

# How Do You Do It

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Supporting working parents'  
retention and progression





# INTRODUCTION

## **Supporting working mothers and fathers to successfully combine career and family**

How Do You Do It was engaged to provide group coaching to one of the Big 4 Banks to support their overarching program to support, retain and progress the working parents in the function. The group coaching consisted of a comprehensive five-part program run separately for working mothers and fathers over a 5 month time period both for parents after their return from parental leave and parents who had been back for some time with older children.

Addressing the key challenges working parents face, the program was designed to help working parents to:

- Develop strategies and skills for combining career and family responsibilities, helping increase satisfaction and effectiveness in both.
- Open up about the challenges of being a working parent and share ideas to address those challenges with others in a similar situation.
- Build confidence and competence in 'making it all work' along with being more tactical in managing career and family choices.
- Gain practical and relevant strategies and tools for combining work and family to apply immediately after the sessions
- Gain a relevant and relevant support network within the function, which could be accessed during the program and beyond.

## About How Do You Do It

How Do You Do It is an international specialist coaching company founded in Australia in 2006 and now also operating in the UK and Nordics. We work with organisations to create long term behavioural change around the retention and progression of diverse talent.

Working with individuals, particularly working parents, their managers and the wider organisation, we run award winning group coaching programs that support the development of modern inclusive workplaces.

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.

## RESULTS

### Most useful outcomes of the program

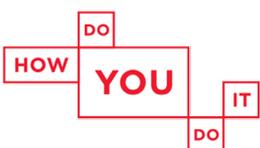
When asked directly about the most valuable outcomes of the programs working mothers and fathers were consistent in their views about top two outcomes from attending the course but differed slightly in their third and fourth choices:

Outcome rank	Working mothers' program	Working fathers' program
1	A network of other working fathers/mothers	
2	Practical and relevant strategies for combining work and parental responsibilities	
3	Increased confidence in achieving success at work and home	Increased sense of personal resilience
4	= Increased clarity on my version of success at work and home =Increased sense of personal resilience	Increased clarity on my version of success at work and home



### WHAT PARTICIPANTS SAY

*"Understanding that I am not alone and hearing everyone else's experience has been amazing and I have felt really lucky. I feel more confident in being able to do what I am doing and comfortable about the choices that I have made."* - **WORKING MOTHER**



## Impact on employee attitudes towards their employer

Participants attitudes on twenty metrics were measured at the start of the program and at the end to look in detail at the impact it had on their feelings about how they could successfully manage many aspects of their work, home life and ongoing career. Specific questions also looked at the impact the program had on the participant feelings towards their employer in relation to: **RETENTION, PROGRESSION, ENABLEMENT, ENGAGEMENT AND PROGRESSION.**

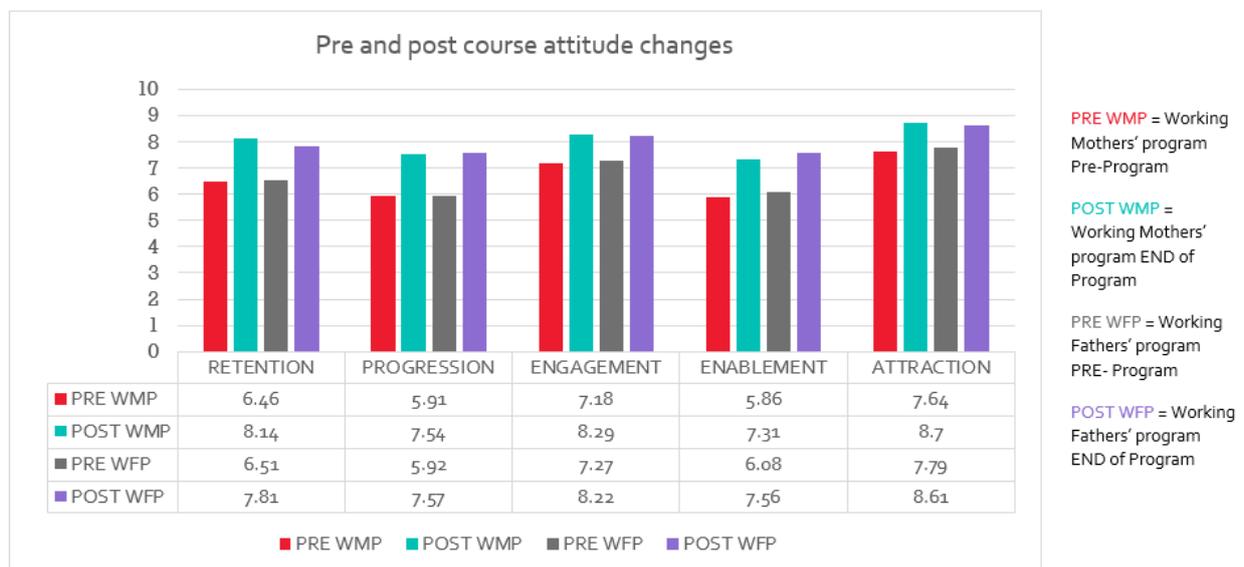
### WHAT PARTICIPANTS SAY

*"I loved the course. My wife and I have been attending a pre-natal course for the past 8 weeks and I told them that I have been attending this course at my organisation. They were shocked that my organisation provided this for parents. Their support of working parents lands really well in the eyes of the community."* - **WORKING FATHER**

Over the course of the program participants on both the Working Mothers' and Fathers' program had significant, positive perception changes in relation to these metrics. Most notably:

Do I feel like I can and want to stay'	'Can I see my career progressing here'	'Do I feel able to make it work'	'Am I able to be true to my values here'	'Am I proud to work here'
RETENTION 1.9 increase for working mothers	PROGRESSION 1.6 increase for both working mothers and fathers	ENABLEMENT 1.4 increase for both working mother and fathers	ENGAGEMENT 1.04 increase for working mothers	ATTRACTION From a high base of over 7/10 there was still an increase of just over and just under 1 from working mothers and fathers

All increases on a 10-point scale.





## WHAT PARTICIPANTS SAY

*"This course is fantastic because it is about you and how you engage with your employer - a truly engaged employee and a truly engaged employer is a recipe for success. Everyone benefits from this."* - **WORKING MOTHER**



### Increased clarity and confidence - working mothers

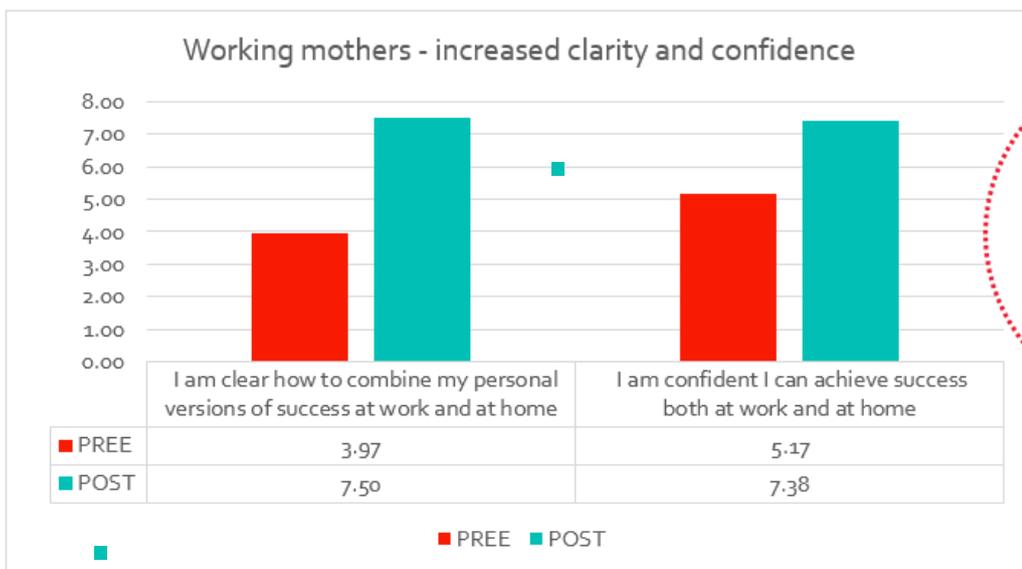
The pre and post questionnaires demonstrated significant changes in attitudes about being able to combine work and home life amongst the working mothers' groups. Whilst the positive changes in confidence were considerable, where working mothers' really felt the course was beneficial was increased clarity about how to combine success at home and work in a way that worked for them.



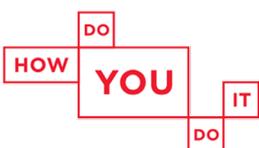
## WHAT PARTICIPANTS SAY

*"I feel that I have a much stronger self-awareness around the things that cause me stress and the tensions between work and home life and how I can make better choices. Before doing this course, I had a high level of just coping and now I feel I have a much better approach to my life."* - **WORKING MOTHER**

*"This program built confidence and understanding to increase my resilience and belief that I can manage lots of competing demands with reduced stress." Working Mothers' program participant."* - **WORKING MOTHER**



**3.53** point  
increase in clarity  
about combining  
work and home



## Increased clarity and support - working fathers

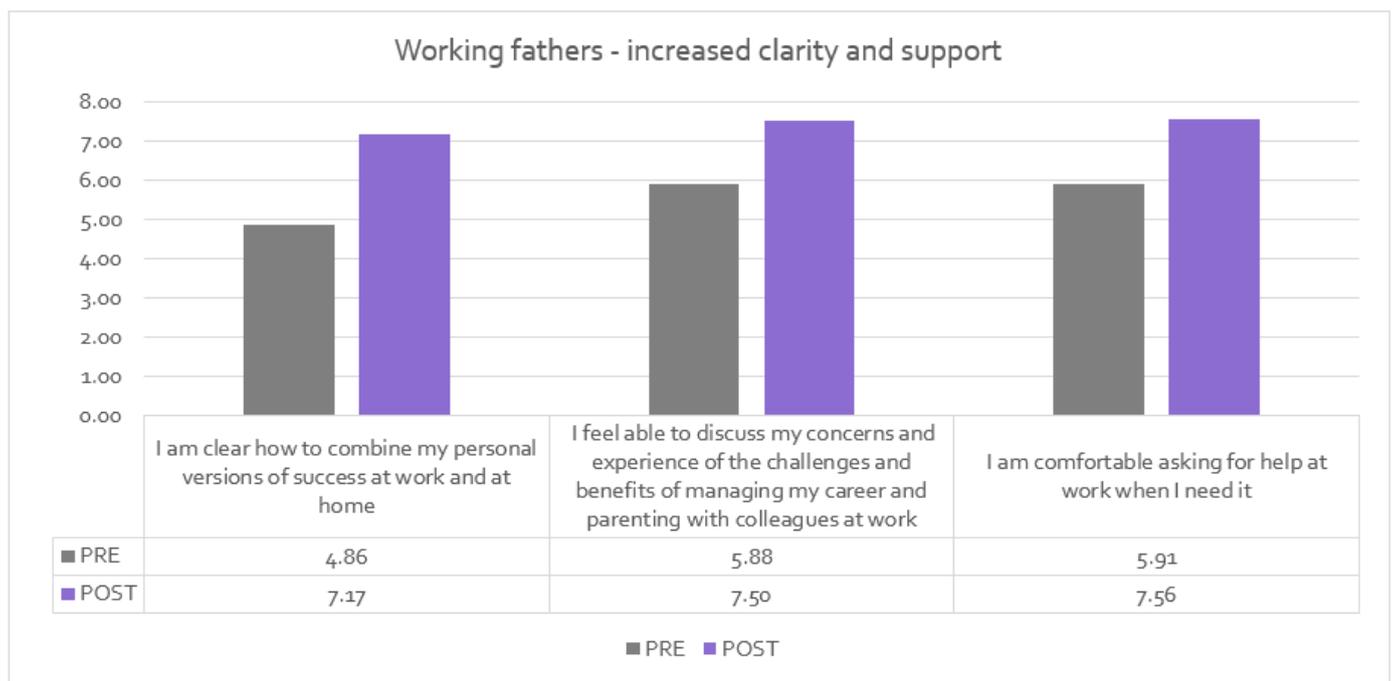


### WHAT PARTICIPANTS SAY

*"This program is helping improve discussions, lines of communication and expectations between colleagues and the business."* - **WORKING FATHER**



While the working fathers' groups tended to have higher starting points than the mothers' groups in relation to feeling confident about combining work and home successfully there were still significant positive changes. In addition, the working fathers' groups tended to see more significant changes in their feelings of being able to ask for help and discuss the realities of being a working parent with their colleagues. This highlights the lack of support that fathers are generally given in relation to combining their dual roles at home and work. Often our groups are the first opportunity they have had to talk openly about the challenges.



## Decreased stress

Across both the mothers and fathers' groups there was a significant decrease in the stress levels felt at home and work by the participants. By supporting working parents to think of practical ways to address their challenges and creating a network of people in similar situations the program has been able to address some of the key concerns felt by working parent as they look to successfully integrate their work and home lives.

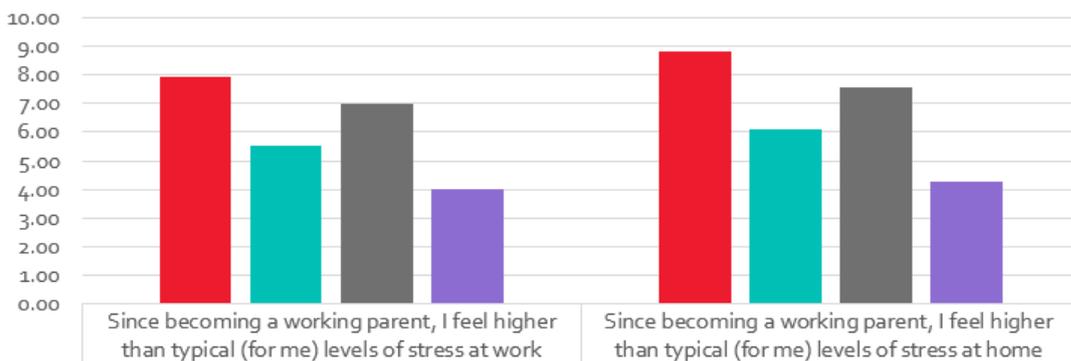


### WHAT PARTICIPANTS SAY

*"I think my biggest take out was how to deal with stress. I wasn't expecting that as an outcome but that is a big part of the course and has really helped me. It is not just for the organisation - this is a life course. Everyone should attend this. It's about reducing stress"* - **WORKING FATHER**



### Decreased stress at home and work



■ WMP - pre	7.92	8.82
■ WMP post	5.52	6.10
■ WFP - pre	6.99	7.58
■ WFP - post	4.01	4.26

■ WMP - pre ■ WMP post ■ WFP - pre ■ WFP - post

2.98 point  
decrease in  
feelings of stress  
at work for  
working fathers

## CONCLUSION

TANGIBLE	STRATEGIC	MEANINGFUL
Clear shifts in metrics which support the retention and progression of working parents	Aligned to wider organisational goals and objectives	Addressed the areas that working parents feel are barriers to the successful integration of work and home



### WHAT PARTICIPANTS SAY

*"I think it's amazing that our organisation has offered this for mums and the dads, it shows that they respect us as working parents and are genuinely trying to help in their own way; It allows us at this organisation to attract talent and increases loyalty"* - **WORKING FATHER**

