How **Bright Horizons COACHING** & **DEVELOPMENT** has helped transform **Burges Salmon's**



Client Background

Burges Salmon is an ambitious, environmentallyresponsible, and inclusive UK law firm that ensures its clients, people and wider communities flourish while maintaining its commercial edge. Down-to-earth, straightforward, and strategically switched-on, Burges Salmon offers complex legal expertise coupled with a wide range of market sector experience to large organisations, entrepreneurial businesses, public sector bodies, families, and individuals.

The firm is widely recognised as an inclusive employer, with accolades ranging from RollOnFriday's "Best Law Firm to Work at 2023" to Investors in People (IiP) Platinum status. IiP commended the firm's approach to learning and development; its benefits package; its wellbeing strategy; the engagement with women whilst on maternity leave and the external coaching provided to support their return to work.





How does Parental Leave Coaching fit Burges Salmon's culture?

Victoria Goldsworthy, Senior L&D Partner, says:



"Recognising that no two people are the same when it comes to balancing their work and life commitments, we wanted to enhance the parental support for our people beyond monetary value. This meant ensuring that those returning from parental leave could be welcomed back quickly and successfully to retain our top talent.

Our Employee Value Proposition (EVP), or 'deal' includes our #BeMoreSalmon concept, inviting people to bring more of themselves to work and 'make a splash'. We take care to set out what we offer our people, along with what we expect in return, and one of our commitments is that we will provide people with the opportunity to realise their potential, so supporting employees' parental journeys is key to helping them achieve their goals inside and outside of work. As our partner in this, we trust Bright Horizons to have the best interests of our people in mind. Our relationship with them is open, collaborative, and we really enjoy working with them."



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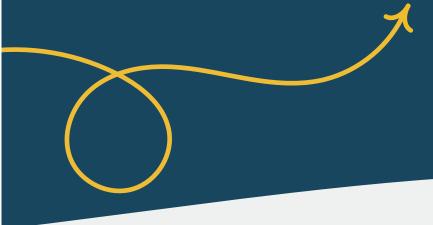
Challenges for the legal sector:

- Post-Covid, firms have to offer more than money to attract and retain talent, employees want to
 work for firms with family-friendly cultures that offer flexible working, and long-term professional
 development.
- Meeting the needs of the workforce in a world of hybrid working continues to be a challenge
 giving employees freedom within a framework that partners technology and practical guidance is key.
- Compliance and competency regulations for lawyers are ever-changing, so having proactive and responsive professional development in place is vital to keeping ahead of the curve.

What was the original motivation for the programme?

"We set out to enhance the parental leave support offered to Burges Salmon's people beyond our family leave policies in new, practical ways, with the aim being to retain talent, maintain team collaboration, and offer a positive experience for those returning from parental/adoption leave. We understand that each person's experience is unique and that the transition to parenthood requires a holistic perspective, embracing all areas of life and career. Key to the programme was that the intelligent, specialist coaching would give colleagues the structure and the tools to return to work empowered to meet the needs of their clients, their colleagues, their families and themselves."

Victoria Goldsworthy, Senior L&D Partner







Programme Elements

At the heart of the programme, we have individual coaching for those taking periods of parental leave (whether becoming parents for the first time or growing their family). The key elements include:

- 1 Tailored programme booklet that explains how it works and what's on offer, including colleague testimonials which outline the benefits they experienced
- 2 Four individual Bright Horizons coaching sessions, all with the same carefully matched, trusted coach: One while planning for leave, one during leave, and two following their return, to support their strategic and practical thinking about integrating their career and family life, where they can implement practical approaches to help manage the balance.
- (3) Access to the Bright Horizons Work+Family online portal and Parental Leave Toolkit that proactively reaches out to both the individual and their manager, providing week-by-week tips and insights to ensure they have support and practical advice at every stage.

The programme complements and aligns with Burges Salmon's Values and the additional support the firm already offers, such as family friendly policies and parent & carers networks.

Programme Impact

Colleagues at all levels within the firm, up to and including partners, enrolled in the programme.

Feedback from participants confirmed:



felt the programme encouraged commitment to Burges Salmon



said their coach was engaging and developed good rapport

When participants were asked to rate certain known success factors for a positive parent transition before and after coaching, some striking uplifts were seen as a result of the coaching:



increase in practical know-how and skills relevant to wellbeing and parental leave



increase in clarity of plans for their way forward



more equipped for influential conversations with stakeholders



increase in sense of being valued and supported by Burges Salmon

Employee Feedback - Positive impact



"Burges Salmon provides a lot of support for women returning from maternity leave and their commitment to ongoing support and development is impressive and far better than other law firms."



"The coaching I received was invaluable. At a time when I felt most vulnerable and out of my depth, my coach was on hand to normalise those feelings and work on coping mechanisms to get me back into the working world. I feel in a stronger place than I did before family leave. It showed me that since starting a family I can achieve both at work, and at home."



"I found the coaching incredibly helpful. Returning to work remotely as a first time Mum, I found I had a dip in confidence. My coach enabled me to look at things with a different perspective and regain faith that I'd gained more skills whilst being away from work that I can use in my role now."



"As an inclusive employer, we ensure that our people coming back from family leave receive the support they need to help with their successful return. Bright Horizons is a leader in this field and the feedback we receive on both the coaching experience itself and the positive impact the coaching has achieved is fantastic."

Robert Halton, Chief People Officer

About Bright Horizons

What we do

For more than 35 years, Bright Horizons has been supporting the evolving needs of working families and their employers. We create, develop, and deliver solutions that remove barriers to performance, talent and diversity in our clients' businesses and help them succeed in their goals.

We address the wide range of challenges facing parents and carers in the workplace today, enhancing our clients' ability to attract and retain key talent, giving their teams the peace of mind and confidence to do their best work.

How we do it

Bright Horizons' services include workplace and partnership nurseries, coaching and development provision, digital resources, and manager guidance, plus Back-Up Care for adults, children of all ages - and even pets.

We provide our clients with access to live usage and engagement analytics on their programmes, and also keep them updated with ongoing research findings and benchmarking data.

Who we are

- We have operations in the UK, US, India, Australia, and the Netherlands. 1,300 clients globally, over 400 in the UK.
- We have been recognised as a UK Best Workplace by the Great Place to Work Institute every year since 2006, and are actively committed to Diversity, Equity, Inclusion and Belonging, and to Mindful Business practices.
- We strive to minimise negative environmental impact guided by our Future Earth green agenda and, through our registered charity the Bright Horizons Foundation for Children, to make a positive difference in the lives of children and families in crisis.

Our family of services includes:



Reliable, flexible Back-Up
Care options for children of
all ages, adults and elders and even pets - when usual
arrangements break down or
schedules change. Back-Up Care
is a trusted Plan B that protects
productivity and supports
wellbeing.



One to one **Virtual Tutoring** in 35+ subjects for children (aged 4-22 years) and also school entrance exam preparation.

Tailored tutoring helps confidence and achievement, while easing parents' concerns about their child's education and mental health



Work+Family Space, an easily searchable and personalised hub for all matters work and family, and a vital resource for busy workers. Filled with a world of information, tips, webinars and expert advice, there's something for everyone - whatever their life stage or personal situation.



Our innovative **Parental Leave Toolkit** is a digitised coaching solution delivering timely checklists and advice to the individual and their manager at every point in the journey, making a significant difference to return rates.

Beyond the parent transition, we've developed tailored coaching programmes for our clients on many major life events.



Workplace Nurseries and Nursery Partnerships provide parents with reassuringly high-quality and convenient care at, or near, their workplace.

The ultimate "sticky benefit" and a real game-changer for retention.

Get in touch to discover how we can help your business and your employees:

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