



Parental Transition Programmes

Supporting talent at moments that matter



Who says you can't combine parenthood and a successful career?

Giving birth, becoming a father, adopting – however you do it, starting or growing a family is one of the greatest transitions an individual can go through.

With that in mind, it's not at all surprising that many people experience challenges when returning to work after parental leave.

Connor's parental transition programmes provide a rich range of tailored support for both individuals and groups before, during, and after parental leave. In partnership with you, we can improve the experience of those starting or growing their family, increasing their engagement and your retention of these talented individuals. We also help you upskill line managers to fully support the transition that employees are navigating, ensuring that your people can balance their careers and their families with a sense of confidence.

As a result, you help your employees to feel valued and supported during an incredibly exciting (and sometimes daunting) transition for them; you enable them to contribute to your organisation's success, and you can become an employer of choice for the many talented individuals out there who plan to have a family and a career, increasing the diversity of talent in your organisation.

"I am in my first year of returning after having twins. I found coaching to be an excellent tool, having spent nearly a year on maternity leave. A coach helps you focus on what's important and what will get you through this transitional period. I would advise every mother returning from maternity leave to take up coaching for her sanity if nothing else!"

Met Baby Programme Delegate



The case for parental transition programmes

Though it might seem that the obvious point at which organisations lose parents as employees is during parental leave, our experience has been that many organisations don't struggle with this at all. Instead, it's often the case that disproportionately high numbers of employees leave their job within two years of returning from maternity or parental leave, mainly due to them feeling their role is incompatible with parenting a young family. When we get under the skin of this, in the vast majority of cases this is due to assumptions, miscommunication and a poorly managed parental transition - All things that can be resolved.

At the same time, very few people engage with promotion processes while on parental leave, particularly women during maternity. Furthermore many thousands of Keeping in Touch Days are left unused suggesting a lack of perceived value from both parties, and engagement during leave.

Encouragingly, many organisations out there are recognising that the experience of parents, needs to improve. Instead of treating parenthood as an issue to solve, they are seeing it as a transition that, if embraced, can improve the lives of their employees immeasurably, while retaining and attracting a rich pool of talent for the organisation.

Conversely, if this important transition period isn't addressed, not only will organisations struggle to fulfil their commitment to diversity & inclusion and specific issues such as the gender pay-gap (now sometimes referred to as the 'motherhood gap'); they'll lose out on valuable, highly experienced talent, and have to bear the cost of hiring and retraining replacements, and the impact on their reputation as a family (un)friendly employer. Those with or planning a family, tapping into a wider pool of talent.

Expert help to define the challenge and solution

Ultimately, new individuals leaving your organisation after parental leave is a symptom of other challenges and pain points. Our extensive experience of supporting individuals through critical moments and career transition, but also HR and organisational change projects means that we're able to really get under the skin of your organisation, to define the issues that need addressing in order to improve the experience for your working parents.

We'll look at things including:

- How well do you keep people engaged with your organisation when they are off on parental leave?

- Do your line managers understand their role and their impact during this time?
- Are people given the right information before they go on parental leave?
- Is that information given consistently across your organisation?
- Are KIT and SPLIT days fully utilised and what for?
- How does your organisation respond to someone announcing their intention to take parental leave?
- How well is your organisation set up to support parents once they are back at work?
- How is professional and personal development supporting during parental leave?
- How are individuals supported when things don't go to plan?
- How good is communication during parental leave?
- What is the culture and 'narrative' around parenting (spoken or otherwise)?

A co-created approach designed to nurture and engage

We work with organisations ranging from SMEs to global brands to support their people going through parental transition each year each year. Experience has taught us that, as with any programme of work, parental transition programmes work best when we work in partnership with you to co-create the solution.

Specifically, Connor can help with:

- Diagnosis to uncover your pain points and areas for possible improvement.
- Building a programme based on your needs that encompasses current thinking and best practice.

Our clients tell us that one of the things they really value about our approach is that, because we work so closely with them, we get to know their organisation incredibly well. This means we can build a solution with them that reflects the organisation's culture, increasing its engagement and effectiveness.

By combining our experience with your insight, together we can create a programme where every one of your people feels like they are treated as an individual, and supported beginning whether you have just one or many hundreds of individuals starting or growing their family each year.



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Though the exact makeup of each programme is tailored to your organisation, people and objectives, our experience tells us that the best way to support new parents is to engage with them before, during and after their parental leave.

The programme we co-create with you, therefore, is likely to cover these three important phases:

Line manager support and training

People rarely leave an organisation – more often they leave their line manager. We can ensure line managers are best equipped to support their reports, including full understanding of employee obligations and rights, and their own impact as someone's manager in this transition period.

Helpful content

We can create and provide content to support employees and line managers throughout the transition.

This includes tailored resources, journals, videos, online content, apps and reading, made accessible in the best way for your audience.

Ongoing personal and professional support

Providing development opportunities in areas such as change, resilience, leadership, networking, career development, influence & impact and other key topics ensure returners have the confidence and skills to navigate the change and progress their career as a parent in transition period.

Pre-Leave

We prepare your leavers and their managers for the transition, giving them confidence and building strong links with their support network.

During Leave

We help your employees stay in touch with the organisation, continue to build their skills and coach them through this exciting new step in their lives.

Post Return

We support your employee to make a smooth transition back into the workplace, feeling confident, engaged and empowered.

Personal coaching and 1-2-1 support

Our professional transition coaches empower, build confidence and help employees confidently navigate through this transition, giving them a confidential and safe space to work through their personal change. Our unique 'adaptive coaching' approach enables you to offer a flexible coaching service to a much wider audience than you might have otherwise thought possible. We can also include emotional support through professional counselling if required during this unpredictable time.

Group networking and support

Our group workshops help employees prepare for their parental leave or their return to work, considering what decisions and actions they want to take to make the journey a smooth and fulfilling one.

Working in a group setting allows employee to build their own support network and helps you support new parents at scale.

Why work with Connor?

For over 25 years Connor has been helping organisations to inspire their people and improve the working world. When it comes to parental transition programmes, here are some of the things our clients tell us that set Connor apart from the pack:

We are experts

For the last three decades we've been helping people and organisations to evolve and thrive.

We are experts in supporting individuals and line managers with their resilience and personal change. And because of our heritage in organisation change and HR, we understand how to enable new ways of working through systems, policies, and adapting culture to enable change.

We work end-to-end

At Connor we have hand-selected squads including design experts, facilitators, coaches, and project managers. That means that we can support your organisation from programme design through to delivery, scaling as your needs evolve.

We're also equipped to handle the bigger picture around your programme. If there's a gap, we can help or partner with others on org design, role design, supporting internal mentoring and advocates to create the ingredients for success.

We work in partnership with you

Together with you we'll work as one team, building on each other's ideas and creating a flexible, responsive parental returners programme. We identify how hands-on you want to be, you'll always be able to get an update on progress – and we'll always listen when something isn't quite right.

We focus on ROI – return on investment and imagination

We know that measurement, accountability, and results are vital to any project. We'll work with you to identify what these look like at the start of the programme. Sometimes that value is a number – such as reduced hiring and training costs – but it can also be the fulfilment of an objective, such as hitting your D&I commitments. We call this ROI – return on investment and imagination

“Having children most certainly changes your outlook on life and especially your career. Talking with a professional coach helped relieve me of some of my anxieties about returning to work and plan for a more productive and fulfilling future career.”

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Talk to us today about how we can support your parental returners with a comprehensive and personal experience that helps them to thrive.

Contact us on **+44 (0)1491 414010**, email **info@connor.co.uk** or visit our website **www.connor.co.uk**



