



THE DIRECTOR ERA

Checklist

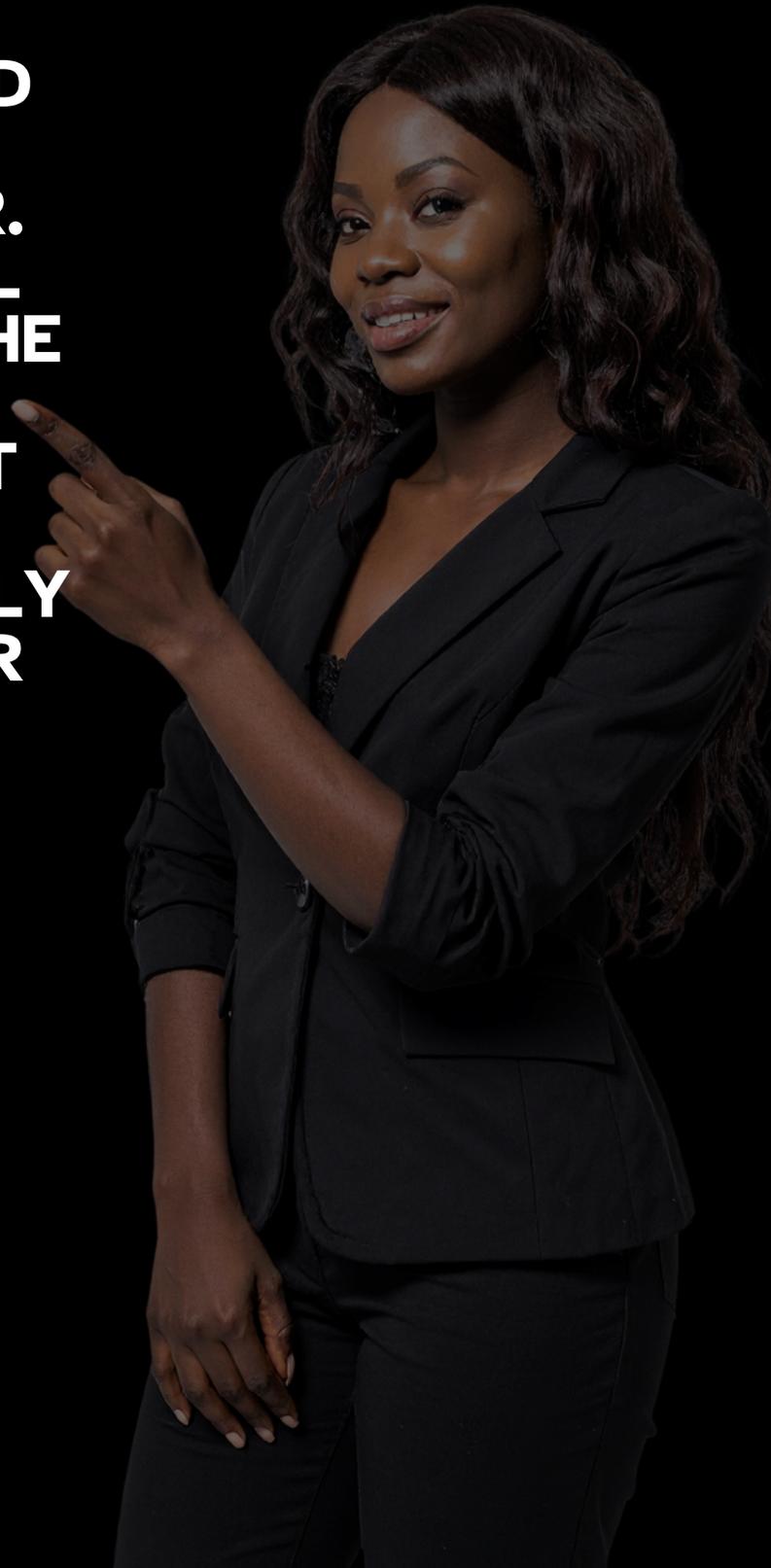
**Everything You Need to Shift From
Overwhelmed Provider → Unbothered
Director**



From your HOME Daycare Mentor DEB 

BUT FIRST, A WORD...

**YOU'RE NOT HERE TO
RUN A DAYCARE IN
SURVIVAL MODE.
YOU'RE HERE TO LEAD
WITH STRUCTURE,
CLARITY, AND POWER.
THIS CHECKLIST WILL
HELP YOU IDENTIFY THE
GAPS HOLDING YOU
BACK AND THE EXACT
AREAS YOU NEED TO
UPGRADE TO STEP FULLY
INTO YOUR DIRECTOR
ERA.
LET'S DO THIS.**



PRICING & MONEY POWER

- ✓ I charge rates that reflect my value
- ✓ I have a clear tuition structure (no discounts, no guessing)
- ✓ I communicate rates confidently
- ✓ I know my monthly revenue goal and have a plan to hit it
- ✓ I'm not afraid to raise rates when needed
- ✓ I can produce a profit and loss statement

DIRECTOR-LEVEL BOUNDARIES

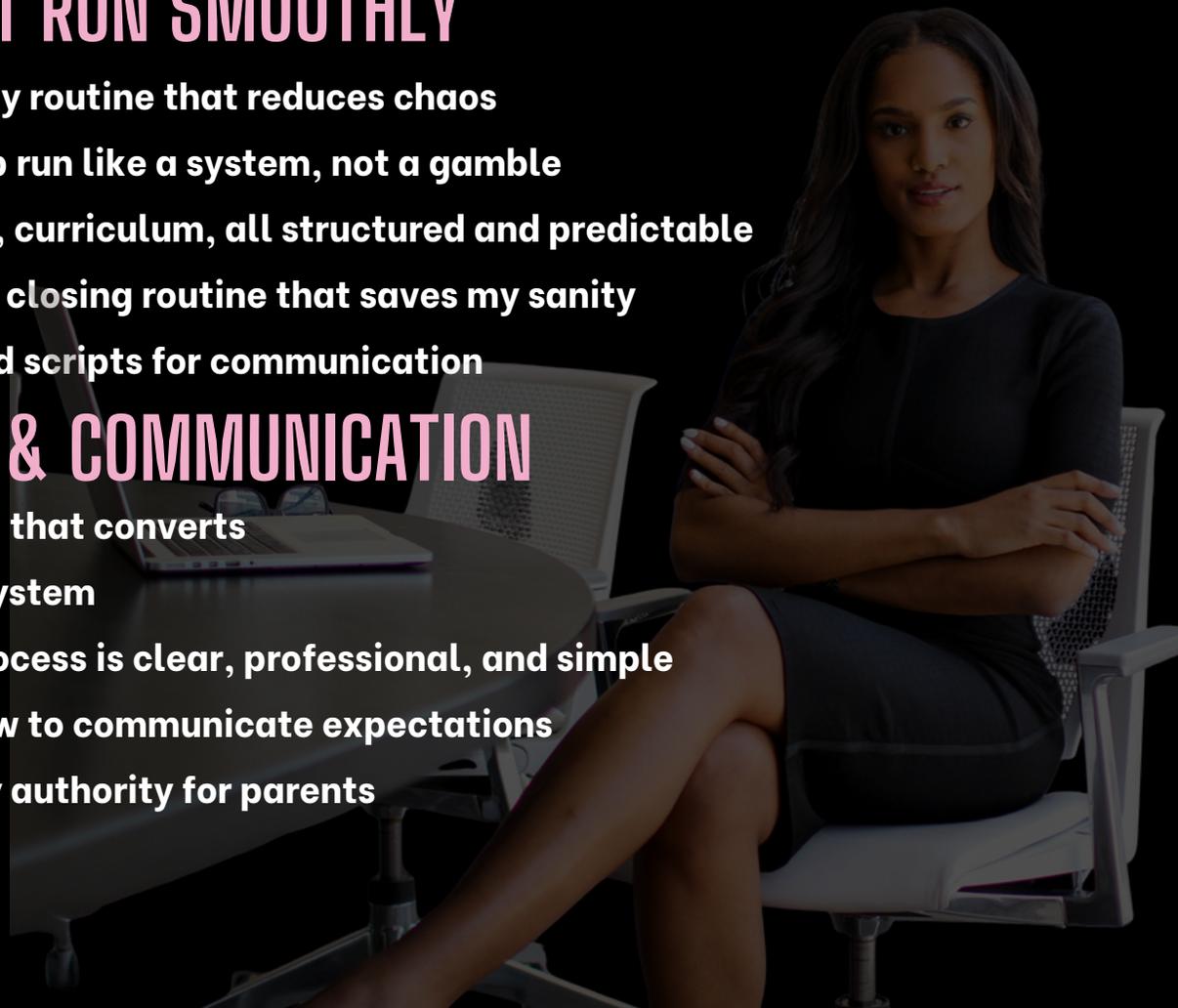
- ✓ I have firm hours, and parents respect them
- ✓ I enforce late fees without hesitation
- ✓ I have a clear sick policy that protects my home + program
- ✓ I'm no longer afraid to say "no"
- ✓ I no longer operate from guilt or fear

SYSTEMS THAT RUN SMOOTHLY

- ✓ I follow a clear daily routine that reduces chaos
- ✓ Drop-off & pick-up run like a system, not a gamble
- ✓ Snack, nap, meals, curriculum, all structured and predictable
- ✓ I have a cleaning + closing routine that saves my sanity
- ✓ I use templates and scripts for communication

ENROLLMENT & COMMUNICATION

- ✓ I have a tour script that converts
- ✓ I have a waitlist system
- ✓ My onboarding process is clear, professional, and simple
- ✓ I know exactly how to communicate expectations
- ✓ I no longer dim my authority for parents



POLICIES THAT PROTECT ME

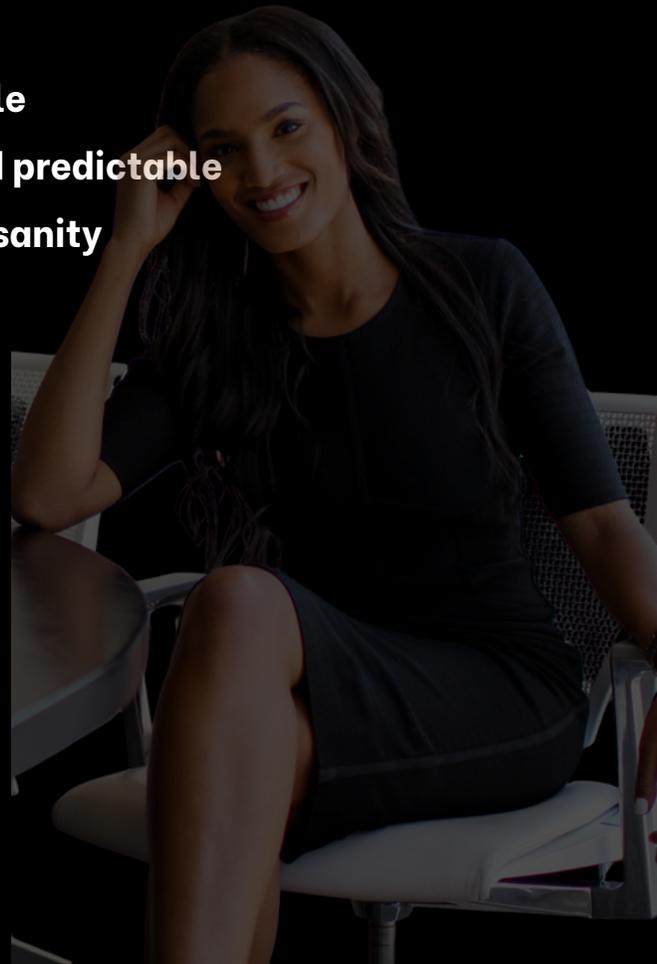
- ✓ I have a solid parent handbook
- ✓ Late fees, closures, absences, behavior, refunds; all documented
- ✓ Parents sign forms BEFORE care begins
- ✓ I review policies annually
- ✓ I use my policies to protect my peace, not negotiate my worth

BRANDING + CONFIDENCE

- ✓ My program looks and feels elevated
- ✓ My website and materials match my standards
- ✓ Parents see me as a Director, not a babysitter
- ✓ I communicate like a leader
- ✓ I feel proud of the experience I provide

DIRECTOR IDENTITY

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**YOUR CHECKLIST IS THE BEGINNING, NOT THE END.
IF THIS LIST MADE YOU REALIZE WHERE YOUR GAPS ARE
GOOD.**

THAT MEANS YOU'RE READY FOR THE NEXT STEP.

**click
here** → **A CONSULTATION** ←

**A 30-MINUTE, NO-FLUFF, STRATEGIC SESSION TO
IDENTIFY THE EXACT SHIFTS YOU NEED TO ELEVATE.**

**YOU DON'T HAVE TO DO THIS ALONE.
YOU JUST NEED THE RIGHT GUIDANCE.**

