

Thoughtful Maternity Solutions

Career to Cradle
Nicki Young & Helene Moore
2021

At Career to Cradle we are a unique team who:



Nicki Young

HR Consultant (MCIPD), Certified Executive Coach specialising in Maternity



Helene Moore

Prenatal & Early Years Emotional Development Practitioner and Craniosacral Therapist

Combine commercial acumen with coaching and self-development principles and mother and baby attachment therapeutics.

Present a uniquely combined skillset: Nicki is a Chartered HR professional, Certified Executive Coach and Mum; Helene is a Qualified Mother & Baby Therapist, specialising in Prenatal and Early Years Emotional Development and previous marketing consultancy business owner.

We know that what you *want* is to nurture senior female talent and support her through maternity leave...

But what you *need* is for her to be 100% re-onboarded and effective from day one of her return to work.

We recognise that the changing corporate landscape requires a culture that acknowledges new expectations, where the employee value proposition truly matters.

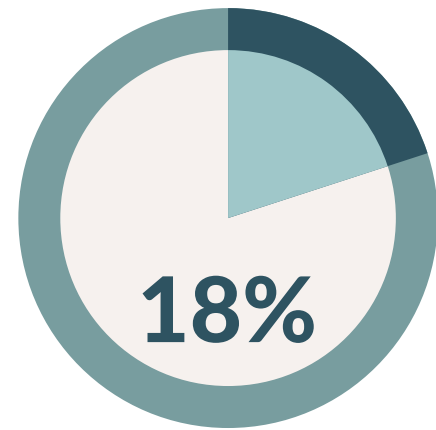
We believe that thoughtful maternity is the most valuable asset to attract, retain and nurture top female talent.



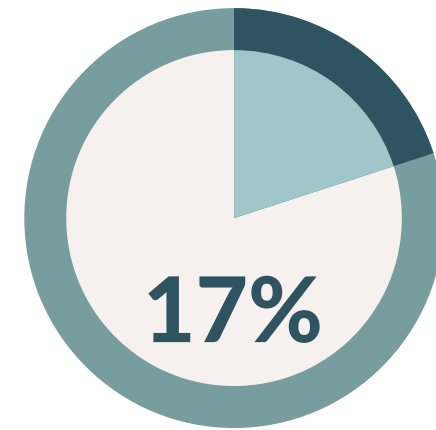
Thoughtful Maternity Solutions can:

- Attract senior female talent and support recruitment to achieve your gender diversity targets.
- Improve and enhance the maternity experience for both the individual and her teams and managers. Delivering against core values.
- Secure senior returners and minimise costly commercial and reputational risk from maternity attrition.
- Underpin your employee value proposition.

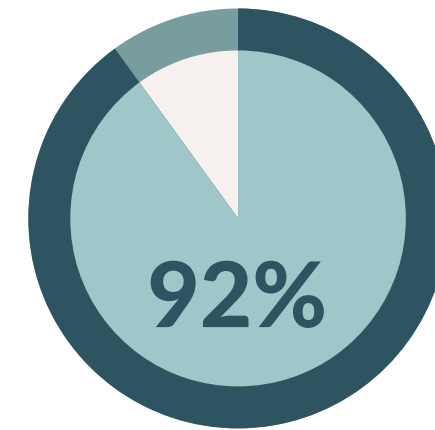
MMB Independent Survey Statistics 2018



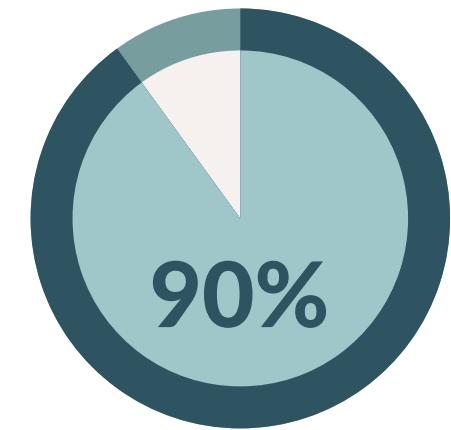
Felt happy and confident about work having seen the way previous maternity returners had been dealt with by their employer



Felt they received good communication and support through the maternity process

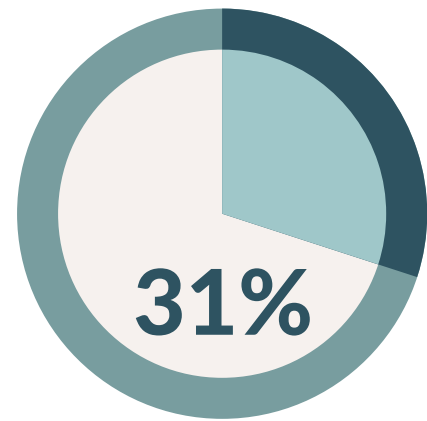


Said a dedicated returner programme could have been beneficial



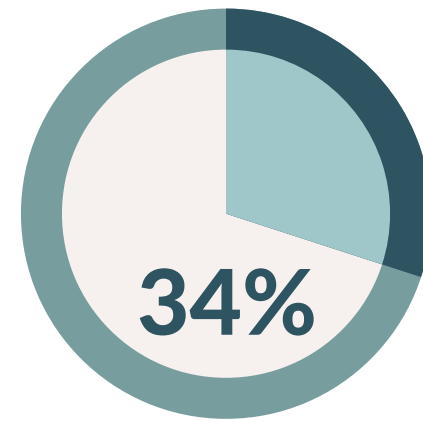
Said no returner support was offered through returner programmes or one to one coaching

Career to Cradle Cross Sector Survey 2021



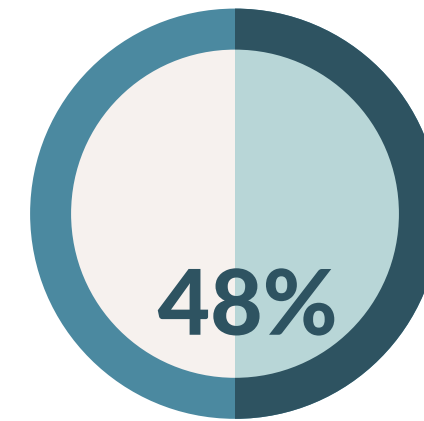
Did not feel supported by their company

“More acknowledgment of how your priorities change after having a baby and that although you may have worked a lot of overtime before, not being able to now doesn't mean you are less committed to your job, or less worthy to the company.”



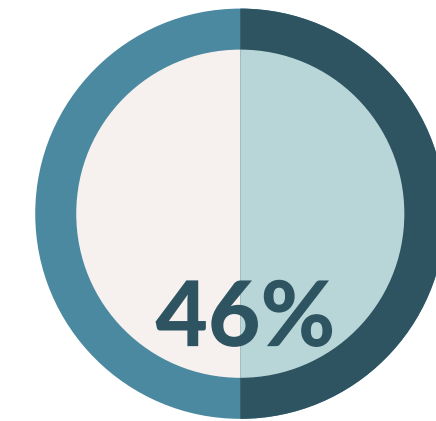
Didn't feel their manager knew enough

“A more supportive manager who understood my situation. He was trying to be supportive but it wasn't what I needed and he didn't understand what and how much things had changed for me during maternity leave”.



Didn't feel prepared for their return

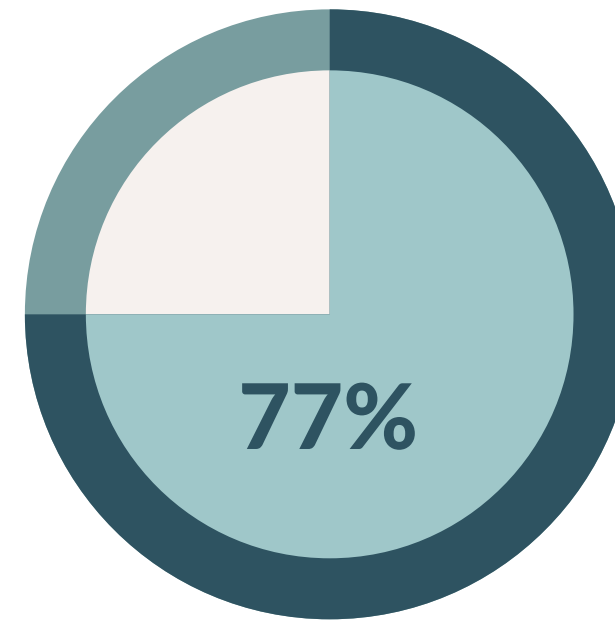
“I needed transparency from line management about where I would now fit into organisation”



Considered leaving and 23% actually DID !

“I felt bullied out for having a child not long after getting a promotion”

Equality and Human Rights Commission 2016



Of working mothers reported potentially discriminatory or negative pregnancy and maternity experiences



Matrescence

/mæ'tres.ənts/ noun/ social science

- The physical, psychological and emotional changes you go through having a baby now have a name: matrescence.
- This developmental phase of new motherhood, is like adolescence – a transition when hormones surge and identity and relationships shift.

In a corporate environment, it's important to recognise that whilst these changes directly affect the individual, they also indirectly impact the company.

Returnity

/ræt'urn.ity/ noun/ corporate speak

- A term to describe the process by which an employee returns to work from maternity leave.

True returnity is more than just the day she returns to work.

Why are maternity solutions necessary?

For the Company:

01

Maternity coaching alone doesn't change the experience, unless the same contexts, perspectives and actions are embedded into the culture.

02

Often male managers are uncertain of appropriate language and action to support or welcome a pregnant or returning female colleague.

03

Inclusion through communication is essential for both her confidence and company confidence in her.

Why are maternity solutions necessary?

For the Individual:

01

Maternity, especially in a senior position, is a very isolating experience. We prefer to bring your senior matrescent into a group environment with women of a similar level from different companies to create a community around her.

02

Biological, chemical and social changes in matrescence mean, the person who left is not the person who returns. This is NOT a negative. Properly supported she is an even more valuable asset.

03

Her maternity needs are more specific than simply health and wellness; her experience improves through specialist support.

Career to Cradle provides a bespoke package of messaging and training solutions for your company, to support a matrescent through her journey into motherhood and to return successfully to the workplace after maternity leave.

A Seven Step Bespoke Service





We deliver for both the Company and Individual

For The Company

- Board-led strategy for maternity awareness
- Improved understanding through specialist education
- Thoughtful vocabulary
- Support resources for HR
- Internal Comms support

For The Individual

- An exceptional maternity experience
- The definitive guided returnity experience
- Inclusive mid-maternity leave workshops for you to support her and her new family into parenthood
- Reassuring community

Sample Maternity Solutions



The Company

- Leaders' Maternity Awareness Training and support materials
- Managers' Maternity Awareness Training and support materials
- HR-specific Resources
- "Thoughtful Colleague" Guides, e.g.:
 - Assisted fertility
 - Loss and miscarriage

The Matrescent

- Maternity & Returnity 101 Resource
- Senior Maternity Programme
- Senior Returnity Programme
- Mid-maternity leave workshops, e.g.:
 - Communicating with your Baby before Words
 - Partner bonding
 - Colic and sleep
 - Surviving the fourth trimester

Career to Cradle Process

- **Discuss**

We meet with your HR team or nominated steering group to agree core objectives, budget and culture considerations for your maternity initiative.

- **Understand**

You share real maternity experiences from within your organisation, in order for us to fully tailor a bespoke package which is unique.

- **Scope**

We scope your bespoke maternity package and provide recommended solutions and costings.

- **Decide**

You approve the final proposal.

- **Deliver for Company**

We create and deliver bespoke specialist trainings for Leaders, Managers and Staff

- **Deliver for Individual**

We invite your senior Matrescents to participate in specialist Maternity and Returnity programmes, sponsored by you.

Next Steps to Scope the Programme

01

You

Brief

Career to Cradle on objectives, requirements and budget for your maternity programme

Timing Estimate:

02-03: Up to 8 weeks

02

You & Career to Cradle

Consult

On current context: policy, maternity statistics including retention and attrition, research findings and cultural climate

03

Career to Cradle

Agree

Detailed recommendations with costings and timings for implementation