

WHAT HELPS YOUR PARENTAL LEAVE RETURNERS COME BACK, FLOURISH AND PROGRESS?

Bright Horizons HR Webinar

5th May, 2022 11.30 – 12.15



Your Speakers Today



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Leadership**

Bright Horizons



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**Head of Coaching &
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Bright Horizons

Bright Horizons Work+Family Solutions

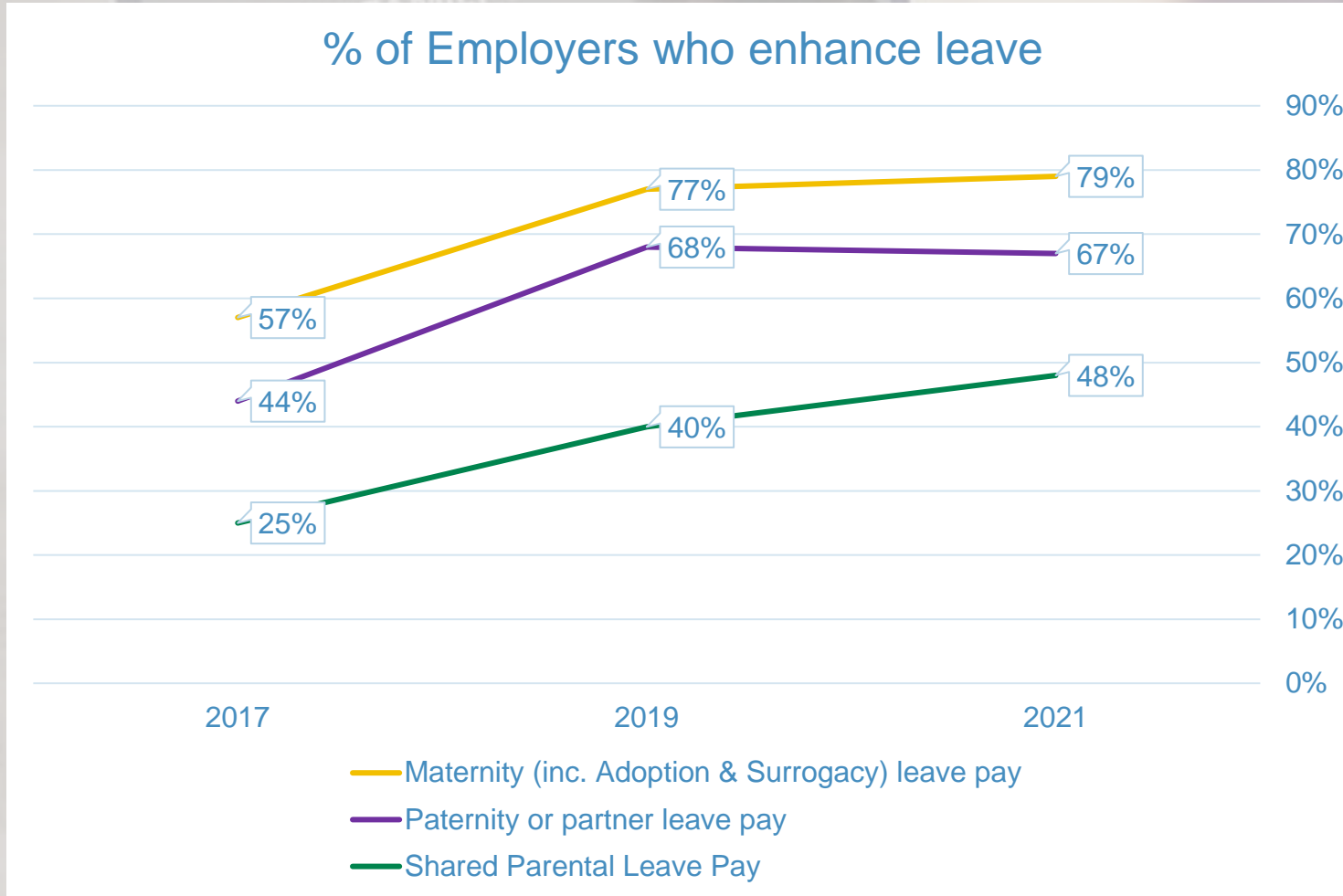


How are leading employers retaining and empowering this key talent population?

- How can you benchmark and design the right programme with greatest impact?
- What role do managers and leaders play?
- How do you enable parents to remain visible in a flexible and hybrid world?
- Are your policies fit for changing gender expectations?
- How will you build your business case and measure impact?

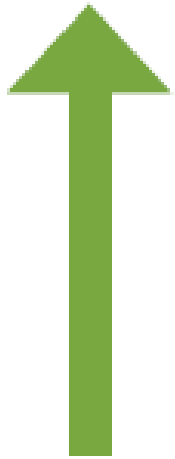


More employers are enhancing parental leave



It's not all about pay...

333%



Group
Coaching

200%



Online /
app-based
coaching
& advice

150%



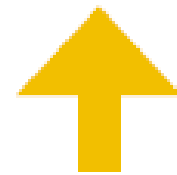
Concierge
services

100%

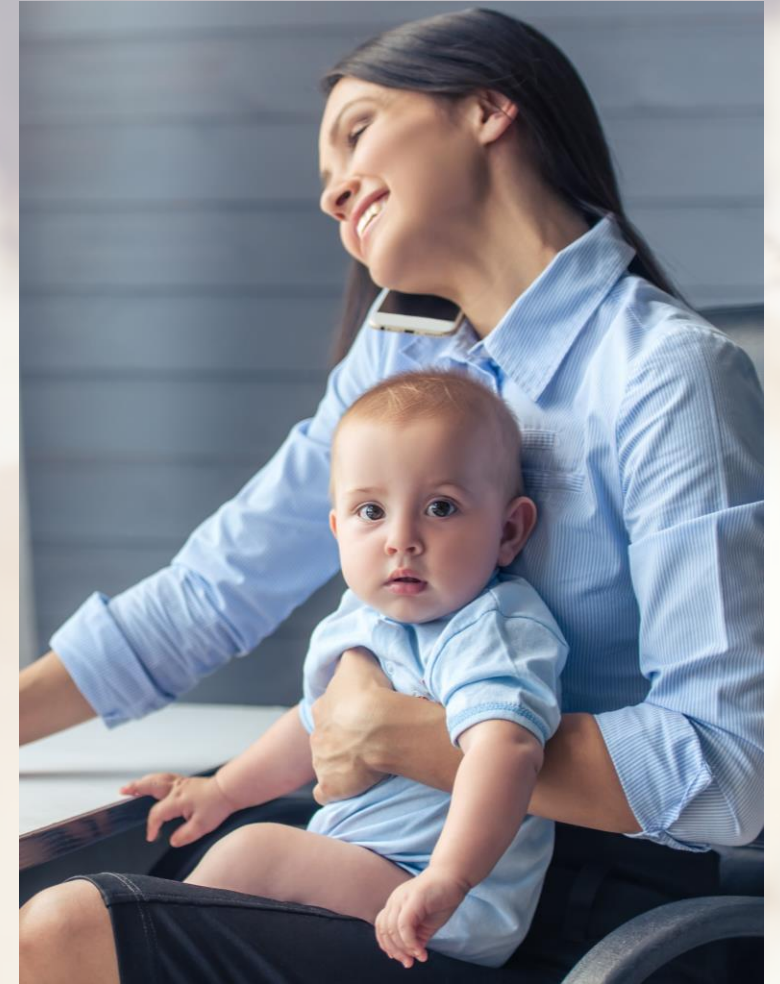


Online /
app-based
coaching for
managers

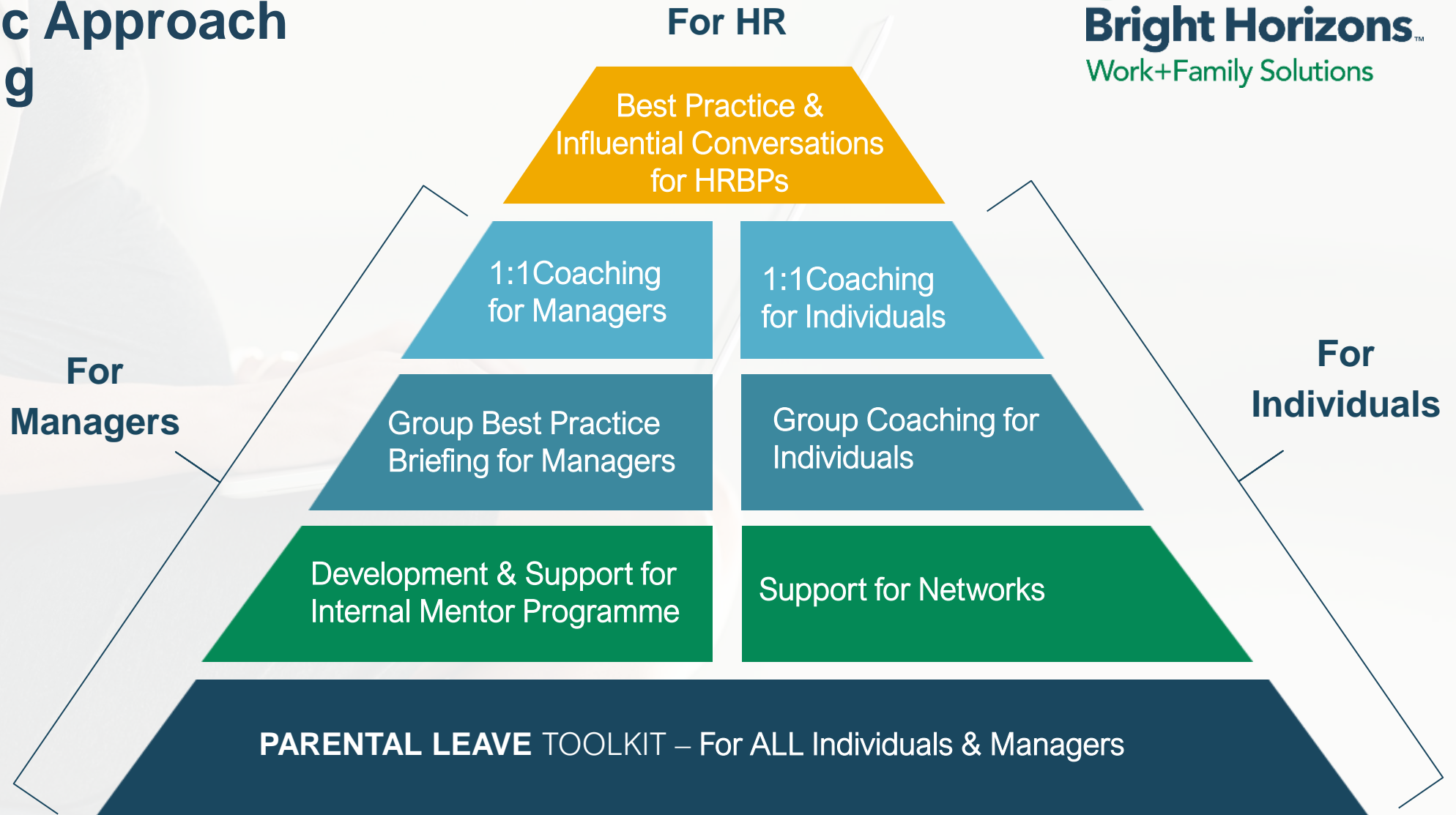
100%




Onsite
childcare
support



Our Holistic Approach to Coaching






 **Bright Horizons.**
Work+Family Solutions

Question 2 of 9

A little about your programme aims

We can better tailor our advice if we know a bit more about your employee population and aims. Please indicate which best describes your programme drivers.

- A Our programme must be inclusive: the same offer for all, whatever their role.
- B We want a tiered programme: high-touch for top talent AND something for everyone.
- C We want to focus our resources on top talent or key roles.



Programme Builder Tool:

<https://solutions.bright Horizons.co.uk/our-solutions/Coaching>

Poll Time!


Which best describes your organisation's current approach to parental leave?



Poll Results

a) Our policy provides for statutory pay and not much else	13%
b) We provide enhanced pay but no other programmes	55%
c) We provide enhanced pay and coaching, mentoring or app-based support for individuals	13%
d) We provide enhanced pay, coaching/mentoring/app support for individuals and guidance for managers	13%
e) Something else	2%



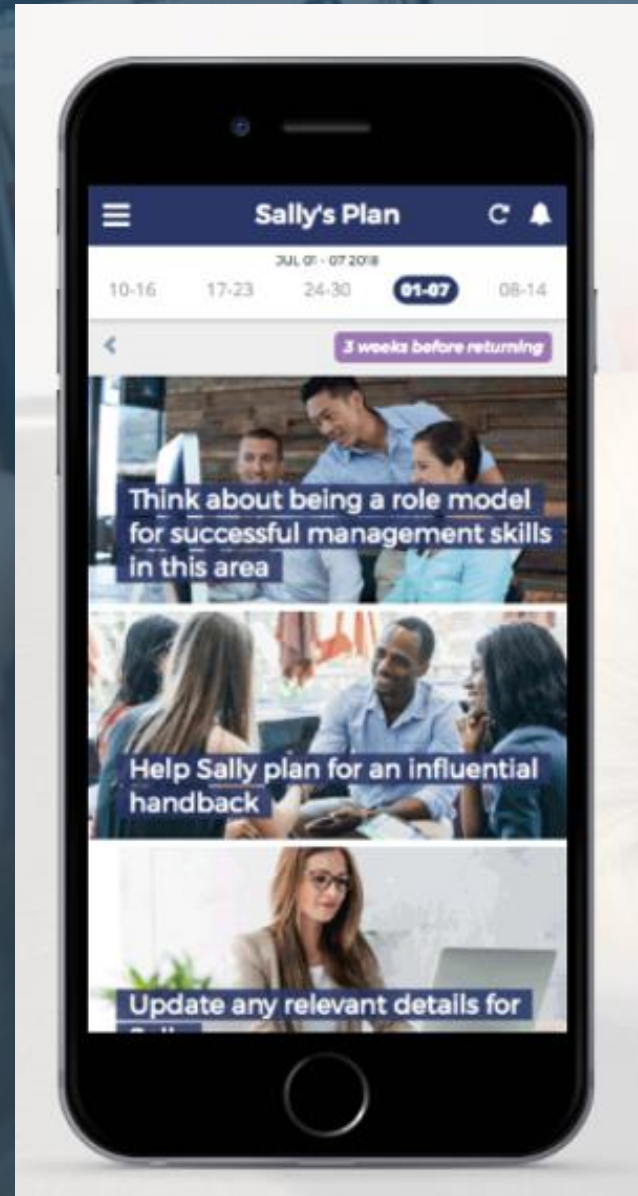
A woman with short dark hair and glasses, wearing a patterned blouse, stands on the right side of the frame, gesturing with her hands as if presenting. She holds a blue pen in her right hand. Three people are listening: a man with glasses and a beard in a blue shirt stands behind a man in a light blue shirt who is seated at a table. A woman with long dark hair, wearing a grey cardigan, stands in the middle with her arms crossed. The setting is a modern office with large windows overlooking a city building. A laptop, a blue mug, and a pen holder are on the table in the foreground.

What role do managers and leaders play?

Parental Leave Toolkit for Managers

We help managers to plan and have better conversations with new and expectant parents; a smoother transition for all.

PARENTAL LEAVE TOOLKIT



“Brilliant - the Parental Leave Toolkit gave me what I wanted, exactly when I needed it, to make sure my team member left and returned, ready to resume their career.”

Stephen, Leading Law Firm



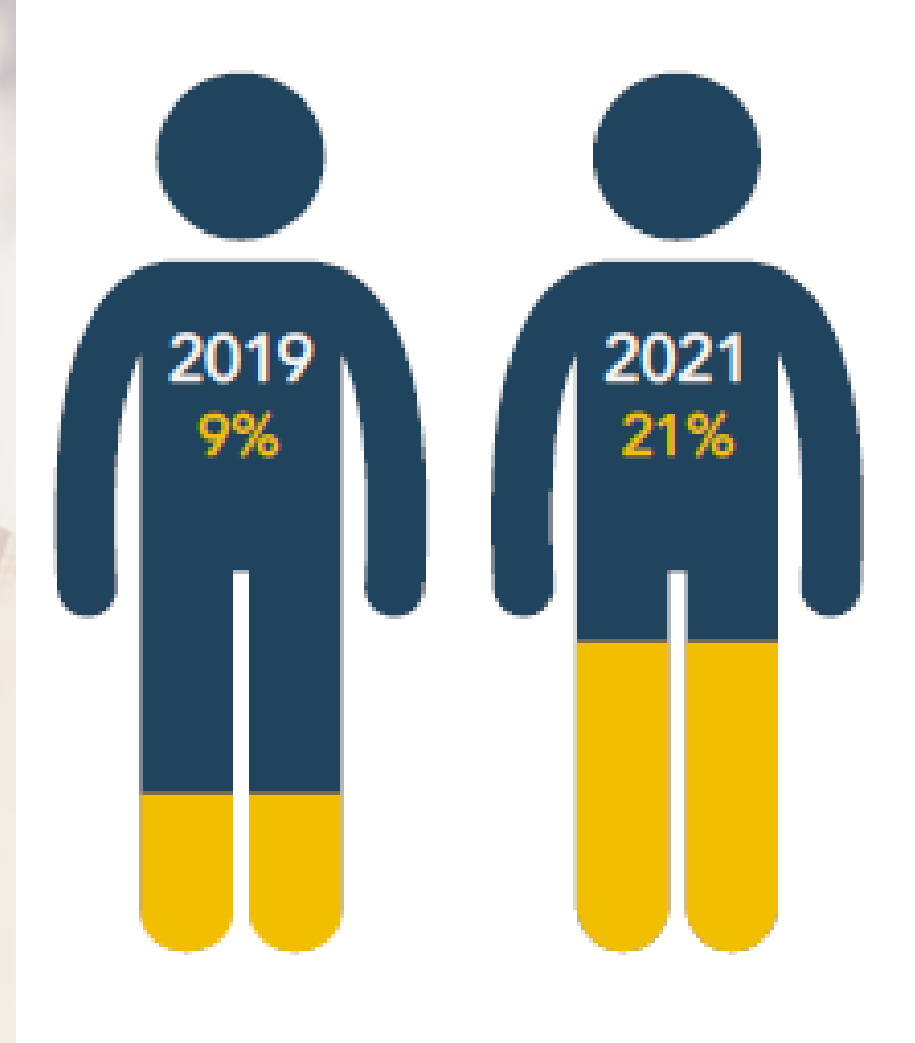


**How do
you enable
working
parents to
remain
visible?**

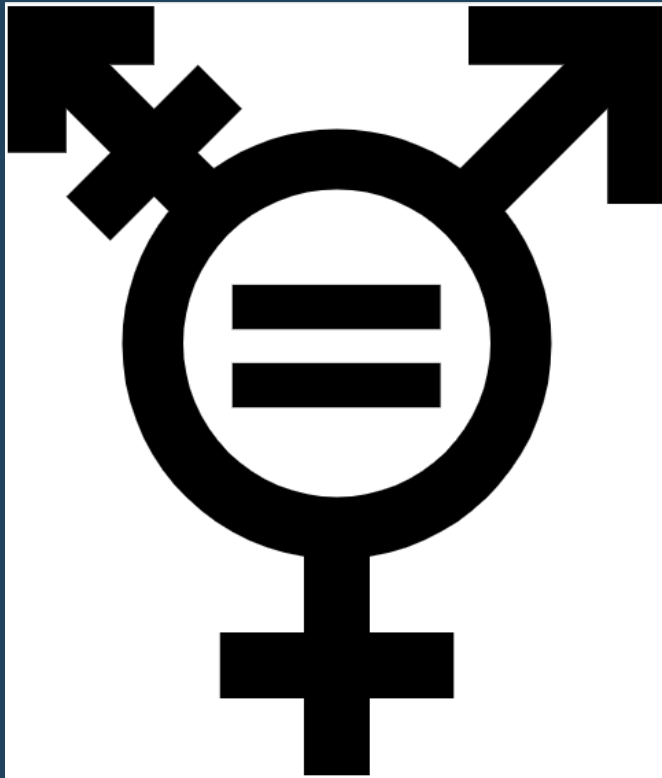


Navigating the options

Are your policies fit for changing gender expectations?



Getting Inclusion Right



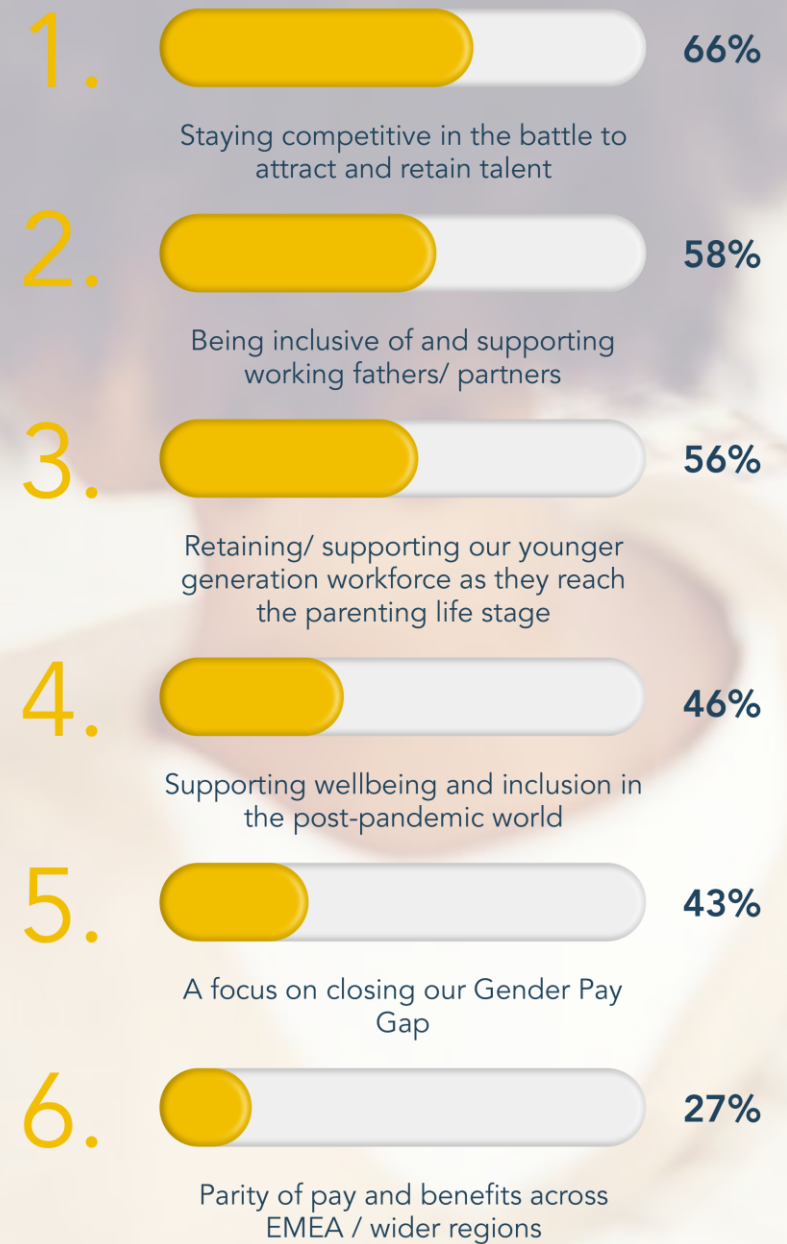
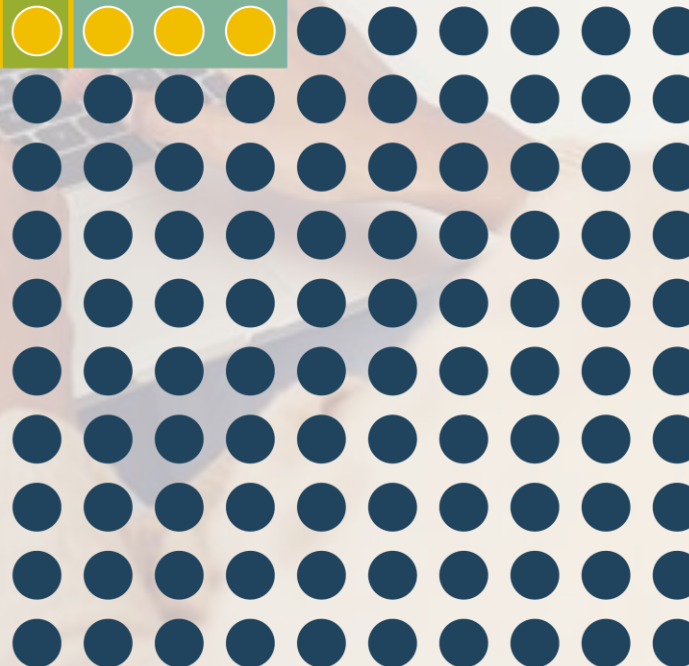
How will you build your business case and measure impact?

It costs upwards of £30K to replace a non-returned,

77% return on average. So around 30 out of 40 people will return.

+12-14 percentage point increase

In an organisation of 1,000 employees, typically around 4% will take maternity leave in a year. That's 40 people.



Measuring Impact



50% Increase
Feeling more
confident



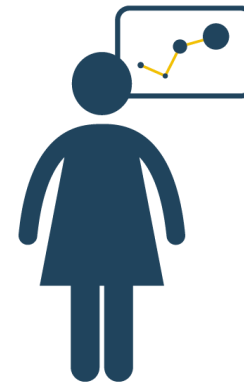
36% Increase
Manage
ongoing career



46% Increase
Practical know-how
and skills



45% Increase
Able to have influential
conversations

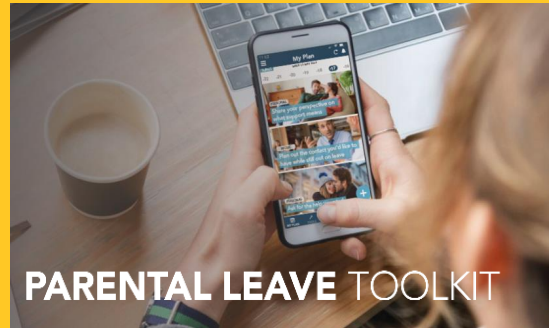


44% Increase
Clear plans for the
transition



18% Increase
Feel valued and
supported

THANK YOU!



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