



# First Children's Finance

## 托儿所业务领导系列培训

First Children's Finance 的业务领导系列培训课程为托儿所托儿业务主管以及其他课程项目的领导者提供了了解与其托儿课程项目相关的商业概念的机会。该课程包括四次系列培训和两次个别咨询会议。

### 第 1 节： 营销您的托儿服务

第一节课包括从商业角度对托儿服务行业的概述，使参与者能够深入了解招生管理全貌及其对运营的影响。此外，参与者还将研究开发吸引人的信息以支持其营销工作的关键要素。

### 第 2 节： 托儿机构财务

了解并管理托儿机构的财务是长期生存和可持续性的关键方面。在这节课中，参与者将学习财务基础知识，并将新的知识应用于管理各种情景和实际审查财务报表。

### 第 1 次个别咨询

作为业务领导系列培训课程的一部分提供的个人业务咨询使参与者能够审查其各自的业务和整体运营情况。作为咨询的一部分，First Children's Finance 和参与者将讨论和审查与业务相关的任何潜在机会或挑战。

### 第 3 节： 为您的托儿业务 配备人员

人员配备是当今托儿所机构的一项关键且具有竞争力的需求。参与者将了解为其托儿课程项目获取、保留和培养新员工和教师的基础知识。凭借正确的人员配备策略，托儿业务领导者可以专注于发展和增强其课程项目。

### 第 4 节： 项目规划

没有制定良好的计划是实现成功的最大障碍之一。在最后一节课中，参与者将总结之前课程中所学的知识，并将其应用于制定课程项目的目标以及实现这些目标的相关行动。

### 第 2 次个别咨询

参与者将获得第二次咨询，以跟进其业务分析和课程项目的目标，并完成其业务计划。

系列培训将提供 12 个小时的培训！  
要获得参加系列培训的资格，提供商必须通过以下链接提交申请。 [点击此处](#)



## First Children's Finance

### Child Care Center Business Leadership Cohort

The Business Leadership Cohort program from First Children's Finance provides center based child care directors and other program leaders 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 Staffing your Child Care

Staffing is a critical and competitive need for child care centers today. Participants review the basics of acquiring, retaining, and developing new employees and teachers for your child care program. With the right staffing strategies in place, child care leaders can focus on growth and enhancement of their program.

#### 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, program goals, and complete their business plan.

**12 Training hours available during the Cohort!!**  
To be eligible for the cohort providers must apply at the following link. [HERE](#)