



Talking Talent

Brilliance in Diversity



# Maximizing successful commercially beneficial parental transitions

Successfully managing individuals through the parental transition, engaging and retaining talent for the long term, is one of the greatest challenges organizations face. Our research reveals one in two women cites becoming a parent as the key pinch-point in her career progression. Talking Talent transforms how organizations manage and support their employees who are going through the transition to parenthood.

# Maximizing successful, commercially **beneficial parental transitions**

Becoming a parent shouldn't be a barrier to success. Yet the stress of juggling parenting responsibilities with the demands of work takes a toll on many parents' personal and professional lives.

Successfully managing individuals through this transition, engaging and retaining talent for the long term, is one of the greatest challenges organizations face. Our research reveals one in two women cites becoming a parent as the key pinch-point in her career progression.

Talking Talent transforms how organizations manage and support their employees who are going through the transition to parenthood.

## **PARENTAL TRANSITIONS COACHING**

Our programs cover the four stages of parental transition: before the child's arrival, preparing to return to work, after the return, and longer-term career sustainability.

Whether expecting or adopting, birth parent or otherwise, primary or non-primary carer; whether building up to going on parental leave, currently on leave, returning to work or having already returned; whether first-time parent or second-timer (or more), and whatever the family make-up, including same-sex parents and solo parents, our innovative Parental Transitions Coaching Programs are designed to help new parents – and their managers – experience a smooth and successful journey into parenthood.

We help them to work out the best ways to combine their professional responsibilities with their new personal commitments.

Too many high talent individuals are being lost by organizations during parental transitions, contributing heavily to the narrowing of the female pipeline. Providing high-quality, expert Parental Transitions Coaching, regardless of gender, is a key enabler of female talent progression, and a crucial contributor to achieving a more equal gender balance at senior levels.

## **MARKET LEADING COACHING**

Talking Talent's decade-plus of pioneering coaching for working parents has resulted in our Parental Transitions Coaching Program. It is run by our expert team of highly qualified, professional and commercially minded coaches. Their passion, high integrity, business background and extensive parent-specific coaching experience enables them to make a real difference to an individual's performance.



## A HOLISTIC APPROACH

We don't just look at the coachee's immediate environment. Talking Talent coach both expectant/new parents and their managers to ensure clarity of direction, support and progression. It's not just about helping the individual through the transition, but managers too. This is a key point of difference to our approach.

Talking Talent will have a delivery mechanism that's right for your organization. We offer a wide range of flexible coaching packages (gender-neutral, maternity, paternity) in a format – or combination of formats – to best suit individual and business needs: one-on-one or group sessions by telephone or face-to-face; interactive webinars; and our unique, market-leading online coaching programs.

We deliver high-quality, transformational coaching in a package and format that works for your business needs, and wraps in support for managers of those going through the parental transition.

## IMPACT AND BENEFIT

The commercial impact of loss of talent is directly felt on the bottom line. The programs we have run for our global, world-renowned clients have measurably saved them tens of millions of pounds, not to mention retaining key talent, increasing engagement levels, improving career momentum and fundamentally shifting workplace cultures.

With prospective employees increasingly mindful of which organizations will best support them during this critical time, an effective parental transitions support program can also contribute strongly to becoming and remaining an employer brand of choice.

### Key benefits for organizations:

- Proven results in increasing retention rates of high caliber working parents
- Proven increase in performance of employees pre and post leave
- Demonstrable career progression in years one to five after returning to work
- Support to employees, managers and the organization during the parental leave process
- Proven return on investment



### Key benefits for working parents:

- Feeling included, engaged, valued and supported in finding the right balance between family and work, which maximizes performance
- Reduced stress through developing coping mechanisms for the transition back to work
- Increased rate in which working parents are able to add value on return to work leading to higher motivation, confidence, and commitment
- Effective management of the whole transition to minimize any business disruption
- Developing techniques for managing stakeholders internally
- Demonstrable career progression

If you manage to support someone well through this transition, you retain an engaged, committed role model delivering strong business value. If you mess it up, talent walks out and the team and commercial impact can be huge.

## OUR CLIENT SERVICES TEAM

Beginning brand new company initiatives like coaching can seem daunting, but our vastly experienced client services team acts as an extension of your HR team. They smoothly handle the day-to-day running of all coaching programs, logistics and communications.

Our clients often seem surprised by the stand-out quality of this one-on-one support – and our strong program management. They cite our ability to think creatively around their specific needs, while turning those creative ideas into a successful and efficient program, as one of the attributes they value most.



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