

Transforming
how businesses
engage with
parents in their
workforce

Parent
 Cloud

Helping Parents Thrive







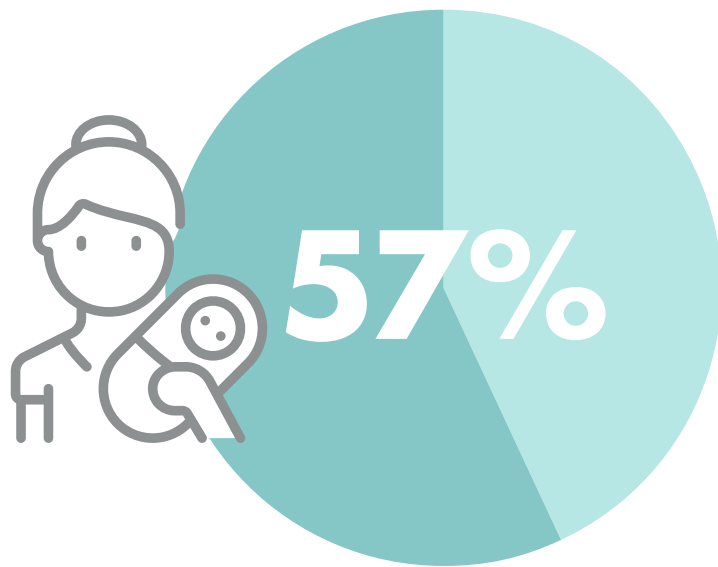
Parent Cloud is helping to transform businesses by creating a workforce of healthier, happier parents. Through us, employees gain online consultation access to specialists in fields such as antenatal/birth/postnatal coaching, breastfeeding, nutrition, infant sleep, therapy sessions and career coaching. The result: increased employee engagement, improved mental wellbeing and more gender-inclusivity.

We also offer in-house workshops to help those approaching periods of extended leave, returning to work and beyond.

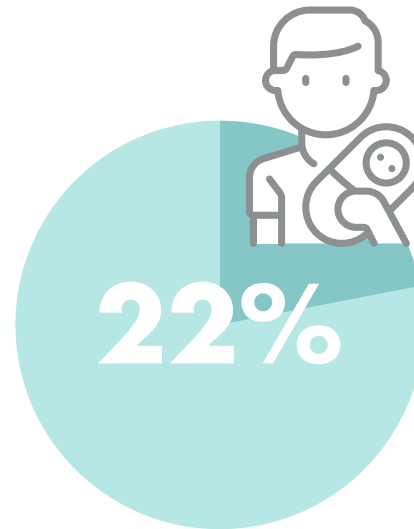
www.parent-cloud.com/employers



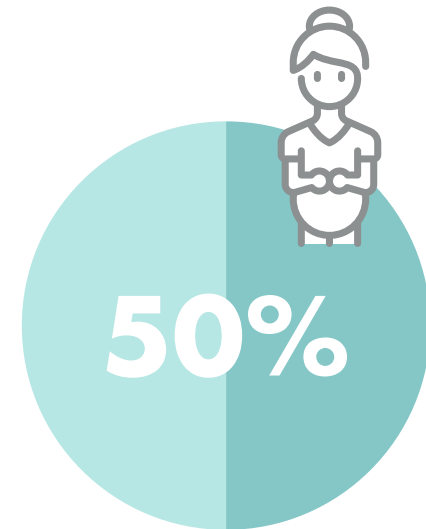
Why is this so important?



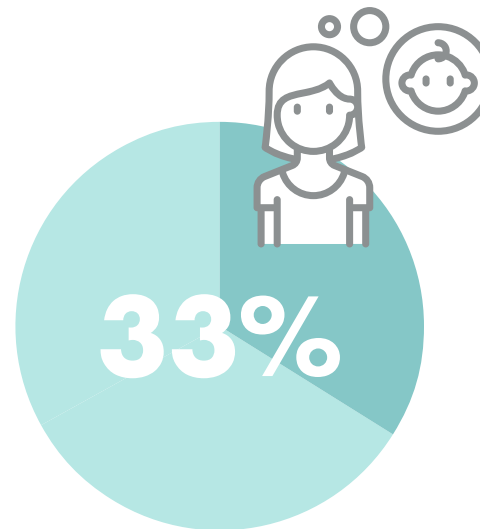
Of mothers at the end of maternity leave feel they don't have the confidence to return to work



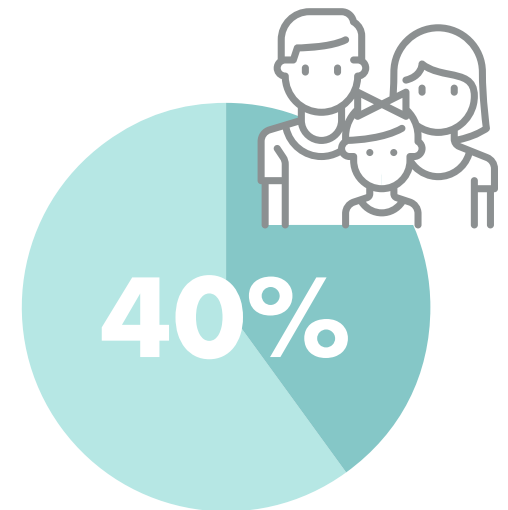
Of all new fathers experience mental health issues



Mothers are half as likely to be promoted as other women in your workforce



Of mothers experience mental health issues



of parents feel more stressed than anyone else in your workforce



Our Specialists

Sometimes parents need access to expert advice and guidance that HR teams simply cannot provide. Our team of specialists are on hand to offer exceptional coaching and support to your workforce, at a time that suits them. It's caring, convenient, and confidential.



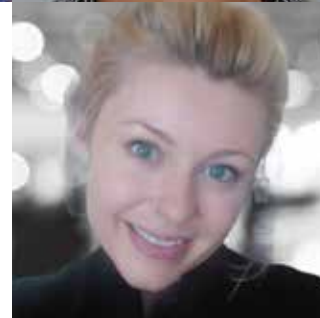
Fully qualified and vetted professionals and practitioners



Offering a tailored approach that works seamlessly for remote 121 consultations

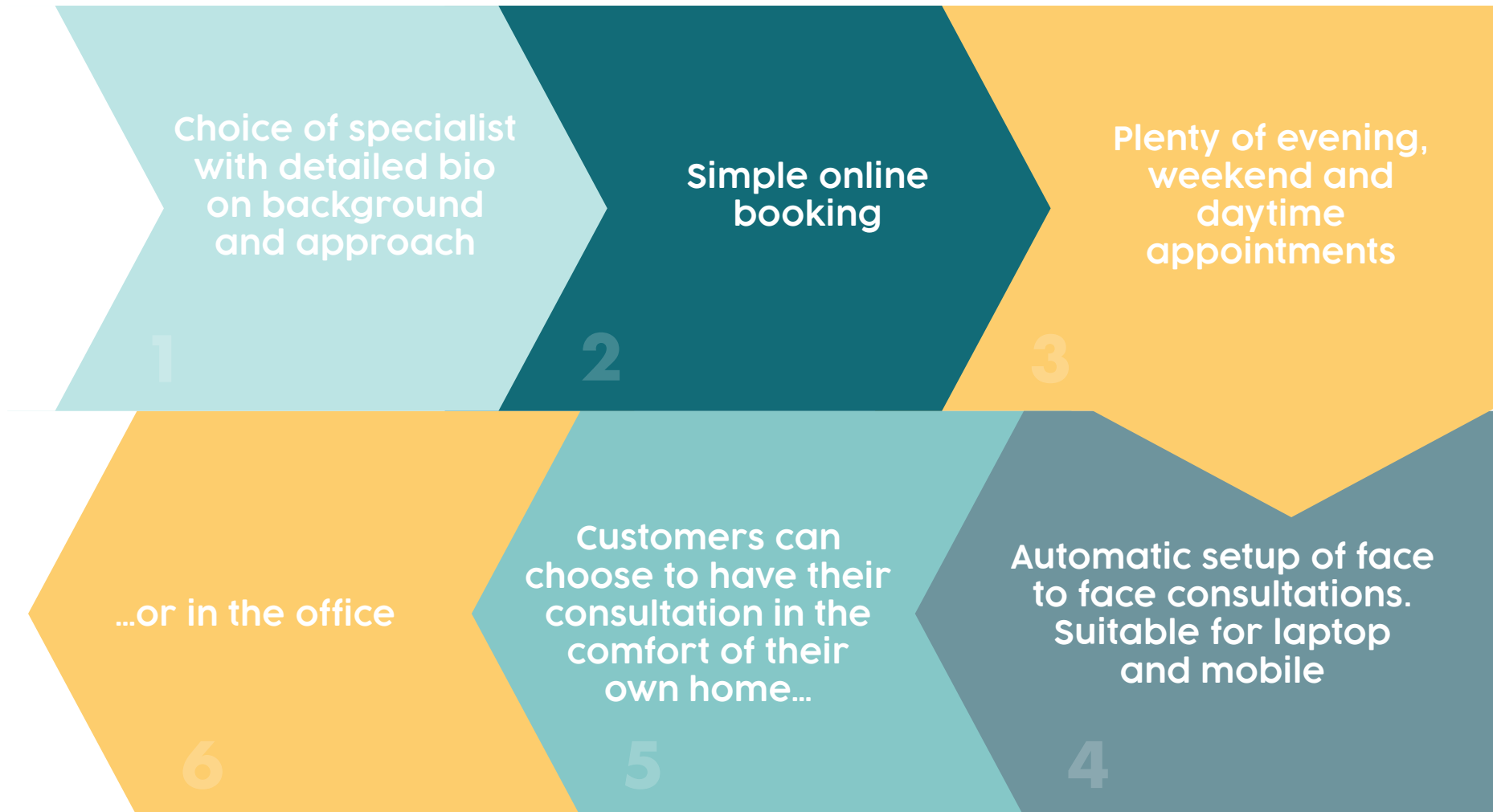


Carefully selected for their depth of technical expertise, experience working with Parents and their naturally caring & open minded approach





How it works





How partnering with Parent Cloud will benefit your business

Improve Employee Engagement

By offering a unique, tailored benefit scheme that will support employees through one of the most challenging phases of their lives

Strengthen Your Employer Brand

53% of millennials say they would chose an employer based on their wellbeing programme

Increase Productivity and therefore Profitability

Mental health costs businesses £34.9 bn* a year

Improve Gender Diversity

Supporting those returning to work will increase retention and impact gender balance at more senior levels within the business



Working in Partnership

Get in touch

Simply tell us a bit about your business and what you'd like to achieve.

We'll tailor a programme to meet your needs & budget

This can include open access to all employees with one simple universal code, options of packages of consultations for individuals and tailored in-house workshops.

We'll help to spread the word

We will work closely with you to launch Parent Cloud across your business, giving you all the support you need to spread the word and give your employees speedy access to our specialists.

Working in partnership

We will be on hand every step of the way; to help with any queries, report on usage and feedback and run events to help increase employee engagement.

Statistics suggest that 20,000 women experienced miscarriage at work last year. Be an employer who knows how best to support them.

Last year, TV presenter Alex Jones, revealed that she was on camera just an hour after discovering she had miscarried. Her story shone a light on the challenges faced by women and their partners when dealing with the loss of an unborn child and, while this would be distressing for anyone, for working women and their partners it can be particularly challenging. Having to go to work during or shortly after experiencing miscarriage can be acutely upsetting and, as most miscarriages happen before 12 weeks it is likely that Employers are unaware of what their employee is dealing with.

Statistics suggest that there were over 131,000 miscarriages in the UK last year. The likelihood is that over 20,000* of those happened while the individual was at work. Unsurprisingly, studies have shown that Men find dealing with miscarriage difficult too, meaning 40,000 people dealt with that loss while working. It should also be noted that miscarriage is not necessarily a short-term event, the actual process of miscarrying a baby, can take weeks and 20% of those who have experienced miscarriage are likely to go on to experience lengthy periods of anxiety & depression, 85% of whom experience those mental health symptoms for between 1-3 years.

As an Employer, from a legal perspective those who experience miscarriage may not qualify for maternity leave or pay. If employees need time off work following the loss of their baby they must ask their employer if they provide compassionate leave, ask to take annual leave or unpaid leave. Lots of countries around the world approach miscarriage differently, India, for instance, offers an entitlement of six weeks of paid maternity leave. As an employer, making moves towards this will demonstrate you are a family friendly business who puts your employees mental and physical health first.

How can you support employees coping with miscarriage?

CREATE AN ENVIRONMENT OF OPENNESS

Despite Alex Jones and popular blogger and activist, Mother Pukka talking so openly about miscarriage, it continues to be a taboo and we're a long way from people feeling they can be open about it. Empowering managers to be as supportive as possible, giving them autonomy to offer a variety of options for support and periods of paid leave will help. Getting senior managers to talk openly about their own mental health issues will make openness and over-coming personal challenges a sign of strength and highlight that employees are not alone in facing these types of challenges.

OFFER EXTENDED COMPASSIONATE LEAVE

Everyone, both men and women will deal with miscarriage in their own way. Some will embrace work to take their mind off what has happened and attempt to move on, while others may feel the need to take some time out. Giving them the option

to take extended periods of leave and have time to focus on themselves and their recovery is essential. Adjusting your maternity policy to offer 4-6 weeks leave after experiencing miscarriage will be a huge step and, in turn will create the culture of support and empathy that employers should embrace.

EDUCATE MANAGERS ON HOW TO DEAL WITH MAJOR PERSONAL LIFE EVENTS

While Managers could and probably should not become their employees' counsellor giving them tools to support members of their team who are experiencing difficult life events can make a huge difference. In terms of miscarriage, simply understanding that miscarriage can be a lengthy process and that mental health implications can persist for months, if not years will go a long way to help.

OFFER MENTAL HEALTH SUPPORT AND PUBLICISE ITS AVAILABILITY

Getting the support you need after experiencing miscarriage is essential. According to a survey carried out by the

We Need to Talk Coalition, out of 2,000 people who tried to access talking therapies, only 15% were offered the full range recommended by the National Institute for Health and Care Excellence (NICE). Offering easy access to mental health support will make a huge difference and hopefully shorten the length of time it takes for individuals to feel themselves again.

Mental Health problems at work cost the UK economy £34.9 Billion last year. By adopting some of the policies above and prioritising your employees mental and physical well-being you will not only increase your profitability but also improve your employer brand and become an employer of choice for prospective employees.



*Statistics explained. In 2018 there were 657,000 births in the UK. Tommy's charity suggests that 1 in 5 pregnancies result in miscarriage which suggests that there were 131,400 miscarriages last year. With 71% employment and an average 36 hour working week it would suggest that 20,011 of those miscarriages would have happened while at work and, bearing in mind miscarriages are likely to take much longer than a day, this number is likely to be much higher.

Flexible working: The importance of supporting your Employees to make it work

In July this year, Helen Whately MP introduced a bill in parliament to make flexible working the default rather than the exception. This was a huge step in raising awareness and hopefully marks a major shift in how Employers approach flexible working. In a recent study 98% of employers stated that their employees expect more flexible working hours and, despite only 36% of those Employers currently meeting that need, offering flexible working practices was high on their list of priorities so there's hope that flexible working will soon become the new norm.

While offering flexibility helps to give Parents more time with their families surprisingly enough it has no positive impact on their mental well being. Working Parents are 40% more stressed than others in your workforce and this doesn't improve when you begin offering flexible working. Also, those working flexibly still struggle to progress in their careers with part-time workers being 50% less likely to be promoted.

To maintain employee engagement, mental well being and increase gender diversity, Employers need to embrace flexible working, but they also need to go a step further. Working flexibly can be hard. Employers need to give flexible workers all the tools they need in order to thrive.

As an employer what can you do?

MAKE REQUESTING FLEXIBILITY EASY

Mother's approaching the end of their maternity leave often say how nervous they are about discussing working part-time. They believe it will affect how they are viewed and options for progression. The onus is often on the employee to make the request and redesign their role to work with their new hours. By asking them to convince you, they automatically feel flexible working is not embraced. Why not take the initiative and ask the question – 'would working flexibly be something you'd like to discuss?', 'how can we make returning to work easier for you?'

That said, this shouldn't just be about making it easier for those returning from Maternity leave, we need to make sure that all existing and prospective employees feel comfortable making a request. Including statements on job descriptions and corporate intranets to highlight your corporate policies can make a difference.

MAKE PART-TIME ROLES REALLY PART-TIME

Employers often ask the question; how can you make your position work part-time? This isn't right. The role then doesn't change, and the employee needs to get the same amount of work done, but in fewer hours. Instead, Employers should look at the job description

and see whether some of the duties can be reduced or reallocated and help the individual to prioritise. Set achievable objectives and constantly think about whether it's realistic. If someone is working half of a week then regular weekly meetings should shift to being fortnightly. Every hour spent by someone part-time can equate to two hours for a full-time employee so make sure to strip things away from their calendar.

OFFER CAREER COACHING & SUPPORT ON HOW TO WORK FLEXIBLY

There's an art to working part-time, it's often something that can take employees time to get used to and, during that transition it can take its toll both on employee engagement and their mental wellbeing. By offering access to coaching and support, enabling them to think about how to structure their home and working week and giving them techniques to prioritise and get comfortable with pushing back you can make a huge difference.

If employers are going to improve their gender diversity, particularly at a senior level, giving flexible working employees access to career coaching will make a huge difference. Making career progression feel achievable is key.

LEAD FROM THE TOP

If Managers within your business aren't working flexibly themselves then naturally your flexible workers

will believe they can't progress while working part-time. Employers need to be creating senior roles that can work on a flexible basis. Creating job shares at a senior level that demonstrate that this is something that you value.

By simply offering flexible working practices you'll make a real step in increasing employee engagement but to have a positive impact on your employees mental well being and gender diversity you'll need to go a step further and, by offering genuine support and encouragement to those working flexibly you can make a real difference.







Helping Parents Thrive