

Who we are and what we do

WOMBA is a coaching practice specialising in gender diversity. We tailor and deliver bespoke group and 1:1 coaching programmes that provide practical, professional and psychological support for employees at key times of change.

WOMBA works with organisations to:

- Empower working parents
- Upskill managers
- Retain diverse talent

Our approach is shaped by each organisation's unique strategy and the needs of its employees. The effectiveness of our programmes comes through working closely with internal functions such as Diversity & Inclusion, Learning & Development and HR.

All our programmes are run by accredited executive coaches who have juggled successful corporate careers with being parents. This gives them a unique insight into the pressures of balancing family and career.

We believe...

We believe that organisations become more gender diverse through making the experience of returning to work after children or a career break more successful.

We believe that:

- *Becoming a parent is an opportunity for personal and professional growth*
- *Managers want to do the right thing, but it can be complex and confusing*
- *Gender diverse organisations allow employees to bring all of themselves to work*

What people have said about WOMBA

"Providing expert support to navigate the professional and psychological challenges that arise from becoming a working parent requires sensitivity and skill. The team at WOMBA not only have this expertise, but have worked in genuine partnership with my team to deliver an excellent support programme for our lawyers."

Anisha Gadhia, Government Legal Department, Head of People Development

"The coaching from WOMBA has been invaluable to me... I'm now looking forward to starting my maternity leave knowing that I have an exciting role to come back to."

Ruth Handcock, Chief Customer Officer, TandemBank

"The objectivity, observations, and insights from my WOMBA coach are invaluable as I go through this slightly complicated time."

Tammy Potter, Global Head of Talent, Dyson

"WOMBA's coaching helped me realise that being a parent was a strength, not a weakness. A small investment in support at this critical moment helps ensure that working parents reach their potential."

Anna Bentham, Director of Strategic Planning and Insight, Nationwide Building Society

The WOMBA team



Helen Sachdev

Helen is an Ashridge-accredited executive coach. She has a portfolio career, mainly opting to support organisations with a social purpose.

Helen works with senior leaders during transitions, such as stepping into their first executive role, moving into a new career or developing a portfolio.

Helen's passion for workplace equality has been shaped by her own experiences of parenthood and managing a demanding career and she advocates for diverse and inclusive workplaces by mentoring and encouraging young female talent



Dan Godsall

Dan is a senior executive, coach and group facilitator with almost thirty years' experience supporting, leading and developing diverse teams of talented men and women.

It was during a career break from corporate life that Dan discovered his passion for supporting working parents. His first-hand experience of being a working parent inspired him to set up WOMBA, which became one of the first providers of maternity coaching programmes.

Dan now works full time as an executive coach and group facilitator. He is passionate about furthering equality and diversity.



Alison Green

Alison is an Ashridge-accredited executive coach with an MSc in Executive Coaching and BSc (Hons) in Psychology. She helps people realise their potential by combining relational coaching with her diverse blue-chip leadership experience.

Alison works with individuals as they step into leadership roles, return to work after a break and think about new career directions.

Her belief in the value of diverse and inclusive workplaces has been shaped by her own experiences of working overseas, being a parent and managing a demanding career, as well as serving on AXA's Diversity & Inclusion Board.

Our story

WOMBA (Work, Me and the Baby) was founded in 2015 by Helen and Dan. They wanted to make the world a better place for parents. They first focused on maternity coaching since they knew first-hand from personal and leadership experience that support around this time was critical to an employee's career.

Alison joined as a director in 2018. With a similar background to Dan and Helen, she is an experienced coach, a successful executive and a proud mum of two. Whereas Dan and Helen have a background in Retail and Financial Services, Alison has a Marketing and Healthcare background.

As parents, we have all experienced the highs and lows of starting a family whilst trying to grow our careers. It's not easy and there's no magic formula to remove all the challenges. But we do believe that our programmes and one-to-one support offer time development as you progress your career, if you decide it's right for you.

We're proud and passionate about our work - we hope you get as much from it as we do.