

THE CHAMPIONS PLAYBOOK

Let's be real! Childcare isn't just a job, it's a calling. But, let's also be honest—it's hard. As owners and leaders, we carry the weight of making sure everything runs smoothly, from enrollment numbers to team dynamics. Our teachers, the heartbeat of our centers, face their own challenges such as managing classrooms, engaging families, and giving their all every single day. It can feel overwhelming, but that's exactly why we need to step up and support them and you by giving your team the tools to succeed.

That's why I created The Champion's Playbook for Childcare Owners, Leaders, and Teachers. This playbook isn't just a collection of tips—it's a starting point for transformation. From strategies for classroom success to building championship teams, these pages are packed with actionable insights to help you and your team thrive.

Here's the exciting part: every topic in this playbook will come to life at the Born to Teach Conference this July 10-13 in Houston, TX.

We'll be diving deep into each play, giving you step-bystep strategies, practical tools, and real-life examples to help you win in childcare. Whether you're looking to boost enrollment, improve classroom engagement, or deliver all-star service to families, we've got you covered.

Use the word "**PLAYBOOK**" for a special discount when purchasing your ticket. We've also got bundle deals available for your team because this isn't just about you—it's about elevating everyone around you.

Visit www.borntoteachcon.com to grab your tickets and learn more. Let's rewrite the playbook for childcare and lead our teams to victory.

I can't wait to see you and your team there!

With passion and purpose,

Latrice Galloway The Childcare Chic Founder, Born to Teach Conference



10 WINNING STRATEGIES FOR CLASSROOM SUCCESS:

Ever have one of those days where nothing seems to go right in the classroom? The kids are off their routine, your lessons aren't landing, and by the time pick-up rolls around, you're just trying to survive. We've all been there. But with the right tools and approach, you can turn those chaotic moments into smooth, productive days where everyone, kids and teachers, win.

1. Build strong relationships with students.

Take time to learn each child's personality, preferences, and what makes them feel safe. Greet them warmly every day and show genuine interest in their lives. It sets the tone for trust and connection.

2. Use engaging visuals to spark curiosity.

Bright, interactive bulletin boards, posters, and manipulatives can make learning fun and accessible. For example, a visual weather chart can help children grasp daily routines while sparking conversation.

3. Establish clear expectations and routines.

Children thrive on consistency. Clear schedules, visual timers, and simple reminders help them know what to expect, reducing anxiety and promoting focus.

4. Celebrate student progress with rewards and recognition.

Acknowledging even small accomplishments, like mastering a new skill, boosts confidence. Use sticker charts, verbal praise, or certificates to make kids feel proud of their achievements.

5. Incorporate interactive activities to make learning fun.

Hands-on activities, like sensory bins or group projects, keep children engaged and help solidify concepts. Active participation leads to better retention and more fun.

10 WINNING STRATEGIES FOR CLASSROOM SUCCESS:

6. Use positive reinforcement to encourage good behavior.

Instead of focusing on what kids are doing wrong, highlight what they're doing right. Say things like, "I love how you're sitting so quietly," to encourage others to follow suit.

7. Create a calming corner for emotional regulation.

Provide a designated space with pillows, books, and sensory toys where children can decompress. Teach them it's okay to take breaks when emotions feel overwhelming.

8. Partner with parents for consistent messaging.

Share classroom rules and behavioral strategies with parents so children hear the same messages at home. This consistency strengthens their understanding and behavior.

9. Incorporate movement breaks to maintain focus.

Short dance parties, stretching sessions, or "Simon Says" activities re-energize children and help them stay focused throughout the day.

10. Reflect and adapt your approach weekly.

At the end of each week, assess what worked and what didn't. Adjust lesson plans, strategies, or routines to better meet the needs of your students.



YOUR CLASSROOM GAME PLAN:

SECTION 1: REFLECT ON YOUR CURRENT CLASSROOM

What do you feel are the biggest challenges in your classroom right now?

How do you currently build relationships with your students? Could you improve this approach?

Are your classroom routines and expectations clear? How do you know they are effective?

YOUR CLASSROOM GAME PLAN:

SECTION 2: PLANS FOR CHANGE

List 3 positive reinforcement techniques you could implement this week.

What interactive activity or hands-on tool could you introduce to make learning more engaging?

Identify one area of your classroom that could become a calming space. How will you create it?



YOUR CLASSROOM GAME PLAN:

SECTION 3: SET WEEKLY GOALS

What one strategy will you focus on improving next week?

How will you measure success in implementing this strategy?

BUILDING A CHAMPIONSHIP TEAM

A childcare center is only as strong as its team. You can have the best classrooms, the latest toys, and a flawless curriculum, but if your staff isn't on the same page, it all falls apart. Think of your team as the players, and you as the coach. It's your job to lead, inspire, and bring everyone together to create a winning culture that benefits everyone involved.

1. Hire for attitude, train for skill.

Look for staff members who are enthusiastic, adaptable, and passionate about working with children. Skills can be taught, but a positive attitude is priceless.

2. Set a clear vision and goals for the team.

Share your center's mission and goals with the team to align everyone's focus. Clear expectations empower staff to work with purpose and direction.

3. Recognize and reward team members regularly.

A simple "thank you" or shoutout during team meetings can go a long way. Consider small rewards, like gift cards or time off, to show appreciation.

4. Schedule weekly team huddles to align on priorities.

Quick, 15-minute meetings at the start of the week can address goals, challenges, and updates. This keeps communication flowing and everyone on the same page.

5. Foster open communication and feedback.

Encourage staff to share ideas or concerns without fear of judgment. Use suggestion boxes or regular one-on-one check-ins to create a culture of trust.

6. Invest in professional development opportunities.

Provide workshops, training, or online courses to help your team grow. This not only improves their skills but also shows that you value their development.

7. Pair new hires with experienced staff for mentoring.

A buddy system helps new hires adjust quickly and gives seasoned employees a chance to lead, strengthening team bonds.

8. Use team-building activities to strengthen bonds.

Activities like group outings, themed dress days, or team challenges create a sense of camaraderie and make work more enjoyable.

TEAM HUDDLE STRATEGY SECTION 1; EVALUATE YOUR TEAMS CULTURE

How would you describe the current dynamic of your team? (Examples: supportive, disconnected, energized)

What are your team's biggest strengths? What are the areas needing improvement?

Do your team members understand your center's vision and goals? Why or why not?

TEAM HUDDLE STRATEGY SECTION 2: ACTION STEPS TO BUILD A STRONGER TEAM

Name one way you can recognize and reward your team this month.

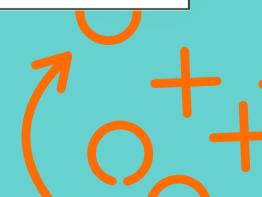
List 2 topics you could address in a team huc' dle to align your staff.

Who on your team could benefit from mentoring or additional training?

TEAM HUDDLE STRATEGY SECTION 3: LONG TERM VISION

What changes will you make to improve communication within your team?

How will you involve your team in creating or refining your center's goals?



HOW TO FILL YOUR CLASSROOMS LIKE A PRO

We all know the feeling—those empty spots in your classrooms that keep you up at night. You're working so hard to build something amazing, but you need the right families to fill those seats. The good news? You're closer than you think. With a few tweaks to your marketing and enrollment process, you can create a waiting list and turn that stress into success.

1. Optimize your website for SEO and online inquiries.

Ensure your website is easy to navigate, mobile-friendly, and optimized with keywords parents search for, like "childcare near me" or "affordable daycare."

2. Use social media to showcase your center's unique offerings.

Post regularly on platforms like Instagram and Facebook with photos of your programs, happy children, and testimonials from parents. Engage with comments and questions to build relationships.

3. Partner with local businesses for cross-promotion.

Work with nearby businesses, like pediatricians or coffee shops, to leave flyers or offer discounts for referrals. This builds your community presence.

4. Host open houses or community events.

Events like "Family Fun Days" or seasonal celebrations bring families into your space and allow them to experience your center firsthand.

5. Build a referral program for current families.

Offer incentives, like tuition discounts or gift cards, for families who refer friends. Happy parents are your best ambassadors!

6. Use Google Reviews to establish credibility.

Encourage current families to leave positive reviews. Respond to each one with gratitude—it shows you care and boosts your online reputation.

7. Follow up with leads promptly and consistently.

Respond to inquiries within 24 hours and have a follow-up system in place, like emails or calls, to keep potential families engaged.

FILLING YOUR CLASSROOMS PLAY-BY-PLAY SECTION 1: ASSESS YOUR MARKETING

How do families currently hear about your center? (Examples: referrals, social media, Google, events)

What platforms (website, social media, etc.) do you use to promote your center? How consistent are you?

Do you have a clear follow-up process for inquiries? What could be improved?

FILLING YOUR CLASSROOM PLAY-BY-PLAY SECTION 2: BRAINSTORM NEW STRATEGY

List 3 ways you can make your website more engaging or easier to navigate.

What social media content could you post to attract families this week?

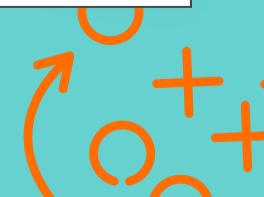
Identify 2 community events where you could promote your center.

FILLING YOUR CLASSROOM PLAY-BY-PLAY

SECTION 3: CREATE AN ACTION PLAN

What is one immediate step you'll take to increase enrollment this month?

How will you track your progress to ensure your efforts are working?



MUST HAVE RESOURCES TO SHINE IN THE CLASSROOM

Teaching without the right tools is like trying to bake a cake without ingredients—it's frustrating and doesn't give you the results you want. The right resources not only make your job easier but also help kids thrive. Imagine walking into your classroom and having everything you need to create fun, engaging lessons that inspire both you and the children.

1. A classroom management app or system.

Tools like Brightwheel or Procare help you streamline daily tasks, track attendance, and communicate with parents efficiently.

2. Visual aids and manipulatives for different age groups.

Resources like flashcards, puzzles, and hands-on kits cater to various learning styles and keep children engaged.

3. A library of age-appropriate books.

A diverse collection of books fosters a love for reading and allows children to explore new ideas and cultures.

4. Online platforms for professional development.

Websites like Teachstone or NAEYC provide workshops and courses to keep teachers updated on the latest best practices.

5. Creative activity kits for sensory play.

Items like kinetic sand, play dough, and water beads encourage handson learning and help develop fine motor skills.

6. Templates for daily schedules and lesson planning.

Using pre-designed templates saves time and ensures consistency in your planning.

7. Flexible seating options for active learners.

Bean bags, floor cushions, and standing desks give children the freedom to choose a comfortable learning position, improving focus and engagement.

8. Rotating activity stations for hands-on exploration.

Set up different areas for art, sensory play, science, and dramatic play. Rotating these stations keeps learning fresh and exciting for the children.

9. Behavior management tools like sticker charts or tokens.

Visual tools that track behavior in real-time help children stay motivated and understand the impact of their choices.

10. Music and movement resources.

Songs, instruments, and dance props bring rhythm and energy into the classroom, helping kids learn through movement and fun.

STOCKING YOUR TOOLBOX FOR SUCCESS SECTION 1: CURRENT RESOURCES

What resources or tools in your classroom are most effective?

Are there any outdated or underused tools taking up space? List them here.

Do you have a system for organizing resources? How could it be improved?

STOCKING YOUR TOOLBOX FOR SUCCESS SECTION 2: RESOURCE WISHLIST

Name 3 resources or tools you'd like to add to your classroom.

What steps can you take to secure funding or approval for these items?

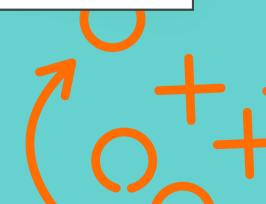
How will these resources improve learning and engagement in your classroom?

STOCKING YOUR TOOLBOX FOR SUCCESS

SECTION 3: PLAN FOR IMPLEMENTATION

What one resource will you prioritize introducing this month?

How will you ensure your new resources are used effectively?



HOW TO DELIVER ALLSTAR-LEVEL SERVICE TO FAMILIES

Families are the heart of your childcare center, and how you serve them can make or break your business. Think about the last time you felt truly cared for as a customer—wasn't it the little things that made a big difference? That's the kind of experience you want to deliver to your families every day. When they feel supported, valued, and heard, they'll not only stay but also rave about you to everyone they know.

1. Greet every family with a smile and by name.

A warm welcome at drop-off and pick-up sets the tone for a positive experience and shows parents they're valued.

2. Send regular updates and photos to parents.

Daily or weekly updates, complete with pictures of their child's activities, reassure parents that their child is thriving.

3. Offer a seamless onboarding process for new families.

From the first tour to the first day, ensure parents feel guided and supported through each step with clear communication.

4. Actively listen to parent feedback and implement changes.

Whether it's a suggestion for meal options or concerns about classroom policies, showing that you care builds trust.

5. Organize family-focused events like parent nights or workshops.

Engage families in their child's learning journey through events that foster connection and involvement.

6. Provide a monthly newsletter to keep parents informed.

Share updates, important dates, and tips for at-home learning to maintain consistent communication.

7. Go the extra mile—small gestures make a big impact.

Surprise parents with coffee at drop-off or a handwritten note about their child's achievements—it's the little things that count.

8. Create a "wow" moment during tours and onboarding.

Surprise families during the tour with a small gift (like a branded pen or magnet) and make the onboarding process smooth and memorable.

9. Train your staff to prioritize exceptional service.

All team members should know how to greet families warmly, handle concerns professionally, and ensure every interaction leaves a positive impression.

FAMILY SERVICE EXCELLENCE PLAN

SECTION 1: EVALUATE CURRENT SERVICE

How do you currently communicate with families (e.g., updates, newsletters, calls)?

What feedback have you received from families about your center?

What do you think parents value most about your center?

FAMILY SERVICE EXCELLENCE PLAN

SECTION 2: IDENTIFY AREAS FOR IMPROVEMENT

List 3 small gestures you could do to make families feel more welcomed and appreciated

What new communication tool or strategy / ould you implement to keep parents better in. med?

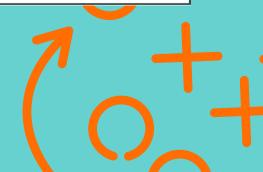
Is there an opportunity to host an event for families soon? What would that look like?

FAMILY SERVICE EXCELLENCE PLAN

SECTION 3: SET GOALS FOR FAMILY ENGAGEMENT

What one change will you make this week to improve your service to families?

How will you measure whether this change is making an impact?



YOUR NEXT PLAY: STEP UP, LEAD, AND WIN!

Champion, you made it! If you've read this far, then you're not just in childcare—you're in the business of transformation. You're here to lead, to elevate your team, to serve families with excellence, and to create a space where children don't just grow—they thrive. That's no small feat, and it's exactly why this playbook was created for you.

But, knowledge alone won't get you across the finish line. Implementation will. The real power of these strategies lies in taking action—one step at a time, one small change at a time. Whether it's revamping your enrollment strategy, strengthening your team, or improving your classroom engagement, you have everything you need to start winning in childcare. And here's the best part—you don't have to do it alone. At the **Born to Teach Conference, July 10-13 in Houston, TX,** we're bringing these pages to life. You'll gain in-depth coaching, hands-on workshops, and real-world strategies to help you level up in leadership, enrollment, and classroom success.

The Play is Yours—Now Execute It!

- Review your worksheets and identify one immediate action you can take this week.
- Share this playbook with your team and start the conversation about what changes you can implement together.
- Join us at Born to Teach for the full game plan—because champions train together.

Use code "PLAYBOOK" for an exclusive discount when registering. Visit <u>www.borntoteachcon.com</u> to secure your spot today.

The future of your center, your team, and your students starts now. Let's make every play count.



See you on the winning side!