



MATERNITY SUPPORT

GP MATERNITY COACHING PROGRAMME
2023

THE *maternity* COACH



ABOUT THE MATERNITY COACH



The Maternity Coach's mission is to support mothers through maternity leave and their return to work; to help them rediscover who they are and what they want from their career after maternity leave and give them the courage and tools to return to work with confidence so they can continue to make their unique contribution to the world.

FRANCES CUSHWAY
REGISTERED CAREER COACH
FOUNDER OF THE MATERNITY
COACH

Frances has a Postgraduate certificate in Career and Talent Management, a degree in Psychology and has completed a Neuroscience Professional Development Programme. She specialises in supporting women to return to work following maternity leave and continue to thrive in their careers.

Frances is a Registered Career Development Professional with the CDI where she was a finalist for Career Coach of the Year 2018, 2021 and again in 2022 for her work with GPs on maternity leave.

Why support parents through parental leave?

9 out of 10 mothers experience problems returning to work after maternity leave and a prolonged absence from work can reduce engagement, motivation and workplace wellbeing by as much as 20% when people return.

Maternity coaching helps both individuals and organisations manage the transition smoothly. Maternity coaching, and help with planning, ensures women make the right return to work plans and decisions to suit their individual circumstances and feel supported by their organisation.



Supporting GPs

GPs in their thirties make up 25% of the total workforce and 25% of mothers do not return to work after maternity leave. Covid has heightened existing anxieties around return to work after maternity leave as well as having a detrimental effect on maternal mental health. Planning the return to work is the biggest concern for 90% of GPs on maternity leave we work with.

The Maternity Coach is the only organisation in the UK specialising in supporting GPs through maternity leave and back to work again. Through our group maternity coaching programme we support GPs on key issues they identify as concerns about returning to work. The group format also allows GPs to support each other and share concerns and thoughts, which normalises how they are feeling, as well as tips and ideas to support each other.

Maternity coaching helps:

- retain valued GPs who might have left following maternity leave
- reduce recruitment and training costs from high staff turnover
- GPs achieve their potential
- support GPs to feel more engaged with their role and practice
- narrow the gender pay gap
- create role models to attract and retain female GPs in the future

The Maternity Coach GP programme

Want to help your GPs feel confident about returning to work after maternity leave?

The Maternity Coach's GP Group Maternity Coaching Programme is designed to support GPs through their transition to motherhood and prepare them for their return to work after maternity leave.

Becoming a mother is probably the biggest change in identity a woman undergoes after adolescence. While most pregnant and new mothers are well supported either through the NHS or private charities such as the NCT, the support focuses on how to recover physically from birth and how to care for a new baby. But motherhood brings with it a huge variety of concerns and questions:

- How to juggle work and family life?
- How to find time to fit everything in?
- Will I be able to change my working pattern?
- How to maintain boundaries between work and home life?
- How will I manage my career post maternity leave?
- How do I plan my return to work?

It is also well recognised that mothers on maternity leave lose their confidence about whether they will be able to return to their previous role.

Our GP Group Maternity Coaching Programme takes participants through a virtual **4-week programme** designed to help them **reflect on these concerns and questions** as well as **boost their confidence** for their return to work.

The programme consists of a **unique online course** that brings together the psychology of becoming a mother with the practicality of planning the return to work that's right for you and your family, supported by **5 one-hour group coaching video calls** over the 4 weeks.

The learning outcomes from this programme are:

- 1) Maintain your identity through maternity leave and beyond
 - 2) Boost and maintain your confidence as a mother and after you return to work
 - 3) As a family unit, manage your 'Home Contract' of chores and mental load in a way that works for you all
 - 4) Create a return to work plan including contingency planning
 - 5) Achieve your potential post maternity leave and keep your career on track
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Programme options

If you are interested in supporting your GPs and boosting retention post maternity leave, The Maternity Coach offers you a number of options:

1) **1:1 maternity coaching**

If you are looking to provide ad-hoc or add-on support for your GPs, these one off sessions are perfect to provide tailored support for specific issues. Prices start at £150 per session.

2) **Book a maternity coaching course for GPs in your area**

If your organisation supports a large number of GPs, you could book your own course around your other training offers. The minimum number of course participants is 6 and maximum is 12. We recommend participants join this course around 3-4 months before they return to work, but it is also suitable for GPs shortly starting maternity leave or very recently returned to work.

3) **Reserve spaces / book participants onto an existing course**

We run courses for GPs throughout the year, so if you don't have enough GPs on maternity leave to run your own course, your GPs could join one of our UK-wide courses.

Spaces on our online group maternity coaching courses are £199pp.

Next steps

To discuss your options and the availability of our courses, please contact us to find out how we can start supporting your GPs today.



Testimonials

"From the initial brief and discussion, Frances brings another level of professionalism and expertise with her ability to deliver the material in innovative ways, making the course bespoke for the individual and maximising the learning and experience from the course. She recently redesigned the delivery platform to be an online offer and her flexibility, drive and technical skills have ensured that these two cohorts have had an equal if not an enhanced experience compared to our previous face-to-face offer.

Frances brings not only her professional skills and expertise, but also her warmth as an individual and as a parent. This generates a feeling of trust and she somehow manages to provide the space and time for each individual (even in a group setting) so participants feel comfortable and share experiences at this transition point in their lives.

My feedback is also reflected across all five of the cohorts, which reflects more than sixty participants, who all rate the course very highly and are positive promoters of the course to others."

"Excellent course, Frances you have been fantastic, thanks so much, highly recommend this course, I feel calm, prepared and organised as I approach maternity leave so I can make the most of my birth and new baby and then go back to work feeling ready and excited about the new challenges ahead."

"This course has been fantastic, thank you. I have gone from feeling that leaving was the only option to feeling confident that there are ways around balancing working and being a mum."

"Thank you. Useful and fun. You created a very safe space. Heartening to find someone passionate and focused on such an important point in a family's life."

"Really great to make you think and reflect in a constructive, objective and positive way about the challenges of being a working mum and being on maternity leave. I now have a plan in mind and feel more prepared for my return to work."

"First time I have sat down and thought about my career as a whole - from start to presumed finish with retirement. This was an excellent opportunity to reflect and think about what I would like to achieve - fantastic handbook also which I will use as a refresher prior to returning to work next year."

"It has helped me gain confidence in planning my maternity leave, and financial planning for the future."

"Frances has worked with our organisation to develop and deliver bespoke maternity coaching to our GP members. She has been easy to communicate with, flexible and helpful. The workshops have had good feedback and we will be using her again."

"I have had the pleasure of working with Frances for over 12 months, in a bid to collaborate in setting up a maternity coaching offer for all London's GPs. I am delighted to say we are about to launch the first cohorts from January 2022.

Frances has been incredibly generous in her willingness to support such a critical part of our NHS staff retention work. From the beginning she inspired me with her desire to think creatively and find a solution that would work within the budget constraints of our funding. She was not daunted by the prospect of adapting her ways of working and rather embraced the challenge as an exciting opportunity for innovation. Her flexibility has been a crucial factor in enabling our success.

She had remained diligent, thoughtful and methodical in her approach to organising an 'at-scale' programme and has shown integrity in all that is asked of her.

I have appreciated her approachability and warmth as a person which has made it a real pleasure to know her and work with her.

I commend the standard of excellence she demonstrates in all her work: her communication, her attention to detail, her positive attitude. I have no hesitation on endorsing her as an outstanding professional coach."

Frances Cushway
Founder and Registered Career Coach

frances@thematernitycoach.co.uk
07957 601260

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