

WLM



Coaching With Lizzie Martin

PARENTAL TRANSITION **COACHING**

Supporting new parents,
expectant parents and
line managers

www.worklifemother.com

ABOUT PARENTAL TRANSITION COACHING



Parental Transition Coaching (PTC) helps organisations to retain and develop the talents of individuals during the pivotal life change of becoming a parent, helping them to a smoother re-entry into their organisation.

It addresses Diversity and Inclusion at all levels, helps to reduce the gender pay gap and enables organisations to have more role models who inspire and lead the way.

Investing in these programmes demonstrates your active commitment to mothers and fathers and helps to position you as being ahead of the curve in supporting working parents.

When a professional becomes a parent, managing their career and lives becomes more complex. Organisations are also vulnerable to losing their valuable talent during the parental transition.

PTC helps new parents successfully manage the journey to parenthood in the context of their professional life.

Work Life Mother helps companies attract, retain and develop these key individuals. We are also able to support the well-being of new parents at a particularly complex point in their lives.



**OUR MISSION AT
WORK LIFE
MOTHER IS TO
MAKE THE
RETURN TO
WORK BETTER**



IS PTC RIGHT FOR YOUR ORGANISATION?

Are you a forward-thinking organisation looking for ways to retain and engage your working parents? Do you have an equal gender balance at some levels of your organisation but fewer women in the top ranks? Could your diversity and inclusion be better? Is your employee attrition rate higher than it should be? Is the cost of unwanted turnover negatively impacting your P&L?

If you are ready to invest in your working parents, to retain your talent and retain your edge then the benefits of PTC are far reaching:

Business benefits of PTC

- Reduce unwanted turnover
- Improve and invest in your D&I
- Increase employee engagement and business performance
- Improve your female talent pipeline
- Develop your competitive advantage as an employer of choice
- Help tackle the gender pay gap
- Develop your in-house capability to coach and support returning talent

Topics most often discussed

- Time management
- Managing business relationships
- Re-integrating into a team
- Managing a career transition
- Improving confidence
- Building resilience
- Career progression
- Work-life balance
- Effective communication strategies
- Understanding personal strengths

THE STORY IN NUMBERS

Only **1/5** women felt confident on their return to work (People management 2018)

60% of mothers have changed jobs after maternity leave (Women In The City) and over **30%** of dads (Daddilife)

The average cost of replacing an employee is **£30,000** (Oxford Economics via ACAS)

Engaged employees are **17%** more productive (Gallup)

Career progression is the **number 1** priority for millennials when attracted to an employer (PWC)

ABOUT WORK LIFE MOTHER



Work Life Mother was founded in 2019 by Lizzie Martin. Lizzie is an accredited professional coach with extensive experience working with professionals transitioning back to the workplace after parental leave. Our mission at Work Life Mother is to make the return to work better - for employees, for managers and organisations. Services offered include 1-1 Parental Coaching, Manager Coaching, Workshops, Webinars and bespoke culture consultancy.

Lizzie has 10 years of senior retail leadership experience managing retail units and leading large teams of up to 300 for John Lewis and Partners. She also has experience of leading senior leaders through change programmes as a leadership coach. Her key skills include executive coaching, leadership, facilitation, coach training and mentoring. Lizzie has held her coaching accreditation since 2019 and is also a PRINCE2 certified project manager.

Lizzie has experience leading teams in established, new and evolving cultures. Her work has always had a particular focus on improving workplace productivity and employee engagement. As an independent coach she has worked with private clients from a range of organisations including: Diageo, HSBC, ASOS, Sky, NHS, Lindt, Deutsche Bank, John Lewis and Lululemon.



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Lizzie has been pivotal in supporting me during my transition back after maternity leave. Lizzie is hugely empowering, supportive and practical with respect to challenges which women can face during this time of change. Lizzie's coaching has given me the confidence to grow both professionally and personally. It is critical in my view for organisations to invest in this period of a parent's life to ensure they retain and support talent diversity and inclusion.

Monica Lancaster,
Global Programme Director HSBC

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PTC PROGRAMMES

SERVICES AND PRICES

Our parental transition coaching programmes help organisations support their working parents as they manage the journey to parenthood, in the context of their professional lives.

The main programmes are 1-1 parental transition coaching, manager coaching and group workshops. We also provide coach training to help you develop your teams in-house coaching capability.

1-1 PTC Programme

£1800

6 x 90 minute coaching sessions
For parental leavers or managers

Can be used before, during and after your employees return from parental leave

Group Workshops

from **£1000**

'Preparing for Leave' and 'Empowered Returns' workshops

2 hours with workbook

up to 10 participants

In house coach training course

from **£1400**

A practical and interactive 1/2 day introduction to coaching for managers and individuals who would like to incorporate coaching skills into their business lives.

Groups of 4-8

Culture consultancy

from **£900**

Bespoke consultancy to support the development and growth of your D and I culture for working parents

Includes culture audit and tailored recommendations

We tailor content to your organisation and needs.

WLM



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FOR MORE
INFORMATION

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