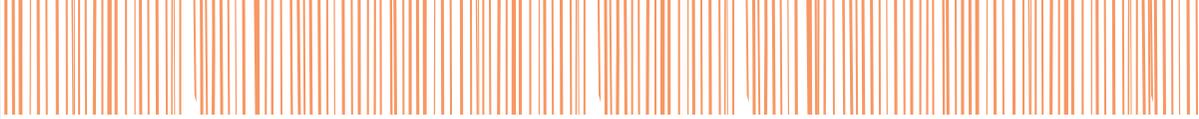


WOMBA

WORK, ME, AND THE BABY



THE COMPANY

We are passionate about supporting working parents through their transitions out of and back into the workplace.

We know that this experience has a profound effect on new parents and raises a variety of practical and emotional challenges for them that, if untended, are more likely to alter their career choices and limit their aspirations.

The UK has nearly double the number of women opting out of full-time work compared to the rest of Europe¹, and a quarter of women in senior roles report feeling unsupported by their employer upon their return to work².

Source: 1. Report by The European Commission issued on 26/02/2015; 2. Pregnancy and Maternity-Related Discrimination and Disadvantage: First findings: Surveys of Employers and Mother sponsored by The Department for Business, Innovation and Skills, and The Quality and Care Commission.

THE COMPANY



Our research reveals that working parents who have confidently combined parenthood and careers have developed skills and strategies that enabled them to be successful.

We believe that these skills can be taught, and by doing so we can help more people achieve the same outcome more quickly.

Our programmes are based on the ideals of collaboration, community, sharing, and positivity: collaboration between participants by the development of parent communities through our workshops; collaboration with business through the involvement and education of line managers; and collaboration with the organisation through the inclusion of learning teams, and the sharing of emerging insights.

“We spend a lot of money in companies to ensure employees are engaged. We measure it; we monitor it; we have programmes for it; we train for it. So if there’s a period of time, through maternity or paternity, where that engagement could wane, doesn’t it make sense to keep that connection going as well?”

DEANNA OPPENHEIMER, FOUNDER/CEO OF CAMEOWORKS



WHAT WE DO

We provide tailored training and coaching programmes for new parents and managers that span the transition out of, and back into the workplace.

FOR PARENTS

Our programmes typically start with two day in-house workshops where we train expectant parents in a variety of skills and techniques that they can draw upon to increase their resourcefulness, resilience, and confidence through every stage of their transition. This foundational activity has been thoughtfully designed to equip participants with essential insights and tools, and purposefully support the formation of self-sustaining parent communities across the business.

We also introduce participants to a ground-breaking, web-based coaching technology that will support them throughout the entirety of their transition. Using this innovative platform we maintain appropriate, agreed contact with participants during and immediately after their maternity, paternity, or adoption leave, and facilitate a thorough examination of their changing role as parent and professional. We aim to help new parents set appropriate boundaries and develop strategies that, should they choose to, will enable them to return to work with confidence and control.

FOR MANAGERS

The participation and support of managers is an essential component of our programmes. We provide individual and group briefings to line supervisors at each stage of the programme and encourage their active involvement across the full range of activities.

For more intensive support, we offer training and coaching workshops where managers will be equipped to engage in productive conversations that balance the needs of the individual with the requirements of the organisation.



WHAT WE DO

FOR COMPANIES

The objectives of our programmes are to maintain employee engagement during a critical and profound life change for employees; increase the rate and productivity of returners; and in doing so, protect prior investment in key workers.

At the start of an engagement with a company we would expect to agree a set of internal measures against which the business can evaluate its investment in our activity.

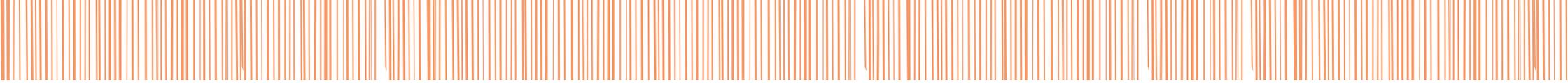
For businesses that want to raise awareness of the challenges and opportunities for working parents, we provide bespoke activities such as company presentations, workshops and symposiums. If required, we are also able to conduct confidential internal research projects, and offer insights on emerging best practice.

PROGRAMME DESIGN

Our programmes have been thoughtfully designed in collaboration with new parents, experts in the fields of leadership development and change management, and a leading academic from one of the UK's top business schools who has extensively researched the effects of maternity and paternity on working parents and their careers.

“If you think about the amount of money that is spent on recruiting, retaining, training and developing talent, it far outweighs the small investment that could be made at the critical moment of someone returning to work after maternity or paternity leave. Frankly, it's a no-brainer.”

GAVIN HOLLAND, FOUNDER OF ANTHEMIS TALENT,
PART OF ANTHEMIS GROUP



WHY WE DO IT

Our goal is to make the world of work better for parents and employers.

Our goal is to make the world of work a better and more accessible place for more parents and, in so doing, to help companies realise the significant commercial benefits of improving engagement during this critical life stage: retention of key employees, increased productivity, and the development of a diverse and balanced pipeline of top talent that will continue to deliver success for the business over the years ahead.

With over sixteen million families in the UK alone, the perspectives and skills that working parents bring are a valuable resource to any organisation that is seeking to represent and serve the needs of its customers.

We believe that for many companies this is a missed opportunity that, if exploited, will enhance their reputation among current and potential employees, and give them a competitive edge in their chosen market place.

“Balancing a successful career and being the kind of parent you want to be is complex and not without challenge. We don’t try to paint an unrealistic picture; our focus is on helping participants get comfortable with the necessary compromises by setting, communicating, and maintaining appropriate boundaries that will deliver better outcomes for both the individuals and the business.”

DAN GODSALL, FOUNDER OF WOMBA



HOW TO BEGIN

A partnership approach

All of the available research points to the critical roles that the organisation and line managers must play in responding positively to the needs of their working parent communities. We believe that a partnership approach with business is essential in realising the value of investment in our proposition.

Working with businesses and internal learning, HR, and diversity teams, we are able to configure our programmes to ensure that the right support and expertise is available to both colleagues and managers at every stage of the transition, tailoring this to suit the specific needs of every organisation.

We believe that it is important to agree specific, measurable goals with businesses against which they can appraise the value of this investment in people. We would expect these to include productivity, rates of return, employee engagement and well-being.

Get in touch

For a no-cost exploratory consultation email us at enquiry@wombagroup.com or call us on **07557 969481** for more information.

THE FOUNDERS



Meet Helen Sachdev

A senior executive and Trustee with both the CIMA UK Board and Leicester University Student's Union, who has a track record in developing and scaling new business propositions internationally. Helen is an Accredited Executive Coach with Ashridge Business School and is committed to making the world a better place for working women. She is also a mother of two.

“As a successful working mother I naturally champion the cause for more women in senior leadership roles, but to be clear, our business is not about gender. It is about supporting all working parents whatever their gender, race, sexuality, personal circumstance or background, to be better equipped to make their own positive choices about their lives and career, and to do so with confidence and a clear understanding of their personal and professional boundaries.”



Meet Dan Godsall

A senior executive with 27 years' experience of leading and developing diverse teams of talented men and women. It was during a career break from corporate life to raise his then six month old son, Jesse, that Dan developed his passion for supporting working parents.

“The practical and emotional challenges that parents experience through their transitions out of and back into the workplace are considerable, but with the right encouragement and support the experience can be an incredibly positive one. This isn't just a nice-to-do: our proposition is grounded in the commercial logic that retaining engaged, motivated, and productive workers is better than expending time and money on finding replacements.