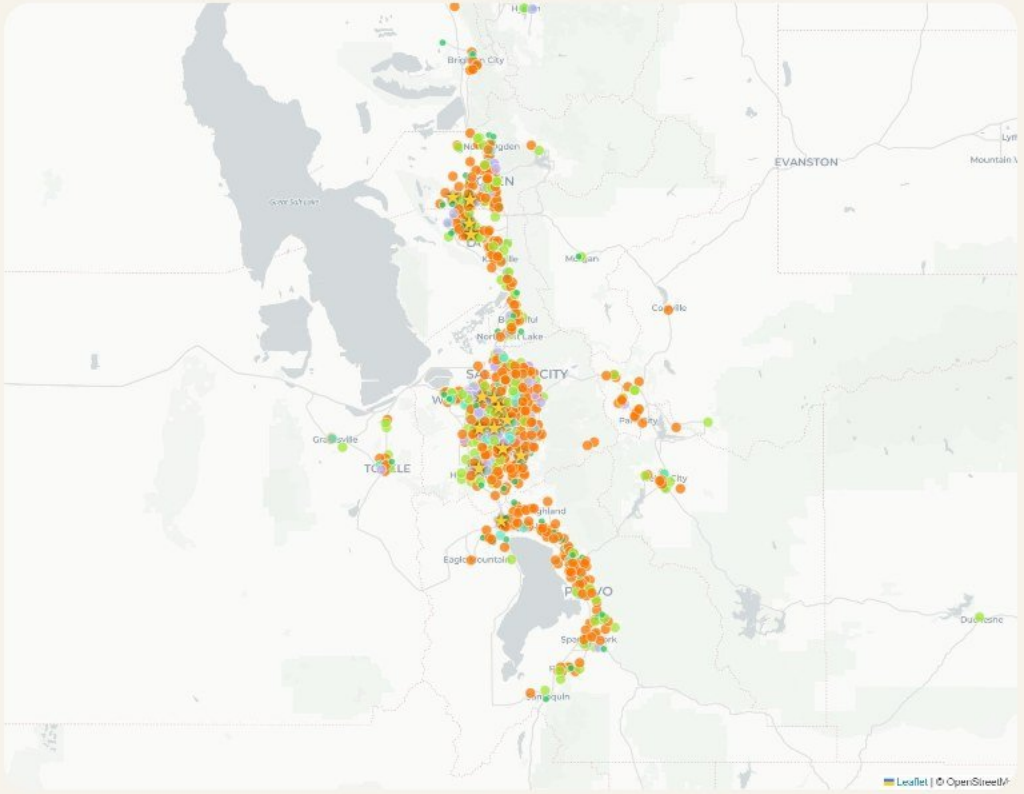
Pull all 27 locations from our brand and location doc. Reuse coordinates already in the scraped files. Only look up the Arizona addresses.

IT DID

Added all 27 active GBA centers · brand-colored stars · brand filters in the sidebar · loading another state adds to the map instead of wiping it.

NEXT, I TYPED · MAY 5, 8:30 AM

Something's wrong, when I uploaded the utah data only one single dot appears



Utah alone: 1,387 providers. Stars are our centers.

06 — BUILD IT · THE MAP · STEP 3 OF 7

It breaks. I say so in plain words.

IT SAID

"Utah's itemKey column has the same placeholder value, program, on every row… so it loaded the first provider and skipped the rest."

I TYPED · 15 MINUTES LATER

"Wait, why didn't you create a new version number and save the previous version in an archive folder?"

IT SAID

"You're right to call that out… That was too loose."

NEXT, I TYPED · MAY 6

Go find the 5-7 closest and most relevent competitors. I want to mostly focus on other actual centers, but a couple can be home based too.

1 → 1,387

Utah dots on the map after the fix. One sentence from me, a minute of work from it.

v0.2 → v0.7

Versions in two days, each one saved in an archive folder with a changelog.

Who’s actually closest?

IT PICKED

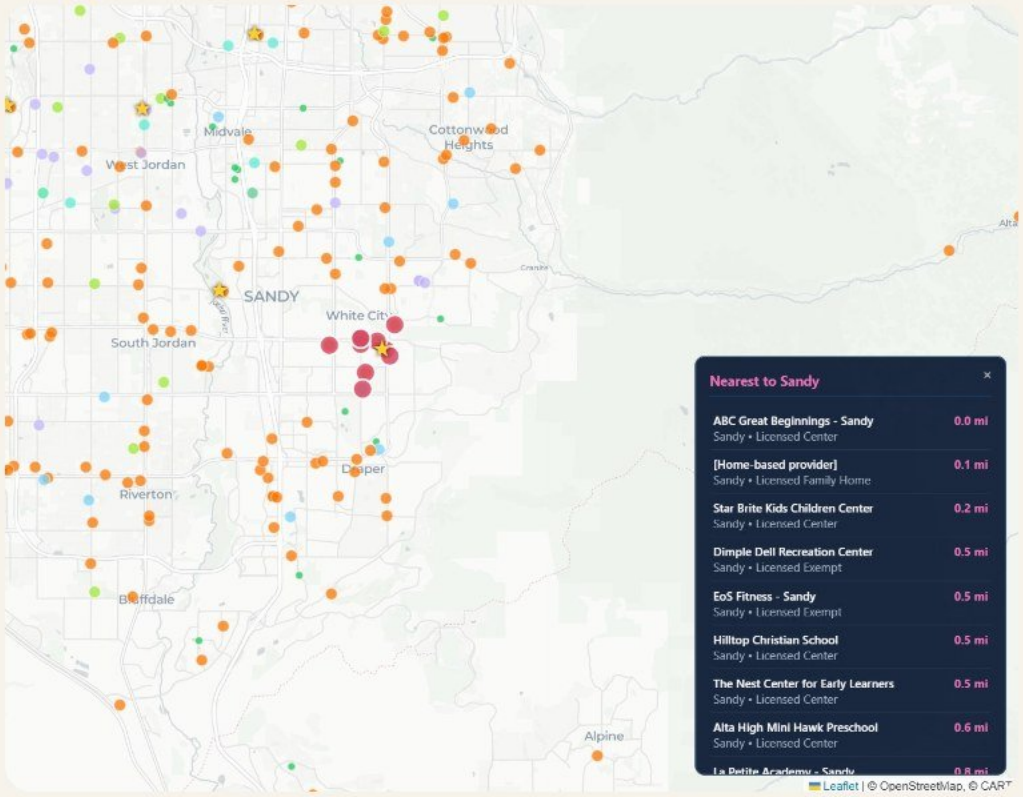
Its shortlist of the closest competitors.

I TYPED · A FEW MINUTES LATER

“On the map tool these are the closest competitors. The ones on this list you didn’t select, why?”

IT SAID

“I used a “realistic substitute for full-day center care” filter, not pure distance… EoS Fitness: gym Kids’ Club… I under-called Challenger.”



Raw nearest list for Sandy: a rec center and a gym’s kids club at half a mile.

The map goes blank. Apply for the free key.

IT HIT A WALL

One day the map came back covered in “API KEY REQUIRED.” CARTO, the free service that draws the streets under the dots, started requiring a key.

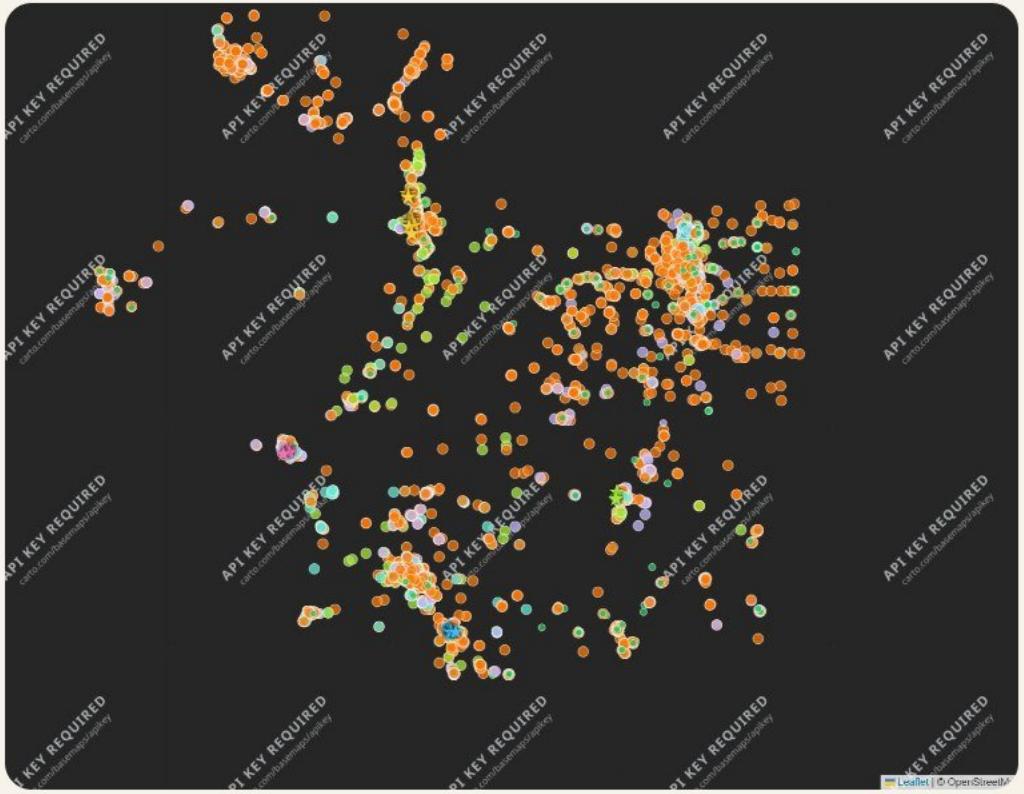
IT DID

Applied for CARTO’s free API key: a five-minute form, no account, no password, 5 million map tiles a month. Then put the key into every map we run: our websites and the staff site.

Free services change their rules. Ask your agent what changed.

NEXT, I TYPED · SEPT 25

Would it help if we did something like exclude fitness centers and public schools? I want to do more than just the closest 50, more like the entire county, but not the people who don’t matter.



What it looks like without the key. I took this screenshot while building these slides.

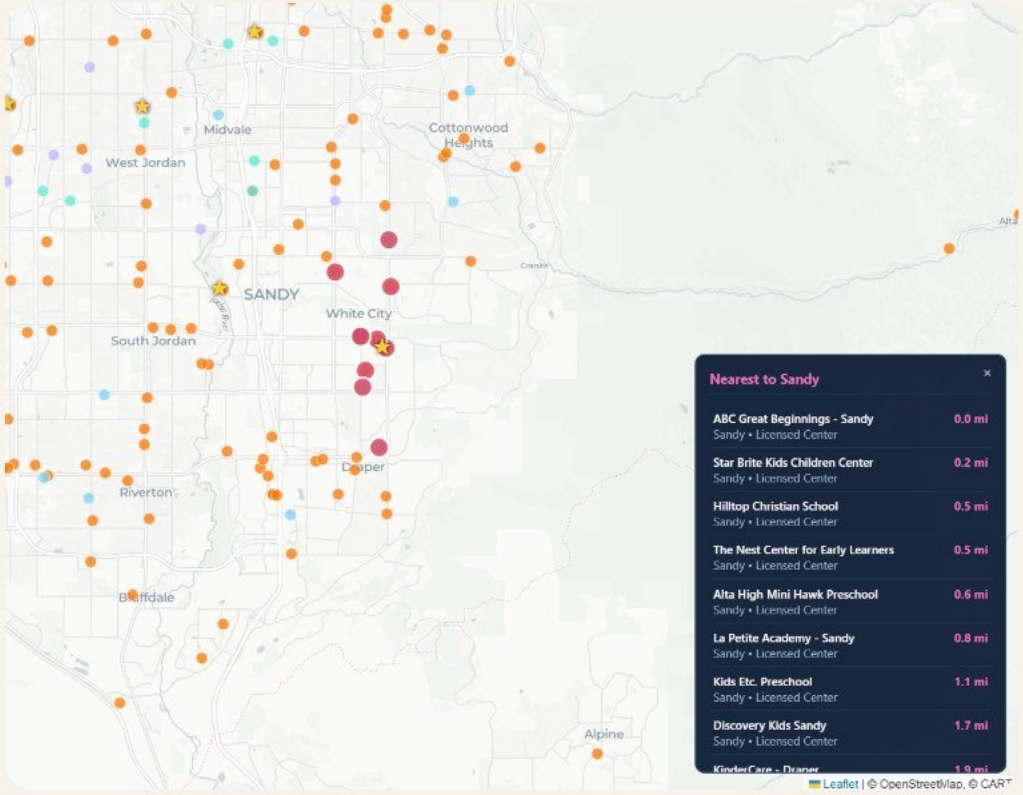
Filter out who doesn't matter

IT THOUGHT

Planning county scope and filters · Identifying public school classification gaps

IT DID

1,639 providers in our counties → 1,271 that matter. Looking each one up on Google: estimated $57.32, actual $57.23.



Same spot, filtered: gyms, rec centers, schools and home-based hidden.

06 — BUILD IT · THE MAP · STEP 7 OF 7

Share it, safely

“Directors need to see this.”

Moved onto our staff website.

“But not everyone should see it.”

Only specific people get access. 38 staff today.

“And no new password.”

They sign in with the Microsoft account they already have.

LET’S LOOK AT IT LIVE

upcca26map.bryant-anderson.com

A demo copy of my map. Competitor data is real public licensing data; our own numbers are scrambled.

06 — BUILD IT · YOUR TURN

Your version, starting tomorrow

Open a code tool and type these three, one at a time.

1

"Pull every licensed child care provider in [my county] from [my state's licensing site] into a spreadsheet. Keep every field."

YOUR MARKET, IN AN AFTERNOON.

2

"Put them on a map with my center as a star. Show me the 10 closest real competitors and how far away they are."

WHO YOU'RE ACTUALLY UP AGAINST.

3

"Filter out gyms, public schools and home-based care. Then tell me what it would take to share this with my directors."

WHAT MATTERS, AND HOW TO SHARE IT.

In Utah, that's Care About Childcare. Every state has one.

Bookkeeping | IT | Payroll | Marketing | Operations

Questions?

Pick one thing you raised your hand for. Hand your agent the file. Start small.

upcca26.bryant-anderson.com

NEED A HAND?

Getting serious? Get some help.

ASK ME

I do some tech consulting.

Network storage (a NAS) for your files and backups, a server in your building, getting your AI set up.

Bryant Anderson
bryantanderson@live.com

OR ASK YOUR AI

It can talk you through it.

Step by step, at your pace, as many times as you need.

"Walk me through setting up a NAS for my center's files and backups."