

GPT GROUP

CASE STUDY

“How Do You Do It have been fantastic partners to support GPT on our Diversity journey. We began working with Virginia and her team back in 2015 as part of our new Gender strategy and wanting to ensure we were offering the right support to our working parents in managing their work and home life. Following our initial pilot, the Working Mothers and Fathers' programs have been an overwhelming success and the participants have not only felt more confident in their work and values, but also built a community of support with each other.” - Davina Partridge, Learning and Talent Development Manager at GPT





INTRODUCTION

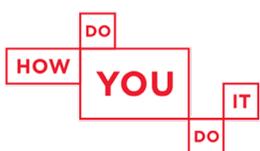
How Do You Do It have been working with leading Australian property group GPT since 2015 to support the working parents within their organisation. GPT were looking to advance key strategic objectives, namely:

- Being a diverse and inclusive employer of choice
- Offering the right support to retain, engage and enable working parents
- Supporting an objective to achieve senior leadership gender parity
- Encourage a gender neutral culture of flexible work via support for their leaders

About How Do You Do It

How Do You Do It is an International coaching consultancy, established in 2006 to support the retention and progression of working parents. We have always worked with mums and dads and having coached thousands of parents and their managers, we have developed considerable insight into the barriers and solutions to supporting working parents for the benefit of the individual, their team and the wider organisation. Looking at the whole person and how they navigate their career and family responsibilities, How Do You Do It enables individuals to thrive and organisations to benefit from the broadest talent pool.

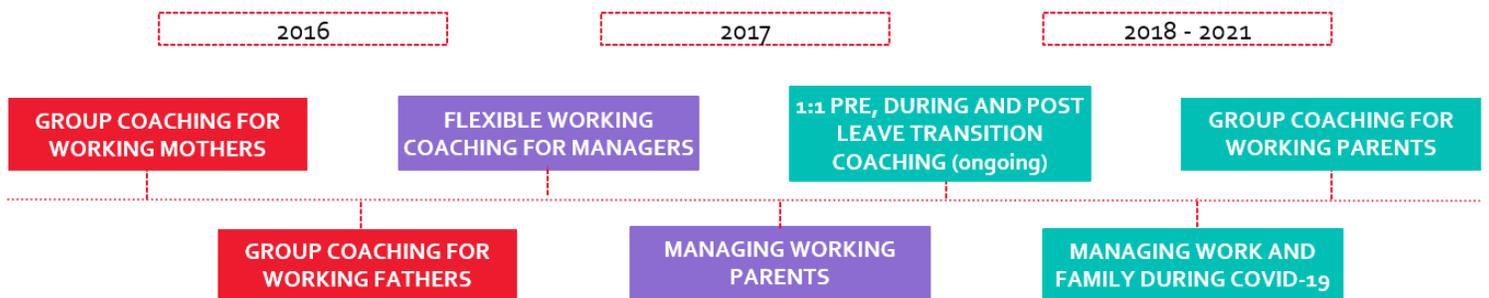
Find out more about our programs for individuals, managers and the wider support we can offer organisations [here](#).



PROGRAM DEVELOPMENT

After an initial pilot program in 2015, GPT quickly expanded their parental support offer from working mothers to include all parents. The group coaching format enabled the development of support networks and shared learnings as well as normalising experiences. This was particularly important for the working fathers' groups, many of whom hadn't previously had an opportunity to discuss their role as a working parent.

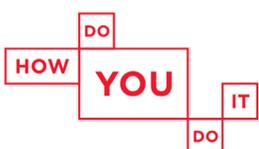
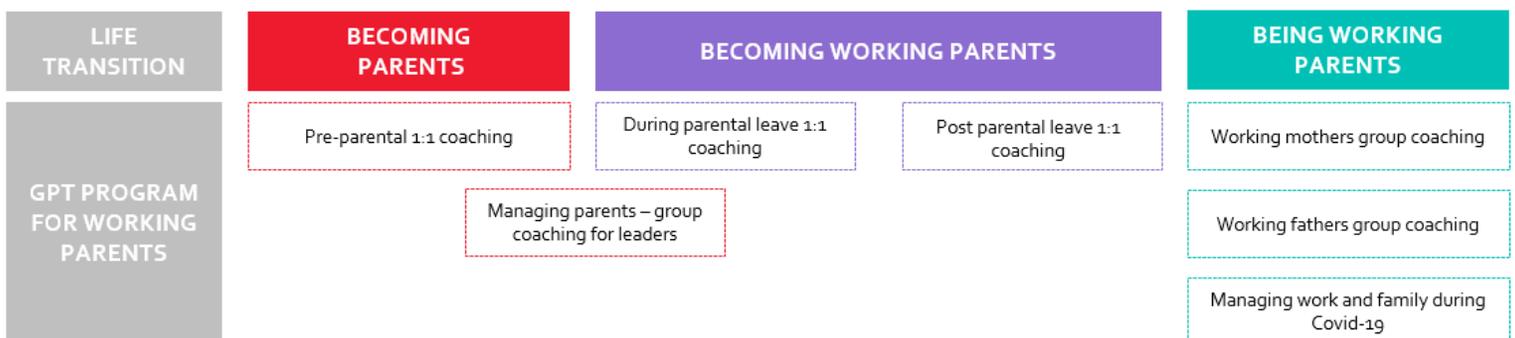
In 2017, group coaching on managing flexible work was added to help managers embed the culture change and values GPT was aiming to achieve, along with 1:1 coaching to support parents through the immediate transition to parenthood. During the COVID-19 pandemic, GPT recognised and responded quickly to the additional stress felt by working parents, adding How Do You Do Its' 'managing work and family during COVID-19' panel sessions to their suite of support.



SUPPORTING THE PARENTING JOURNEY

GPT, as a highly supportive employer, committed to programs that supported the entire parenting journey, recognising this was the best way to secure parental retention and progression and make a meaningful impact on gender balance within the leadership of the organisation.

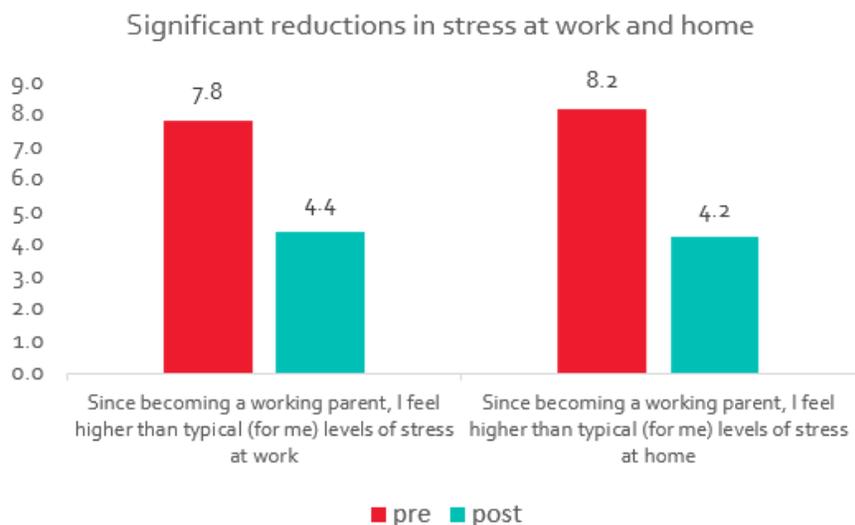
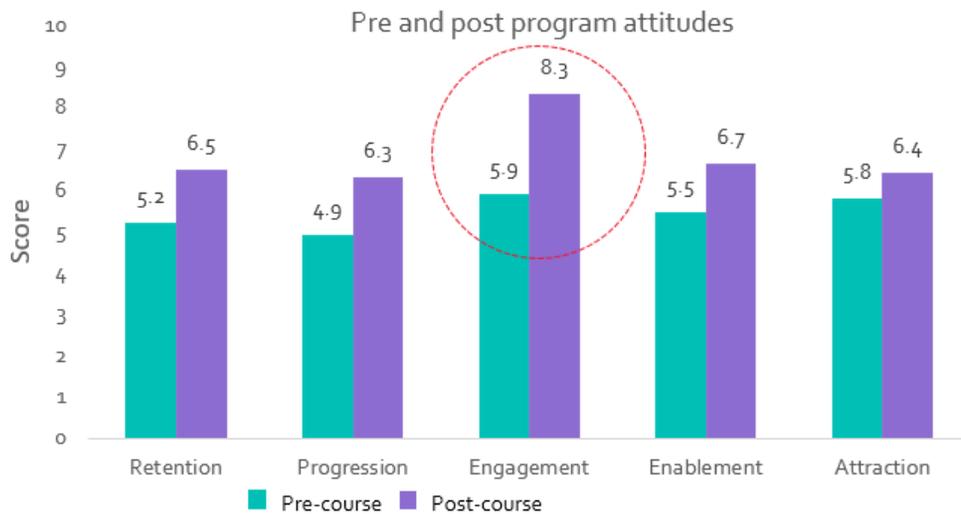
"How Do You Do It have been an absolute pleasure to work with and guided us to ensure we were creating best fit programs with our culture and learning practices. They are adaptable in their approach and the participants felt they were in a safe and supportive environment to talk about the working parent juggle, and strategies to help overcome tensions to ultimately achieve at both home and work. Always one step ahead, they continue to work with us to ensure skills are applied back in the workplace and we are supporting managers and leaders also." - Davina Partridge, Learning and Talent Development Manager at GPT



SPOTLIGHT ON WORKING FATHERS

At the start and end of our program we ask working fathers a series of 20 questions that look at their attitudes to topics such as: how they feel about combining work and family, how confident they feel, how positive they feel about their organisation and how clear they are about their version of success.

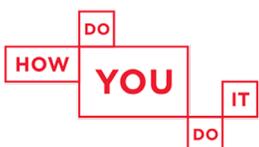
Working fathers at GPT showed positive changes in all measures, with particularly significant shifts in how engaged they felt with their career and organisation and significant reductions in the stress they felt at work and home. The very fact that working fathers had been given an opportunity to discuss their experiences helped them feel more positive and engaged with their role and more confident in succeeding in both areas of their life.



WHAT PARTICIPANTS SAY

"I feel I have success at work and home, but it has made me more conscious of how to maintain and build it." - **WORKING FATHER**

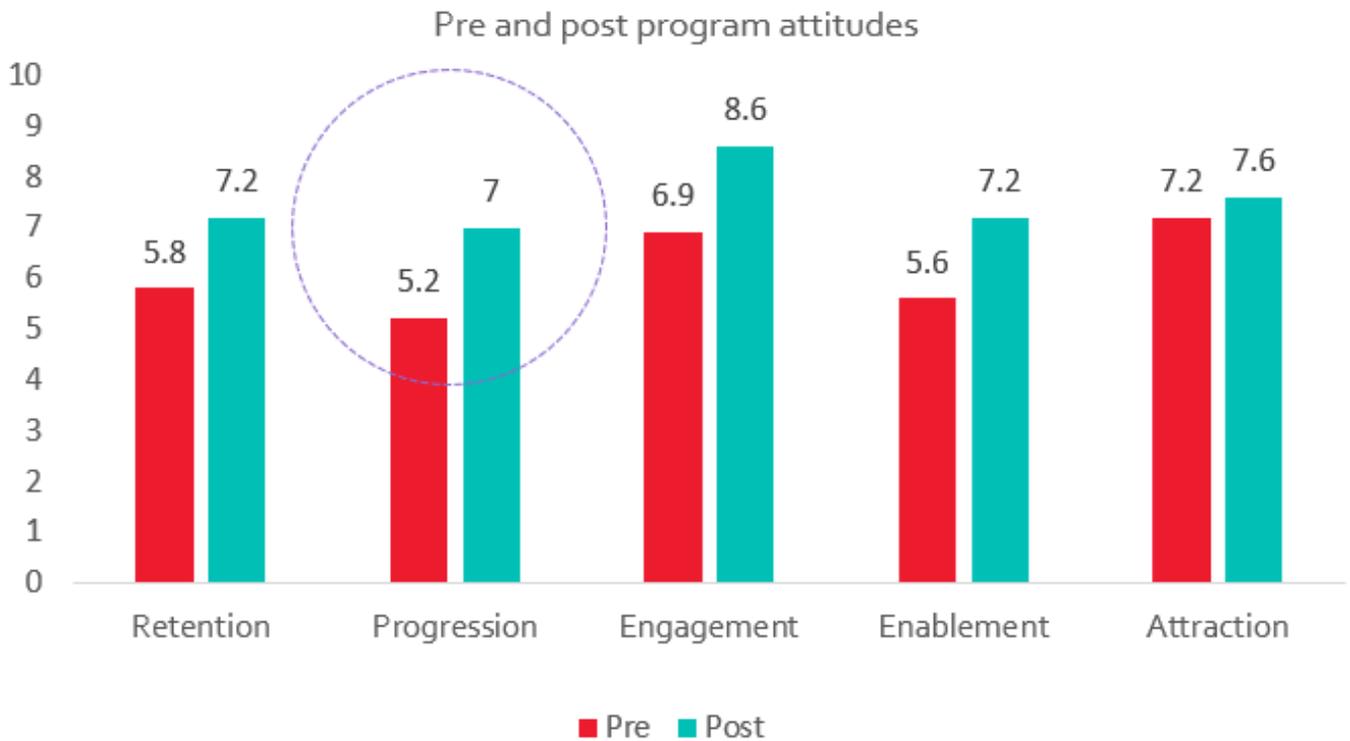
"Brought into focus how GPT invests in their staff compared to other firms I have worked at." - **WORKING FATHER**



SPOTLIGHT ON WORKING MOTHERS

Working mothers showed significant positive changes in their feelings of being able to progress in GPT as a working parent which in turn increased feelings of engagement and enablement – the feeling that combining work and home was possible.

This was also borne out with the data around the most useful outcomes of the course, with working mothers citing the practical and relevant strategies shared for ‘making it work’ as the most valuable outcome of the program.



MOST VALUABLE OUTCOMES OF THE PROGRAM

- 1. Practical** and **relevant strategies** for combining work and parental responsibilities
- 2. Increased confidence** on achieving success at work and home
- 3. Increased clarity** on my version of success at work and home

WHAT PARTICIPANTS SAY

"I found the course useful in helping me identify tools that assist me to manage my career & family life" -
WORKING MOTHER

"It was great to spend dedicated time thinking and discussing how to achieve better work life integration" -
WORKING MOTHER

SUMMARY



Comprehensive

Programs and coaching that support working parents throughout their journey from new parent to working parent and beyond. Plus equips managers with the right tools to successfully manage the working parents in their team.



Strategic

Programs that are fully aligned to organisational goals to achieve gender parity and be a leading and diverse employer of choice within the property industry.



Partnership

By working in partnership from the very beginning of the pilot program, we have been able to develop and extend the programs based on valuable feedback and partnership with the organisation as they work to provide holistic support for working parents and leaders in their organisation.

