

# BACK TO WORK without a Bump



## Beeleaf Consulting

specialises in supporting female employees returning back into the work place, to maximise organisational performance.

The Back to Work Without a Bump programme has been developed to facilitate women returning from maternity leave. It uses an innovative combination of coaching, peer group support and life skills enhancement.



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## Workforce productivity

**Every organisation values their skilled, experienced and motivated workforce. So when such an individual decides to resign after maternity leave, there is an immediate financial cost and loss of tacit knowledge.**

Harvard business school have calculated that it costs an employer an average of 2 years salary when an employee leaves the business

Research has shown that organisations need more women to progress their careers in order to foster innovation and remain competitive

Women now make up half the workforce

Teams with 50-60% women have the highest levels of innovation

By 2010 one in five employees will be mothers

1 in 3 senior managers are women

34 companies in the FTSE 100 have no women on their board (2007)

## Family v's Career

One key reason for the lack of executive business women is that they are choosing to start a family later in their career. When they do return, many want to balance family and work life by working flexible hours. Due to the shortage of senior level positions which offer flexible working and a lack of personal confidence following their break, many return to positions which they are over qualified for:

**A third of female managers move down the career ladder after having children**

**52% of female team leaders have children compared to 96% of male team leaders**

**21% of Mums move to a different employer within 9 months of having a baby**

What if your organisation could tap into the 5.6 million women employed in the UK who are not working to their full potential? What if you could retain your most productive female employees after maternity leave with careful focused investment?

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## Business gains for family friendly policies

Companies who do provide flexible resources to create family friendly working conditions increase profitability by:

- **Increasing individual personal productivity through improved morale and ability to focus on work needs.**
- **Increasing commitment & engagement by employees to an organisation that shows its concern for employee needs. Therefore increasing productivity and loyalty.**

- **Improving attendance at work with less stress related absenteeism and ill health.**
- **Retaining company knowledge and developing senior female role models.**
- **Reduction in management time spent dealing with distressed employees due to non-work related problems.**
- **Increase in line management effectiveness due to increase in employees moral.**
- **Reduction in staff turnover & therefore recruitment costs.**

## Barriers to women returning to work after maternity leave

As with any prolonged absenteeism, such as maternity leave, the employees self confidence often declines. Their capabilities may not have changed significantly, but self perception of their abilities and knowledge decreases. These women may feel unable to continue with their family commitments and cope with returning to work. For some, the easiest option is to resign from their employment though they would like to continue with their career development. Some others return to work, but due to their lack of self belief they may take some time to perform to their previous standards.

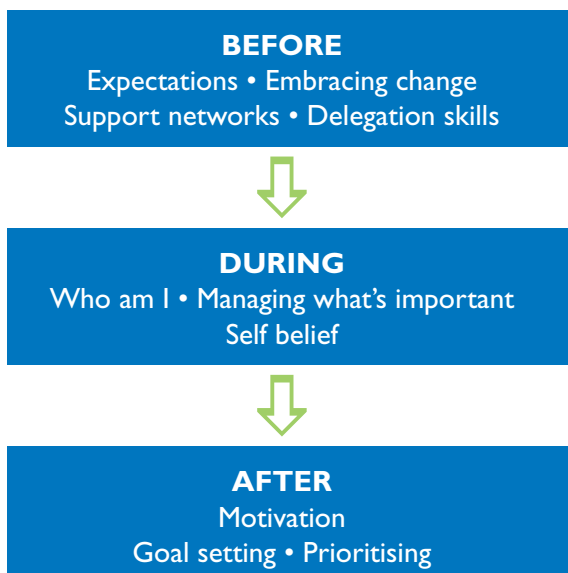
## Why maternity coaching works

### Coaching definition:

*Unlocking a person's potential to maximise their own performance (Whitmore 1996)*

There is increasing evidence to demonstrate that maternity coaching is beneficial at each stage of the maternity cycle in order to support the individual through this period of transition:

### Coaching intervention during maternity leave



Coaching provides an independent, secure environment where concerns about changes in an employees work/home balance can be addressed without judgement. These perceived issues can quickly be overcome, by asking the most effective, powerful questions and using appropriate tools in a supportive manner:

**A CIPD survey showed that of the 64% of organisations who hired coaches, 92% of them were found to be 'very effective' or 'effective'.**

**In a recent online questionnaire by Beeleaf Consulting, returning mothers were asked 'what other support they would have liked during maternity leave'. Coaching to help prepare them for the role change into mother & career person, was the most requested resource.**

**83% of women surveyed said they would benefit from their employers offering coaching as part of the maternity package. When asked how their employer could make the transition back to work easier, 50% of respondents requested maternity coaching to increase confidence and individual performance, second only to flexible working.**