

Business Case

for **investment** in employee wellbeing programme:

Family Building with Natal-Nurture

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Executive Summary

This business case proposes an investment in an employee wellbeing programme designed to support all employee's emotional wellbeing and mental health, through their family-building journeys (whatever their journey) and return to work transition.

The main services are:

- Corporate Hypnobirthing
- Return to work wellbeing coaching

With additional services for Fertility and Adoption

By proactively supporting employees through family-building, organisations not only enhance employees' mental health and well-being but also foster a family-friendly culture that employees want to work in. This approach boosts retention, draws top talent, and reduces both absenteeism and presenteeism. Furthermore, it takes meaningful steps toward addressing the gender pay gap by creating an environment where employees feel secure balancing family and work, empowering them to advance their careers.

Business Need

Employees journeying through family-building, often face significant emotional, psychological, and logistical challenges. These challenges can lead to increased stress, anxiety, sleep and problems, resulting in reduced productivity, and higher absenteeism, ultimately impacting overall business performance.

A proactive approach to supporting employees during these times can mitigate these issues, leading to improved employee satisfaction, loyalty, and retention.

There is a critical gap in workplace support for family building. This area has traditionally been overlooked, yet is essential for fostering a truly inclusive and supportive work environment

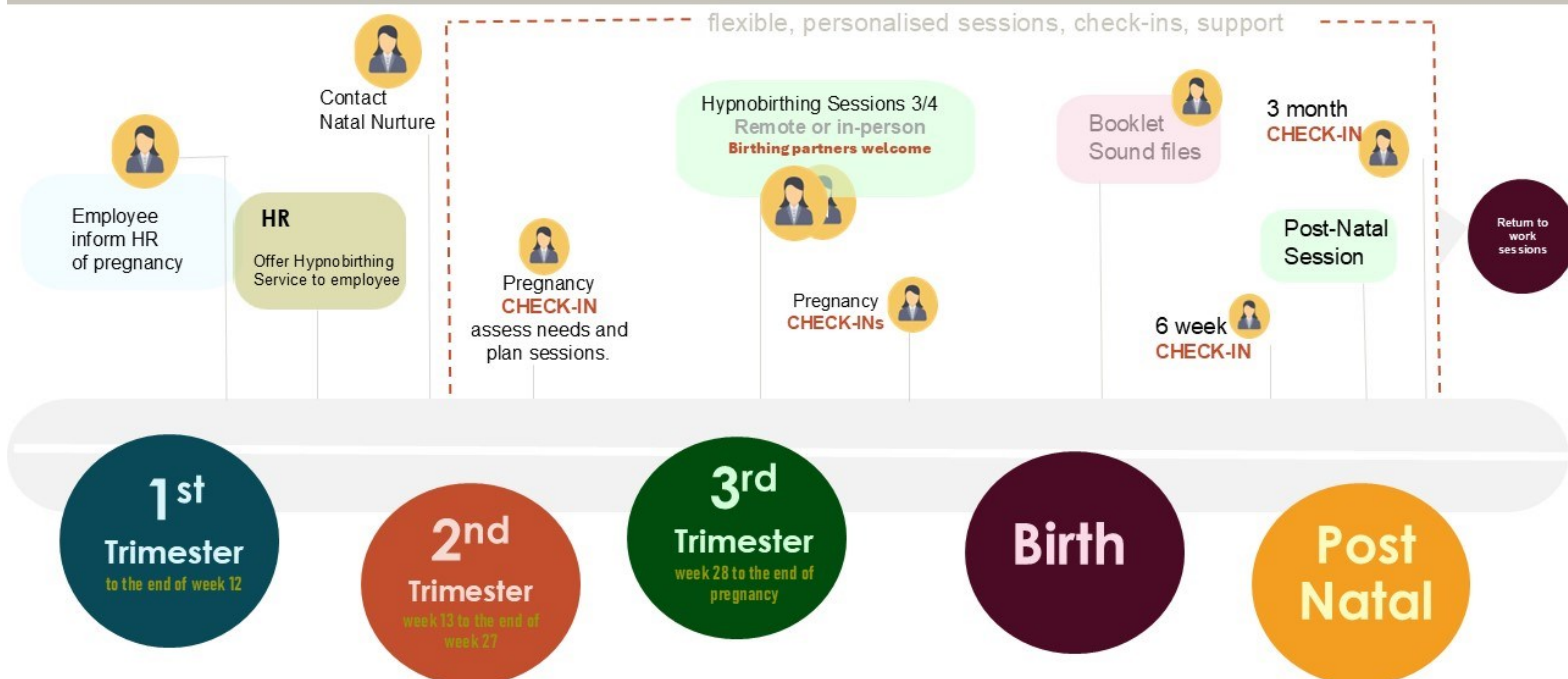
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The stats:

- In a recent survey, nearly one-third of employees cited their benefits package as a top reason to leave their company ([SHRM 2018](#)).
- Two-fifths (43%) of employees struggle to juggle work and their fertility appointments ([HRMagazine](#)).
- 90% of those experiencing infertility reporting feeling some level of depression and 42% feeling suicidal ([maternalmentalhealthalliance 2022](#))
- Most women experience some level of Pregnancy Related Anxiety but 30% will experience clinically significant anxiety symptoms
- In a 2020 article, [HBR](#) reported that about 43% of women considered leaving their jobs or had already left due to the pressures of balancing work and family responsibilities, including maternity.

The Process

Employee pregnancy, birth and parenthood journey with Natal-Nurture's Hypnobirthing



Note: Check-ins are by email or a call if the client requires.

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Business Benefits

Enhanced employee wellbeing and mental health

by providing personalised, caring, psychological support, employee well-being is improved *Hammer et al. (2005)*

Improved talent retention

by offering unique targeted support, during critical life stages which increases chances of successful return to work *(Smith & Black (2018))* thus reducing HR pain points and cost. 68% of employees are willing to switch jobs for

Enhanced brand & attract talent

by positioning the company as a leader in employee care, attracting top talent 69% of UK workers view employers who offer fertility benefits more positively (rising to 69% for women) and increasing client engagement.

Promote inclusivity

by fostering a workplace culture that recognises and supports diverse family-building journeys *McNulty, M., & Erdman, P. (2009)*

Address the gender pay gap

by supporting and empowering women through critical life stages that often impact career progression and pay equality *Kossek, E. E., & Buzzanell, P. M. (2018)*

Reduce absenteeism/presentism and boost productivity

by alleviating stress and anxiety for employees during family-building, leading to improved focus, engagement, and productivity *Joyce et al. (2016) (Virgin Pulse 2017)* and reduced absenteeism *reduced Smith, P. M., & Black, O. (2018)*

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Background to Natal-Nurture

Natal-Nurture offers a personalised proactive and preventative approach to supporting employee wellbeing and mental health, helping employees thrive during family building; pregnancy, maternity and the transitional phase of returning to work.

The founder, Verity Goodfellow, has been supporting employee mental health for 12 years. Natal-Nurture is the culmination of her extensive experience and deep understanding of emotional and psychological needs and of her background as a corporate project manager understanding business drivers and benefit realisation.

Why partner with Natal-Nurture?

Our services fill a critical gap in workplace support, addressing an area that has traditionally been overlooked, yet is essential for fostering a truly inclusive and supportive work environment. Natal-Nurture offers

- **Understanding of the culture of your business**
- Weaving seamlessly into your processes
- **Fully flexible to your employee work schedule**
- **No cancellation fee**
- **Mid-session check-ins with employees**
- Ongoing review and **development** of programmes
- **Impact Reports** from qualitative feedback testing and measuring if we are making a difference.
- **Neurodivergent** Aware and supportive
- **LGBTQQ** Aware and supportive
- **Employee privacy**

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Natal-Nurture Full Services

Corporate Hypnobirthing

Offers specialised sessions to help expectant parents approach childbirth with calm and confidence, and reduce Pregnancy Related Anxiety

Techniques taught reduce anxiety and promote a positive birthing experience together with post-natal check-ins and support.

Return to Work Wellbeing Coaching

Supports employees transitioning back to work after parental leave, helping them balance new family responsibilities with professional demands.

Offers strategies to manage work-life integration and greater self-care, ensuring a smooth and successful return to the workplace.

Fertility Psychotherapy

Provides emotional and psychological support for employees undergoing fertility treatments.

Helps manage stress, anxiety, and the emotional toll of fertility challenges thereby enhancing fertility outcomes.

Adoption

Assists employees navigating the complex emotional journey of adoption.

These sessions are designed to address the unique emotional, relational, and psychological challenges inherent in the adoption process

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Investment

Service	No of Sessions (1 hour)	Cost
Hypnobirthing	4-5	£400
Return to Work	3	£300
Additional services:		
Fertility	3	£300
Adoption	3	£300

This service operates on a straightforward pay-as-you-go model with no service fees. This means the business can offer one, multiple, or all the services to employees without incurring upfront costs. Even if employees do not utilise the services, the business gains from the enhanced employer brand, competitive advance and fostering a supportive work environment.

Benefits to the employee

Fertility Hypno-Psychotherapy

- Emotional Support: Provides a safe space to discuss and manage the emotional challenges associated with fertility treatments. *Fertility and Sterility (2010)*
- Stress Reduction: Helps alleviate the stress and anxiety often experienced during fertility journeys *Human Reproduction (2011)*
- Mental Health Management: Offers tools and strategies for coping with the psychological impact of fertility issues, improving overall mental wellbeing.
- Increased chances of conceiving (*Zhou et al (2021) Elezaj (2015) Levitas (2006)*).

Corporate Hypnobirthing

- Reduction in Pregnancy Related Anxiety (PrA) (*Yulizawati et al (2023)*)
- Enhanced Birth Experience: Equips expectant parents with techniques to approach childbirth with calm and confidence. Provides methods for natural pain relief and relaxation, reducing the need for medical interventions. (*Atis & Rathfisch (2018), Adams et al (2012)*). *Journal of Obstetric, Gynecologic & Neonatal Nursing (2012)*.
- Positive Outcomes: Increases the likelihood of a shorter, positive and empowering birthing experience through controlled mindset, breathing and relaxation techniques. *Labours Journal of Maternal-Fetal & Neonatal Medicine (2018)*
- Reducing the risk of postpartum depression (PPD)(*Journal of Midwifery & Women's Health in 2017) International Journal of Childbirth Education 2019*).

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Return-to-Work - Wellbeing Coaching Programme

- Smooth Transition: Provides strategies for managing work-life integration, helping employees effectively balance their roles at home and in the workplace.
- Support and Flexibility: Offers personalised support to address individual concerns and needs during the return-to-work process e.g. anxiety, imposter syndrome, parental guilt, setting and implementing new boundaries, designing self care plan and improving overall job satisfaction and productivity

Adoption Support

- Emotional support: Assists employees in navigating the complex emotional journey of uncertainties to adoption *Journal of Family Psychology (2016)*
- Stress Management: Helps manage the stress and anxiety related to adoption procedures.

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Draft implementation Plan example (scaled up or down for size of organisation):

1. Initiation Phase

Objective: Lay the groundwork for project alignment and approval.

- Conduct stakeholder analysis: Identify key decision-makers (HR, Legal Partners, Diversity and Inclusion leads).
 - Prepare a business case: Highlight benefits such as employee well-being, retention, and reduced absenteeism.
 - Secure budget and resources:
 - Draft a project charter: Define scope, objectives, and key success criteria.
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2. Planning Phase

Objective: Create a detailed roadmap for implementation.

- Develop a timeline: Include pilot programs, evaluation checkpoints, and full rollout.
 - Define success metrics: Examples include employee participation rates, satisfaction surveys, and retention statistics.
 - Identify pilot teams: Select teams or departments with higher engagement potential (e.g., maternity leave-heavy departments).
 - Design communication strategies: Tailor messages for employees, managers, and leadership to build awareness and buy-in.
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3. Pilot Implementation Phase

Objective: Test the feasibility of the program on a smaller scale.

- Launch pilot:
 - Conduct hypnobirthing sessions for expectant parents.
 - Offer return-to-work coaching for employees on maternity leave.
 - Collect feedback from participants via short surveys.
 - Monitor engagement levels and outcomes.
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4. Evaluation and Refinement Phase

Objective: Use feedback to improve and prepare for a broader rollout.

- Analyse pilot data: Measure participation rates, qualitative feedback, and alignment with success metrics.
 - Identify gaps: Adjust session frequency, materials, or communication strategies as needed.
 - Refine program structure: Customize for diverse employee needs (e.g., non-birthing parents, adoptive parents).
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5. Full Rollout Phase

Objective: Implement the program across the entire law firm.

- Firm wide coms
 - Develop a self-service portal: Contact details, online hypnobirthing resources and return-to-work guides.
 - Train HR and managers to champion the initiative.
 - Launch a company-wide campaign to raise awareness and normalise participation.
 - Schedule sessions as required
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6. Continuous Support and Monitoring Phase

Objective: Sustain the program and ensure its long-term success.

- Regularly assess employee satisfaction and retention.
- Schedule periodic check-ins with program participants to address evolving needs.
- Collect ongoing feedback to adapt program content.
- Share success stories to build advocacy and engagement within the firm.
- Conduct annual cost-benefit analyses to maintain leadership support.

Conclusion

Investing in an employee well-being program that supports employees through their unique family-building journeys and their return to work is not only a compassionate and socially responsible initiative but also a strategic business decision. By fostering a family-friendly workplace, businesses can significantly

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enhance the well-being of parents while reaping the benefits of higher retention, increased productivity, and stronger employee engagement.

Furthermore, these services make the company more appealing to clients by showcasing its dedication to progressive and inclusive practices. By creating a safe and supportive environment for women to stay and advance their careers, the business actively works toward closing the gender pay gap. This commitment to equity and employee development strengthens the company's reputation as a forward-thinking and socially responsible leader in its industry.