

Our award-winning **Parental Leave Toolkit** supports wellbeing, engagement and talent retention.

With remote populations and flexible/hybrid working here to stay, easy access and wraparound support is more important than ever.

The unique online and app-based coaching solution

PARENTAL LEAVE
TOOLKIT



Bright Horizons
Work + Family Solutions

Online and App Enabled Parental Leave Coaching:

The Next Step for Employers

A smooth transition back to work can be the difference between retaining a motivated employee, or losing them because the demands of their previous role and family life are irreconcilable.

There are higher expectations of individuals, who these days expect their employers to recognise and support this transition. Increasingly, transparency of parental transition support impacts talent attraction in the first place.

Corporate and individual lifestyles have changed; today, programmes need to be sustainable, fully inclusive, scalable and cost effective for the employer. By the same token, a "one size fits all" approach will never be appropriate as the transition will differ from individual to individual.

So expectations are high and traditional coaching approaches can be expensive. Just how do you cater for the whole employee population, not just the most senior roles?

The Next Step for Employers

HR / EMPLOYERS

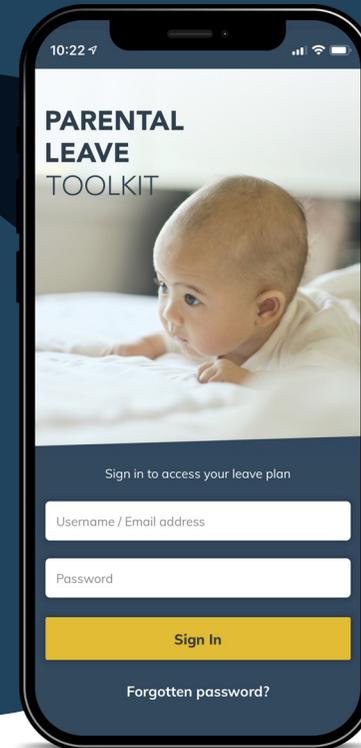
Helps employers in supporting wellbeing and driving talent retention and provides transparency and intelligent reporting for HR

LINE MANAGERS

Helps managers to support their team members and enable a smooth leave and return

NEW PARENTS

A personalised plan that's simple to set up, coaching tools and checklists, and 1:1 help for both work and home aspects of the transition



For Expectant and New Parents

A Personalised Plan - For Everyone

The Parental Leave Toolkit genuinely has a feel of 'coaching' the user, every carefully-timed step of the way. Having completed a simple registration process to create a personal plan, each user receives just-in-time questions, prompts, reminders, top tips videos, checklists, tools and blog pieces.

Customisation and 1:1 Support

The toolkit can be customised to include signposting and content relating to your organisation, and now provides even more personalised support for the user. Leave-takers can self-select key areas of interest, and we offer online access to a range of support, including live Work+Family expert advice, childcare professionals and transition coaches, for those times when only a 1:1 conversation will do.



CREATE A PLAN

Tailored according to expectant parents' (or their managers) key dates and leave types.



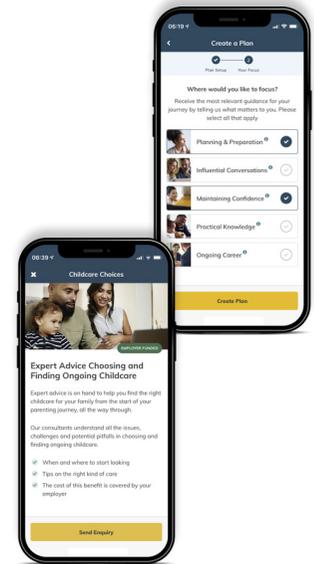
KEEP ON TRACK

Sync timelines between managers and employees.



TAILORED CONTENT

Specific tasks, and the resources, to support them, are delivered by app notification or email according to stage and type of leave.



For Line Managers

To ensure comprehensive support, line managers also have their own version of the Parental Leave Toolkit designed specifically to help them help their leave-taker. By sharing key dates together, they can work collaboratively to plan a successful leave and return.

For HR and Employers

We measure success factors for the toolkit and provide user insights on engagement for both the managers and individuals. There is also management information on leave types, current stages of leave, alongside who is due to go on leave, who is returning, and when.



The Benefits at a Glance

It's designed to deliver all the benefits and impact of traditional coaching for both individuals and managers.



Fully Inclusive

For all parents; including mothers, fathers, same-sex partners, adoptive parents, and more



Accessible

The programme is available across all devices and formats interchangeably



Tailored Support

Tailored support for each stage of pre-leave, leave and return for both managers and individuals



1:1 Help

Access to childcare professionals, Work+Family experts and parent transition coaches



Globally Scaleable

We currently provide the Toolkit in 23 countries



Joined-up solutions

Timelines synced between parents/parents-to-be and managers



Customisable

For each of our clients we create a bespoke online portal that reflects the needs of your business and policies



Intelligent Reporting

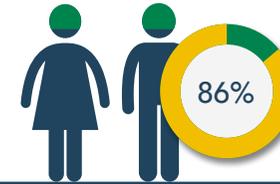
We measure success factors for the toolkit, providing user insights and management information on which employees are at what stage

We Measure Impact - for Individuals and Managers



100% of those who entered their dates to make a plan within PLT found it was 'easy to use'.

100% agreed that the programme 'supported my confidence in managing this transition'.



86% found the 'date-driven plan helped me know what to do and when'.

86% found the email or app notifications 'helpful in keeping me on track'.



83% agreed that 'overall, it's useful to have a mobile or app enabled parental leave solution'.

- for Managers



100%

Strongly Agreed that 'Knowing my employer recognises this transition and provides a Parental Leave Programme encourages a positive view of my employer.'



100%

Agreed or Strongly Agreed that 'Having a Parental Leave Programme helps working parents focus on keeping their careers on track.'



100%

Strongly Agreed that 'Having a Parental Leave Programme shows that employers support wellbeing.'

Parental Leave Toolkit as Part of a Blended Solution

We can deliver coaching on an individual basis, or through on-site or virtual workshops. The personal feel is amplified as resources delivered are tailored to the user's plan (whether manager or prospective parent) and enhanced with specific information and signposting for the organisation.

Our bespoke algorithm builds a plan based on key factors including:

Location, type of leave and dates. The programme has been expertly built around the needs and priorities of each type, stage and length of leave. This then triggers content in a timely email or app notification sent out via Parental Leave Bundles as part of what we call the Managed Plan.

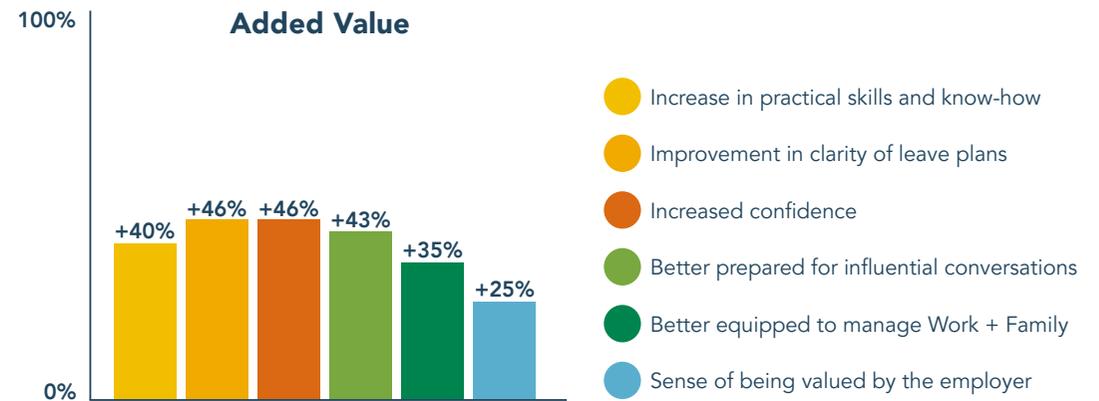
No two organisations are alike and so for many of our clients we provide a 'blended solution'. The Parental Leave Toolkit provides the foundation of the programme. Group and 1:1 Coaching can be layered on top to provide additional support for specific employee groups, such as senior team members. We can design programmes and ways of delivering specifically to meet the needs of your organisation.



Delivering Successful Programmes - Our Coaching Credentials

Our Coaching and Development team bring extensive knowledge and practical experience gained through many years experience of executive coaching, mentoring and leadership development, pioneering maternity coaching since the early 2000s. Our team of leadership and transition coaches all bring expertise from senior corporate roles combined with specialist training in our core knowledge.

We successfully coach thousands of clients' employees through the new parent transition with outstanding results (6,000+ last year). Our coaching has a big impact on talent retention rates, and is highly valued by individual coaches.



“ I've registered, and it's already great to see how many weeks I have until leave and all the things I need to consider in advance. Thank you! ”

Manager - Energy Sector

What do users say about the Parental Leave Toolkit?

We asked PLT users to describe in their own words what they found most useful or impactful about the Parental Leave Toolkit, or what they liked about it. **Here's what they said:**



"An incredibly useful programme... I feel valued by my employer; providing me with the tools to help me balance my home life with my career."

"There is some really useful information available with great content. I can dip in and out, giving me invaluable support and answers along the way."

"Amazing! As a first-time mum and not born here, the videos, checklists and information about child-care and support have been great."

"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."

Retention Increase

↑ **13%**

PageGroup

↑ **14%**

citi

↑ **14%**

NORTON ROSE FULBRIGHT

Our Clients say:

"As a global technology business operating out of 19 different UK locations with more than 10,000 employees, you could say the Parental Leave Toolkit was made for us. IBM has worked with Bright Horizons for many years to provide our employees with virtual parental leave training and coaching sessions. Transition to an online/app based solution made a huge amount of sense. It has made an enormous difference to our mobile workforce: Our parental leave coaching is now available to all our employees in the UK and Ireland, it supports our geographically widespread population and has proved to be a highly accessible way of providing an inclusive and valuable solution".

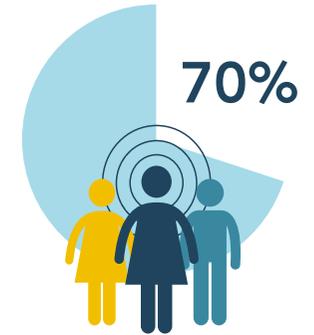
Deborah Richards, Diversity & Inclusion, Leader at IBM

Men and Managers



59% of men surveyed said that scheduled conversations with line managers about the realities of parenting and the effect on work would be appealing to them.

Attracting Talent



70% of 16 to 35 year olds said it would make a difference to them if employers publicised their offer to parents around shared parental, paternity and maternity leave.

The Parental Leave Toolkit is an affordable, scalable and unique coaching solution. It leverages the best of tech and the best of coaching to facilitate a successful work handover, leave and return through the journey into working parenthood.



Arrange a Demo

If you'd like to find out more about our Parental Leave Toolkit, get in touch to book your live 30 minute demo.

Alternatively, visit our website where you will find more information about all of the Bright Horizons **Work+Family** Solutions products and services.

About Bright Horizons

Bright Horizons is dedicated to providing the best in class work+family solutions. Alongside the provision of great childcare solutions, today we are dedicated to supporting employers to enable the holistic combination of work and family; ensuring their working parents and carers are amongst the most engaged and productive members of any team. The business now globally encompasses approximately 1,000 nurseries, over 10,000 emergency childcare and back-up care providers and works with more than 1,300 of the world's leading employers providing a full range of work and family support. Our bespoke services address the practical, wellbeing and cultural needs of organisations and individuals. With operations in the US, UK, India and the Netherlands, we specialise in supporting multi-national clients. We have a strong commitment to corporate sustainability, which we approach through our Bright Horizons Foundation for Children. We act as a trusted partner, provider and advisor on strategies for combining work+family. This plays a key part in attracting, engaging and retaining clients' talented employees.

To learn more, please:

T: **0345 241 5309**

W: **solutions.brighthouse.co.uk**

E: **employerenquiry@brighthouse.com**

