

Cala Learning Hub Webinar

« How to create a positive, inclusive culture so that working mums can have a successful career »

guest speaker : Sara Bruzy



CALA CONSULTING

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« How to create a positive, inclusive culture so that working mums can have a successful career»

- Current context
- What impact does motherhood have on a career?
- What are the challenges faced by working mothers?
- How has COVID impacted working mums?
- What's at stake for the talent pool and the attractiveness of your organisation?
- How to create a working environment where working mums can better reconcile their work and family lives

Current context

“She made a mean beef stroganoff, followed her husband from job to job and took 8 years off from work to raise 3 children. “The world’s best mom”, her son Matthew said.

But Yvonne Brill, who died on Wednesday at 88 in Princeton, N.J., was also a brilliant rocket scientist...”



Current context

In France, more than 82% of women aged 25 to 49 work and the birth rate is the highest in Europe

(source: INSEE 2006)



What impact does motherhood have on a career?

A career is having opportunities for evolution in your line of work, perspective for development, having a job that reflects your competencies, your experience, your desires and your wishes.

A successful career is :

- doing something you're passionate about
- doing something where you can promote your talents
- doing something where you can increase your learning
- doing something that allows financial autonomy
- doing something that help you achieve what you want for yourself
- doing something that allows you to change and develop as a person
- doing something where you can build confidence and self belief

What impact does motherhood have on a career?

CAREER + MOTHERHOOD =



What impact does motherhood have on a career?

- 75% of women state that motherhood has a negative impact on their career
- 67% of women state that motherhood is an obstacle to promotion and empowerment
- 65% of women state that motherhood is a barrier to salary increases

Source : Prendre en compte la parentalité dans la vie au travail 2019 (CSEP)

What are the challenges faced by working mothers?

"Who's going to look after the children?"

(Laurent Fabius to Ségolène Royal in 2007)

What are the challenges faced by working mothers?

➤ 80% of women have already heard negative remarks about motherhood within their company

Source : Prendre en compte la parentalité dans la vie au travail 2019 (CSEP)

"Oh, that's right; I keep forgetting! You can't count on her on Wednesdays".

"It's better to recruit a man, at least he will not go on maternity leave".

"We'll do the meeting without her, after 5 pm she's not here anymore, she's going to pick up her children! »

"You've just taken maternity leave, you understand that I can't give you a promotion right now."

What are the challenges faced by working mothers?

- Working mothers often feel they're held to a higher standard
- Significant wage gap
- Child care
- Self-censorship



How has COVID impacted working mums?

- The mental burden on women has skyrocketed
- Women are doing disproportionate amount of work at home
- Both men and women talk about women's schedules as being more flexible
- The added stress of the emotional burden or 'Did you remember to...?'

What's at stake for the talent pool and the attractiveness of your organisation?

“Putting your staff first translates into success for your customers, your shareholders, and your overall business.”

Richard Branson

What's at stake for the talent pool and the attractiveness of your organisation?

20s
ambition

Committed
to
recruiting
gender
balanced
teams

30s culture
shock

Identifying
HP talent
Important
positions to
fill
Opportunity
for
international
mobility

40s
re-acceleration

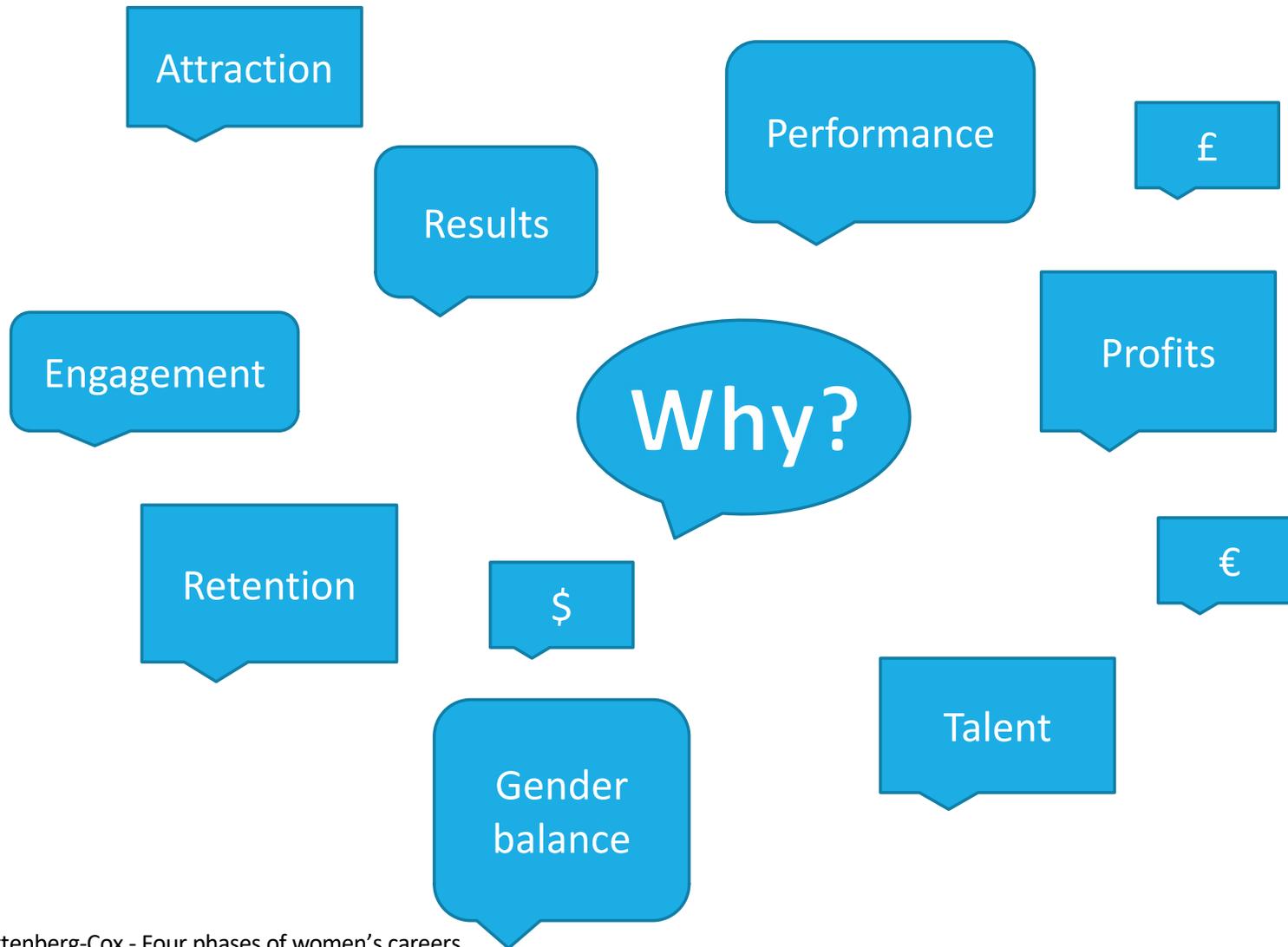
Female talent
falling off the
HP list
They no
longer have
the key skills
There's a gap

50+
self-actualisation

Oh boy, we
don't have any
women in high
level positions
This doesn't
look good

Avivah Wittenberg-Cox - Four phases of women's careers

What's at stake for the talent pool and the attractiveness of your organisation?



Avivah Wittenberg-Cox - Four phases of women's careers

How to create a working environment where working mums can better reconcile their work and family lives

20s
ambition

Identify HP early
Offer international mobility early
Mentor your female talent
Accelerate processes and promotions
Get women involved

30s
culture shock

Keep women on the HP list
Provide fair and equal parental leave
Allow sabbaticals and staged returns
Be flexible
Sponsor women on HP list

40s
re-acceleration

Invest in CPD
Create a culture where it's ok to take chances
Promote international mobility and high-level positions
Re-accelerate the push for gender balance

50+
self-actualisation

Promote balanced leadership styles
Give value to a range of skills
Create a wider definition of what successful leadership is
Visibly gender balance your top positions
Create role models
Promote

Avivah Wittenberg-Cox - Four phases of women's careers

How to create a working environment where working mums can better reconcile their work and family lives

Top 5 measures implemented by the signatories of the Corporate Parenthood Charter :

1. Punctual adjustment of schedules in case of family problems
2. Part-time work facilitated without negative impact on career development
3. Simple rules of daily living
4. Arrangement of parental and paternity leave, without negative impact on career development
5. Pre- and post-maternity and paternity leave interviews

Conclusion

“In the workplace, real equality means valuing family just as much as work, and understanding that the two reinforce each other”.

Anna-Marie Slaughter



Over to you...

- What are your best practices?
- What's in place in your organisation to support working mums?
- As a working mum/parent, what do you need from your organisation? Your partner?
- How is it possible to reconcile a pressured work environment and a tranquil home life?
what are the tips and tricks?
- What can be done about negative comments and bias?
- What does a 'career woman' look like? How might we describe her?
- Why don't more dads put their career on hold to take care of the children?
- How can we change this?
- What can working mums do to overcome their own self-limiting beliefs?

Take a look...

L'évolution des droits des femmes : chronologie

<https://www.vie-publique.fr/eclairage/19590-chronologie-des-droits-des-femmes>

Sara Bruzy

I am a British national with a Bachelor's degree in Sociology from Cardiff University. I am an ACC certified professional coach by the International Coach Federation and a certified DiSC facilitator.

I have over 25 years of professional experience in fields such as the pharmaceutical industry, commerce and professional training. Throughout my career, I have been able to reinvent myself and adapt to my environment and it is my own experience as an expatriate, wife, mother, employee and entrepreneur that has attracted me to a profession where I can help people create and seize life and career opportunities.

Committed to supporting women and men at key moments in their careers, I work with my clients to create the resilience, visibility, motivation and commitment that enable them to make their best choices and build the career path that suits them.

I help managers and their teams to develop a common purpose, set clear and specific goals and open effective communication channels that enable them to surpass themselves, perform well and complete demanding and challenging tasks while providing feedback and continuous learning opportunities.

Through individual coaching, team coaching or collective intelligence approaches, I help people to go to the heart of their own lives and become the actors of their own journey.



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Who is Cala Consulting ?

I am British-Brazilian by birth and French by adoption and have been living in France since 1995.

I have an English/French Joint Honours degree from Leeds University and an MSc in International HR and International Mobility from ParisTech/ENS Cachan. I am also a certified coach and mentor from the Institute of Leadership and Management in London.

After twenty years of working in human resources, I decided to found Cala Consulting, a coaching and training consultancy, in 2014.

My aim is to help individuals navigate their careers successfully in a complex and ever-changing modern workplace and to support organizations in creating and promoting an inclusive work environment.

As such, I provide coaching and in-company training services on 3 key topics :

- Management & leadership
- Interculturality & inclusion
- Professional transitions and career management for women

I am the founder of the Cala Learning Hub network, the first English-speaking HR network in Paris and a member of the professional coaching federation EMCC France (European Mentoring and Coaching Council).

I regularly work with a network of international partners based in France to support my clients on a wide range of topics and in several languages.



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