



LCT-E Learning Solutions™

Background

My name is Michelle Singh, and I've been an educator for 20 years, working in Miami-Dade County Public Schools for 15 years, progressing from a classroom teacher to a district leader. In July 2019, I left the school system and began consulting. Initially, I had no intention of starting a business, but things took a turn with the onset of COVID-19.

Recognizing a significant need, not just for my expertise in technology but also for my unique teaching approach, I felt compelled to address the gaps in education. Reflecting on my own experiences as an immigrant and a person of color in the public school system, I recalled the lack of representation in literature. This fueled my commitment to providing diverse perspectives and voices in my teaching.

As I worked with various companies and conducted global teacher trainings, I realized many educators lacked the skills needed for inclusive teaching. This realization, combined with my personal journey and concerns for students facing similar challenges, led me to establish my educational consulting firm, LCT-E Learning Solutions. However, our services go beyond consulting; I prefer to call it a partner in education.

We aim for long-term relationships with our clients, focusing on holistic teacher and student development. Rather than offering one-and-done professional development, we believe in sticking around to witness teachers grow. Our emphasis goes beyond traditional academic teaching, delving into social-emotional, cultural, and intellectual aspects.

Driven by my experiences and the alarming statistic that 54% of students are black or brown, while only 18% of their teachers share their background, our mission is clear. We strive to level the playing field in education, bridging cultural and achievement gaps through our unique professional development and teacher relationships. This is not just a business for me; it's a commitment to transforming education and creating a more inclusive and engaging learning environment.

Solution

Through the Miami-Dade Business Navigator, a local initiative funded in part through a grant from the U.S. Small Business Administration (SBA), I connected with various business consultants who played a crucial role in different aspects of my business.

One valuable collaboration was with Florida SBDC at FIU Business Consultant, Emily de Armas, a digital marketing consultant. She reviewed my website, landing pages, and sales pages, pinpointing areas that needed improvement. Her insights led to concrete examples and increased specificity, which I promptly applied to my marketing materials. This, I realized, is crucial because, as the first point of contact, a well-crafted online presence is vital for business promotion.

Attending different workshops offered by the hub and spokes under MDBN, covered topics like grant writing, pitch deck, and AI, provided me with a wealth of resources. These resources proved instrumental in various areas of my business growth. I secured grants and won pitch competitions, resulting in crucial funding for my business. These funds, in turn, enabled me to launch new programs within my company. In essence, the Miami-Dade Business Navigator program has been instrumental in providing the resources and support needed for my business journey. From refining my marketing strategies to winning grants and establishing strategic partnerships, it has played a pivotal role in shaping my business success.

From the Owner

“Starting a business without a business background can be intimidating, accompanied by the ever-present challenge and impostor syndrome. Confronting this challenge involves focusing on your "why" – the purpose behind starting your business. For me, this "why" is rooted in the impact on specific students and personal experiences, providing the drive to persevere through rejections and setbacks. Additionally, openness to embracing innovation, particularly technologies like AI, is emphasized as a transformative factor. Adaptability to change and receptiveness to new ideas contribute significantly to business growth.

Crucially, the advice emphasizes the importance of prioritizing partnerships and collaborations. Networking events play a vital role, offering the potential for doors to open, new opportunities, and business growth. Cultivating valuable relationships, both personal and professional, is underscored, highlighting the notion that your network is indeed your net worth. In essence, knowing your "why," embracing innovation, and prioritizing partnerships form a fundamental recipe for achieving business success.”

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