



# PARENT & PROFESSIONAL

Nurturing an inclusive and family-friendly working culture

---

## FAQ's

### Parental Transition Coaching

This guide is for People Leaders exploring Parental Transition Coaching as a resource for their employees, offering answers and insights to help make an informed decision.



# Building a Family-Friendly Culture?

## We're Here to Make it Happen.

Welcome to our FAQ guide! Here, you'll find answers to common questions about our Parental Transition Coaching services.

This guide provides answers to the most common questions about our Parental Transition Coaching services, helping you understand how this programme can support your employees during a significant life stage. We hope these FAQs offer insight into implementing coaching as part of a family-friendly and supportive workplace.

### **What are the primary benefits of Parental Transition Coaching for our employees, and how does it impact our organisational culture and retention?**

Parental Transition Coaching helps employees navigate key life transitions with greater ease and more confidence, which can lead to increased engagement, loyalty, and productivity. This support shows employees that their organisation values their personal and professional wellbeing, helping foster a family-friendly culture.

Coaching can also enhance attraction and retention by positioning your organisation as a family-friendly employer. It supports a smoother transition back to work and helps reduce burnout, making it easier for employees to balance their work and family commitments



### **What is the format of coaching delivery (e.g 1-1 sessions, group workshops, virtual/on-site), and how flexible is the scheduling to accommodate varying employee needs?**

Coaching is usually delivered in a virtual format to best meet the needs of your team. Options include 1-hour, 1-1 sessions, or 1-2 hour small group workshops. Sessions are scheduled around employees' availability, accommodating time zones and work hours, to ensure accessibility and minimal disruption to their work schedules.

### **What qualifications and experience do the coaches bring, particularly in supporting employees through parental transitions and work-family balance challenges?**

Our coaches are highly qualified and experienced professionals, holding ICF or equivalent coaching certifications. They specialise in areas such as parental transitions, work-family balance, career progression during life changes, coping with loss and neurodiversity. With a strong understanding of the specific challenges that working parents face, our coaches bring expertise in both coaching methodologies and practical guidance tailored to individual needs.

### **What outcomes and measurable impacts can we expect to see among team members who participate in Parental Transition Coaching?**

Organisations often see improvements in employee wellbeing, engagement and productivity following coaching. Employees gain confidence in balancing work and family commitments, report reduced stress levels, and feel more connected and valued by the organisation. These improvements contribute to a more supportive workplace culture and can be measured through retention rates, engagement surveys, and employee feedback.



### **How does this coaching differ from other professional development or support programmes our employees may have participated in previously?**

Parental Transition Coaching is specifically designed to address the unique challenges of balancing times of transition and career progression with parental and family responsibilities. Unlike general coaching programmes, this coaching provides targeted strategies for managing work-life integration during life transitions, offering a personalised approach that is unique to each employee's situation.

### **Can coaching be helpful for employees who may already feel well-prepared for their parental leave, and if so, in what ways?**

Yes, coaching can still be beneficial. It provides an additional layer of support for planning a smooth leave and return, enhancing confidence in managing work and family roles. Coaching helps prepare employees for potential challenges that may arise during leave or after returning, making it a valuable resource even for those who feel well-prepared.

### **How is coaching relevant for second-time parents? Will it still provide value for these employees?**

Absolutely. Second-time or returning parents may face different challenges compared to their first transition, such as managing the needs of multiple children or adjusting to a different work environment. Coaching offers these parents tailored support to navigate their unique situations and provides strategies to effectively balance family and work demands.



### **Is coaching still beneficial for employees who have already returned from parental leave, and is there an ideal timeframe for them to start?**

Coaching is beneficial at any stage, especially for those who have recently returned. It helps employees adjust to the new work-life dynamics they will encounter post-leave and can provide strategies for reintegrating successfully into their roles. Ideally, coaching should start before parental leave, so employees can begin to build their relationship with the coach and have that extra support during their leave.

### **Does the coaching programme provide tailored support for employees in diverse family structures, including same-sex relationships, adoptive parents, and non-birth parents?**

Yes, our coaching programme is inclusive and recognises the diverse family structures of today's workforce. Coaches provide 1-1 support that is relevant and respectful of each employee's unique situation, ensuring that all parents feel empowered and prepared, regardless of their family structure.

### **How might this coaching specifically benefit fathers or non-birth parents returning from Shared Parental Leave?**

Fathers and non-birth parents benefit from coaching as it helps address the unique dynamics they may encounter in their roles as parents and professionals. Coaching can offer guidance on managing societal expectations, and effectively balancing responsibilities, making the transition smoother and enhancing their confidence in both roles.



### **How can we ensure employees have time and flexibility to participate in 1-1 coaching sessions without affecting their workload?**

Coaching sessions are designed to be flexible. Employees arrange their 1-1 coaching sessions directly with their coach to minimise any disruption to work, and most organisations encourage coaching during work hours as part of their employee wellbeing initiatives, demonstrating a commitment to support.

### **Will there be any involvement required from managers, and if so, what does that look like in practice?**

Managers play a supportive role in creating a coaching-friendly environment. This may involve understanding the coaching process, encouraging team members to take part, and allowing scheduling flexibility. While managers are not directly involved in individual coaching sessions, they can receive their own, separate leadership coaching sessions, offering guidance on best practices to support employees during their transition.

### **What resources are available to help us promote the Parental Transition and programme to employees?**

To effectively promote the programme and encourage participation, we provide a range of marketing materials. These include posters and flyers that can be displayed in common areas, digital versions for email and intranet use, and engaging marketing videos that explain the programme's benefits and value. These resources are designed to raise awareness and create excitement about the programme, making it easy for employees to understand the support available to them.



### **How is the effectiveness of the programme evaluated, and how can feedback be used to support our family-friendly initiatives?**

We use a structured evaluation process to measure the programme's impact and gather insights. Before starting a programme, we conduct a pre-engagement questionnaire with a selection of People Leaders to gain insight into the current sentiments and needs within the organisation. Throughout the programme, we collect individual feedback from coachees to assess their experiences and outcomes.

Additionally, we can provide an annual report on common themes and progress made. This aggregated feedback offers valuable insights into the overall effectiveness of the coaching and flags any cultural or process issues that leadership teams should be aware of. KPI data can even support applications for family-friendly awards. These reports not only highlight your organisation's commitment to employee wellbeing but also demonstrate measurable progress toward becoming a family-friendly workplace.

### **What role will our People Team play in supporting the coaching programme to maximise its effectiveness?**

We handle much of the coordination ourselves, easing the workload for the People Team once participants are confirmed. While the People Team plays a key role in supporting the coaching programme, promoting its benefits, organising introductory sessions, and fostering a culture that values work-life balance, we manage many of the logistical and operational details. This collaborative approach creates a seamless experience for everyone.

**Ready to get started?** Reach out to explore how our coaching programmes can make a positive impact on your team!