

# Join Us!

## Business Leadership Cohort Program



Web-Based Training

Spring 2026 – Child Care Centers

The Business Leadership Cohort by First Children's Finance provides center directors with the opportunity to learn about the basics of leadership, management, and financial planning for their child care business within a unique peer-learning cohort environment. The cohort includes four group training sessions and two individual consultations. Upon completing the cohort, participants are awarded 12 HHS credit hours and have access to monthly coaching with a First Children's Finance Business Development Specialist at no cost.

### Cohort Training Sessions and Consultation Topics

#### **Session 1: Enrollment Management & Marketing**

Participants will learn how to apply core marketing principles to strengthen their child care program's visibility, enrollment, and community impact. During the session, participants will identify their program's unique features, define their target market, and explore how to develop a marketing plan to effectively communicate with families and the community.

#### **Session 2: Financial Management & Planning**

Managing the finances of a child care program is essential to its long-term sustainability. In this session, participants will explore key financial documents, learn strategies for effective financial management, and apply knowledge through hands-on activities and real-world scenarios.

#### **Individual Consultation: Financial Analysis**

The financial analysis consultation allows participants to examine their business by classroom and overall operations. FCF and the participant will discuss and review any potential opportunities or challenges related to your business.

#### **Session 3: Art & Science of Quality Staffing**

Staffing is a critical and competitive need for child care centers today. Participants review best practices in acquiring, retaining, and onboarding new employees. By developing the right staffing strategies, child care leaders can focus on growth and enhancement of their program.

#### **Session 4: Business Management Planning**

One of the biggest barriers to success is not having a good plan in place. Learn how to develop a complete program plan, including goals, related action steps, and a budget to meet those goals.

#### **Individual Consultation: Business Goal Setting**

FCF and the participant will review the center's business goals and discuss steps to achieve those goals.

**Spring 2026 – Child Care Centers****Approved Credits**

Receive 12 Iowa HHS credit hours and NAC renewal hours.

**Eligible Participants**

Participants must be a center director and involved in the business management of an already operating child care center.

**Participation Requirements**

By enrolling, participants are agreeing to attend all 4 group training sessions and both one-on-one consultations. The two consultations are financial analysis of your child care program and a business goal planning session.

**Limited Spots Available**

Early registration is recommended to secure a spot.

**This Cohort is FREE thanks to funding from  
Iowa Department of Health and Human Services!**

**Spring 2026 Schedule****1-4 pm****Session 1: February 18****Session 2: February 25****Individual Consultation: March****Session 3: April 8****Session 4: April 15****Individual Consultation: May****REGISTER**

If you have any questions, contact Debbie Kroksh  
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**First Children's Finance**  
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