

# Investing in working parents



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At Families Work, we assist employers in supporting their working parents to successfully balance family and work life. We alleviate the stress that is often involved in dealing with the practical and emotional challenges of juggling family commitments with a successful career.



The competing demands of work and family responsibilities have a big impact on performance and happiness at work. Supporting parents during these challenging times is not simply an employee benefit, it is a vital part of the HR mix for employers wishing to retain and engage talent. It also plays an important role in helping companies to foster a culture of diversity among their top tier staff.

Employers who successfully support their working parents to enable them to balance family and work will have a more engaged, productive and loyal workforce. They will also be better placed to recruit, engage and retain the best talent.

It's a win win situation.

## Our approach

With expertise in childcare, coaching and child development we are uniquely positioned to help employers support their working parents.

We believe that each child, family and company is different and tailor our services to meet the needs of clients. We take an integrated approach, linking our services to support talented working parents through their life transitions. We draw on the expertise of our multi agency team of highly skilled professionals including Coaches, Midwives, Maternity Specialists and Childcare Consultants, to provide companies with a bespoke service.

Being 'Family Friendly' is at the cornerstone of our ethos and we are happy to discuss your every need. Feel free to contact us with no obligation.

# Our services



"Families Work have taken the stress and worry out of organising childcare and are highly attuned to the extra considerations of freelancer parents who may have unpredictable schedules. The childcare consultants are both incredibly professional and are a joy to deal with and I would recommend them without reservation and your children will thank you for it."

**Síofra Campbell**, Parent & Filmmaker

# Bespoke Childcare Service

Supporting your employees to quickly and effectively find the right childcare will enable them to focus on work, confident that their children are safe and nurtured. In many cases, providing this support can be the difference between parents returning to work after maternity or paternity leave, or feeling as if they have no choice but to stay at home.



At Families Work, we understand that researching and finding the right childcare can be a confusing and time consuming process. There are many factors to consider such as quality of the childcare, parenting philosophy and budget to name a few.

We help parents to source a full range of childcare services, from nannies to nurseries and child-minders to maternity nurses. Thanks to our experience in producing training manuals for leading childcare associations and Local Authorities, we are able to take the guesswork out of sourcing high quality childcare services.

Through our sister training agency, Babyem, we train over 1,000 child-carers each year, enabling us to maintain quality and source the very best childcare according to strict criteria including:

- Age of candidate
- Relevant childcare experience
- Childcare qualifications
- DBS checked
- First Aid certified
- Fully referenced and interviewed

## Providing a tailored and bespoke childcare service

Our service is tailored every step of the way. We understand that what works for one family doesn't work for another. Our approach is simple: we listen to the employee's specific needs, explore the best option based on their requirements, and then ensure we source the right childcare for them.



## Emergency childcare

It's not a matter of if your childcare breaks down; it's what to do when it happens. Childcare breakdowns occur on average 9 times a year\* and are a major cause of absenteeism in the work place\*\*. More often than not, it is a very stressful time for any parent. Having a reliable backup plan enables parents to feel confident that their children will receive the best quality care in any eventuality.

### Sourcing the best childcare

We work with leading agencies to provide emergency nannies covering London and surrounding areas. Any emergency nannies booked through us are required to meet our strict quality standards.

### Meeting the individual needs of families

We accommodate individual preferences and circumstances and are able to provide a fast, flexible service to meet specific requirements. We understand that every child is different, and with our expertise in child development and experience in training nannies, we know how to find the best match.

\* Employee Advisory Resource's Employee Wellbeing Survey 2006

\*\* Employee Benefits Health Care Survey, April 2010

# Maternity Coaching

When you've invested in your employees and supported them on their career path, it can be frustrating to watch them leave during the maternity and paternity journey. Coaching builds confidence and minimises the anxiety that is common with returning to work.



## Using coaching to retain and inspire talented new parents:

Planning and communication are critical for helping parents to transition to their new life, both for the individual and their employer. Coaching before, during and after baby is born can ensure productivity right up until parental leave begins and paves the way for an effective and productive return. Through better planning and communication, disruptions to the business and the team are minimized.

Coaching also supports parents to feel valued, increases confidence and personal and professional development.

Our integrated approach blends our expertise in childcare and child development to provide a truly holistic service catering for every milestone and hurdle facing parents today.

## Our coaching services:

We provide two types of coaching services:

### Group coaching for new parents:

Group coaching sessions including facilitating 'Keeping in Touch Days', providing coaching at key transition moments for all working parents.

### One-on-one coaching:

Sessions designed to provide Human Resources with the ability and tools to make a profound impact for key individuals, whose retention and engagement is a priority for the business.

"The quality of your service is to the highest standard. You did a superb job of matchmaking between my boys and their new nanny. Sarah is quite simply the best nanny we have ever had and has quickly become indispensable to our family. We all absolutely adore her."

**Laura Rosti**, Parent and solicitor

# One-to-one maternity coaching

Our one-to-one parent coaching supports parents through the three key stages of the transition to parenthood:

## **Pregnancy at work: planning and preparation**

During this session, expectant parents are prepared for a successful handover at work and are shown ways of staying in touch with the company. We also help individuals make sense of becoming a parent and explore ways of balancing motherhood with their career and personal values.

## **Maternity leave: returning to work with confidence**

Returning to the workplace after a lengthy period of mental and physical absence involves time to adjust and become re-engaged with the business. During leave, our coaches support employees to adapt to their new life as parents whilst helping them to prepare to return to work with confidence.

## **Working parents: hitting the ground running**

We focus on building the support networks needed to develop leadership skills and effectively prioritise work with home commitments. With an emphasis on smart working, we use this session to re-address returners' needs and anxieties while helping them re-prioritise as necessary.

## **Group coaching sessions**

It's important for parents to exchange ideas and experiences with their peers. Our group coaching sessions cater for new and expectant mothers at three key stages of the transition to parenthood. These forums provide a valuable networking opportunity for employees and a cost effective coaching solution for employers.

## **Paternity coaching**

New fathers can feel neglected; our group workshops dedicated to dads focus on supporting fathers to manage the transition into fatherhood, including managing pressures to perform at work and at home.

## **Keeping In Touch Days**

Keeping in Touch Days provide an opportunity for new parents to re-connect with the workplace. We work closely with employers and employees to create an event that is informative and tailored to the needs of the group. We are able to facilitate Q&A panels led by previous returners as well as delivering practical parent and baby workshops such as baby massage, first aid and sleep management led by one of our leading maternity professionals.

We can also organise temporary crèche facilities on the day for new parents.

# Our Coaches

All coaches are accredited members of the Association for Coaching, and have at least 15 years of experience in consulting, training and coaching in areas such as career transitions, leadership and development, children and parenting.

Our coaches have all worked in senior management positions and as mothers themselves, fully understand the challenges of combining work and family life.



The transition from being a full time lawyer to full-time mum was very daunting. The reassurance that my sessions with my coach gave me has been absolutely invaluable. I was ready to resign and give up on the many years of studying and training but, using her strategies, I now feel better equipped to deal with the pressures of combining parenthood with my career as a lawyer. I now feel more confident as a mother and balancing work and parenthood.”

Senior Associate Lawyer and parent

# Employee Workshops

Our workshops support parents to address a number of issues regarding balancing work and family life. Workshops are a cost effective way of creating sustainable networks within the company where parents can share experiences.



Each session is packed with practical advice, tools and resources to address the challenges faced by many parents and carers with children 0-18 years. Participants leave with clear action points to take forward and are supported by our team of childcare experts and parenting coaches.

Workshops are tailored to meet the specific requirements of the group. We also understand time is precious, and provide lunch time workshops as well as half day or full day sessions.

Workshops include:

## The Working Parent

Modern parenting attitudes no longer fit into the traditional expectations of the workplace. Our workshops are designed to provide advice, guidance, and the necessary tools to achieve a desirable work-life balance.

## New and Expectant parents

Our practical sessions provide support to both new and expectant parents, addressing issues such as planning the transition into parenthood, understanding your childcare options and seeing your family as a team.

## The Early Years

In these exciting years, children experience a number of changes physically, emotionally and intellectually. Our workshops use up to date research and address areas such as promoting development through play, managing behaviour, dealing with transitions and effectively implementing routines.

## The Teenage Years

Parents are often bewildered by the changes in their children when they become adolescents. Adolescents experience many changes in brain development and hormones during this period, which can impact behaviour dramatically. Our workshop addresses everyday issues and areas of concern for parents such as substance misuse, communication problems and successfully enforcing boundaries.



## Parent Support

Sometimes knowing where the best place is to seek additional support for our children can seem complicated and overwhelming.

We specialise in helping parents better understand complicated feelings, improve difficult relationships and to learn practical skills so as to feel more confident, content and in control.

Through our parent support service we provide one to one support addressing a wide range of parenting issues for children 0-18 years of age, such as implementing routines, managing challenging behaviour, separation anxiety and dealing with teenagers. A one off consultation may be sufficient or a package can be tailored to suit the needs of employees.



# Families Work

**Families Work Ltd**  
145 – 157 ST John St  
London, EC1 4PW

T 0208 986 9008  
E [info@familieswork.co.uk](mailto:info@familieswork.co.uk)  
[www.familieswork.co.uk](http://www.familieswork.co.uk)