NANNYPALOOZA 2026

WORKSHOP + TAKE-HOME GUIDE

Caregiver with a CEO Mindset

How to Show Up as a Professional in the Nanny Industry

KNOW. SHOW. GROW.
Who I am. How I show up. Where I am going.

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Sunday, October 4, 2026
9:00-10:15 AM | Columbia, Maryland

This workbook belongs to:

Type in the fields with a PDF reader that supports forms, or print and write. Save your own copy after completing it.

START HERE

One journey. Three words.

KNOW who you are and who you are becoming.
SHOW up like a professional.
GROW intentionally.

Use just three pages during the live activities:
Page 3: identity. Page 8: three qualities. Page 13: next step.
The other pages are tools to use at your own pace afterward.

CEO: Chief Executive Officer

Merriam-Webster: "the executive with the chief decision-making authority in an organization or business." **[1]**

Professional

Merriam-Webster: "someone who does a job that requires special training, education, or skill." **[2]**

Our workshop application: take ownership of your preparation, communication, standards, and growth. This mindset does not change your employment status or make you the owner of someone else's household.

Participation is optional. Keep personal reflections private. Use general examples rather than children's names or confidential family details.

Who am I becoming?

Why do I continue doing this work?

What has this work developed in me?

Who am I intentionally becoming because of the work?

One way I can better honor my professional identity is...

Tarnesha's example: INTENTIONAL.
Intentional about preparing, communicating, showing up, and growing.
Choose your own word or action.

Look behind the outcome.

Do not only admire the result. Explore the learning, habits, and day-to-day reality behind it.

One outcome or professional quality I admire:

The learning, behaviors, or commitments it may require:

What fits my strengths and values? What needs more discovery?

One behavior I can practice before the opportunity arrives:

Becoming: Michelle Obama's memoir gives this workshop a starting word for reflection on continued growth. The identity questions here are Tarnesha's workshop application. **[4]**

Prepare for the opportunity.

Professional growth includes care skills, communication, business learning, judgment, character, coaching, and mentoring.

One standard I will strengthen in my current work:

The opportunity or contribution I am preparing for:

What I need to learn or practice, and where I will learn it:

What I can responsibly share, teach, or mentor others in:

Prepare before the opportunity. Les Brown shares: "It's better to be prepared for an opportunity and not have one, than to have an opportunity and not be prepared." **[3]**

Close the loop.

SEND the information clearly.
CONFIRM receipt when a decision or response is needed.
FOLLOW UP within the agreed response window.
CLOSE THE LOOP with a clear next action and time.

Acknowledge: "I received your message. I am checking on it and will follow up by [day/time]."

Follow up: "I am checking on my message about [topic]. Please confirm [decision] by [time] so we can plan."

A message I need to follow up on, and the next action:

Our agreed contact method, response window, and urgent process:

TRS example: a two-hour response standard for childcare requests. This is a company example, not an industry-wide or around-the-clock rule. Agree on expectations. Protect safe care. Routine updates may not need a reply; urgent concerns need the agreed urgent-contact process.

Build a dependable pattern.

Professionalism has to be repeatable. Consistency means reliable habits, not being perfect or available all the time.

One small habit that will make my work more dependable:

When or where will I practice it?

What reminder, checklist, or system will support it?

When life interrupts my plan, how will I communicate and seek support?

Self-care protects consistency.
Rest, time off, and support belong in your plan. Needing help is not a character flaw. Protect safety and privacy when communicating a change.

My three qualities

Choose three words or short phrases. Add one repeated behavior that would make each quality visible.

Tarnesha's three: kind, consistent, excellent communicator.
One behavior: acknowledge or follow up on emails within her stated 24-business-hour window, give a follow-up date, and keep it.

QUALITY 1	REPEATED BEHAVIOR

QUALITY 2	REPEATED BEHAVIOR

QUALITY 3	REPEATED BEHAVIOR

The words are the reputation you want.
The behaviors make the reputation real.

Choose your direction.

Growth may mean deepening your nanny career, mentoring, coaching, changing industries, adjusting your schedule, or preparing for retirement.

What purpose, calling, or contribution matters in this season?

My career or transition goal:

My income goal and timeframe (keep this private):

The life, schedule, and responsibilities my work needs to support:

The goal is not to copy someone else's path.
The goal is to become intentional about yours.

Research. Compare. Invest.

Investigate the role and compare preparation options before committing money or time.

What is actually required, and how will I verify it?

My preparation investment

COURSE / SCHOOL / COACHING	COST + TIME
Option 1	Estimate / verify
Option 2	Estimate / verify
Option 3	Estimate / verify

What will I choose, postpone, or explore first?

Include fees, materials, renewal costs, travel, and time away from paid work. Check provider qualifications, program fit, and refund terms. A higher price is not proof of better preparation. Low-cost learning and peer mentoring may be useful options.

Have an informational interview.

A short conversation with someone in a field you are exploring. The goal is to learn about the work, not ask for a job. **[5]**

Three questions to take with you

1. What is the day-to-day work really like?
2. Which preparation is most useful?
3. What would you do first if you were starting again?

Outreach example:
"Hi [name], I am exploring [role/field] and would value learning from your experience. Would you have 20 minutes for a conversation? I am seeking perspective, not asking for a job."

Person to contact and date I will reach out:

What I learned / what I still need to verify:

Respect the agreed time. Listen, record useful findings, and thank the person. Compare perspectives before treating one person's experience as the whole field.

Shorten the learning curve.

You do not have to learn everything the hard way. Seek guidance that fits your goal, and stay willing to learn.

A mentor I can learn from, and what I hope to learn:

A skill I could practice with a coach, mentor, or peer:

A community where I can contribute AND learn:

One person I will contact, and when:

In practice: Tarnesha's eight-week Carepreneur intensive helps new nanny-agency and home-care agency owners prepare through lessons she wishes she had received. Your path may be different. The point is to seek useful guidance, not to copy her career or purchase a particular program.

My next intentional step

Within the next seven days, I will...

My first small action:

I WILL BEGIN BY

I WILL CHECK BACK ON

One person or resource that can support me:

How I will know I followed through:

A next step does not have to cost money.
It can be a conversation, a comparison, a question, or a habit you begin practicing.

My 30-day follow-through

Choose a realistic pace. Review the plan weekly rather than adding more goals.

KNOW - one identity commitment I will honor:

SHOW - one behavior I will repeat:

GROW - one preparation step I will take:

Weekly check-in

WEEK 1: What did I begin?

WEEK 2: What am I repeating?

WEEK 3: What needs adjustment?

WEEK 4: What changed, and what comes next?

Notes worth acting on

Use this space during questions and conversation, or when you revisit the workbook at home.

A question I want to ask:

An insight, example, or resource I want to keep:

One thing I will return to when I need a reset:

KNOW. SHOW. GROW.
You do not need the title CEO to practice CEO behavior.

Sources for the session

[1] Merriam-Webster. "CEO."
Dictionary definition and abbreviation.
Open source

[2] Merriam-Webster. "Professional."
Noun definition; adjective 1c discusses standards of conduct.
Open source

[3] Les Brown preparation saying, as shared in The Quote of the Day Show, December 8, 2025.
Recorded speech excerpt; the attribution is to Brown sharing the saying.
Open source

[4] Obama, Michelle. Becoming. Crown, 2018.
Book title used as a starting point for reflection, not a quoted theory.
Open source

[5] UC Berkeley Career Engagement. "Informational Interviews."
Career-exploration conversation and follow-up guidance.
Open source

Additional attribution
"The power to define is the power to fulfill." Dr. Michael A. Freeman. Teaching recalled by Tarnesha McCrary (personal attribution).

Workshop examples
TRS response standards and Carepreneur examples come from Tarnesha McCrary's professional practice. The reflection tools are workshop applications, not industry-wide rules.

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