Beyond the Nanny Role: Career Pathways to Household & Estate Management

Length: 90 Minutes
Format: Live Presentation + Guided Workbook Exercises + Attendee Discussion

The seminar is structured around six stages of professional advancement:

Career Fit → Skill Translation → Competency Readiness → Experience Building → Resume Development → Job Search

Workshop Overview

Beyond the Nanny Role: Career Pathways to Household & Estate Management is an interactive professional-development workshop designed for nannies interested in exploring career advancement into Household and Estate Management. Attendees will learn how their existing private-service experience can serve as a foundation for broader household leadership while realistically evaluating the additional competencies, experience, and professional positioning required for advancement.

The seminar follows six stages of career development:

Career Fit → Skill Translation → Professional Readiness → Experience Building → Résumé Development → Job Search Strategy

Attendees receive a comprehensive professional-development workbook containing 12 worksheets—two per module. One selected worksheet from each module will be completed as a guided exercise during the live seminar, while the remaining exercises can be completed independently afterward.

The workbook also includes sample scripts and practical career-transition resources that attendees can use as they prepare for and navigate their employment transition. These resources support the practical application of the workshop concepts beyond Nannypalooza, including professional positioning, communication, résumé development, interview preparation, and job-search preparation.

Through live instruction, guided exercises, and selected attendee discussion, participants will leave with a clearer understanding of where they are professionally, where they want to go, and the practical steps they can begin taking to move their careers forward.

Welcome — Approximately 2 Minutes

No dedicated slide

- Welcome attendees to the seminar. Who I am and what do I do. Brief introduction to my professional background and experience within private service.
- Briefly introduce the purpose of the session.
- Transition directly into the cover slide and formal seminar introduction.
- Explain why this workshop was created specifically for nannies who are interested in understanding career opportunities beyond traditional childcare roles.
- Introduce the central idea:

Your nanny experience does not have to be left behind when you advance. It can become the professional foundation upon which you build your next career stage.

Slide 1 — Seminar Roadmap — Approximately 2 Minutes

Introduce the six modules' attendees will move through during the seminar:

Module 1 — Is Household Management Right for You?

Module 2 — Translating Your Experience

Module 3 — Understanding Your Professional Readiness

Module 4 — Building Household Manager Experience Without the Job Title

Module 5 — Household Manager Resume Development

Module 6 — Household Manager Job Search Strategy

Explain that each module includes two worksheets in the workbook. One selected worksheet will be used during the live seminar, while the second provides additional professional-development work that attendees can complete afterward.

MODULE 1 — IS HOUSEHOLD MANAGEMENT RIGHT FOR YOU?

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Total Time: Approximately 11 Minutes

Teaching — Approximately 6 Minutes

This module introduces attendees to the realities of transitioning from nanny and childcare-focused roles into household management and helps them evaluate whether the responsibilities, expectations, and leadership demands of the profession align with their strengths and career goals.

Topics include:

- **Understanding the Career Transition:** Exploring the progression from **Nanny → Family Assistant → Household Manager → Estate Manager** and how advancement involves moving from responsibility for a specific area of the household into broader operational responsibility, accountability, and decision-making.
- **Understanding Household Manager Responsibilities & Expectations:** Examining what Household Managers are responsible for across household operations, schedules, vendors, staff, systems, and principal communication, as well as the leadership, discretion, organization, flexibility, problem-solving, and accountability expected at the management level.
- **Evaluating Career Fit:** Considering both the opportunities and demands of household management and evaluating whether the attendee's interests, working style, strengths, professional goals, and willingness to assume greater responsibility align with the career.

Live Workbook Exercise — Approximately 3 Minutes

Professional Self-Assessment: Is Household Management the Right Career Path for You?

Attendees apply what they have learned to their own career by completing selected portions of the professional self-assessment and considering whether household management aligns with their strengths, interests, and professional goals.

Attendee Sharing — Approximately 2 Minutes

A volunteer or two will briefly introduce themselves, share their current role, and discuss one insight from their self-assessment about whether household management may be the right career direction for them.

Use their answers to reinforce that career advancement should be intentional and aligned with the individual's strengths and professional goals.

MODULE 2 — TRANSLATING YOUR EXPERIENCE

Total Time: Approximately 9 Minutes

Teaching — Approximately 6 Minutes

Help attendees recognize and professionally communicate the transferable competencies already developed through nanny and private-service experience.

Topics include:

- Identifying transferable skills within current and previous nanny responsibilities.
- Recognizing the professional competencies behind everyday responsibilities.
- Moving from task-based descriptions toward responsibility-, scope- and outcome-based language.
- Translating scheduling, logistics, purchasing, organization, communication, vendor interaction and family support into broader professional competencies.
- Understanding how the same experience may be communicated differently depending upon the position being pursued.
- Repositioning experience without exaggerating responsibilities or misrepresenting previous job titles.
- Identifying where existing experience ends and additional professional development is still required.

Live Workbook Exercise — Approximately 3 Minutes

Worksheet: Skills Translation & Professional Repositioning Exercise

Attendees select examples from their current or previous role and begin translating them from task-oriented nanny language into professional, responsibility-oriented language.

The objective is to help attendees begin seeing their existing experience through the lens of broader private-service competencies.

No attendee sharing during this module.

MODULE 3 — UNDERSTANDING YOUR PROFESSIONAL READINESS

Total Time: Approximately 12 Minutes

Teaching — Approximately 6 Minutes

Introduce the core competencies required to operate effectively at the Household Manager level.

Core areas include:

- Household operations and daily coordination
- Vendor interaction and service coordination
- Communication and reporting
- Scheduling, planning and organization
- Technology and digital tools
- Staff oversight and delegation
- Problem-solving and decision-making

Discuss the difference between being exposed to a competency and being able to demonstrate professional proficiency in that competency.

Introduce the competency progression:

Limited Exposure → Basic Familiarity → Working Knowledge → Strong Capability → Advanced Proficiency

Emphasize that professional readiness does not require someone to be advanced in every area. The objective is to understand current strengths, recognize gaps and determine where development is needed.

Live Workbook Exercise — Approximately 3 Minutes

Worksheet: Core Competency Self-Assessment

Attendees:

- Rate themselves from 1–5 across the core competencies.
- Identify their three strongest competencies.
- Identify their two greatest development areas.
- Identify which competency could have the greatest impact on their career if strengthened.

Attendee Sharing — Approximately 3 Minutes

Invite one or two volunteers to share their exercise..

Each attendee briefly provides:

- First name

- Current role
- One competency they identified as a strength
- One competency they identified as an area requiring further development

Use their responses to demonstrate that different professionals enter household management with different strengths and development needs.

MODULE 4 — BUILDING HOUSEHOLD MANAGER EXPERIENCE WITHOUT THE JOB

Total Time: Approximately 9 Minutes

Teaching — Approximately 6 Minutes

Address one of the primary challenges professionals face when transitioning into household management:

How do you gain Household Manager experience before someone gives you the Household Manager title?

Topics include:

- Understanding that professional development can begin within a current position.
- Identifying appropriate opportunities to expand responsibilities.
- Developing experience in areas such as household organization, vendor coordination, household inventories, family scheduling, maintenance tracking, events, travel logistics and administrative support.
- Taking on responsibilities intentionally rather than simply accumulating additional tasks.
- Developing systems and processes that demonstrate operational thinking.
- Documenting expanded responsibilities and measurable outcomes.
- Building experience that can later be communicated professionally during a job search.

Live Workbook Exercise — Approximately 3 Minutes

Worksheet: Build Your Household Manager Experience Without the Job

Attendees identify:

- A Household Manager competency or area of experience they currently lack.
- An appropriate opportunity to begin developing that competency.

- A specific action they can take within their current professional environment.

No attendee sharing during this module.

MODULE 5 — HOUSEHOLD MANAGER RESUME DEVELOPMENT

Total Time: Approximately 9 Minutes

Teaching — Approximately 6 Minutes

Help attendees understand how a resume must evolve when transitioning from nanny positions toward household-management opportunities.

Topics include:

- Structuring experience clearly and professionally.
- Moving beyond a traditional nanny-focused resume.
- Communicating transferable household and administrative responsibilities.
- Using professional terminology appropriately.
- Demonstrating scope, responsibility, systems, problem-solving, leadership and outcomes.
- Replacing purely task-oriented descriptions with stronger descriptions of responsibility and impact.
- Maintaining accuracy while repositioning experience for a different professional audience.
- Creating a resume that demonstrates career progression rather than simply listing previous duties.

Live Workbook Exercise — Approximately 3 Minutes

Worksheet: Household Manager Resume Development

The worksheet is designed to help attendees structure and position their experience within a professional Household Manager resume, with an emphasis on:

Clarity → Impact → Professional Language

Attendees begin developing or restructuring selected portions of their professional experience using the principles introduced during the module.

No attendee sharing during this module.

MODULE 6 — HOUSEHOLD MANAGER JOB SEARCH STRATEGY

Total Time: Approximately 12 Minutes

Teaching — Approximately 6 Minutes

Bring the previous five modules together by showing attendees how to approach their career transition strategically.

Topics include:

- Determining which position aligns with current experience and competency level.
- Understanding the difference between being interested in a position and being professionally ready for it.
- Identifying appropriate target positions.
- Considering Family Assistant, hybrid positions, Household Manager and eventual Estate Manager opportunities as part of a broader career progression.
- Establishing a structured job-search strategy.
- Identifying appropriate agencies, professional networks and opportunities.
- Evaluating job descriptions against actual experience and competencies.
- Applying strategically rather than applying indiscriminately.
- Tracking applications and professional follow-up.
- Preparing for interviews and communicating transferable experience confidently.
- Establishing immediate and longer-term career objectives.

Live Workbook Exercise — Approximately 3 Minutes

Worksheet: Household Manager Job Search Strategy

Attendees begin defining a clear and structured approach to their job search by identifying:

- Their target position.
- Where they will look for opportunities.
- Their immediate next step.
- One specific action they will take following Nannypalooza.

Attendee Sharing — Approximately 3 Minutes

Invite one or two volunteers.

Each attendee briefly provides:

- First name
- Current role
- The position they are working toward
- One specific action they plan to take after the seminar

This creates the full-circle moment of the workshop: attendees began by determining whether household management was the right career path and finish by identifying how they will begin moving toward that goal.

CLOSING — Approximately 5 Minutes

Return to the central progression introduced at the beginning of the seminar:

Nanny → Professional Development → Household Leadership

Recap the six stages attendees worked through:

Career Fit → Skill Translation → Competency Readiness → Experience Building → Resume Development → Job Search

Reinforce the central message:

Your nanny experience isn't something you leave behind when advancing. It's the professional foundation you build upon.

Encourage attendees to complete the remaining worksheet from each module after the seminar and continue using the workbook as a career-development resource.

If timing permits, use part of the remaining seminar buffer for brief questions before transitioning into the prizes.

NANNYPALOOZA GIFTS & SCHOLARSHIPS — Approximately 5 Minutes

No dedicated slide. The closing slide remains displayed.

Thank attendees for participating in the workshop and thank Sue and Nannypalooza for hosting and supporting the professional development of private-service professionals.

Briefly introduce HMN-Academy as a private-service education provider offering professional certification and career-development programs, including:

- Nanny Certification
- Newborn Care Specialist Certification
- House Manager Certification
- Estate Manager Certification

Keep the introduction brief and transition directly into the attendee gifts and scholarship prizes.

Attendee Gifts

Every seminar attendee receives:

- Virtual access to the House & Estate Manager Accelerator Course
- Access to the Resume Builder Workbook

Scholarship Prizes

Grand Prize — $1,500 HMN-Academy Scholarship

Second Prize — $1,000 HMN-Academy Scholarship

Third Prize — $600 HMN-Academy Scholarship

Attendees identify the scholarship winners through the designated stickers placed in the selected gift bags.

Gift & Scholarship Redemption

The gifts and scholarships are provided courtesy of Sue, Nannypalooza, and HMN-Academy.

Information and instructions for redeeming virtual course access, the Resume Builder Workbook, and scholarship prizes are enclosed in each attendee's gift bag.

Thank attendees, Sue, and Nannypalooza once again and conclude the seminar.

Final Timing

Seminar Component	Time
Welcome	2 minutes
Cover / Seminar Introduction	3 minutes
Seminar Roadmap	2 minutes
Module 1	11 minutes

Seminar Component	Time
Module 2	9 minutes
Module 3	12 minutes
Module 4	9 minutes
Module 5	9 minutes
Module 6	12 minutes
Closing	5 minutes
Prizes + Brief HMN-Academy Introduction	5 minutes
Programmed Time	**79 minutes**
Live Presentation Buffer	**11 minutes**
Total Seminar Slot	**90 minutes**

Audience sharing occurs only during Modules 1, 3 and 6.

One part of the worksheet is completed live after every module for approximately 3 minutes.

The second worksheet from each module remains in the workbook for attendees to complete independently after the seminar.

SLIDE 1 — SAMPLE NARRATION

Approximately 2 minutes

“When we talk about moving beyond the nanny role, we're not talking about leaving childcare behind or minimizing the experience you've already built. We're talking about understanding how that experience can become the foundation for a broader career within private service.

For some professionals, that progression may begin with moving into a Family Assistant role. You're still supporting the children and family, but your responsibilities may expand into scheduling, household logistics, vendor communication, organization, and projects outside of childcare.

As you move toward Household Management, the shift becomes more significant. You're no longer primarily responsible for one area of the home. You're beginning to look at how the household operates as a whole. What needs to happen? Who needs to be involved? What needs to be scheduled? And how do you make sure everything actually gets followed through?

At the Estate Manager level, that responsibility can expand further into larger or multiple residences, staff teams, budgets, projects, and more complex operations.

So this progression isn't simply about getting a different title. Your scope becomes broader, your work becomes more operational, and your level of accountability increases.

And that's the question I want you to begin thinking about:

Which part of this career progression interests you most, and what about it appeals to you?

The goal today isn't to convince everyone in this room to become a Household Manager. It's to help you understand the career well enough to decide whether it's the right direction for you.”

SLIDE 2 —NARRATION

Approximately 2 minutes

“As you move into Household Management, the expectations change because you're no longer responsible only for completing your own work. You're responsible for making sure different parts of the household work together.

A Household Manager may coordinate family schedules, staff, vendors, maintenance, deliveries, appointments, and day-to-day household needs. You don't necessarily perform every task yourself. Your responsibility is to know what needs to happen, who is responsible for it, when it needs to happen, and whether it was completed.

Communication becomes a major part of that responsibility. You may be updating the principals, giving direction to staff, following up with a contractor, or coordinating with a service provider. The expectation is that you remain professional, organized, discreet, and clear.

Another major difference is anticipation and follow-through.

If you notice something isn't working properly, you don't always wait for the principal to identify the problem and tell you what to do. You recognize the issue, determine the appropriate next step within your authority, coordinate the solution, and make sure it gets resolved.

That's why Household Management requires more than simply being organized or good at getting things done. You're creating structure and consistency so the principals don't have to personally manage every detail of their home.

So ask yourself: How comfortable are you being the person others rely on to keep things organized, solve problems, and make sure nothing falls through the cracks?

Because that level of ownership is a significant part of the role."

SLIDE 3 NARRATION

Is Household Management Right for You?
Target: approximately 1:40–1:50

"Now that we've looked at what Household Management involves and what will be expected of you, the final question is whether this type of career actually fits you.

Household Management can be incredibly rewarding, but greater responsibility also means greater accountability. You need to be comfortable taking ownership, making decisions within your authority, and being responsible for outcomes when challenges arise.

You also need to enjoy organization and problem-solving. Private households can change quickly. A vendor cancels, a schedule shifts, something breaks, or a principal's priorities suddenly change. You need to be able to adjust, reorganize, and find a solution without becoming overwhelmed by every change.

And then there's leadership. Leadership doesn't necessarily mean managing a large staff. It can mean taking initiative, communicating professionally, maintaining standards, creating structure, and being someone others can depend on.

You don't need to have every Household Manager skill today. Skills can be developed through experience, education, and professional development. But you should be honest with yourself about whether the nature of the work fits your strengths and the kind of responsibility you actually want.

Because career advancement isn't simply about pursuing a higher title or a higher salary. The role also needs to align with how you work and what you want from your career.

So before we move into the self-assessment, think about this:

When you picture yourself as a Household Manager, which part of the role feels most natural to you—and which part would challenge you the most?

That's what I want you to begin evaluating in your workbook."

MODULE 1 — SLIDE 4 WORKBOOK INTRODUCTION

Target: approximately 20–30 seconds

"Now I want you to take what we've just discussed and apply it to yourself.

Turn to the Professional Self-Assessment: Is Household Management the Right Career Path for You? in your workbook.

I'm going to give you three minutes to complete the selected questions. Don't overthink your answers—this is about honestly evaluating whether the responsibilities, expectations, and working style of Household Management align with you.

When the three minutes are up, I'll ask a volunteer or two to briefly introduce themselves and share one insight they discovered through the exercise.

Your three minutes start now."

Module 2:

MODULE 2 — SLIDE 1 NARRATION

Transferable Skills from Nannying
Target: approximately 1:40–1:50

"One of the biggest misconceptions I see when nannies begin considering Household Management is the belief that they have to start completely from scratch. In reality, many of you are already using skills every day that are transferable into household operations—you may simply not recognize their professional value yet.

Think about what it takes to be a successful career nanny. You're managing schedules, coordinating activities and appointments, communicating with parents, anticipating needs, maintaining organization, adapting when plans change, and constantly thinking about safety and risk.

Some of you may also coordinate deliveries, interact with vendors, maintain household or children's inventories, organize areas of the home, or communicate with other household staff.

And there's another valuable skill you already have: you understand how to work inside a private home. You understand discretion, professional boundaries, flexibility, confidentiality, and the importance of respecting a family's preferences and personal environment.

Those skills have value.

But having transferable skills doesn't automatically mean you're ready to become a Household Manager. The scope, complexity, and level of accountability are different. What it means is that you may already have a stronger foundation than you realize.

The next step is learning how those existing skills can expand into Household Manager-level responsibilities and how to communicate them professionally.

So as you look at this list, ask yourself: Which of these skills are already a significant part of my current role, and which ones could become a bridge toward greater household responsibility?

Because next, we're going to look at exactly how these nanny skills can translate into Household Manager competencies."

MODULE 2 — SLIDE 2 NARRATION

How Nanny Skills Convert to House Manager Skills
Target: approximately 1:40–1:50

"What I want you to notice on this slide is that the skills themselves don't disappear when you move into Household Management. They expand in scope.

For example, as a nanny, you may already manage a complex children's calendar—school, activities, appointments, playdates, and transportation. At the Household Manager level, that same skill expands into coordinating household-wide calendars, service appointments, family commitments, vendor access, and potentially staff schedules.

The same applies to anticipating needs. As a nanny, you're constantly thinking ahead: What will the children need? What supplies are running low? What needs to be prepared for an activity or trip? In Household Management, that same thinking expands across the residence—supplies, maintenance, events, staffing needs, and household priorities.

Vendor interaction is another example. You may already communicate with tutors, activity providers, or service professionals. At the management level, that can expand into scheduling vendors, overseeing services, following up, and ensuring the work meets household expectations.

And your experience working in a private home is valuable. You already understand discretion, confidentiality, boundaries, and the importance of learning a family's preferences.

The goal isn't to claim Household Manager experience you don't have. It's to recognize the foundation you've already built and understand how those competencies can expand at the next level.

As you look at these conversions, think about which ones already reflect your experience—because next, we're going to look at how to communicate that experience professionally."

MODULE 2 — SLIDE 3 NARRATION

Speaking the Language of Household Management
Target: approximately 1:40–1:50

"Once you recognize your transferable skills, the next step is learning how to communicate them professionally.

Professional repositioning doesn't mean changing what you've done or claiming experience you don't have. It means identifying the professional competency behind the work you've actually performed.

Think about it this way: What did I do? What skill did it require? How can I describe that skill professionally? And what value did I bring to the household?

For example, maybe your résumé says you ran errands and purchased household supplies. Depending on what you actually handled, that experience may demonstrate household logistics, procurement, inventory support, organization, or planning.

Maybe you coordinated children's appointments, activities, tutors, and transportation. You shouldn't claim that you managed the entire household calendar if you didn't, but you can accurately communicate the scheduling, calendar management, and logistics skills involved.

The same applies to vendors. If you've scheduled repair technicians or coordinated access to the home, that's relevant experience. But vendor coordination is different from independently sourcing, negotiating with, and supervising vendors.

That's why professional language matters.

As you advance, terms such as operations, procurement, household systems, vendor coordination, principal communication, and project coordination will become increasingly relevant.

The goal is simple: translate your experience—don't exaggerate it.

You want an employer to understand the full professional value of what you've done while remaining completely accurate about the scope of your experience.

MODULE 2 — SLIDE 4 WORKBOOK INTRODUCTION

Target: approximately 20–25 seconds

“On the next page of your workbook, you'll find the Skills Translation & Professional Repositioning Exercise.

We won't complete this exercise together today, but I encourage you to work through it after the seminar. It will walk you through the process we just discussed—identifying the skills behind your current responsibilities and learning how to communicate those skills more professionally.

For now, we'll continue into Module 3.”

MODULE 3

MODULE 3 — SLIDE 1 NARRATION

The Core Competencies of Household Management
Target: approximately 1:40–1:50

“When we talk about professional readiness for Household Management, we're not looking at just one skill. There are seven core competency areas that work together to support the successful operation of a private home.

The first is Household Operations and Maintenance—understanding how the residence operates day to day, maintaining standards, tracking maintenance needs, and keeping household functions organized.

Second is Vendor and Contractor Management. This includes coordinating service providers, scheduling work, communicating expectations, and following through on completion.

Third is Communication and Reporting—communicating professionally with principals, staff, vendors, and other stakeholders while understanding what information needs to be shared and when.

Fourth is Technology and Digital Systems. Modern households rely on technology for calendars, inventories, maintenance tracking, documentation, communication, and organization.

Fifth is Staff Oversight and Leadership. Depending on the household, this may include coordinating staff, delegating responsibilities, setting expectations, and maintaining service standards.

Sixth is Problem and Crisis Management. When something goes wrong, you need to remain calm, assess the situation, determine priorities, find an appropriate solution, and know when to escalate.

And seventh is Scheduling and Organization—managing appointments, household activities, service dates, logistics, and competing priorities without allowing important details to fall through the cracks.

What's important is that these competencies don't operate independently. Household Management requires them to work together.

You may already be very strong in several areas and have limited experience in others—and that's exactly what we're going to begin identifying in this module."

MODULE 3 — SLIDE 2 NARRATION

Exposure Is Not the Same as Proficiency
Target: approximately 1:40–1:50

"One of the most important parts of evaluating your readiness for Household Management is assessing your experience accurately. There is a big difference between being exposed to a responsibility and being able to manage it independently.

Think of competency as a progression.

At Level 1, Limited Exposure, you may have little or no direct experience in that area.

At Level 2, Basic Familiarity, you've had some exposure. You may have observed the responsibility, assisted with it, or handled a small portion of it, but you would still need guidance.

At Level 3, Working Knowledge, you can perform the responsibility, particularly when established procedures or some direction are available.

At Level 4, Strong Capability, you can take ownership, manage the responsibility independently, make appropriate decisions, and consistently follow through.

And at Level 5, Advanced Proficiency, you're not simply performing the responsibility. You can lead it, troubleshoot problems, improve processes, and potentially develop systems or standards for others to follow.

And there's nothing wrong with being a Level 1 or Level 2 in an area you're still developing. The purpose of this assessment is to understand where you actually are today.

The mistake is assuming that because you've been exposed to something—or helped with it—you're automatically prepared to manage it independently.

So when you complete your assessment, don't simply ask yourself, 'Have I done this before?'

Ask yourself, ‘At what level can I actually perform this responsibility?’

That distinction will give you a much more accurate picture of your professional readiness.”

MODULE 3 — SLIDE 3 NARRATION

Know Your Strengths. Identify Your Gaps.
Approximately 1:45–2:00 minutes

“Now that we've looked at the different levels of proficiency, the next step is figuring out what that actually means for your own professional development.

The goal isn't to look at these competencies and think, *I need to be a Level 5 in everything before I can move forward.* That's not realistic. Most professionals have areas where they're naturally stronger and others where they need additional experience or development.

Start by recognizing your strengths. Maybe you're exceptionally strong in scheduling and organization because you've spent years coordinating complicated family calendars. Maybe communication is one of your strongest areas, or perhaps you're already comfortable working with vendors and service providers.

Those strengths matter because they're part of the foundation you're bringing into your next role.

But equally important is being able to identify your gaps. If you've never supervised staff, for example, that's something you need to recognize. If you've had very little exposure to household maintenance or digital household systems, those may be areas where you need additional development before taking on greater responsibility.

And you don't have to work on everything at once. Prioritize**.** Ask yourself which competency would make the greatest difference in moving you toward the position you actually want.

Professional readiness isn't about pretending you're already qualified in every area. It's about knowing exactly where you stand, understanding what you already bring to the table, and being intentional about what you develop next.

And that's what I want you to determine in the exercise we're about to do.”

MODULE 3 — SLIDE 4 WORKBOOK INTRODUCTION

Core Competency Self-Assessment
Target: approximately 25–30 seconds before the exercise

“Now it's time to apply this to your own professional readiness.

Turn to the Core Competency Self-Assessment in your workbook. I'm going to give you three minutes to rate yourself across the seven competency areas. Then identify your strongest competencies, the areas where you need further development, and the one competency you believe would have the greatest impact on your career if strengthened.

Be honest with yourself—this isn't a test. It's a tool to help you understand where you are professionally and what you should focus on next.

You have three minutes. Go ahead and begin."

AFTER THE 3 MINUTES — ATTENDEE SHARING

"Okay, let's hear from a few of you.

I'd like a few volunteers to briefly introduce yourself with your first name and current role, then tell us one competency you identified as a strength and one area you would like to develop.

Who would like to go first?"

MODULE 4:

MODULE 4 — SLIDE 1 NARRATION

Building Household Manager Experience Without the Job Title
Target: approximately 1:40–1:50

"One of the biggest questions people have when they want to transition into Household Management is: How am I supposed to get the experience if I've never actually held the title?

The answer is that you don't necessarily need the title to begin developing the experience.

If you're currently working as a nanny, Family Assistant, housekeeper, or in another private-service role, there may already be opportunities within your position to gradually expand your responsibilities. The key is to do this intentionally and appropriately—not simply volunteer to take on more work.

For example, perhaps you can begin coordinating a household vendor, maintaining an inventory system, organizing a household calendar, tracking maintenance, assisting with an event, or creating a better system for something the family is already struggling to manage.

Those are opportunities to begin developing operational experience.

And whenever possible, document what you're doing. If you created an inventory system, what problem did it solve? If you coordinated a vendor, what responsibility did you actually have? If you improved a household process, what changed as a result?

This is how you begin building credibility through demonstrated capability rather than relying solely on a job title.

And remember, leadership doesn't always mean supervising staff. It can also mean recognizing that something could operate better, creating a solution, implementing it, and taking responsibility for maintaining it.

So don't wait for someone to hand you the title before you start developing.

Ask yourself: What is one Household Manager responsibility I could realistically begin developing in my current role?

Because relevant experience can start exactly where you are today."

MODULE 4 — SLIDE 2 NARRATION

Creating HM Experience from Your Current Role
Target: approximately 1:40–1:50

"So how do you begin creating Household Manager experience within the role you already have?

Start by looking at the household differently. Instead of only asking, 'What are my responsibilities?' begin asking, 'Where could I appropriately take greater ownership?'

Maybe there's a recurring household responsibility that isn't being managed consistently. You could offer to help schedule it, track it, or make sure it's followed through.

You can also start identifying operational gaps. Maybe supplies are constantly running out, maintenance appointments are being forgotten, or important household information isn't documented anywhere. Those are opportunities to create simple systems—an inventory list, maintenance log, recurring schedule, or household checklist.

Communication is another area where you can build experience. You might begin coordinating appointments, communicating with an approved vendor, confirming schedules, or following up after a service visit.

The important thing is that you're not trying to take over the household or operate outside the boundaries of your position. You're looking for appropriate opportunities to gradually expand your responsibility and demonstrate capability.

And when you take something on, document the impact. What became more organized? What problem did you solve? What process improved?

Over time, those responsibilities create legitimate operational experience that you can speak about when you're ready for your next role.

So look at the opportunities on this slide and ask yourself: Which of these could I realistically begin taking ownership of in my current position?"

MODULE 4 — SLIDE 3 NARRATION

Turn Experience into Proof
Approximately 1:45–2:00 minutes

"As you begin taking on more Household Manager responsibilities, there is one thing I strongly encourage you to do: document your experience as you build it.

Six months or a year from now, you may not remember every vendor you coordinated, every system you created, or every problem you solved. And when it comes time to update your résumé or prepare for an interview, simply saying, *'I helped with household management,'* doesn't tell an employer very much.

Instead, keep track of the responsibilities you actually take ownership of. Maybe you created a household inventory system, began maintaining a preventative maintenance schedule, coordinated recurring vendors, organized a family calendar, or developed a better process for household purchasing.

Then go one step further and document the impact. What changed because you took responsibility for it? Did the family stop running out of essential supplies? Were maintenance appointments no longer being missed? Did communication with vendors become more organized? Did a new system save the principal time?

Those details become proof of your professional growth.

Later, when you're interviewing for a Household Manager position, you won't have to speak in general terms about what you believe you can do. You'll have real examples of responsibilities you've managed, problems you've solved, and improvements you've made.

And remember, we're not changing your job title or exaggerating your authority. We're documenting legitimate experience as you earn it.

So, think about this question: If an interviewer asked you today, 'Tell me about something you improved within a household,' what example would you be able to give them?

If you don't have one yet, that's exactly the type of experience you should start intentionally building."

MODULE 4 — SLIDE 4 WORKBOOK INTRODUCTION

Build Your Household Manager Experience Without the Job
Target: approximately 20–25 seconds

“Your next workbook exercise is Build Your Household Manager Experience Without the Job.

We won't complete this one together today, but I encourage you to work through it after the seminar. The exercise will help you identify the Household Manager skills you still need to develop and create specific, realistic ways to begin building that experience within your current role.

Use it as an action plan for turning the concepts we just discussed into actual professional development.

For now, we'll move into Module 5.”

MODULE 5

MODULE 5 — SLIDE 1 NARRATION

Creating a Household Manager Résumé & Professional Brand
Target: approximately 1:40–1:50

“Now that we've talked about how to build Household Manager experience, the next question is: How do you communicate that experience professionally?

Your résumé is often the first introduction an agency or principal has to you, and one of the biggest mistakes I see is a résumé that simply lists tasks.

You might say that you scheduled appointments, purchased household supplies, communicated with vendors, or organized family activities. Those responsibilities matter, but by themselves, they don't necessarily communicate the level of responsibility, judgment, organization, and ownership behind the work.

As you begin pursuing Household Manager opportunities, your résumé needs to show more than what you did. It needs to communicate how you operated.

What were you trusted to manage? What did you coordinate independently? What systems did you maintain or improve? What problems did you solve? And what impact did your work have on the household?

That's where professional positioning becomes important. We're not changing your experience or trying to make your previous role sound like something it wasn't. We're learning how to accurately communicate the professional value of the experience you've actually earned.

In this module, we're going to look at how to structure that information, what agencies and principals are evaluating, and how to communicate your experience using stronger professional language.

So as we begin, think about one question:

Does your current résumé show where you want your career to go—or does it only describe where you've already been?”

MODULE 5 — SLIDE 2 NARRATION

Structure Your Résumé for Household Management
Target: approximately 1:40–1:50

“Once you know what experience you want to highlight, the next step is making sure your résumé is structured so an agency or principal can recognize your qualifications quickly.

Start with your professional profile. This should immediately communicate who you are professionally, the private-service experience you bring, your strongest areas, and the direction you're moving in. You don't need to call yourself a Household Manager if you haven't held that title, but you do want to position yourself for the level of responsibility you're working toward.

Next are your core competencies. This is where you make your relevant skills easy to identify—things like scheduling, household organization, vendor coordination, communication, household systems, and logistics.

Then we get to the most important section: professional experience. Instead of giving me a long list of everything you did each day, show me what you were responsible for, what you took ownership of, and where your work created an impact.

Finally, include relevant education and professional development. Certifications, courses, and specialized training can demonstrate that you're intentionally developing the knowledge needed for greater responsibility.

Remember, an agency or principal may spend very little time reviewing your résumé initially. They shouldn't have to search for the connection between your experience and the position you're pursuing.

Your résumé should make that connection clear.

So ask yourself: If someone looked at my résumé for 30 seconds, would they understand why I'm a candidate for Household Management?”

MODULE 5 — SLIDE 3 NARRATION

Communicate Achievements, Not Just Duties
Target: approximately 1:40–1:50

“This is where we take résumé development one step further. A strong résumé shouldn't simply tell an employer what tasks you performed. It should communicate the responsibility you held and the value you created.

For example, ‘Scheduled household appointments’ tells me what you did, but it doesn't give me much context. When we say, ‘Coordinated household calendars, appointments, and service schedules to support efficient daily operations,’ we're describing the same legitimate experience, but now we're showing the coordination and responsibility behind it.

The same applies to vendors. Saying ‘I called vendors’ sounds like a task. But if you were responsible for scheduling approved vendors, coordinating access, communicating service needs, and following up, your résumé should accurately reflect that responsibility.

And think about household supplies. If you weren't simply purchasing something when asked, but were monitoring needs and maintaining an inventory system, that's a much stronger representation of the work you actually performed.

So use this simple formula: responsibility, ownership, and impact.

What were you responsible for? How much ownership did you have? And what did your work accomplish?

And remember: professional language should clarify your experience, not inflate it. Never add authority or responsibility you didn't actually have.

As you look at your own résumé, ask yourself: Which responsibility could I rewrite to better demonstrate my actual ownership and impact?

Keep that question in mind, because you'll have an exercise in your workbook that will help you practice exactly that.”

MODULE 5 — SLIDE 4 WORKBOOK INTRODUCTION

Household Manager Résumé Development
Target: approximately 20–25 seconds

“Your next workbook exercise is the Household Manager Résumé Development exercise.

We won't complete this one together today, but I encourage you to work through it after the seminar. It will help you take your actual experience and begin restructuring it using the approach we just discussed—focusing on responsibility, ownership, impact, and professional language.

Use this exercise when you're ready to begin repositioning your résumé for Household Manager opportunities.

For now, we'll move into our final module: building your Household Manager job-search strategy.”

MODULE 6

MODULE 6 — SLIDE 1 NARRATION

Know What You're Ready For
Target: approximately 1:40–1:50

"Before you begin applying for positions, one of the most important things you can do is determine what role you're actually ready for today.

It's easy to look at Household Manager or Estate Manager positions and focus on the title or salary. But a successful career transition starts by matching the position to the experience and competencies you can genuinely demonstrate.

For some of you, the appropriate next step may be a Family Assistant position where you can begin expanding beyond childcare and developing more household operational experience. Others may already have significant household responsibilities and be ready to pursue a more hands-on Household Manager position.

And with sufficient management experience, you may eventually progress into Estate Management, where the scope can expand to larger residences, multiple properties, staff teams, budgets, projects, and more complex operations.

The important thing is that you don't have to jump from one end of the career path to the other.

Think back to the competency assessment we completed earlier. Your strengths, your development areas, and the experience you can actually demonstrate should help determine what you target next.

You want a position that allows you to use what you already know while continuing to develop what you still need.

So don't approach your job search by simply asking, 'What's the next title?'

Ask yourself: 'Based on my experience and professional readiness today, what is the right next step for me?'

Because the right next role shouldn't simply advance your title. It should advance your career."

MODULE 6 — SLIDE 2 NARRATION

Understanding Salary & Location
Target: approximately 1:40–1:50

“Salary is obviously an important consideration when you're thinking about moving into Household or Estate Management, but it's important to understand what actually drives that compensation.

As a general benchmark, entry-level Household Manager positions may fall around $90,000 to $120,000 or more, while experienced Estate Manager positions may reach approximately $160,000 to $250,000 or more.

But those numbers don't exist in isolation. Compensation generally increases with your experience, level of responsibility, and the complexity of the position. Managing one residence in a hands-on Household Manager role is very different from overseeing multiple properties, staff teams, significant budgets, projects, and complex family operations.

Location also matters. Major private-service markets generally have a greater concentration of high-net-worth households, which can mean more opportunities and higher compensation. In smaller markets, these positions may be less common. So geographic flexibility can significantly expand your opportunities.

Your employment history matters as well. Long-term, consecutive experience with private families can demonstrate stability, trust, discretion, and your ability to maintain successful professional relationships.

And don't evaluate an opportunity based on salary alone. Look at the entire compensation package, including benefits, bonuses, paid time off, schedule, and travel expectations.

So when you're setting your job-search goals, make sure the role you're targeting, the salary you're expecting, and the location you're willing to work in all align with the experience you can actually demonstrate.”

MODULE 6 — SLIDE 3 NARRATION

Build a Structured Job Search
Target: approximately 1:40–1:50

“Once you know what role you're ready for, what salary range is realistic, and where you're willing to work, you can start building an actual job-search strategy.

The first step is to define your target. Don't simply say, ‘I'm looking for a Household Manager job.’ Think about the type of position you're actually looking for. Do you want a hands-on role in a smaller residence? Are you comfortable supervising staff? What schedule works for you? Are you willing to travel or relocate? And what salary range are you targeting?

The clearer you are about those things, the easier it becomes to identify opportunities that actually make sense for you.

Next, know where to look. Private-service positions are often found through specialized staffing agencies, professional networks, referrals, industry connections, and job platforms. Don't rely on just one source. Build relationships with reputable agencies and become visible within the professional private-service community.

And finally, track everything. Keep a simple system showing which positions you've applied for, which agencies you've contacted, who you've spoken with, interview dates, and when you need to follow up.

You don't want to apply to twenty positions and then have no idea which family or agency is calling you three weeks later.

The goal isn't to send your résumé everywhere. It's to pursue the right opportunities consistently and professionally.

So ask yourself: If I started my job search today, would I know what I'm targeting, where I'm going to look, and how I'm going to manage the process?

That's what turns a job search into a strategy."

MODULE 6 — SLIDE 4 WORKBOOK ACTIVITY

Household Manager Job Search Strategy
Target: 3 minutes exercise + 4–5 minutes attendee sharing

"Now we're going to bring everything we've discussed today together.

Turn to the Household Manager Job Search Strategy exercise in your workbook. I'm going to give you three minutes to think about your own career and define your next step.

Identify the role you're realistically prepared to pursue, your salary and location preferences, where you're going to focus your job search, and most importantly, one specific action you're going to take to move your career forward.

This isn't about creating your entire job-search plan in three minutes. I want you to leave today with one clear direction and one action you can actually take.

You have three minutes. Go ahead and begin."

AFTER THE 3 MINUTES — ATTENDEE SHARING 5 MINUTES

"Okay, let's finish by hearing from a few of you.

I'd like a few volunteers to give us your first name and current role, tell us what position you're working toward, and share the one action you're going to take after Nannypalooza to move yourself closer to that goal.

Who would like to go first?”

CLOSING NARRATION

Target: approximately 3:30–4:00 minutes

“As we come to the end of our workshop, I want to bring us back to the progression we started with today:

Nanny → Professional Development → Household Leadership.

What I hope you've seen throughout this seminar is that career advancement doesn't mean leaving your nanny experience behind. It means understanding the professional foundation you've already built and becoming intentional about what you build on top of it.

We started by asking whether Household Management is actually the right career path for you. Because advancement should never be about chasing a title. The responsibilities, expectations, and lifestyle associated with the role need to align with your strengths and professional goals.

Then we looked at skill translation—recognizing that many of the competencies you've developed as a nanny can transfer into broader private-service roles. Scheduling, organization, discretion, communication, anticipating needs, logistics, and problem-solving all have professional value. The key is understanding how those skills need to expand as your level of responsibility increases.

From there, we assessed professional readiness. We looked at the seven core competencies of Household Management and the difference between simply being exposed to something and actually being able to manage it independently.

We then talked about building the experience you're missing. You don't necessarily have to wait until someone gives you the Household Manager title to begin developing relevant skills. There may be appropriate opportunities within your current position to expand your responsibilities, create systems, take greater ownership, and begin building legitimate operational experience.

Then we looked at how to communicate that experience through your résumé—moving beyond a list of duties and showing your responsibility, ownership, and impact without ever exaggerating your experience.

And finally, we brought everything together into your job-search strategy: understanding what you're ready for, setting realistic salary and location expectations, knowing where to look, and approaching your search with structure and intention.

You have additional exercises in your workbook that we didn't complete together today. I encourage you to go back and work through them. You'll also find sample scripts and additional career-transition resources that you can continue using as you prepare for your next opportunity.

But if there's one thing I want you to leave with today, it's this:

Your nanny experience isn't something you leave behind when advancing. It's the professional foundation you build upon.

You don't need to have your entire career figured out when you leave this room. You simply need to understand where you are today, where you want to go, and what you need to develop to get there.

Your next chapter doesn't begin when someone gives you a new title.

It begins when you intentionally start preparing for it.

Thank you so much for spending this time with me today."

Then pause and transition directly into your gifts and scholarships:

NANNYPALOOZA GIFTS & SCHOLARSHIPS NARRATION

Target: approximately 3-4 minutes

"Before we officially finish, I have a few gifts and scholarships to share with you.

First, I'd like everyone to take out the HMN-Academy information card from your gift bag. Look at the upper right-hand corner, because we're looking for a few special stickers.

First, who has the BLUE sticker?

Congratulations! You've received a $600 HMN-Academy Scholarship. This scholarship can be applied toward any of our upper-level certification programs, including Newborn Care Specialist, Nanny, House Manager, or Estate Manager Certification.

Now, I'd like everyone to check for the RED sticker.

Who has red?

Congratulations! You've received a $1,000 HMN-Academy Scholarship, which can also be applied toward any of our upper-level certification programs: Newborn Care Specialist, Nanny, House Manager, or Estate Manager Certification.

And finally, we're looking for our GOLD sticker.

Who has gold?

Congratulations! You've received our $1,500 HMN-Academy Scholarship, which can be applied toward any of those upper-level certification programs.

And if you didn't find a sticker, don't worry, because everyone here is leaving with something.

Every attendee receives virtual access to our House & Estate Manager Accelerator Course, as well as access to our Resume Builder Workbook.

“And one final thing—if you didn't receive one of today's scholarship prizes but you're interested in continuing your education, HMN-Academy does offer additional scholarship opportunities.

These scholarships are limited, offered on a first-come, first-served basis, and awarded at the discretion of the Academy based on eligibility and availability.

If you're interested, I encourage you to visit HMN-Academy and submit a scholarship application.

So even if you didn't find a scholarship sticker today, there may still be an opportunity available to help you continue your professional development.”

These gifts and scholarships are provided courtesy of Sue, Nannypalooza, and HMN-Academy.

You'll find information and instructions for redeeming your virtual course access, Resume Builder Workbook, and scholarship prizes enclosed in your attendee gift bag.

Thank you again to Sue and Nannypalooza for having me and thank you to all of you for spending this time with me today. I hope you leave here excited about what's possible for the next stage of your career.

Congratulations to our scholarship recipients—and thank you, everyone.”

IRRIGATION:

- Pacific Lawn Sprinklers — **718-312-3835**. 4.8★ with 770+ reviews. They handle existing-system troubleshooting, controllers/timers, repairs, seasonal maintenance, and system inspections. This would be one of my **first calls** because their technicians are specifically noted for explaining systems to homeowners.
- Proscape Sprinkler Inc. — **908-276-1272**. 4.9★ with 249 reviews. Based in Cranford and specializes specifically in irrigation. They do maintenance, system operation, troubleshooting, winterization, etc.
- Pacific Lawn Sprinklers Springfield NJ — **908-838-4639**. 4.9★ with 320+ reviews. Another North Jersey Pacific location; they handle existing systems, controllers, repairs, inspections, upgrades and seasonal service.
- Emerald Lawn Sprinklers — **732-388-2248**. 4.6★ with 240+ reviews. They work throughout Central/Northern NJ and can evaluate the controller, valves, rain sensor, zones and overall irrigation setup.
- Irrigation Systems of NJ — **888-579-7238**. 4.9★ with 420+ reviews. They handle existing irrigation systems, repairs, upgrades and maintenance, and reviews specifically mention being walked through how systems work.

SLUMP PUMP:

- Sump Pump Gurus | Hoboken — **(332) 877-3375**. Very close to Jersey City and specifically focused on sump pumps. They list **preventive maintenance/checkups**, repairs and replacements. This would be my **first call**.
- Anton Plumbing Heating & Cooling — **(201) 293-8809**. Jersey City location; specifically advertises sump-pump **inspection, cleaning and maintenance**, including float switch, pit/discharge line and battery backup checks. (Anton Plumbing)
- Zoom Drain North Jersey — **(201) 734-3308**. Located in Jersey City and explicitly offers **preventive pump maintenance** as well as sump-pump repair/replacement. (Zoom Drain)
- **Gatti Plumbing, Heating & Drain Cleaning — (201) 365-7444.** They specifically advertise **annual sump-pump maintenance in Jersey City**, including checking the pit, debris, wiring and operation. (Gatti Plumbing)
- **Secaucus Plumbing — (201) 785-7669.** Services Jersey City/Hudson County and specifically lists **sump-pump maintenance and repair**. (Secaucus Plumbing)
- Rad Basement Water Control — **(973) 987-5284**. More basement-water-control focused, including sump-pump inspection/repair.

HVAC SYSTEMS:

- Duct Buddy — **(551) 255-5709** — Jersey City. 5.0★ with 300+ reviews; specializes in air-duct/HVAC cleaning.
- B&T Air Duct Service — **(201) 380-0704** — Jersey City. 4.8★ with 120+ reviews; whole-home duct cleaning and HVAC-component cleaning.
- J R Air Duct Cleaning — **(201) 890-4492** — North Jersey. 4.9★; handles full duct-system cleaning and HVAC sanitizing.

- Alpha Clean Air Duct Cleaning — **(862) 416-1106** — Union City/North Jersey. 4.9★ with 1,000+ reviews; residential and commercial duct cleaning.
- Air Duct Brothers — **(201) 347-5383** — North Jersey. 4.9★; residential/commercial HVAC duct cleaning.

- Just Pure Air Duct Cleaning — **(201) 905-2874** — Hoboken. 5.0★; very close to Jersey City and focused on HVAC duct/vent cleaning.