

Partnership with Citi

A dedicated programme of maternity coaching for managers and senior women.
Increasing retention to 97% and delivering **£1.75m in savings**.

BACKGROUND

In a partnership spanning three years, we worked with Citi to offer a blended programme of coaching for senior women, managers and new fathers. Through the programme, Citi's aims were to retain their key talent and to build on their employer brand as a place of choice for women and for parents.

PROGRAMMES

The work was delivered in on 3 levels:

- Executive coaching for senior women in maternity transition.
- Development for line managers on handling leavers and their re-integration.
- Workshops for first time dads.

High quality feedback was also provided periodically by Talking Talent to help progress talent management and gender diversity agendas.

PROGRAMME RESULTS

Through a combination of Citi's innovative policies and Talking Talent coaching interventions, Citi's programme received some outstanding results:

- Retention from **84%** to **97%** through maternity.
- Over **£1.75** million people cost saving.
- Working parents employee engagement now highest of all groups.
- Extensive press and **positive impact on employer brand**.
- **Opportunity Now Award** for innovation.
- **Working Families Best for Fathers Award Winners**.

"The success we have experienced through investing in maternity transitions can be shared and replicated with many other organisations, and can make an important contribution to raising the quality of working life for new parents whilst helping businesses succeed."

"The Team at Talking Talent have been pivotal in helping us design, develop and deliver our practice. We have benefited from their experience and flexible approach, we have a highly valued working partnership!"

Carolanne Minashi, Former EMEA Head of Talent and Diversity, Citi