

Join Us!

Business Leadership Cohort Program



Web-Based Training

Spring 2026 – Family Child Care Providers

The Business Leadership Cohort by First Children's Finance provides family child care providers 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 10 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 and enrollment. 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 and overall operations. FCF and the participant will discuss and review any potential opportunities or challenges related to their business.

Session 3: Strategy, Decision Making & Staffing

Participants will learn key concepts and considerations when hiring assistants or incorporating helpers for a family child care business. They will learn how to interpret a sample financial analysis report and reflect on how the financial analysis will help identify areas to strengthen and improve. Participants will apply lessons from others in the cohort to their own business practices related to tuition, time off, recruiting families, managing policies and having tough conversations.

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 provider's business goals and discuss steps to achieve those goals.

Spring 2026 – Family Child Care Providers**Approved Credits**

Receive 10 Iowa HHS credit hours. .

Eligible Participants

Participants must be the lead family child care provider of an already operating child care program.

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 setting 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
6–8:30 pm**

Session 1: March 3

Session 2: March 5

Individual Consultation: March

Session 3: April 14

Session 4: April 16

Individual Consultation: May

REGISTER

If you have any questions, contact Dana Miller at danaM@firstchildrensfinance.org.



First Children's Finance
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