

Partnership with EY

A dedicated programme of maternity coaching for managers and employees. Delivering a **17.5% increase in retention** and **£16.6m in savings** in year 1.

With the commercial benefit established, the positive impact is now being seen in the progression of female talent. The partnership continues to grow.

BACKGROUND

With a focus on flexibility for all employees, E&Y was keen to support female talent through the maternity transition. The E&Y/TalkingTalent partnership began in 2011. To date, over 2,500 of their employees have been referred to Talking Talent for coaching.

EY and Talking Talent worked together to ensure that the programme had an 'Ernst & Young feel' by using appropriate branding and language. Rather than a one-size-fits-all approach, the firm agreed that employees from graduate to manager level would have access to small group coaching sessions, whereas those at senior management level upwards would receive one-to-one coaching.

The firm also chose to include mandatory 'counselling' training designed for managers who have someone in their team going on or returning from maternity leave.

PROGRAMMES

- All Individuals at Senior Manager level and above receive a minimum of 6 hours one to one coaching.
- Below this level, all women can attend group face-to-face sessions/webinars covering:
 - 1) Pre-maternity
 - 2) The Juggling Act (0-6 mths after return)
 - 3) Managing your career (6+month safter return to work)
- All managers of maternity leavers and returners are required to attend compulsory webinars on managing pre-maternity and post-maternity leave.

LATEST RESULTS

After the first year of partnership:

- Total women returning after maternity rose from **80% to 94%**.
- **17.5%** increase in retention brings an estimated **£16.6m saving** in attrition costs in year 1.

Furthermore, around **77 per cent** of those who return from maternity leave retain the **same performance management grade or improve it**.

"EY not only got back a fully functioning senior manager in record time but also now have a Director they can leverage in the local market place. I'm sure if you were that way inclined you could put a financial price on the success of it!"

Coachee, Director, EY

"I do think EY benefitted from me having this coaching. I honestly think my transition back into the business and up to Director have all been quicker and smoother because of the time spent with Talking Talent."

Coachee, Director, EY