



Mom 360°

Coaching for agile high performers

What do we want to discuss?

- 🔄 **Starting point:** In times of labour shortage, co-workers who become mothers can be an issue for sustaining operations of a company.
- 🔄 **Background:** How do work and motherhood look like in Germany?
- 🔄 **Target group:** Who is most suitable for this program?
- 🔄 **Flow:** How do we establish a system that supports mothers well?
- 🔄 **Why agile parenting?** Coaching, agile, parenting power – why us?

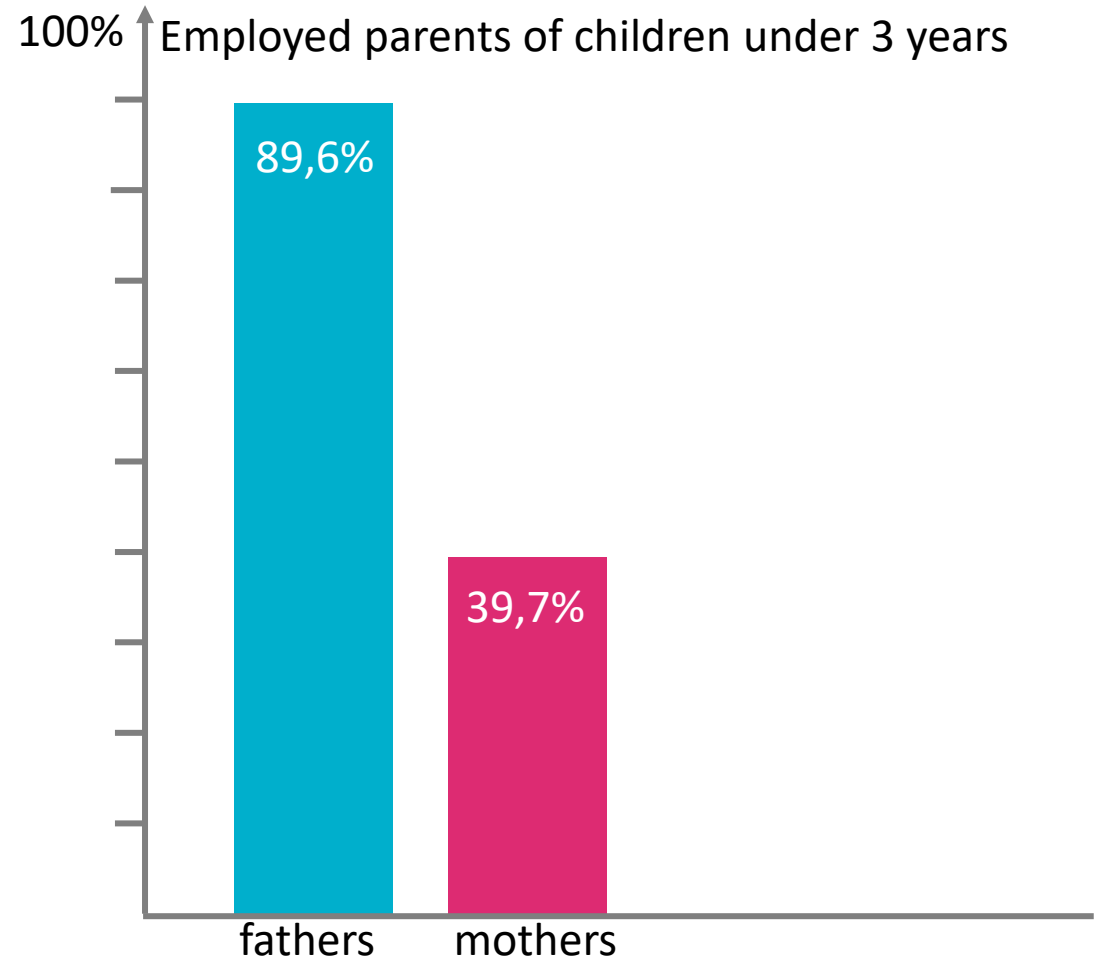


In Germany, kids and careers are still a contradiction for women.

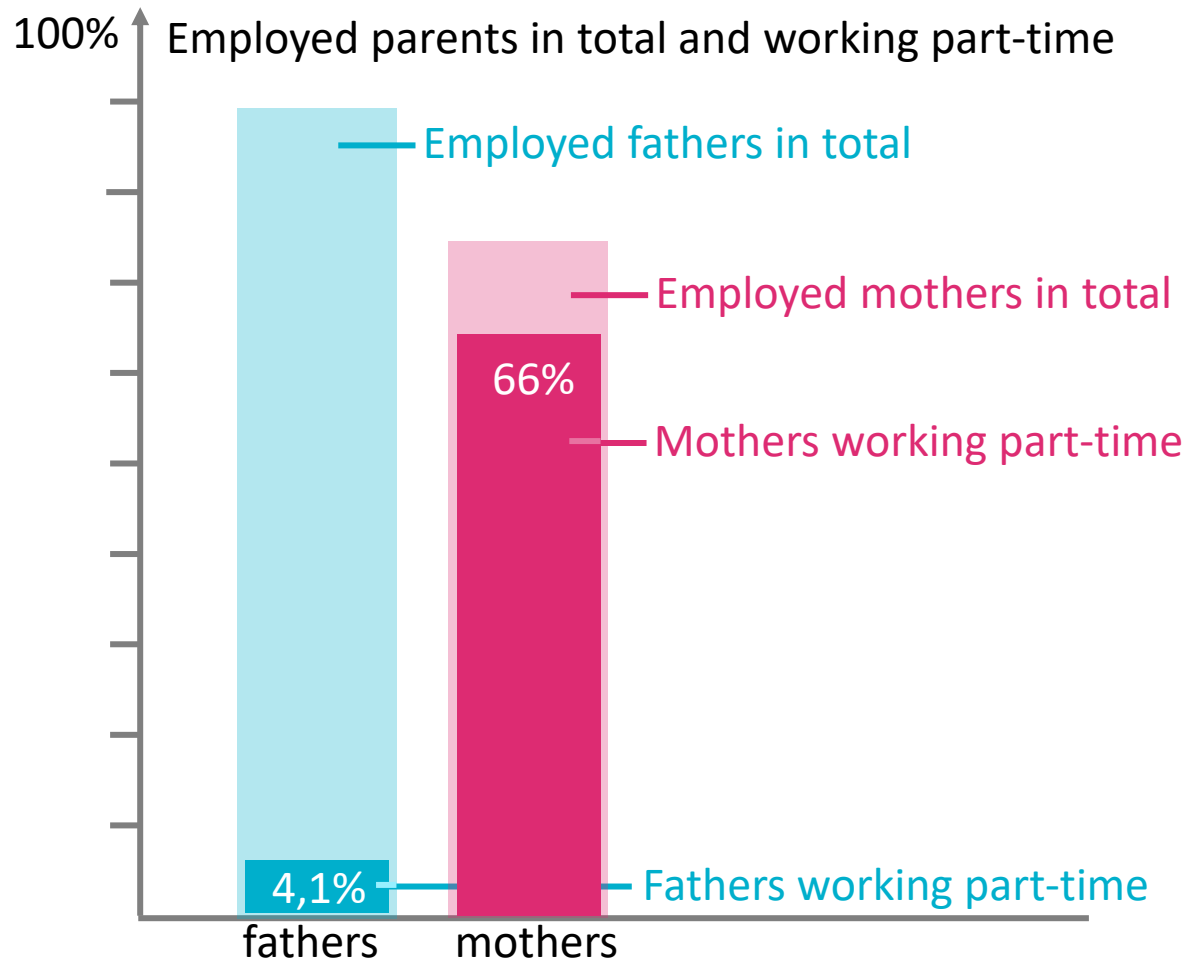
After the birth of a child,

60%

of the mothers stay at home for 3 years.



Mothers scale down their professional lives but do not pull out fully.



© agileparenting, 2023

66%

of all mothers in Germany work part-time.

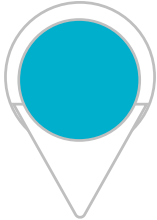
This changes only very little when kids get older.

10% work full-time. In former Eastern Germany 21% of all women work full-time.


source: Statistisches Bundesamt, 2023




No wonder – working full-time is not a sprint, it means running up-hill for the next 10 years.



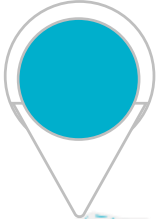
Wow, super feedback from my mentor! Finally. The last year has been really tough.



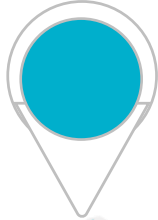
Damn it, why do I need to do everything at home? My partner regards my work as my personal hobby I am supposed to fit into my other tasks. 😞



OMG, again a black swan event! Today I need to give an important presentation but my child is sick. And my partner does not have time, either to stay with the kid.



Even my mom starts to understand that having a job does not automatically make me a bad person.



I really have to learn to let go, to focus on what really matters. I need to organize more support. I do not need to lift this all by myself.

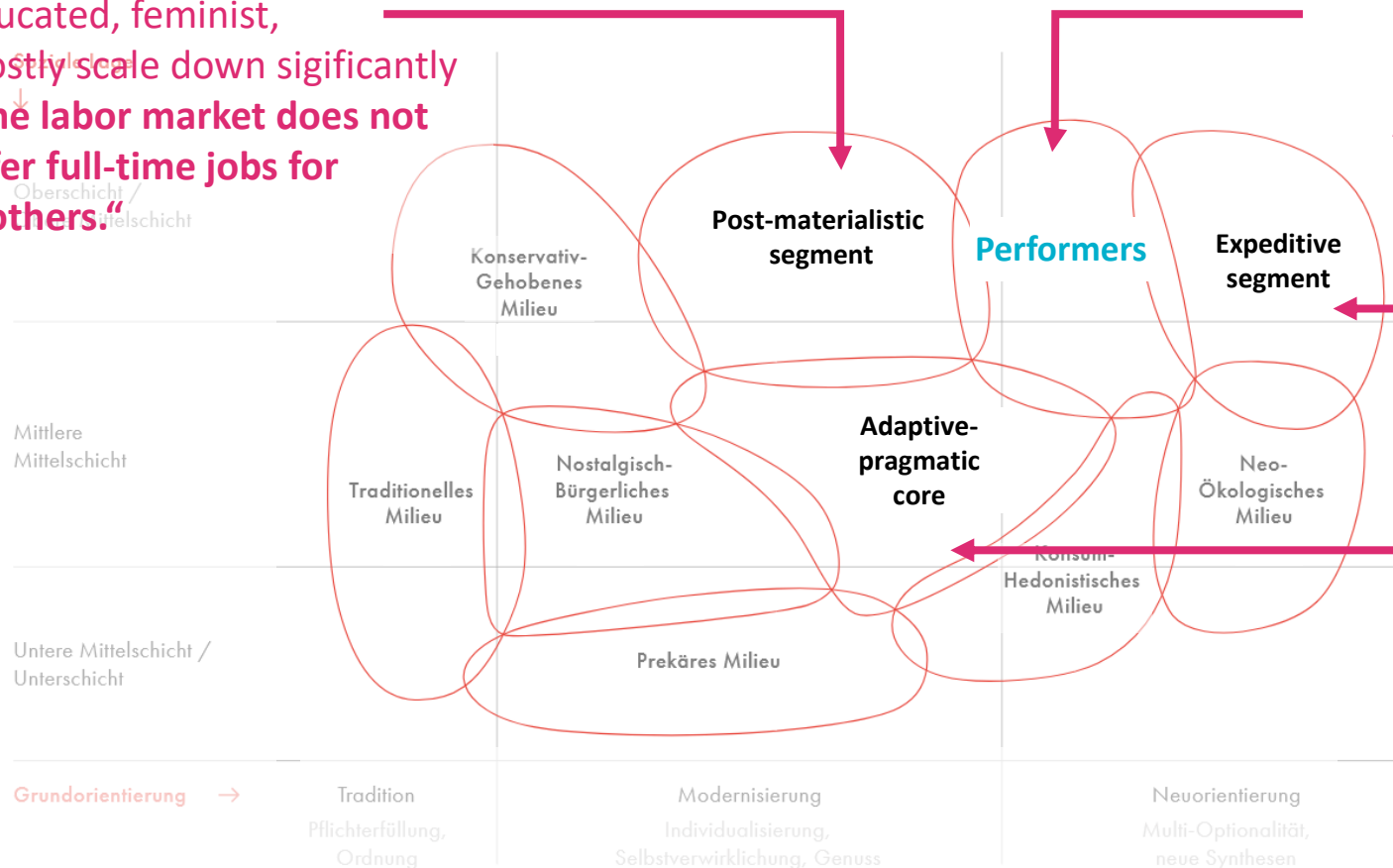
The professional perspective strongly depends on the socio-economic context.

educated, feminist,
mostly scale down significantly
„The labor market does not
offer full-time jobs for
mothers.“
Oberschicht /
Mittelschicht

Ambition, reaching one's full potential,
longing for recognition
„At the end of the day, being a mother is
simply one more project.“

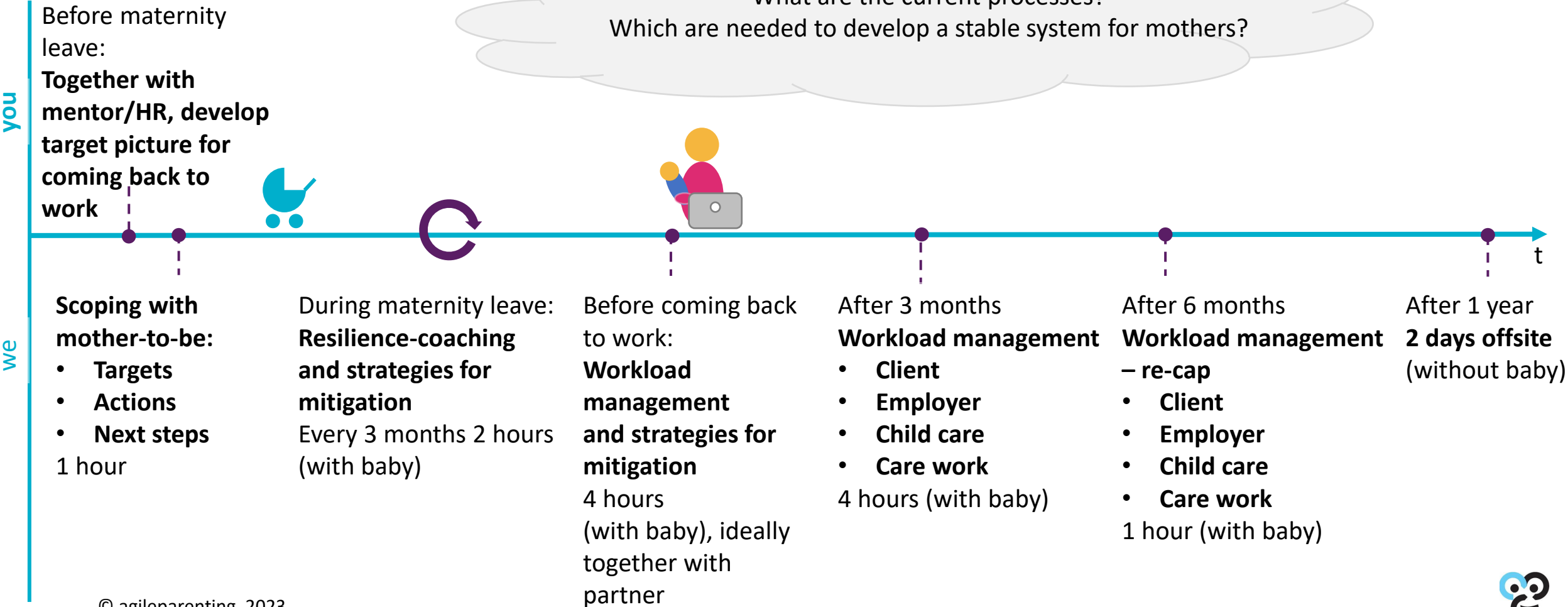
Self-expression, creative
„I just started an etsy store for toys from
Puerto Rico.“

Performance, fun, connectedness,
fear of being stigmatized of being
just-a-housewife
„I did not get kids to have other
people look after them.“

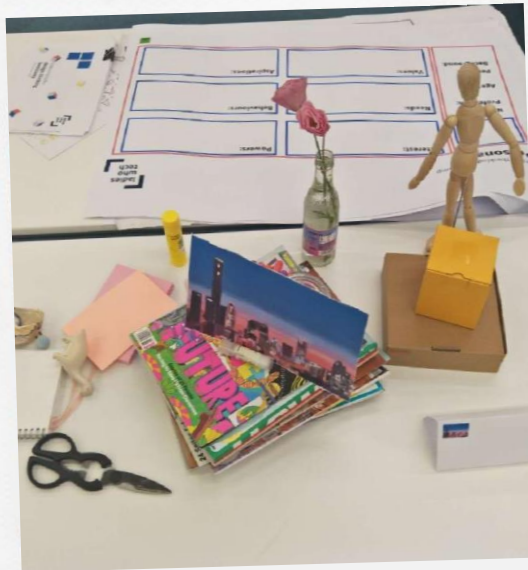


HR, mentor, family all can contribute to the success.

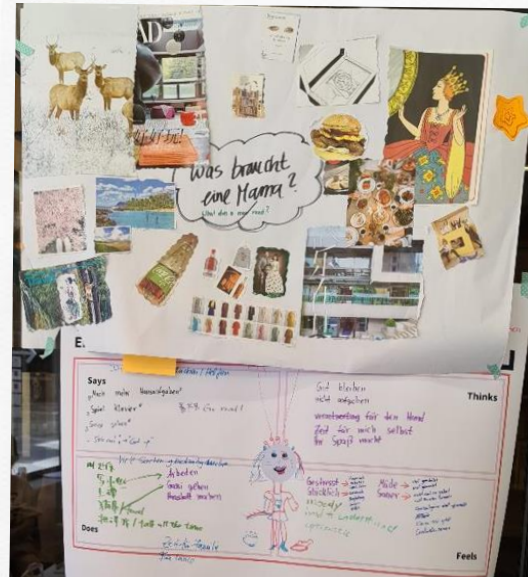
What are the current processes?
Which are needed to develop a stable system for mothers?



Mothers develop targets, resilience orientation and skills.



Target Setting:
What do I want? In 1 year? In 3 years? In 5 years? Private, professional, personally



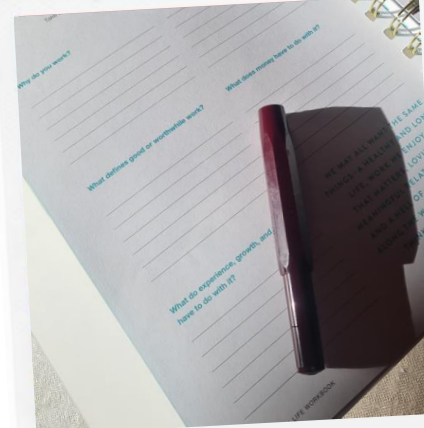
Reflection:
Stressors, resources, wellbeing



Stakeholder analysis:
How do I strengthen my network?



Re-Framing of negative belief systems:
Observation, Strategy, Change



Journaling:
Continuous self-observation

IT NEVER GETS ANY EASIER YOU JUST GET BETTER



Mindfulness:
How do I cope with frustration and set-backs?



We know how to balance job and family and minimize mental load.

- **We have been there:** Track record in professional growth, enthusiastic parenting und good life
- **Knowledge of methods and skills for contemporary parenting has been our hobby since 2019:** Holiday planning with SCRUM, LEAN for organizing hectic lifes, Kanban for prioritizing family affairs etc.–
- **We are certified coaches, experienced Change Managers and creative trainers:** Bring the individual needs of participants in sync with company goals



This is how we measure success:



1. Mothers come back **faster** to the workplace (within 6-12 months after giving birth).
2. Mothers work **80-100%**.
3. The work/life model is **sustainable** and nourishing.

These are your advantages

- More mothers who feel ready to come back faster to work and are confident they can handle a full-time job with grace. They enjoy staying in the growth zone.
- Positive corporate culture
- Retainment, motivation, identification
- Starting point for employer branding