

Sarah Jackson OBE

Five Pillars
Your Successful
Working Parents Policy
Must Include



The five pillars to improve retention and gender balance



Sarah Jackson is a leading authority on flexible working, women at work and the gender pay-gap. Having spent many years as the Chief Executive of Working Families Sarah is now a speaker, chair and commentator providing expert opinion on all things working parent related.

From Babies with Love is proud to collaborate with Sarah to share her five pillars for your working parents' policy, to ensure your success in maximising the potential of and retaining your working parents.



MESSAGES

An organisation must have an overt, well communicated policy that it actively wants people to access. This is achieved with a proactive internal communications team and communications tools that ensure the policy is taken up and valued. Your policy must be a lived part of your culture or it loses credibility and impact; people must know about it, feel safe to use it and value it.

How do your people know, trust and value what's available to them as working parents?





MEN

A key target of your policy is men, who must believe in and trust it. This is best achieved by senior role models using the policy and communicating positive experiences through your internal and external channels. Without the buy-in of men and their commitment to being true working parents/carers themselves, it will be difficult to achieve balance for and retain women.

How do you communicate inspiring stories of your men's parental leave experience?





MONEY

For those facing budget constraints, much can be done at low cost or no cost via internal messaging, role modelling and senior championing. Change accelerates when an organisation is able to prioritise budget to enhance maternity and paternity pay. Enhanced pay means parents do not have to return to work earlier than they wish to: data shows that this results in them staying with their employer for longer.

Do you have enhanced maternity and paternity pay? If not, this study provides retention data to help you make the business case:

<https://www.bcg.com/publications/2017/human-resources-people-organization-why-paid-family-leave-is-good-business>



MANAGERS

All managers must be confident in, and supportive of, your working parents policy. This is achieved through training managers on your policy and how to implement it, as well as managers having the confidence to themselves work flexibly around their own needs and quality of life. Managers can be set objectives around staff satisfaction with work-life balance, and on how flexible their team's working patterns are.

Do you have training on your working parents policy for your managers?



MONITORING

Monitor take up of your policies; monitor staff satisfaction with what is available; monitor performance and career progression. Employee surveys will help to identify what is working and which element to focus on next. Overall success can be measured by assessing data on whether parents progress in their careers at an equivalent rate to colleagues who are not parents.

To understand your success and further opportunities, are you analysing data on how your working parents progress?



Meaningful Messages

Transforming Parental Leave Engagement

From Babies with Love donates 100% of its profit to vulnerable children.

The story of how your gift for your colleague on parental leave also supports vulnerable children communicates your appreciation and your policy for working parents in action.

Your working parents feel valued, improving their experience across parental leave and in returning to work, supporting retention of diverse talent.





Meaningful Messages

Transforming Parental Leave Engagement

To find out more about developing your Working Parents Policy with Sarah's expertise, and to discuss how From Babies with Love can deliver your messages in an impactful way please get in touch with:

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[Find out more](#)

