

The Real Problem

Centers don't struggle because families don't want care.

They struggle when leadership isn't aligned.
aligned.

What Alignment Means

Alignment means:
The same words mean **the same thing.**

The Path Forward

Three key strategies that reduce disconnect and protect both **play** and **profit**.

Overview

1	2	3
Strategy #1 Enrollment Clarity	Strategy #2 Leadership Sync Through Authority	Strategy #3 Financial Visibility for Sustainability

STRATEGY #1

Enrollment Clarity



"We need more kids in that room."

What I mean is:
The business is exposed.

What I feel is:
My teachers are tired.

Same sentence.

Different concern.

The Core Question

What does "full" actually mean in your building?

Licensed capacity?

Break-even?

Comfortable staffing?

\$1,400
per month
One infant space

\$16K+
per year
One infant space

Do you know your **break-even per classroom** without looking it up?

Enrollment clarity requires:

→ Defined **break-even**. → Defined **utilization targets**. → Defined **hiring thresholds**.

The Result

Enrollment clarity **increases enrollment** because **friction decreases**.



STRATEGY #2

Leadership Sync Through **Authority**

"We need more **consistency**."



Licensing protection. Risk reduction.

What I meant was:

"I failed."

What I felt was:

Authority clarity means:

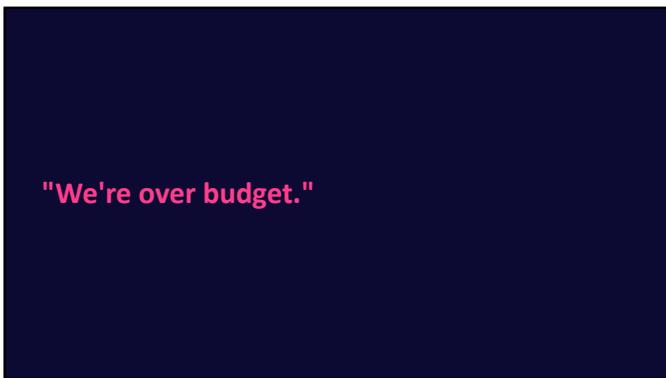
Who owns compliance?	Who checks documentation weekly?	Who is accountable for readiness?
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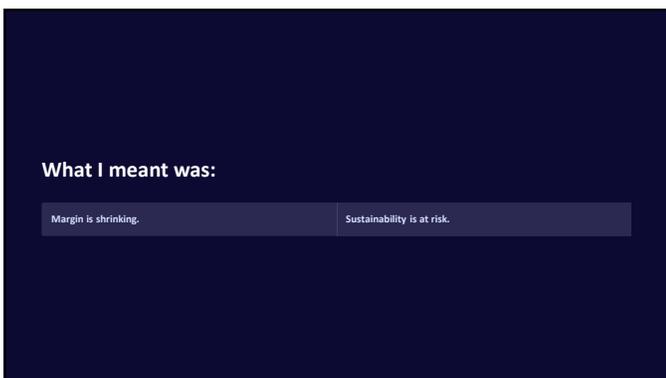
If that's not written, consistency depends on **personality.**

If your director disappeared for two weeks, would your center operate smoothly?

When authority is clear, leaders operate confidently. Systems stabilize.







What I felt was: **Cut classroom quality.**

15 minutes early. 15 minutes late.
Across 20 staff.

That can add up to **tens of thousands** per year.

Do you know your payroll percentage within 2% accuracy?

Financial visibility stabilizes sustainability.

Three Pillars

Enrollment clarity.	Authority clarity.	Financial visibility.
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Three strategies. One outcome: Alignment.

Alignment is not agreement.
It is shared definition.

When structure replaces assumption, profit stabilizes.

We've created a Profitability Assessment

to help you see where structural gaps may be affecting your center.

Take the assessment to identify where alignment is missing in your center.



Alignment protects play.
Alignment protects profit.

Give feedback to Kate and Carrie

Scan this QR code



Or go to <https://talk.ac/kateandcarrie>
and enter this code when prompted

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