



**formator**  
institute™

# Certified Formator™ Course

**Transform In-Home Childcare into Professional Leadership**



Launching September 2025



20 Hours Total Engagement



Professional Certification



Career Advancement

## Course Overview

The Certified Formator™ Course transforms experienced childcare professionals into recognized industry leaders. This comprehensive program bridges the gap between exceptional caregiving skills and professional career advancement in affluent family childcare.

### Who This Course Serves:

Experienced nannies, childcare professionals, and household staff seeking to elevate their careers through professional certification and specialized expertise in HNW/UHNW private family environments.



## Enhancing Your Natural Gift for Childcare

This course celebrates and builds upon your genuine love for working with children. Rather than replacing your natural warmth and intuition, the Certified Formator program gives you the language, tools, and confidence to articulate why your caring approach creates such positive outcomes for the children and families you serve.



## Course Access & Investment

**Investment:** \$299 (early enrollment pricing through January 2026)

**Timeline:** Two-month access window, completely self-paced

**Format:** Online learning platform with video content, case examples, interactive assessments, and downloadable resources

## Professional Benefits & Outcomes



### Career Advancement

- ✓ Transform from "nanny" to certified Formator™
- ✓ Access higher-tier employment opportunities
- ✓ Develop leadership and mentoring capabilities



### Professional Expertise

- ✓ Master complex family dynamics navigation
- ✓ Develop household management skills
- ✓ Apply developmental science to daily practice
- ✓ Understand legal rights & professional standards



### Industry Recognition

- ✓ Earn advanced professional certification
- ✓ Join network of certified professionals
- ✓ Demonstrate commitment to professional excellence



### Practical Applications

- ✓ Apply evidence-based methods
- ✓ Enhance communication with families
- ✓ Develop professional documentation systems
- ✓ Build confidence in decision-making

## Course Structure & Content

### Course Introduction

#### Foundation & Orientation

30 Minutes

- Welcome and course expectations
- Platform orientation and navigation
- Pre-course assessment and goal setting
- Learning objectives and pacing guidelines

### Part I: Professional Identity Transformation

#### Chapters 1-2 • Foundation Building

3 Hours

- Recognize your professional identity and understand industry evolution opportunities
- Master the IMPACT Framework to transform daily experiences into compelling narratives
- Learn to identify key outcomes affluent families invest in: safety, efficiency, and optimal resources
- Bridge the recognition-to-opportunity gap using professional language

## Part II: Affluent Family Dynamics

Chapters 3-4 • Systems Understanding

3.5 Hours

- Navigate complex family systems using the LISTEN Framework for family member coordination
- Master household operations with estate teams and interdepartmental communication
- Balance multiple adult perspectives while maintaining children's emotional security
- Position yourself as essential household professional with multi-residence experience

## Part III: Child Development & Family Values

Chapters 5-6 • Scientific Foundation

3.5 Hours

- Connect instinctive caregiving to developmental science: attachment theory and brain development
- Master observation and documentation systems using the TRACK Framework
- Gain confidence to trust professional judgment using scientific language
- Balance developmental expertise with respect for diverse family values

## Part IV: Professional Standards

Chapters 7-8 • Legal & Safety Foundation

3.5 Hours

- Understand employment law & professional rights including proper classification and wage protections
- Apply household safety protocols and crisis management procedures
- Learn mandatory reporting responsibilities and professional certifications
- Advocate confidently for professional treatment and legal compliance

## Part V: Career Mastery

Chapter 9 • Integration & Certification

3.5 Hours

- Integrate all caregiving skills into seamless professional practice and confident decision-making
- Transform enhanced skills into career advancement in private households
- Complete comprehensive final assessment and certification process
- Commit to ongoing professional excellence and development

## Your Heart for Children, Enhanced by Professional Impact

The Certified Formator™ credential doesn't change who you are as a caregiver—it amplifies your impact. You'll gain the professional recognition and skills that match your dedication to children's wellbeing, while your natural ability to create nurturing, joyful environments remains at the heart of everything you do.

### Certification Requirements

Earn your Certified Formator™ credential by successfully completing all course components

**Completion Bonus:** *One-on-one coaching session with Dr. Ginny Schwager to discuss your certification journey and career goals*



#### Chapter Completion

Complete all 9 chapters with integrated video content and reading materials



#### Assessment Success

Pass all module quizzes (80% minimum) and final exam (85% minimum)



#### Written Reflections

Complete all writing prompts demonstrating practical application



#### Professional Commitment

Sign Code of Professional Excellence and Renewal Agreement

**Total Course Engagement: 20 Hours | Professional Certification Upon Completion**



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