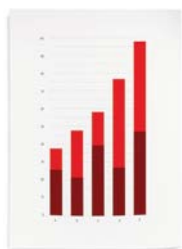


How do we approach *creating* a family friendly workplace?

An Employer's Guide to My Family Care's Consultancy & Training

My
Family
Care™



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Making work+family work

Momentum is gathering as more and more organisations recognise the compelling business case for supporting employees with family responsibilities. Removing or reducing the conflict between work and family makes sense for everybody. More fulfilled, less stressed individuals who feel valued by their employer are more loyal, engaged and productive.

Just as individuals are all different so are organisations and the challenges they face. A one size solution doesn't fit all. So how do you go about understanding your employees' specific needs and the challenges you face as an organisation? How do you ensure you end up with effective workable solutions? Essentially, where do you start?



"I think of you as the expert's expert"

Senior manager in a Big Four accountancy firm to our Head of Coaching, during the development of an integrated programme of family friendly initiatives

How can we help?

We provide a range of support from strategy development all the way through to hands-on employee benefits for some of the world's best-known companies.

Many of our clients win awards and recognition for their leading edge family friendly practices. That's partly because we invest time in understanding the specific needs, culture and business sectors of the organisations we partner with. The solutions and services that we deliver are flexible and tailored to the needs of our clients.

Our experience shows that implementing a successful family friendly strategy requires an integrated approach at a variety of levels in addition to the 'end user' solutions for employees.

- Policies, initiatives and support need to be owned and championed at the strategic level by the leadership team
- Organisations also need to develop and make the most of their internal capability to deliver family friendly programmes
- Ensuring all those involved in line management are engaged and supportive is also critical

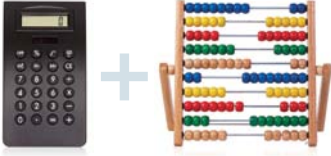
We can partner with organisations at all or just one of these levels (as well as providing employee solutions). We can facilitate discussions, design plans and frameworks for you to take forward, or simply advise key individuals. It all depends what our clients need and want.

Our senior team's expertise

My Family Care has over 10 years' experience in advising companies and organisations in this field. As the UK's leading provider of family friendly employee benefits and solutions we are constantly in touch with the changing needs of organisations and their employees, as well as the detailed dynamics of care and coaching provision. Our approach is practical and results driven.

We work across many different sizes and sectors, so we understand specific industry issues and what works and what doesn't.

Our senior team draws on a diverse range of experience. Our collective backgrounds span senior commercial roles in large corporates, city law practice, Big Four consultancy and of course high level training and coaching. We're all passionate about making **work+family** work and delivering win-win solutions for employer and employee.



"We all found the day extremely useful and thought provoking. It has provided us with the momentum and expertise to move forward with the challenges ahead!" **Global Law Firm after a Work+Family Review**

Setting the strategy

With senior leaders and stakeholders

We'd like to get to know you and understand your business and culture. What's important to you? Do you know what you want to achieve? What would be the rewards for getting it right? What challenges are you facing at the moment? Is there consensus in the senior team on the need to address family friendly issues? What are the barriers? The answers to these questions and many more provide the starting point.

Knowledge sharing and needs assessment

We'll facilitate discussions and help you understand (if it's not clear already) how conflicts between work and family – or the work and family 'pinch points' – impact your organisation currently. We also take a broader perspective to consider untapped opportunities to deliver positive benefits to the business and its employees. Our knowledge sharing and comprehensive needs assessment with business leaders includes:

- Understanding company demographics and identifying the current and future **work+family** needs of your employees
- Identifying opportunities for improving employees effectiveness and productivity
- Sharing best practice and the latest industry specific thinking and innovation, for example how has flexible working evolved and what's next?
- Legal and policy briefings on relevant areas if required

Evaluation and implementation

Looking at what's in place currently is a key part of the job. A comprehensive audit of everything in place that relates to how employees make **work+family** work is an essential part of the evaluation. How well does internal communication and support work? Are there difficulties in managing or realising particular initiatives? We'll consider:

- Existing culture, including attitudes to flexibility
- Working policies and practices
- The impact of mentoring or coaching programmes
- Childcare vouchers
- Family/parenting/carer networks
- Leadership programmes

Understanding the current situation from the employees' perspective is obviously central to the exercise. We'll look at what the employees need and want through:

- Design review and interpretation of staff surveys
- Leading focus groups
- Looking at recruitment and retention practices and results

Identifying potential solutions

So what actually needs to be done? And how can it be achieved? We can help you articulate strategy and propose solutions that deliver against your goals and fit your culture and budget.

Rewriting policies, building the business case, pulling roadmaps together, measurement planning are all areas/tasks in which we can add value.

Agreeing how the employee, business benefits and culture changes will be measured is a fundamental part of any work we do.

Work+Family Review

We've had outstanding feedback on the value of this roundtable session as a starting point. Sessions can be from two hours to a whole day in length. We gather key HR and diversity team members together to identify areas of best practice, gaps and weaknesses and set these in the context of what is happening in other organisations and other sectors, as well as relevant research. Then we help you map out your next steps.

"It went really well, the knowledge gained from the research and the tools is very useful and immediately applicable. The whole team found the course interesting and enjoyable and are integrating the approaches into our practice."

Global professional services firm, after a maternity coaching development session for internal coaches



"I found this session very useful and interesting. Both facilitators were really good at engaging us and making the workshop enjoyable. I was really impressed by the facilitators' knowledge of the firm (in particular the jargon, structure and key challenges)."

Manager, Big Four accountancy firm, after a workshop for managers

Developing internal capability

With HR teams

We excel at transferring knowledge and building internal capability. Through one-off sessions or a mentoring relationship, we can support you to develop and deliver your own coaching workshops or networking sessions in-house. We can help you launch and maintain internal networks such as maternity mentors or work-life balance mentors for dads.

Our professional knowledge of coach development and supervision brings assurance and encouragement to the organisations we support in this way.

- Transferring knowledge and developing skills through a highly interactive, hands-on process on the day
- Sharing best practice knowledge, skills and tried and tested tools and frameworks for internal coaching
- On-going professional supervision and development

Enhancing managers' skills

With line managers

There's no doubt that managers benefit from exchanging concerns and best practice in an atmosphere that recognises the many demands and challenges they face.

We deliver workshops to enhance managers' awareness and competence relating to management of:

- Employees going through the transition to parenthood
- Employees who are carers or going through the transition to caring for dependent adults
- A more flexible workforce generally

We address legal & policy aspects, the emotional, people side and the practicalities. We can provide or help create checklists and frameworks to help managers have the right conversations at the right time.

Our workshops can be two hours, half-day or other formats, including webinars. They include presentation, group exercises, discussions and case studies, building and sharing knowledge among peers.

We can support your managers in a number of other ways including:

- Our e-learning resource created in partnership with **Skill Boosters**
- Providing modules on managing maternity, paternity and carers as part of a wider leadership and management development programme you may be running

Connecting with our other services

My Family Care can provide a wide range of family friendly employee solutions and benefits across many life stages. Our services include: Backup Care, Life Transition Coaching, Care Search, On-Site Childcare and Relocation Solutions.

Find out how My Family Care's Consultancy & Training could make a difference to your company

Call **0845 676 7680**
Click myfamilycare.co.uk

