

# Partnership with Unilever

The launch of **Talking Talent Online** has been strongly supported at the most senior levels and its success is shown by the roll out to over **90 countries** within **18 months**.

## BACKGROUND

Retaining talented women and increasing rates of progression are a key focus for Unilever. Following an internal global survey, a multi-layer approach was taken, including launching the Talking Talent Online in March 2014. The online programme, called MAPS (Maternity And Paternity Support), was chosen as it provides the ability for effective, scalable, affordable support across large geographies.

Talking Talent Online offers support to employees and managers before, during and after parental leave. Through each stage the user is offered coaching led support through a variety of mediums to allow them to explore and evaluate the key personal factors in ensuring they have a successful parental transition. Talking Talent Online also provides guidance for those employees thinking of starting a family. By including Managers Talking Talent Online offers the opportunity for greater consistency in the managerial approach to the parental transition and an improved experience.

Each country has their own bespoke page to personalise the approach and include key HR information. Talking Talent Online offers support to employees and managers before, during and after parental leave.

## TALKING TALENT ONLINE AT UNILEVER

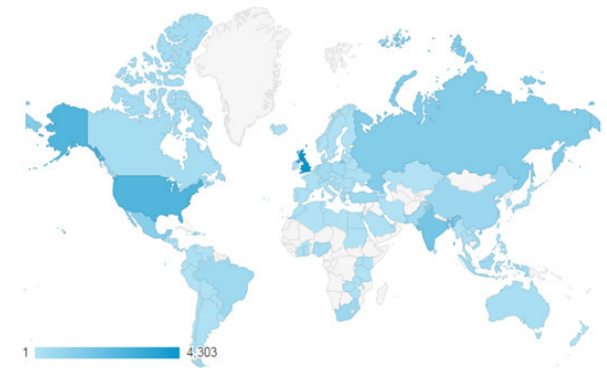
Talking Talent Online was tailored to the needs of Unilever including:

- Bespoke e-Learning modules
- Videos from senior leaders and colleagues around the world talking about their experiences
- Full company branding and wording
- Toolkits, Planners, Coaching models
- Country-specific pages and email reminders
- Area to share family pictures and celebrate
- Self registration and email reminders for key dates

## MEASURES OF SUCCESS

So far, the MAPS portal has over **2700** active users across **90 different countries**. Support before and upon return from parental leave has been strongly utilised. The innovative Celebrate! page has been popular – with families across the world sharing **1000's** of baby photos.

## GLOBAL USAGE



“MAPS helps you manage your journey to parenthood successfully”

Paul Polman, CEO, Unilever