

# Maternity Coaching at 10Eighty

The world is changing. The current economic climate has significantly shifted the psychological contract between employer and employee. Individuals increasingly want to work for companies that both develop and support them in their career aspirations. Research tells us people will stay with their organisation because they are developed rather than because of salary. Companies have also recognised the benefits a diverse workforce brings to the performance of their business. Strong organisations need to demonstrate their support to 'at risk' groups (in this case senior women returning from a maternity gap) to be considered a credible professional employer that can attract and retain talented people. In addition, maternity is often cited as one of the reasons for the perceived "glass ceiling" preventing women rising above a certain level of seniority in business.

Maternity coaching empowers working women to take responsibility for making their maternity positive both for themselves and their employer. It also increases the retention of highly skilled employees within organisations and reduces the costs of re-hiring and induction.

## Specific benefits are:

- Feedback on issues and ways to make the working environment more attractive to working parents
- Networking opportunities with other women who are in (have been in) similar situations
- Significantly improved maternity leave planning, providing a clear communications plan whilst away
- Faster return to full productivity
- Enhanced employers image as a family friendly employer
- Improved staff retention
- Cost effective intervention relative to the economic impact of losing experience, client relationships, corporate knowledge and replacement recruitment costs
- Women feel supported and valued, increasing their motivation to make their return to work a success

### Pregnancy

#### Planning

- Plan for work cover during absence
- Agree how to stay in touch when away
- Communicate arrangements internally and with external clients
- Identify and tackle any emotional worries

### Maternity Leave

#### Decision Making

- When to return to work
- Create strategy for returning to work
- Prepare business case for any flexible work arrangements
- Identify and tackle and emotional worries
- Keeping in touch

### Return to Work

#### Re-Engagement

- Agree realistic goals
- Identify and deal with any skills gap
- Introduce and test flexible arrangements
- Establish internal mentor and network
- Rebuild confidence

**Talk to us today to find out how we can support you.**

The number of sessions can be flexed depending on the client, circumstances and budget. We like to provide a bespoke service and tailor our offering for the client to set their own agenda depending on their needs.

**We offer a few maternity coaching packages.**

Option 1	Option 2	Option 3
<ul style="list-style-type: none"><li>• 1 meeting prior to going on maternity/adoption leave</li><li>• 1 meeting during leave</li><li>• 1 meeting on return to work</li></ul>	<ul style="list-style-type: none"><li>• 2 meetings prior to going on maternity/adoption leave</li><li>• 1 meeting while on leave</li><li>• 2 meetings on return (suitably spaced out)</li></ul>	<ul style="list-style-type: none"><li>• 3 meetings prior to going on maternity/adoption leave</li><li>• 2 meeting while on leave</li><li>• 3 meetings on return (suitably spaced out)</li></ul>

### **Benefits with Option 1**

This coaching package provides acute/in the moment support for women, before, during and after maternity leave. It provides space and support to consider the most urgent work or personal needs to build confidence and calm over the period of having a new baby and returning to work.

### **Benefits with Options 2 and 3**

This coaching package provides holistic support for women as they approach maternity leave, allowing them space to explore personal and work related challenges and goals ahead of their baby arriving.

The decisions about returning to work are often complex. A longer programme allows a woman the opportunity to have a coaching session before and after conversations with her line manager during her maternity leave, to help her clarify her thoughts about her return. She then also benefits from two or three sessions once she is back in work to help the transition be as enjoyable as possible, through confidentially dealing with common thoughts about imposter syndrome and overwhelm.