

NOT BENEFITS, BUT BUSINESS STRATEGY

Maternity transitions that strengthen culture, retention, and performance

4x

Companies with strong cultures see **4x revenue growth** relative to weaker-culture peers.¹

FOR MOTHERS



More than **40% of new moms leave** the workforce in the first year after having a child.²

Our program enables women to **sustain wellbeing and performance** through every stage of the maternity journey — from pregnancy to a confident return to work.

FOR MANAGERS



68% of managers say they feel “totally unprepared” to support an employee through parental leave and their return to work.³

We empower managers with the empathy, structure, and soft skills they need to **lead maternity transitions effectively** reducing turnover and increasing engagement.

FOR THE COMPANY



94% of companies reported **higher employee satisfaction** as a result of offering flexibility and/or family-friendly arrangements to employees.⁴

We partner with companies to **develop clear maternity policies** and frameworks that **align culture, communication, and practices** — complemented by seminars, workshops, and coaching to create a cohesive, consistent environment that strengthens retention, trust, and engagement

NOT ANOTHER TASK FOR HR

With detailed debriefs and in-house coaching sessions, **HR gains clear visibility, annual insights, and updated resources** — transforming maternity transitions from another task into a **supported, data-informed partnership** that continuously improves.

Sources: 1. <https://www.forbes.com/sites/benjaminlaker/2021/04/23/culture-is-a-companys-single-most-powerful-advantage-heres-why/> 2. <https://www.mavenclinic.com/back-to-work-whitepaper> 3. <https://cariloop.com/blog/parental-leave-support> 4. <https://www.usu.edu/today/story/research-shows-family-friendly-policies-increase-workplace-satisfaction>

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