

THE COST OF STARTING OVER

A Financial Framework for Hiring, Developing, and Keeping the Team Your Program Needs

Kate Woodward Young + Carrie Casey

Childcare Conversations



WHAT DID THE LAST EMPLOYEE WHO LEFT ACTUALLY COST YOU?

CHILD CARE CONVERSATIONS

Today's outcomes

Calculate

turnover costs

Identify

leadership impact

Compare

retention investments

Formulate

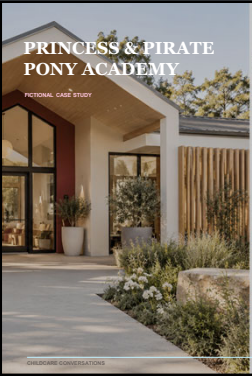
the financial case

Turnover costs • Leadership impact • Retention investments • Financial case

CHILD CARE CONVERSATIONS

PRINCESS & PIRATE
PONY ACADEMY

FICTIONAL CASE STUDY



ONLINE CASE CONVERSATIONS

60

children

12

employees

\$20/hr

lead teacher

\$68K

director

8 weeks

ramp to strength

Maria resigned.

Strong lead teacher.

Trusted by families.

Helps newer staff.

Knows the room.

NOW WHAT?

ONLINE CASE CONVERSATIONS



**WHAT STARTS COSTING MONEY
THE MOMENT MARIA LEAVES?**

Type your answer in chat.
Don't hit Send yet.

3 • 2 • 1 • SEND

ONLINE CASE CONVERSATIONS

The COST of Starting Over

C
Capture

O
Operational Impact

S
Speed to Strength

T
Test the Investment

COUNT IT → SEE THE RIPPLE → PRICE THE RAMP → COMPARE THE CHOICE

CHILDCARE CONVERSATIONS 7

C — Capture

What can we actually count?

1
Recruit

2
Screen

3
Hire

4
Orient

5
Train



Open the Childcare Staff Turnover Cost Calculator

Follow along as we build Princess & Pirate Pony Academy's number.

CHILDCARE CONVERSATIONS 8

What we usually count

\$250
Recruiting

\$75
Background / onboarding

\$245
Interview time

\$440
Mentor / training

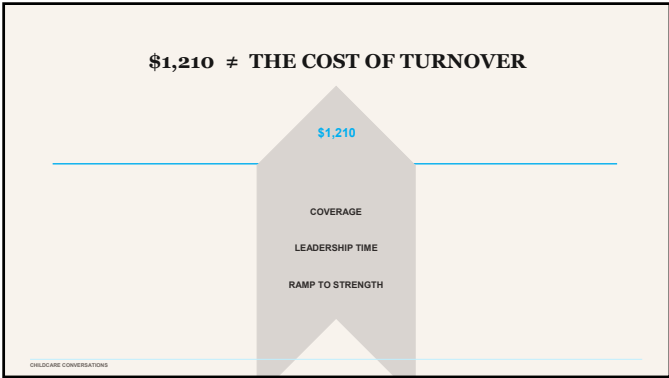
\$200
Orientation

\$1,210

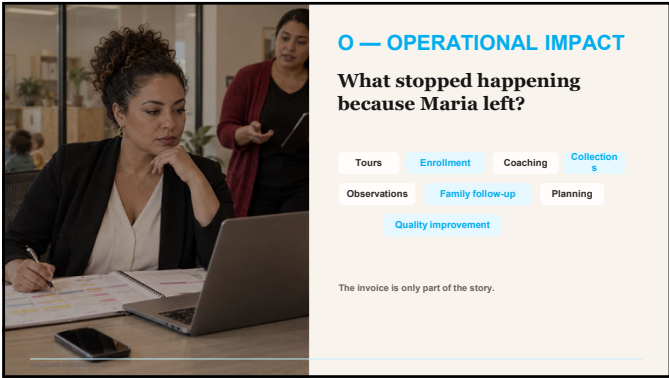
"THE OBVIOUS COST."

Princess & Pirate Pony Academy example

CHILDCARE CONVERSATIONS 9







**YOUR DIRECTOR SPENDS
8 HOURS COVERING CLASSROOMS
THIS WEEK.**

What important work got displaced?

CHAT

CHILDCARE CONVERSATIONS

Cost ≠ invoice

WE CAN CALCULATE

Coverage

Overtime

Recruiting

Training

Leadership hours

WE SHOULD RECOGNIZE

Stress

Family confidence

Morale

Delayed growth

Team stability

CHILDCARE CONVERSATIONS

14

8 — SPEED TO STRENGTH

**WHEN IS MARIA
ACTUALLY REPLACED?**

Offer accepted?

First day?

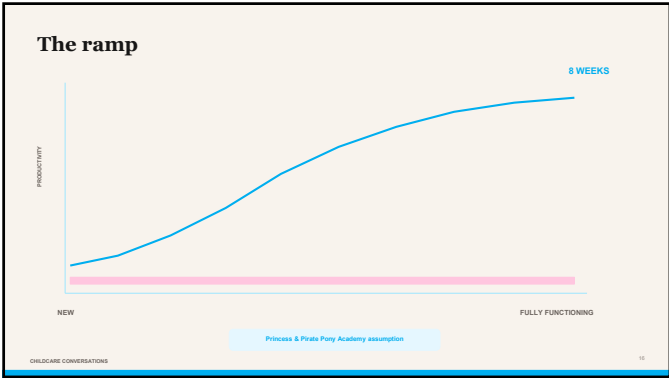
Orientation complete?

Running the room independently?

Trusted by families?

Helping others?

CHILDCARE CONVERSATIONS





**WOULD YOU MAKE A
\$2,680 DECISION DIFFERENTLY
IF STARTING OVER COSTS \$5,370?**

DON'T ANSWER YET.

CHILDCARE CONVERSATIONS

WHAT IF THE DIRECTOR LEAVES?

What happens when the person holding the system together leaves?

CHILDCARE CONVERSATIONS

Director turnover

\$500	Search
\$6,000	Leadership coverage
\$1,920	Admin support
\$2,000	Onboarding / training
\$4,700	Ramp to strength

Before assigning a dollar value to enrollment disruption, culture, or family confidence.

CHILDCARE CONVERSATIONS

≈ \$15,120

ILLUSTRATIVE TOTAL
Princess & Pirate
Pony Academy example

T — Test the Investment

INVEST

\$1/hr raise = \$2,080
Credential = \$600

\$2,680

START OVER

Estimated replacement cost

\$5,370

Which number deserves a conversation?

CHILDCARE CONVERSATIONS

WHAT SHOULD PRINCESS & PIRATE PONY ACADEMY DO?

A. Let Maria leave

B. Invest \$2,680

C. We need more information

CHILD CARE CONVERSATIONS

**THE ANSWER IS NOT
“PAY EVERYONE MORE.”**

WE NEED MORE INFORMATION.

Right employee?

Right investment?

Likely impact?

Retention probability?

Business capacity?

The framework supports the decision.
It does not make the decision for you.

CHILD CARE CONVERSATIONS

Build the business case

- 1 What are we considering spending?
- 2 What problem are we solving?
- 3 What happens if we do nothing?
- 4 What evidence suggests the investment may work?
- 5 **What will we measure?**

CHILD CARE CONVERSATIONS

Princess & Pirate Pony Academy has another decision.

\$1,200
Credential investment

\$5,800
Estimated replacement cost

6 months
Employee commitment

What else would you want to know?

[CHAT](#)

ONLINE CARE CONVERSATIONS

**KNOW YOUR NUMBER
BEFORE YOU MAKE THE DECISION.**

CAPTURE

OPERATIONAL
IMPACT

SPEED TO STRENGTH

TEST THE INVESTMENT

C O S T

ONLINE CARE CONVERSATIONS

One last favor...

Scan this QR code



Tell us what you thought.

Complete our quick Talkadot feedback and we'll send you the link to our

FREE MASTERCLASS NEXT TUESDAY

You Hired Right. Why Aren't They Working Out?

The First 10 Hours That Can Change a New Hire's Experience

ONLINE CARE CONVERSATIONS

CHILDCARE
CONVERSATIONS

STRONGER TEAMS.
BRIGHTER TOMORROWS.

Kate Woodward Young

Carrie Casey

ChildcareConversations.com

Questions • Final comments

CHILDCARE CONVERSATIONS

A photograph of three people—two women and one man—sitting around a table in a meeting. They are all smiling and looking at a laptop screen. The setting appears to be a modern office or meeting room with plants and bookshelves in the background.
