



# Lightbridge Academy Builds on the Benefits of Working in the Child Care Industry with a High Emotional Return on its Franchisees' Investment

Lightbridge Academy

03/09/17 08:34:23

Demand for top tier child care services has never been higher. With two parents from every household heading off to work every day, families across the country are increasingly in need of a solution for their busy schedules. That's where [Lightbridge Academy](http://1851franchise.com) comes in.

For the past 20 years, the brand has been raising the bar in the rapidly growing industry. Lightbridge Academy's approach to child care is completely unique—the brand's Circle of Care philosophy ensures that the needs of everyone in a child's life are addressed. That's why Lightbridge Academy is so successful across its entire franchise system, which is currently made up of 23 open centers with dozens more expected to open their door by the end of the year. The brand's franchisees have the opportunity to introduce their local communities to a service that can't be found anywhere else.

But for every member of the [Lightbridge Academy](http://1851franchise.com) team, the benefits of working in the child care industry aren't limited to their bottom lines. There's also an unparalleled emotional return on their investment that's hard to beat. The child care industry has a long history of creating some of the happiest employees,

franchisees and executives, and Lightbridge Academy takes that to the next level.

“We’ve set up our office to promote a positive environment, both personally and professionally. From our break room that’s stocked with snacks to ongoing education opportunities that can lead to professional advancement, we’re always looking for ways to make our culture the best that it can be,” said Gigi Schweikert, president and COO of Lightbridge Academy. “As a working mom myself, I know how challenging it is to balance your work life with your home life. But at Lightbridge Academy, it’s not about work-life balance. It’s a matter of finding the right work-life integration.”

Lightbridge Academy’s commitment to creating that positive work-life integration starts at its corporate office. Its headquarters in New Jersey is located above one of its child care centers so that the team can stay connected to their main mission and purpose: enhancing the lives of children and their families.

In addition to reasonable work hours and perks like unlimited vacation days, Lightbridge Academy has also made its model incredibly flexible to support its team members’ needs. Employees can work from home whenever they need to, and never have to feel bad for taking off early to make it to their own child’s soccer game or dance recital. The brand also encourages collaboration among its staff—by building an “Idea Pit” right into their office, Lightbridge Academy employees have an area to visit in order to bounce ideas off of one another. Not only does that supportive and engaging environment create an enjoyable place to work, it also boosts productivity.

“We encourage every member of our team to contribute to the big picture behind the Lightbridge Academy brand. While we all go to work every day with the goal to improve children’s lives and help our local owners succeed, we’re equally committed to supporting one another through life’s journey. That’s what makes this such a unique place to work,” said Brenda Febbo, Lightbridge Academy’s chief marketing officer. “Working in the child care industry is like coming up for a breath of fresh air. Every member of our team shares the same passion, which makes our jobs a rewarding experience that also happens to be incredibly fun.”

That same type of work environment is then replicated in every one of the brand’s centers. Lightbridge Academy franchisees create work families of their own with their teachers and employees, which continues to attract top quality owners to the brand’s growing system. Veenu Parkash, Lightbridge Academy’s franchisee in North Brunswick, New Jersey, first noticed that positive environment when she sent her child to another one of the brand’s centers. After she realized that she could be a part of that team as a franchisee, she opened up a center of her own and has been growing with the brand ever since.

“I’m still just as passionate about the brand now as I was when I first started this business 12 years ago. Lightbridge Academy really goes above and beyond to support everyone it works with, from franchise owners like myself to the families it services. That’s what makes it stand out—the brand truly lives out its core values and Circle of Care philosophy every single day,” Parkash said.

Throughout 2017, Lightbridge Academy is poised to bring its unique business ownership opportunity to even more communities across the East Coast. The brand is actively targeting target markets like New Jersey, Pennsylvania, Maryland, Virginia and New York for development, ultimately opening the door for more people to enter its Circle of Care. And with start-up costs ranging from \$502,750 to \$686,250, franchising with Lightbridge Academy is an affordable investment for entrepreneurs looking to go into business for themselves.

“There’s no doubt that we’re the solution for working parents. But we’re also the solution for working parents who work for us. We want every member of our team, from our franchisees to our corporate employees, to have the flexibility that they need to make the most of their lives outside of the office while

still getting quality work done,” said Schweikert. “We’re excited to continue giving this opportunity to more franchisees, teachers and staff members as we expand to new communities across the country.”