

7 things you might not realize are preventing your organization from retaining great female talent

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To attract and keep female parent employees, and to have them perform at their highest level, employer policies must acknowledge and reflect real life. But it can be hard to address Returners' challenges, if you don't always know what they are!

Now the life of a working or returning parent is more stressful than ever, and this is a 'juggle' like never before. Physical and mental health may be further compromised due to isolation and anxiety.

Many women are dealing with health issues they are unlikely to discuss at work, but that directly affects mental health, confidence, and ability to thrive or excel in the workplace, remote or otherwise.

- 30% of women say that pelvic health issues have affected their performance or focus at work.
- 41% of women have taken time off work for health issues that they did not want to discuss with their boss.
- 36% of women have dealt with anxiety, embarrassment or discomfort at work due to pelvic health issues*

*MUTU System conducted online poll of 150

Read on for the 7 Things that could be affecting productivity and profitability in your organization right now...



1. The right conversations at the right time

Mothers' time management and multitasking skills can make them the most productive members of the workforce. McKinsey found that companies in the top quartile for gender diversity on their exec teams were 21% more likely to experience above-average profitability than those in the fourth.

But sadly 29% of HR execs admit they don't know what the right conversations are to have with women before and after maternity leave. And 18% admit they have seen management push mothers out of their jobs. There can be a lack of open dialogue to support working mums, leading to a lack of understanding of working mothers' physical and mental health challenges.

You could be under-using or losing the most potentially productive talent in your workforce.

2. Physical challenges and symptoms she won't tell you about

- Incontinence affect almost half of all women.
- 37% of women have wet themselves at work within the last month.
- Of those, 21% wet themselves weekly.

- 8% reported urinary leakage daily, whilst at work.

Urinary incontinence is common among employed women and has an impact on working life and performance. These concerns can lead to loss of concentration (19%), loss of ability to perform physical tasks (29%) and interruption of work for toilet breaks (34%).

50% of postnatal women experience pelvic organ prolapse with symptoms of bladder and bowel dysfunction. You don't need a medical understanding of pelvic health to empathize that these health issues are uncomfortable, embarrassing, and possibly painful.

These treatable symptoms mean she's less focused, less able to perform physically, and is taking frequent breaks due to discomfort, anxiety, and distraction. The result could also be more sick days, less focus, and decreased productivity and happiness at work.

Important: A face-to-face or video conference conversation about your employee's intimate pelvic health issues is neither necessary nor likely to be appealing to either of you. That's fine. We've got that part covered. 😊



3. Reasons for time off she won't tell you about

Up to 23% of women take time off work because of their incontinence. The average annual absence from work for these incontinent women was 28.7 hours. That's 28.7 hours of sick leave or holiday time of not only lost productivity but likely not a very fun holiday either.

These symptoms are treatable, but in the absence of the right information, care and dialogue, there may be a lack of willingness to talk openly.

4. Why she's less focused and engaged

If basic dignity, physical function, and free, comfortable movement are restricted, no one can feel confident or strong. When embarrassment, shame or anxiety are our prevailing emotions, it's hard to be fully focussed and engaged at work. We certainly can't thrive or excel.

87% of women state that dealing with pelvic health issues has affected their mental health. These symptoms may have a profound effect on employee happiness and your business, but sadly the conversation is unlikely to ever be raised.

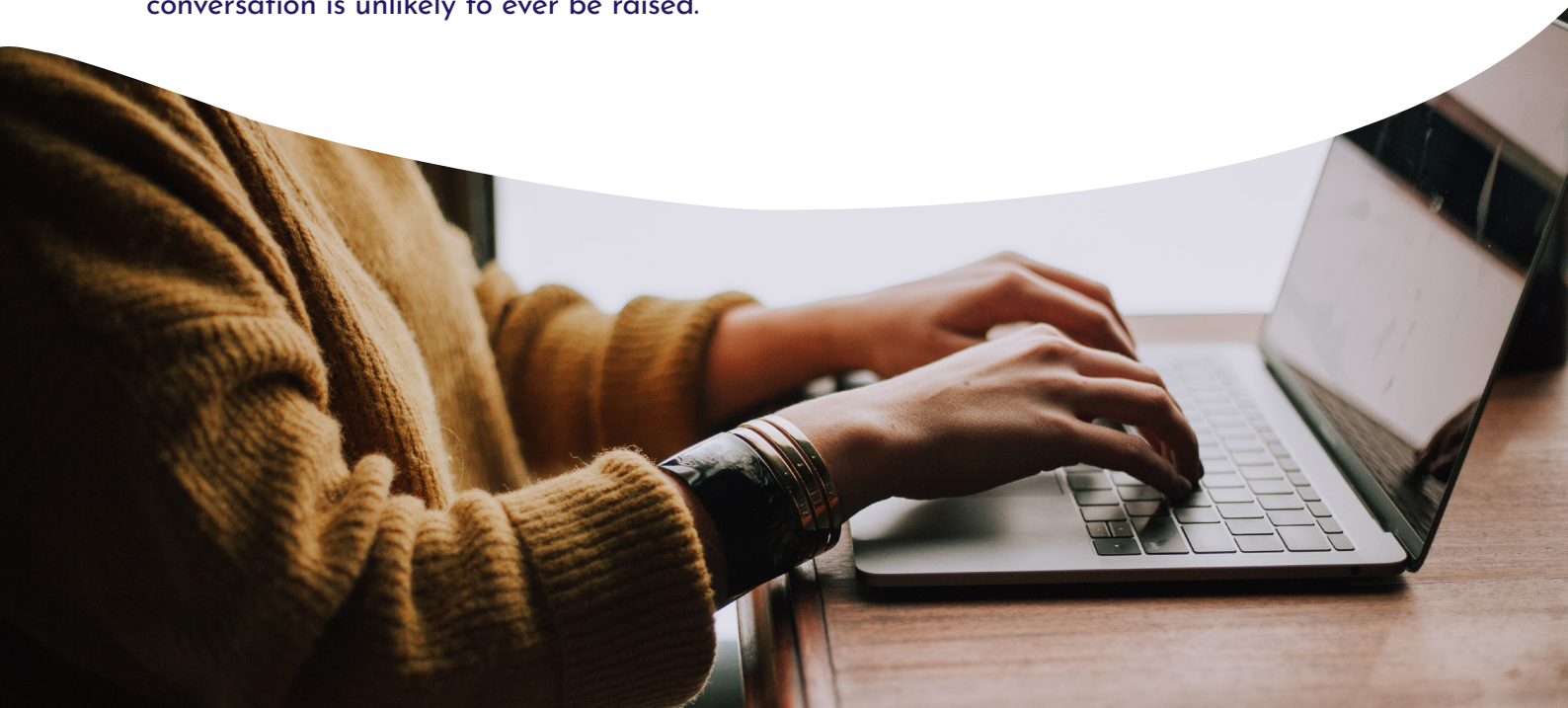
90% of returners claim they had no formal support program on their return to work. 53% of working mums link episodes of depression after going back to work with poor treatment at work. 30% of mothers who return to work after maternity leave encounter a mental health issue.

Talented employees may not be giving their best or delivering to their full potential at work and this is affecting their performance and your bottom line.

5. Why she's not speaking up or putting herself forward

How often have we heard or believed, 'women just don't put themselves forward for those senior roles, 'she doesn't speak up' or 'she chooses'... stay-at-home motherhood / part-time hours / not to attend events or socials.

These decisions may not always be positive choices or made from a position of equality. If women cannot reach their physical or mental health potential, then they are disadvantaged in their productivity and progress at work.



Both employers and employees often feel frustrated by a low female representation, especially at senior levels. But unconscious bias and assumption often means that organizations are missing the real reasons why this is the case.

Employers may not be considering all the best people for the job, mistaking lack of self-promotion for a lack of interest or ambition.

6. Your maternity and returner policies affect whether she applies for a job with you

Support your female employees with integrity and care - and tell everyone about it! Publish them online.

Potential employees who are, or may become, parents are looking at gender equality stats, parental leave and pay, transitional back-to-work support, KIT days, mentorship, breastfeeding policy, childcare, flexible working and health and wellness support.

By knowing what parents need, providing it - and shouting about it! -

your organization stands out and will attract and keep the best talent.

7. Retention, Retention, Retention

The return to work phase is the point at which most women fall out of the workplace. Turnover of new parents is high, and it costs up to £30,000 to replace an employee.

Retention continues to be a priority for companies, however, keeping new mothers engaged provides a different set of challenges.

Does your culture need a rethink - how inclusive is your working environment? Offering flexible working will open the door to female talent and automatically make you a more accessible employer. Provide support by developing a network for female talent that benefits from male and female leaders. The majority of professional women (74%) intend to return to the same employer however. Just 24% go on to do so.

Better to look after the ones you've got.



Summed Up

The transition back into work from parenthood presents challenges that affect energy, drive and focus. These topics may not come up in conversation, but the effects on productivity and confidence to stay in work are real.

You can enhance your reputation as an employer, be more attractive to the best talent and returning talent, and your bottom line will benefit.

What Can You Do?

Comprehensive Maternity Leave Benefit and Corporate Wellness packages are good for your reputation, for staff physical and mental health, and for retention and productivity.

An Employee Value Proposition (EVP) that acknowledges and addresses the physical and mental health challenges women face, demonstrates empathy, real support and duty of care.

Providing access to credible, evidence-based and medically approved expert advice and

guidance demonstrates going beyond just 'talking about it'. It shows you have invested to ensure the provision of safe information and support with integrity.

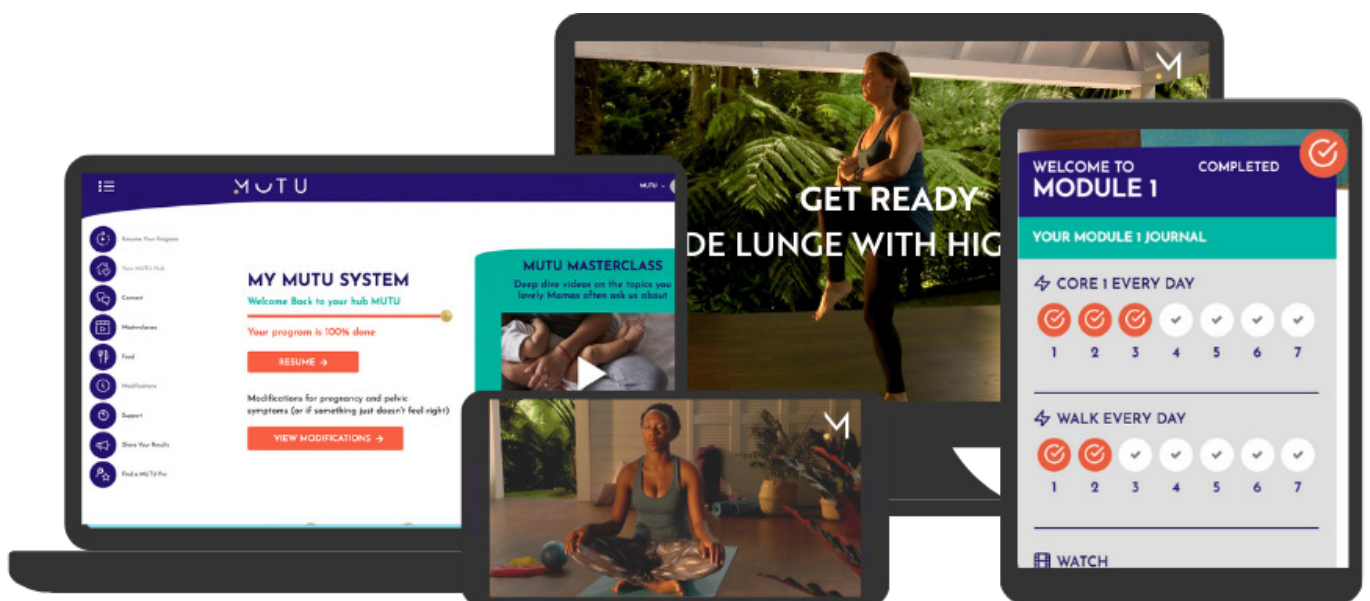
The leading medically recommended recovery program, for all mothers in your organization

Companies can engage with MUTU to demonstrate a holistic and cost-effective commitment to empowering their female workforce.

MUTU System can now be included in your Corporate benefits package. Gift your female employees the Number 1 medically recommended online at-home programme.

It's a simple proposition: Every expectant, new (or not-so-new) mother in your company is gifted access to the MUTU System program.

The benefit package may also be extended to employees' partners who are mothers. We provide instant access to the program per employee.



The MUTU System Programme

MUTU System is an evidence-based program with proven benefits. MUTU is shown to improve physical symptoms as well as mental health, wellbeing and self-confidence. All factors that may hinder a woman's ability to work and enjoy life to her full potential.

Medical evidence and proven clinical benefits:

- Clinical-based survey of more than 900 women showed significant evidence of clinical benefits¹⁰ « Approved by the world-leading digital app Assessor
- Recommended and trusted by medical pelvic health experts
- 1000's of Independent customer reviews

By providing all-female parent employees access to MUTU System, you are seen to be supporting and investing in women's health and wellness. You are demonstrating with integrity and credibility, how important working mothers are to your business.

Women see improved physical symptoms and mental health issues that could inhibit them at work. As a result focus and productivity increase and sick leave is reduced.

MUTU is trusted by more than 78,000 women globally and its Founder, Wendy Powell recognized as a leader and pioneer in maternal health since 2009. By working with MUTU, you have the means to truly empower your female workforce.



Good for women...

- Feel supported and valued
- Want to join, and stay on, your team
- Experience improved symptoms, increased fitness, and physical strength
- Are more confident, focused and engaged

...And good for business

- Improved reputation as an employer committed to gender equality « Increased attractiveness to working mothers
- Strengthen the retention of female talent
- Boost productivity
- Grow your profitability

Next steps

Connect with our corporate team to discuss your needs. The process is smooth and hassle-free.

We will:

- Tailor the wellness package for the needs of expectant and new parents in your organization
- Handle full digital set-up process, GDPR- compliance and accessibility for all users
- Provide online access
- Deliver expert, online and personal support to every participant from day one

Learn more

Email Us >



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