

What is Parental Transition Coaching

Parental Transition Coaching supports employees before, during, and after parental leave — helping them feel confident, valued, and supported as they navigate work and parenthood.

It's more than just “maternity coaching.” It's tailored to all types of parents — including fathers, partners, single and adoptive parents.

BENEFITS OF PARENTAL TRANSITION COACHING



Attract and retain top talent at a crucial life stage



Boost employee confidence and wellbeing



Create an inclusive, family – supportive culture



Support managers to lead with empathy and skill

THE COACHING JOURNEY



Preparing for Leave

- Plan for time away and build a handover
- Set clear expectations and goals
- Reflect on identity, values, and ambitions



While on Leave

- Build a sustainable routine
- Navigate new priorities at home and work
- Reconnect with career goals and team culture



Returning to Work

- Build a sustainable routine
- Navigate new priorities at home and work
- Reconnect with career goals and team culture

SUPPORT FOR MANAGERS



Managing expectancy

- Acknowledge and support the transition
- Understand emotional and practical needs
- Plan ahead for wellbeing and workload



Managing parental leave

- Follow best practices (do's and don'ts)
- Adapt to unexpected changes with care
- Show leadership through inclusion



Managing the return

- Learn how to Start conversations early
- Support flexibility and realistic expectations
- Focus on reintegration and confidence

COACHEE AND EMPLOYER CASE STUDIES



How coaching for dads helped me to balance family responsibilities with professional demands



How return-to-work coaching boosted my confidence as a new parent



How our parental transition coaching programme has created a family-friendly work culture



How 1-1 parental transition coaching has built a family-friendly and flexible culture



HERE'S WHY IT MATTERS

Barriers to return: When parents face barriers to returning to work, it can result in a loss of valuable talent and diversity in the workforce.

Retention of talent: When working parents sense a lack of empathy, experience lack of confidence or concerns about career impact, organisations risk losing valuable talent. High turnover and recruitment costs can negatively affect profit and disrupt productivity. Addressing these concerns can contribute to talent retention and stability.

Diversity and inclusion: Fathers are seeking a work environment that supports them to be actively involved in parenting whilst still supporting their career aspirations.

FACTS



40% of mothers found confidence a barrier when considering returning to work.



46% of mothers said employers lack of empathy for working parents was a barrier to returning to work.



66% of fathers would be encouraged to use more family-friendly policies if they were confident it wouldn't impact their career.