



United Nanny

# BEST NANNY BOSS EVER

A STARTER GUIDE TO NAILING IT AS A PARENT BOSS.



BY DANNY ROSENTHAL

[www.unitednanny.org](http://www.unitednanny.org)



# Dear Reader,

**I created United Nanny because the nanny industry can (and should) be improved.**

There are agencies and websites created to help families find the right child caregiver for their family but that's pretty much where they stop - that's where they always have.

Once the match is made families and nannies are left figuring out how to build a long lasting relationship alone.

- Families are usually blindsided when they learn they are now an employer and hold new and unknown responsibilities.
- Similarly, I've found nannies to be naturals with children but lack the professional skills needed to thrive as an employee.

This disconnect is the nanny industry's elephant in the room, but like I mentioned, both families and nannies don't even realize there is an elephant in the room.

And this is just a start.

Families and nannies are naive to the laws surrounding employment of a nanny as well as the laws governing the agencies they are trusting to provide them these services. All of this can lead to an unhappy situation.

Plainly, **this is not ok.**

My mission with United Nanny is to educate families and nannies so they can be empowered and thrive, creating a successful family + nanny experience.

The **Best Nanny Boss Ever** guide is only a start, but a very necessary one.

Please enjoy my BNBE guide. You are always welcome to reach out to me at [Danny@UnitedNanny.org](mailto:Danny@UnitedNanny.org)

Best,  
Danny



*Danny Rosenthal is the author behind Nanny ABCs: The Sitter's Handbook, host of Nanny ABCs' Next Step Podcast; owner and founder of United Nanny and Nanny ABCs.*

*Rosenthal has been professionally working in childcare for over 15 years and shares a grounded and hands on approach to nurturing the at home childcare industry.*

*Rosenthal's expertise has been featured by the US Nanny Association, CareNectar, Adventure Nannies, Seattle Nanny Network, Care.com, EngineHire, Association of Premier Nanny Agencies. Rosenthal presented at the 2021 US Nanny Conference and their 2022, as well as the 2022 International Nanny Association conference.*

# CONGRATULATIONS. YOU'RE THE BOSS.

*Welcome to the C-suite. Sorry it is your bedroom.*

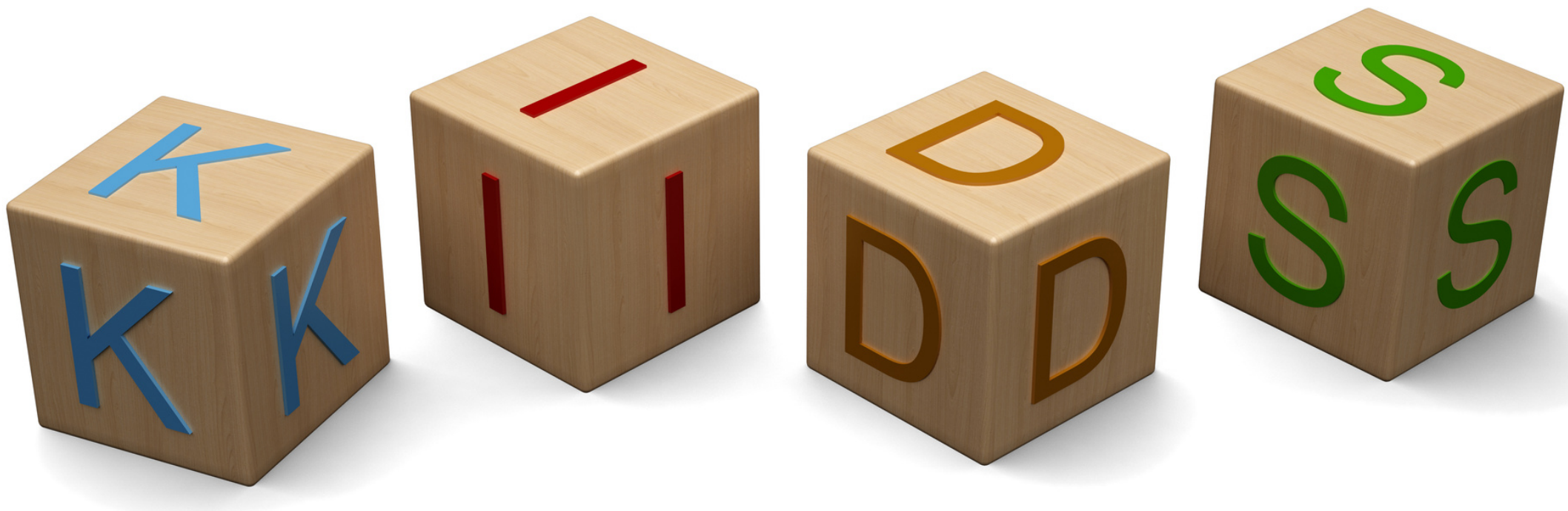
Let's face it, **more often than not, families don't realize hiring a nanny means getting a promotion.** You already have all the responsibilities of raising a family but now you have to start putting up OSHA signs and holding water-cooler conversations.

Well, not really. But you do have new employer responsibilities.

I know you thought having a nanny was going to take things off your plate - and they will - but it does put a few new ones on your plate. That said, **being the Best Nanny Boss Ever is hard work but super worth it.**

If you've read this far give yourself a pat on the back and pretend we're high-fiving because **you're already doing it**, being the BNBE. Knowing you need to know what you're getting yourself into is nearly 50% of the way there.

*whoa. half way there.*





# THE BIGGEST PROBLEM

First, **you're not alone.** The at-home caregiver industry is a mystery for most. Nearly every family and nanny start off with a wish and fingers crossed - hoping for the best.

Care matching sites and agencies promise that they will help you find the best care for your family but then they mostly drop the ball when it comes to telling you how to keep that amazing caregiver you just spent a lot of time and money trying to find.

*Back in high school I bought my friend a goldfish for her birthday and she was crazy excited. She never had a pet. Then, about a week later I asked how the fish was doing and that's when I got the bad news. It died. I was horrified. I asked, "How?" She told me she was being the best fish mom ever and cleaning out the tank every day, which is actually a no no and ultimately lead to her fin-tailed friend's death. I gave her a fish but I never told her how to take care of it. Worse! She thought she was doing an amazing job taking care of her fin-tailed friend while killing it. So, in the end, I actually gifted her heartache. :(*



*Every home is figuring it out but we don't have to fail into learning how to do things the right way.*



Don't let that happen to you.

**Don't spend a lot of time and money finding the perfect nanny only to start your search over** in a few days, weeks, or months - especially because you thought you were being boss of the year when you weren't.

Honing your executive skills on the fly leaves a lot for both parties to be desired.

Like it or not, it is the employers that are responsible for steering the ship. **A family has all the control when it comes to their employer/employee relationship.**

All of that said, there are ways to a nanny's heart and ways to successfully perfect your perfect fit.

After all, you want to keep the good ones for as long as you can.





# START FROM THE START

That's a good place to begin.

If you are only going to do one thing after reading this, start by thinking about what you wish your boss would do for you.

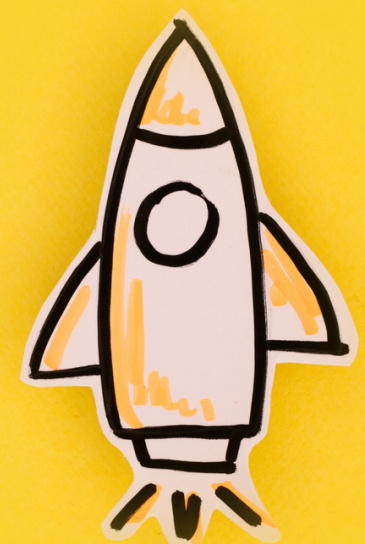
You probably wish for things like giving you grace in difficult situations; supporting you when the going gets tough; giving you the right tools for the job; setting clear expectations; and holding up their end of the bargain.

Yeah, that would be nice.

Unfortunately, a lot of people feel their nanny is beholden to them because they are paying them and that just isn't the case. Paul McCartney sang, "you can't buy love," but he left out that you can't buy respect either.

For this to work, it has to be a partnership. *★ we're on the same team.*

Everyone's needs are different but good intentions and a few nice thoughts here and there will go a long way.





# C O M M U N I C A T I O N

Talking without listening is just making wind.

There is one overarching key to being a topnotch employer: **maintain and keep the lines of communication open.**

It is so, so, so important your nanny feels comfortable coming to you... especially when they have to deliver bad news. And, you need to feel the same. The amount of families that call their agency looking for help talking to their nanny is shocking.

At the beginning, the ability for a family to communicate with their caregiver is what made at-home care so appealing; get things done exactly the way you want them done.

But then, it gets overwhelming fast. I get it. Presenting hard truths to the person that takes care of your child is anxiety inducing and can lead anyone to chocolate.

Here is what I suggest. To start a conversation, there is one word that works for the adults of the families just as much as it works with their caregivers. **The word CONNECT**. Use it when you need a moment with someone.

Use this!





Asking, "do you have time to talk later," or, "I'd like to talk to you for a second," is stressful. Those phrases only ever connote something bad is going to happen.

However, the word "connect" doesn't bring on any bad thoughts. Connecting sounds like someone wants to share something of importance but nothing bad. It is easy to say and easy to hear.

The next time you need to speak with your nanny, or boss, or anyone, **ask them if they have time to connect later.**

As the boss of a caregiver, you just want the truth. Transparency is my key to a thriving family and nanny partnership. Transparency is facts without an angle.

✦ "let's connect later today." or "can we connect in a bit?"

**TRANSPARENCY IS THE GOOD, THE BAD, AND THE SOMETIMES UGLY AND UNSUGAR COATED BUT PROFESSIONALLY SPOKEN TRUTH.**





Transparency is the easiest employer/employee relationship to navigate and anything else can create drama. 😞

For nannies, **transparency means speaking up, even when it is hard**, and admitting they didn't see your child fall from the playground swings.

For the adults of the family, **transparency is sharing** that you deeply appreciate the effort when your nanny plans outings but you would like for them to share their plans a few days ahead of time.

*say what you need to say.*

The more you share with your nanny, the more they will share with you and that is exactly what you want. Push through all those icky and uncomfortable moments when you have them, everyone does - this boss thing is new to all of us. Being transparent will get easier as you go.

*Speak Up.*

**TIP: START SMALL. BEGIN BY SHARING WHERE THINGS GO OR SHARING THAT SECRET TIP FOR GETTING YOUR CHILD TO CLEAN THEIR ROOM OR EAT A VEGETABLE.**





# DAY ONE

It's Game Time and You're Up.

## Pre Game

Teams don't just show up in jerseys and play. They practice and go through drills because it sets them up for success. You'll want to do the same here.

Afterall, we're not talking about touchdowns, **we're talking about giving the person that is watching your children the tools they need for your children to thrive.**

Figuring out all the information you need to share is going to take some time.

Start by writing down all of the nuances of your home as they come to you. The inner workings. The schedule. The way you handle situations. The earlier you start thinking of these tidbits the more you will have figured out by game day.





- keep doors locked at all times.
- report suspicious visitors.
- nanny must inform the family if feeling ill.

## EXAMPLE:

- What are the rules of the house?
- What are your expectations for your children?
- Who are the emergency contacts?
- What is your sick day back up plan for the children and the nanny?
- What are the addresses of all the locations you frequent (school, stores, playspaces, parks, memberships, etc)
- What is the daily schedule?
- If you live in a building, what button do you press to let people in the front door?
- What is the code to get in the front door?
- Is your caregiver going to drive your car? If so, where do you keep your keys or will they get their own set?

I'm not going to lie, there is a mountain of information you can share with your nanny. Truly, the more the better. For the next few days be cognizant of how you like things done and where your belongings are kept. Take some time, an hour, twenty minutes, or just five minutes to evaluate how your home operates.

**One more thing,** be sure to jot down and share those insights only you - as a parent - know, like, "we say break time instead of time out," or, "in our home stupid is the s-word so please replace it with silly." These little tips and tricks help your family and nanny adjust, making a seamless transition into its new normal.

★  
kids are allowed to listen to music on earbuds but no screens during the week.



- we separate darks and lights when washing clothes.
- bounty paper towels *ONLY*

## Game Day

It's day one and the bases are loaded.

The first day on the job usually sets the tone for how your family and nanny will interact. Remember, your caregiver doesn't know what they don't know so be sure to **speak up and share the ways you like things done.**

Believe it or not, you actually like things the way you like them. As a nanny I've had families share the brand of paper towels they prefer; plastic straws over paper straws; I've been given very specific homemade salad recipes, and there is nothing wrong with that.

**Every home is different.** Welcome your nanny into your home with an orientation day. Taking the time to show your nanny around will save you from a lot of trouble in the future.

*thought... maybe show your new nanny around for a day.*





PICTURE THIS:  
YOU VISIT SOMEONE'S HOUSE AND YOU HAVE  
A CANDY WRAPPER BUT YOU CAN'T FIND THE  
GARBAGE CAN? SO, YOU SEARCH AROUND;  
OPENING EVERY GROUND LEVEL KITCHEN  
CABINET. SIMILARLY, A NANNY WITHOUT  
INFORMATION NEEDS TO GO ON A  
SCAVENGER HUNT FOR EVERYTHING.

## Home Orientation

Here is a list of just some of the things you'll want to share.

- First aid kit
- Fire extinguisher
- Dishware
- Cookware
- Snacks
- Places electronics are kept
- Rooms the kids can go in
- Rooms the kids can't go in
- Wifi password
- Code to enter the home



*under the kitchen sink  
and in upstairs closet*

*fruits and veggies but not  
close to dinner - have snacks  
after school.*

*find wifi password!*





## Community Orientation

Oh the places they'll go, probably all the places you and your children go.

Here is an example list of the possible addresses you might like to share.

- ✧ Children's schools
  - FedEx/UPS
  - Indoor play spaces
  - Lesson locations
- ✧ Memberships (clubs, museums, play spaces, zoo)
  - Playgrounds
  - Preferred convenience stores (Target, Walmart, Walgreens, etc.)
  - Preferred grocery stores (Alberts, Kroger, Waitrose, Whole Foods)

*Our offices.  
Yaiyai and Papou's house*

*Boots pharmacy?*





# T I M E

It Waits For No One.

Planes, trains, ✨ paychecks, and the end of the work day ✨ are among the few things that society has agreed are best when they are on time.

If I had to pick two things nannies ask me the most it would be:

1) My nanny family forgot to pay me, what do I do?

2) The adults of the family keep arriving home late, what do I do?

Things happen and the truth is nannies understand but the better and more professional your nanny is (whether you pay them a lot or pay them a little), the more your caregiver will expect you to also bring your A-game to the table.





# U N D E R S T A N D I N G

It's a Hard Knock Life.

**One of the best traits of a good leader is the ability to be understanding.** Realistically, not everything is going to get done, not every day anyway.

It doesn't mean your caregiver forgot, didn't try, or didn't care. Sometimes there just isn't enough time in a day to get everything accomplished, or worse, something throws a wrench day.

Hardly ever do nannies look at their watch and feel like the dial has barely moved. In fact, it is quite the opposite. A nanny's day is a runaway train, with every activity making it go faster and faster.

Wake up the children, make them breakfast, get them ready for school, drop them off, and all of that could be in just the first hour.

Avoid placing your nanny in a no-win situation. **If you want something done, make sure there is enough time for it to get done.** Even the best nanny is going to have an off day every once in a while.

*Must always support support support*





# A P P R E C I A T I O N

Two, Four, Six, Eight. Who Do We Appreciate?

## Thank You

A “thank you” at the end of the day goes so far and **it is absolutely free**. Nannies do so many tasks that the adults of the family will never see and might never notice.

Chances are your nanny works really hard each day so your family is successful but you will only ever see a teensy-weensy bit of that blood, sweat, and tears from them when you arrive home.

I admit, it can be a letdown to come home only to see your nanny is less than energetic. We all think nannies are supposed to be fun, active, and almost magical with their ability to play and tend to children all day. But mostly we come home to find the party is over. If those moments give you pause, remember, it probably wasn't like that all day.

well  
done +  
good  
job are  
also  
free





A good caregiver is basically on their feet the entire day. And, unlike most jobs, nannies don't get a break time, even when the children are napping there are usually things to do.

There is so much the adults of the family don't see and what they do see might not be the best indication of how great their nanny really is.

*we're not going to see the awesome*

A "thank you," at the end of the day is the key to a nanny's heart. Say it because you see how hard your nanny works or say it because you don't see all the things they do.

### **Going Home Early** *be the cool boss!*

There will come a time when everyone is at home and the nanny has crossed off everything on the to-do list. Now what?

If you see there is nothing for your nanny to do, whip out a sash, write boss of the year on it, put it on, and send your nanny home a few minutes early. They will be tremendously grateful.



# YOU'RE ON YOUR WAY

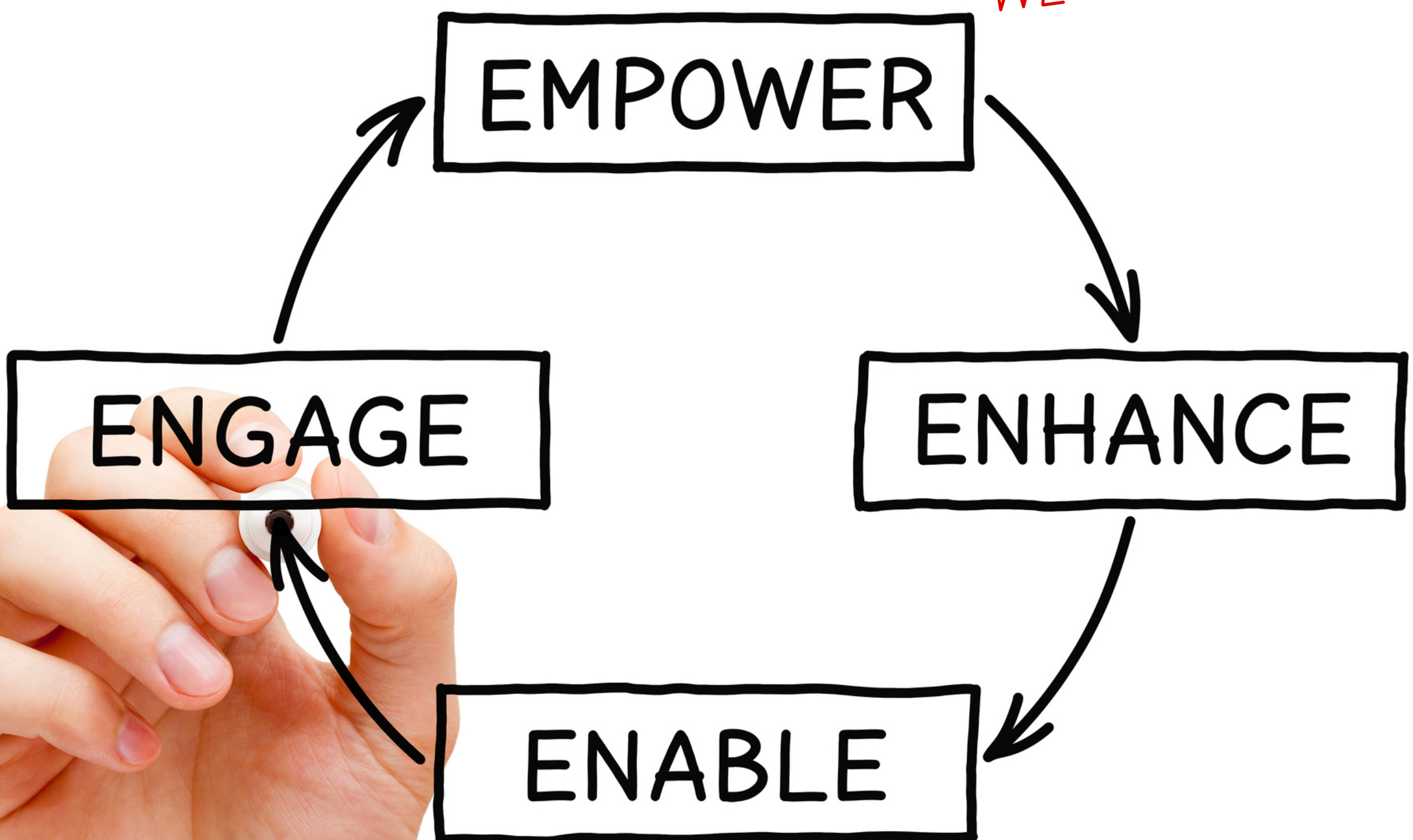
It's A Long Way To The Top If You Wanna Rock And Roll.

This is only a snippet. There is no one way to be the best nanny boss ever. **Being a great boss is about putting yourself in your nanny's shoes and making sure they are supported.**

Just like you, your nanny is giving it their best. Constant communication, clear expectations, up front information, and a thank you ever now and again (better if it is everyday) will **empower your nanny to continually give it their all** and in turn they will keep your family thriving. It's a win-win.

*empowering them will empower us.*

*WE GOT THIS!!!!!!!*





# REACH OUT

## We are here for you if...

- ★ If you need professional childcare - like yesterday - and you want to use our faster and easier matching process.
- ★ If you want to learn about your (not scary after all) responsibilities as an employer.
- ★ If you want to find more information about hiring a nanny.
- ★ If you are unsure about this process and want to know if it is for you.
- ★ If you want to learn more about nanny training, career development, forever support, and our many other family and nanny resources.
- ★ If you know a great brunch spot... I love brunch.

**BEGIN YOUR  
CHILDCARE SEARCH  
UNITEDNANNY.ORG**

Reach out to one of our experts at [www.UnitedNanny.org](http://www.UnitedNanny.org)  
or directly to me at [Danny@UnitedNanny.org](mailto:Danny@UnitedNanny.org)

Call: 312 600 7650

*Pretty cool.  
sending an  
email is easy.*

