

# CASE STUDY

## TOP 25 UK LAW FIRM

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# Supporting the retention and progression of working parents

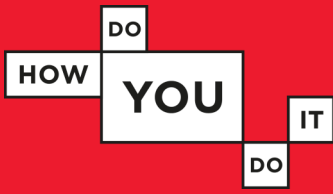
*"I've recommended the sessions to colleagues already. I think it is very worthwhile."*

- Course participant 2023

*"Really beneficial, has had a positive impact on me and positive changes to a lifestyle as a working parent."*

- Course participant 2022





# SUPPORTING THE RETENTION AND PROGRESSION OF WORKING PARENTS AT A TOP 25 UK LAW FIRM

## INTRODUCTION

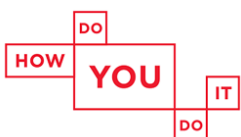
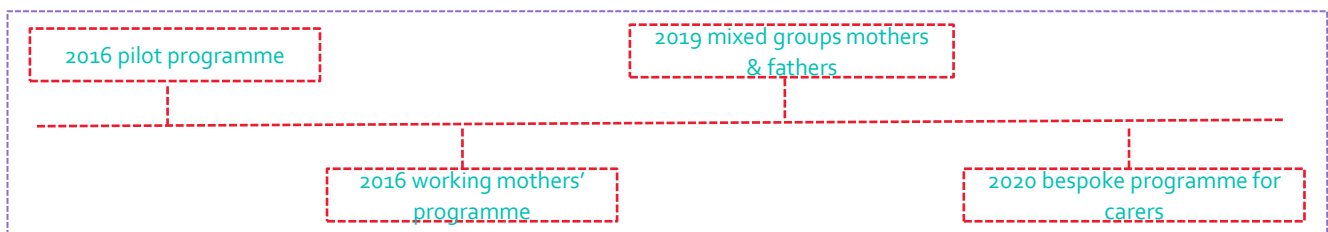
Our client has always strived to be a law firm built around people. The firm recognises that a career in law is not easy, that lawyers are individuals with their own lives and interests. The firm already had benefits in place to support parents, including enhanced parental leave policies and was looking to further support the transition to becoming a working parent.

Recognising that becoming a parent could be a particular career pinch point, with the potential for conflict between an individual's professional role and home life, they wanted a programme that would enable them to not only retain working parents but for parents to thrive and progress at the firm.

As part of their overall support for working parents, How Do You Do It have been engaged since 2016 to provide a comprehensive group coaching programme for working parents. Initially focused on working mothers, it was extended to include working fathers in 2019 and has recently expanded to include a dedicated programme for working carers.

During Covid lockdown, it moved from an in-person to a virtual programme and is now being run as a hybrid programme, with a mix of both session types. This further allows the opportunity for participants to develop a strong support network of other working parents and enables more in-depth questioning and follow up.

## TIMELINE



# PROGRAMME DESIGN

The working parents' group coaching programme consists of a four-month programme which has been delivered both in-person and virtually. The interactive sessions involve time for group discussion, self-reflection and practical steps for combining career with parenting.

Topics covered include:

- Career and family - the reality of combining dual roles.
- Getting clear on your version of success as a working parent.
- Managing what is in my control – supportive thinking, confident communication and my wellbeing.
- Navigating your career as a working parent and making choices that look after what is important to you.

The fourth session has also included a Q&A to a panel of partners at the firm who are working parents (including some previous programme participants), on how they combine career success with parenthood alongside other versions tailored to best fit the needs of those attending.

## RESULTS

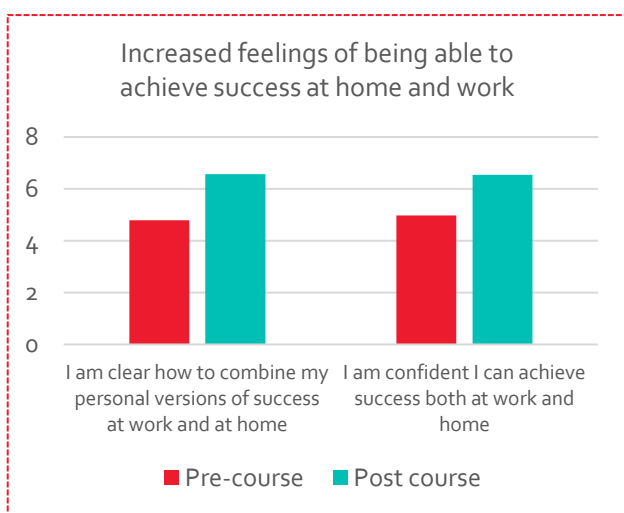
*"A great opportunity to reflect on my values & priorities in order to make decisions that work for me"*

Measuring the impact of coaching on participants is a critical element of How Do You Do It's approach. Each programme participant completes the same 20-question course questionnaire at the start and the end of the course. The questionnaire explores participants' feelings of confidence and clarity in relation to many aspects of combining career with parenting and looks at how attitudes have changed over the course of the programme.

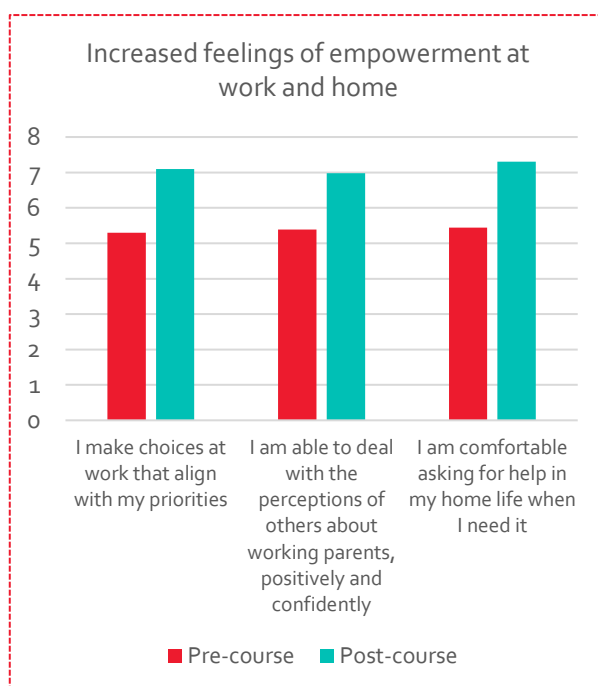
*"Time and headspace to think about these issues more proactively rather than reactively."*

It also explores how supported participants feel by their organisation and provides an indication of feelings about retention, progression, engagement and enablement among working parents.

Working parents at the firm have consistently shown positive changes across the 20 measures from the start to the end of all programmes that How Do You Do It has run.



*"I found the programme helped me to focus in on what was important to me and that it is OK that my version of success is different to others."*



# RESULTS CONT...

## Increased feelings that the firm offer good support for working parents

*"The investment the firm is making to support working parents is very attractive"*

My **organisation** offers **good** support to working parents

Pre-course

6.36/10

Post-course

7.81/10

**100% recommendation for How Do You Do it** on all courses with an average of 9.5/10 for quality of facilitation

Would you recommend this course to other working parents?

*"Yes! Really insightful, gets you thinking more positively about what is possible as a working parent."*

*"Yes, strongly recommend, time to reflect and come up with practical applications to parenthood and work."*

## Most valuable outcomes of the programme

Increased clarity on my version of success at work and home

Practical and relevant strategies for combining work and parental responsibilities

A network of other working parents

### ABOUT HOW DO YOU DO IT

How Do You Do It is a specialist international coaching company, founded in 2006. Working with individuals (in particular, working parents and carers), managers and the wider organisation, we run award winning group and 1:1 coaching programmes that support flexible and inclusive workplaces.

Looking at the whole person, how they navigate their career and home responsibilities and the critical role of managers in creating supportive working environments; our programmes help organisations achieve long term behavioural change that aids the attraction, retention and progression of diverse talent.

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

*"I found the time out of work extremely beneficial and Clair (the coach), really encouraged us to switch off from everything else. Also, the exercises to get us thinking were very helpful and resulted in lots of lightbulb moments."*

