



INFINITY BY SD

The Infinity Nanny Programme

The Path to Exceptional. The Tools to Thrive.



MEET YOUR COACH

Meet *Simona Daramus*



Simona Daramus GMBPsS

Founder & Principal, Infinity by SD
Creator, The Infinity Nanny Programme

MSc Social Psychology

25 Years of Lived Experience

Trusted by UHNW Families Globally

Before elevating the talent, she was the talent.

With a **MSc in Social Psychology** and twenty-five years of lived experience alongside Ultra-High-Net-Worth families, celebrities, and royalty, **Simona Daramus** understands the unique pressures, expectations, and opportunities of the UHNW household like very few others can.

She founded **Infinity by SD** — a boutique private staffing agency — to connect exceptional nannies and household staff with the world's most discerning families. But throughout her career, she witnessed the same gap repeatedly: talented, experienced professionals who possessed every technical skill, yet lacked the tools, the strategic awareness, and the insider knowledge to truly thrive at the highest level — and to avoid the costly mistakes that so often cut brilliant careers short.

The Infinity Nanny Programme is her answer to that gap. Built entirely on lived experience — not theory — it gives you the tools, the mindset, and the professional positioning to not just enter the UHNW world, but to thrive within it.

It is not a course. It is a transformation.

“We don’t just recruit. We build a legacy — with discernment, integrity, and devotion.”

— SIMONA DARAMUS, FOUNDER



REAL-WORLD PREPARATION & PROGRAMME DETAILS

How the Programme *Works*

BOUTIQUE, HIGH-TOUCH COACHING



Private 1:1 Sessions

60–75 minute structured coaching calls tailored entirely to your career stage, challenges, and goals. No group settings. No generic advice.



Behavioural Drills

Professional language refinement and real-scenario rehearsal so your responses become instinctive — not rehearsed.



Measurable Progress

Weekly implementation steps with accountability and documented evolution you can see, feel, and present to families.

Is This Programme *for You?*

DESIGNED FOR THE AMBITIOUS FEW

This is for you if...

- ◆ You are already working in a UHNW household and want to elevate your role, your value, and your longevity — or you aspire to step into one and want to do it right from the start.
- ◆ You feel there is a higher standard you could operate at, but no one has shown you how to reach it.
- ◆ You are ready to treat your role as a serious, long-term career — not simply a job.

This is not for you if...

- You are looking for basic nanny training or childcare certificates.
- You are not willing to be coached directly on your behaviour, language, and presence.
- You are not ready to invest in yourself as seriously as the families you serve invest in their households.

"The nannies who shape extraordinary children deserve an exceptional career. You already have what it takes - this programme makes sure the right families know it."

- SIMONA DARAMUS

Want to know more?

Request your copy of The Infinity Nanny Programme Guide — with full details on curriculum, investment, and how to secure your place. Limited places available.

EMAIL info@infinitybysd.comWEB www.infinitybysd.com

PHONE +44 7309 261694

REQUEST THE
FULL PROGRAMME