



First Children's Finance

Family Child Care Business Leadership Cohort

The Business Leadership Cohort program from First Children's Finance provides family child care program owners the opportunity to learn about business concepts related to their child care program. The program includes four cohort sessions and two individual consultation meetings.

Session 1: Marketing Your Child Care

The first session includes an overview of the child care industry from a business vantage point and allows participants to delve into the world of enrollment management and how it impacts operations. In addition, participants examine the keys to developing an engaging message to support their marketing efforts.

Session 2: Child Care Finances

Understanding and managing finances of a child care operation is a critical aspect to long-term viability and sustainability. In this session, participants learn the basics of finance and apply new knowledge to managing scenarios and hands-on examination of financial statements.

Individual Consultation #1

The individual business consultation provided as part of the Business Leadership Cohort program allows participants to examine their individual business and overall operations. As part of the consultation, First Children's Finance and the participant discuss and review any potential opportunities or challenges related to the business.

Session 3: Analyzing Your Child Care

In session three, participants learn the power of business analysis by comparing their own business analysis report against First Children's Finance data to see how their business compares to other family child care businesses. Participants also take part in a business roundtable discussion on wide ranging topics such as rate structure, contracts and policies, and having the tough conversations with families.

Session 4: Project Planning

One of the biggest barriers to success is not having a good plan in place. In the last session, participants pull together their learning from the previous sessions and apply it towards development of program goals and related action to meet those goals.

Individual Consultation #2

Participants are provided a second consultation to follow up on their business analysis and program goals, and complete their business plan.

8 Training hours available during the Cohort!!

To be eligible for the cohort providers must apply at the following link. [HERE](#)