

Maternity Coaching

**Transition & Career
Development
Coaching for Women**

Retaining Your Key Women.

What we offer

Maternity Coaching provides effective support during a critical period of transition. This dedicated programme is designed to support both women and their employers to overcome the challenges of the maternity work gap.

One-to-one Coaching Programme:

- A three or four session programme that supports senior female executives before, during and after maternity leave.
- Each session addresses key needs and issues that arise at critical times during pregnancy, maternity leave and on return to work. Every session is tailored to individual requirements.
- Some programmes include line-manager coaching sessions to support managers to effectively manage and motivate their maternity leavers.

Workshops

- Half day programmes offer a cost-effective option for women and managers at all levels within an organisation. Run in an informal and highly interactive format, they build in individual time for reflection and planning.
- *Managing your Maternity Leave* Workshop aimed at women in the months prior to their maternity leave.
- *Managing your Return* Workshop aimed at women within the first six months of their return to work.
- *Managing your Maternity Leaver* A workshop for managers.

The programmes are designed to ensure stress-free maternity leaves through high levels of planning and communication. A key part of our strategy is working closely with clients to develop solutions tailored to their business.

Key Benefits

Maternity Coaching offers the following benefits to organisations:

- Recent legislative changes mean that women are taking longer periods of maternity leave, increasing the risk of exiting, maternity coaching supports women to actively re-engage in their role.
- Coaching through a transition facilitates a faster return to full productivity.
- Offering employees this critical support considerably enhances an employer's image as a 'family friendly' employer
- Significantly improved handover and maternity leave planning and clearer contact contract.
- Coaching does improve retention. Client data shows that maternity coaching improves the proportion of women returning to work and **staying** in the workplace 12-24 months following return.
- **A highly cost-effective intervention compared to the economic impact of losing an experienced talented individual with valuable client and corporate knowledge.**

The benefits of maternity coaching for professional women include:

- Support through a major personal and professional transition.
- Support to actively re-engage after up to 12 months leave.
- Support adjusting to dual roles.
- Opportunity to reassess career development goals.

Why is maternity coaching important?

Maternity Coaching supports high-achieving women to successfully manage this important transition in the context of their professional lives.

Recent research has highlighted the current "brain drain" of female talent from big organisations, as companies lose significant numbers of highly skilled and experienced senior women. The unnecessary loss of key talent has an economic and commercial impact on employers in the short, medium and long term.

Maternity frequently coincides with a critical point in women's careers, when they are on the partner or senior management track. Legislative changes also mean that women are taking longer periods of maternity leave which increases the challenge of re-entering the organisation. Recent research has also identified that organisations are losing key women who opt out or move to more flexible employers.

The Maternity Coaching Programme was designed by highly experienced coaches to support both women and their employers to meet the challenges that this period of transition can create. Coaching facilitates much more effective and permanent transitions back into the workplace.

The Executive Coaching Consultancy works alongside market-leading organisations to improve retention and realise their diversity strategies.

In the battle to retain high-calibre women, promote true diversity and retain valuable employees, maternity coaching offers the only tried and tested means of making a difference.

Our Clients

In 2005 The Executive Coaching Consultancy was the first to develop and to launch a Maternity Coaching Programme in the UK and now work with top organisations to improve retention and drive diversity initiatives. Current Maternity Coaching clients include:

- Allen & Overy
- Deutsche Bank
- Herbert Smith
- SJ Berwin
- Berwin Leighton Paisner
- Arcadia
- Nabarro
- Merrill Lynch

"Our business is our people and it is critical that we retain them. It is important to us to support women in making the transition from work to maternity and back again. The Executive Coaching Consultancy, through the provision of maternity coaching helps us to do this and reduce the risk of losing our talent." **Sasha Hardman, Head of HR - Support, Policy & Systems, Allen & Overy**

www.maternity-coaching.co.uk

Who we are

Launched in 1994 and one of the first dedicated coaching companies, the Executive Coaching Consultancy are now a leading provider of Maternity Coaching Programmes. Their unique approach combines the following key components:

- The most experienced maternity coaches in the business, having provided hundreds of hours of coaching, as well as maternity workshops. All coaches are working mothers.
- A programme reinforced with 14 years of executive coaching experience and an evidence-based approach.
- The first consultancy to facilitate academic research into the effectiveness of maternity coaching amongst their clients.
- High-level delivery that incorporates the latest research into effective maternity coaching practice.
- Highly responsive to our clients, through understanding our client's culture and needs we develop and tailor the programme for them.

Having coached hundreds of women, ECC have established themselves as the top Maternity Coaching provider through continually developing their programmes based on both their experience and evidence-based research.

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