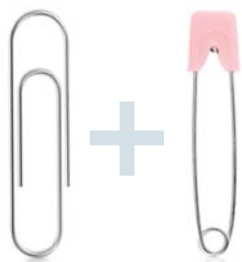


What *more* can we do to retain talented new parents?

An Employer's Guide to My Family Care's New Parent Return to Work Plan

Maternity & Paternity Transition Coaching and Childcare Search Combined

**My
Family
Care™**



Making work+family work

Retaining and supporting new parents before, during and after maternity or paternity leave is fundamental to winning the competition for talent.

Properly acknowledging the parent transition through the provision of practical help and support is crucial. It ensures new parents feel valued and are able to confidently adapt and adjust to being a working parent, making the difference between them returning to stay or leaving again. Of course every new or expectant parent is an individual and will need different kinds of help and support at the different stages of becoming a working parent.



"An excellent service (Childcare Search) ...it took all the stress of returning from maternity leave with two children away from me. Information and support excellent, constant liaison, brilliant service."
Shell employee

How can we help?

Many emotional and practical challenges arise in combining new parenthood with the return to work. My Family Care's unique support plan combines both transition coaching and the best practical support from our childcare consultants.

This means employees receive exactly the right support for them when they need it most. It makes us different to other coaching providers and leads to better results for both employer and working parent.

Through our different means of delivering both Life Transition Coaching and Childcare Search, it can also be a very cost effective way of providing substantial one-to-one support.

The childcare challenge

For nearly all parents, the practical challenges of returning to work can seem overwhelming. It's crucial to find trusted, reliable childcare. Our practical childcare advice and tailored search to find the right solution for the individual and their family can make all the difference.

- What kind of childcare would suit me, our family and my work commitments?
- Where do I start in my search for a nanny?
- Can I afford the childcare that fits with my professional needs?
- How do I know that the nursery I've chosen is best for my baby?
- What are my contingency plans for when existing arrangements break down?

"All in all, even though it's obviously still hard work, I do feel my employer is trying their best to support me and that they want to see me progress, otherwise they wouldn't have this programme. Knowing that gives you more confidence."

Management consultancy employee

The return to work challenge

Managing a changed identity is a big challenge to a successful transition for many new parents. Remaining visible as a committed professional is a key concern.

It's about acknowledging personal values and priorities whilst maintaining a career vision. The right one-to-one coaching and planning can be fundamental to a successful return to work for both employer and employee.

- What does it mean to me to become a working mother?
- How do I keep up my career goals and achieve work-life balance?
- How do I make sure everyone understands my commitment?
- How do I handle my manager, my team, my clients and my peers?
- What are my values and priorities?
- How can I build my networks, visibility and sources of support?

"You can only really concentrate on your work when you are completely satisfied with the childcare arrangements."
Pharmaceutical company employee



"I am not sure that I would have come back to work without the coaching. I had always intended to, but during the period of my maternity leave, the fears and anxiety about coming back to work were so exaggerated in my head that I had convinced myself that there wasn't a place for me anymore."
Client information manager, Professional services firm

Why do companies use the New Parent Return to Work Plan?

- **Retaining valuable talent**
The combination of practical childcare support with transition coaching from our leading coaches greatly increases the proportion of new parents returning to work.
- **Better performance sooner**
Supporting new parents in their return to work means they'll be more focused, confident and engaged and therefore better prepared to add value and perform well.
- **Becoming an 'employer of choice'**
From both clients' and employee feedback, we know that the combined approach really works. Our clients' employees report feeling empowered, less stressed and more valued.

57%

of women returning from maternity cited childcare and 'how to do everything' as their top two concerns.
NCT survey 2008 – Experiences of women returning to work after maternity leave in the UK

How do we combine coaching and childcare support?

Every individual is different, so our combination of Life Transition Coaching and Childcare Search ensures that the new parent receives the specific help and support needed.

- **Planning and preparation coaching session – prior to leave**
We set the foundations for successful maternity or paternity hand-over and ways of staying in touch with the business. We also prepare individuals to make sense of becoming a parent and how they will balance that with their career and personal values going forward.
- **Finding the right childcare – throughout leave**
Our childcare experts will work with the parent-to-be to agree the right childcare solution for his or her career and family. We'll undertake a detailed childcare search and work with the individual to put in place the best childcare solution for their situation.
 - Our consultants understand all the issues, challenges and potential pitfalls of care provision.
 - They bring their knowledge of the local care market, experience and understanding to help employees put the right care solution in place for both work and family.
- **Return with confidence coaching session – during leave**
This is an important time for those on maternity or paternity leave to re-engage with their professional aspirations and take charge of their return. Our coaches will help the new parent to 'hit the ground running', with confidence and clarity.
- **Back in the driving seat coaching session – following return**
We focus on building support and networks and enabling prioritisation and efficient working. There is huge personal development that takes place at the transition to parenthood and this session in particular encourages the individual to harness this, dealing with any anxieties relating to a need to 'prove' him or herself.



94%

of working parents say when choosing between employers they'll compare the level of parent support.
My Family Care
Working Parent Survey 2009

How will it suit my company's needs and budgets?

My Family Care's New Parent Return to Work Plan is a flexible solution and can be implemented in a variety of ways to suit different needs and budgets.

Coaching solutions can be delivered either through face-to-face meetings or through our effective telephone coaching route along with different levels of childcare support.

We can provide the New Parent Return to Work Plan for specific individuals or on a cost per head basis, providing a cost effective new parent retention plan across the organisation.

Connecting with our other services

Backup Care

We provide the UK's only comprehensive and award winning backup child, adult and eldercare solutions. Our Backup Care helps employees find the best child, adult and eldercare available when usual care arrangements break down or last minute ones are needed.

Find out how My Family Care's New Parent Return to Work Plan could make a difference to your company



Call 0845 676 7680
Click myfamilycare.co.uk
