



**elaine  
halligan**

*change your parenting story*

Positive  
Parenting  
to support  
your working  
parents





# Why?

## *A Human Approach for Your Parents*

**Because when parents feel supported they thrive at work.**

A working parent is not just an employee but a parent and a person. 12 years of experience and expertise in coaching parents and understanding their children, has shown that we have to go further than the boardroom to uncover the work that needs to be done.

For employers it's about addressing your working parents, supporting and understanding them and their unique challenges. Using a unique combination of practical topic based parenting talks and one-to-one coaching support, I am able to create a personalised plan for your organisation, and by supporting parents holistically, I can help create a harmonious home life, so that they can be their best self in the workplace.

Happier homes equal a healthier workplace, where everyone feels appreciated and supported.

My approach is designed to strengthen your business, by supporting your parents where they need it most, creating a tangible return on investment and creating authentic impact.



I just wanted to say a big thank you to both of you for your work with us over the last 9 months or so. You have truly transformed the quality of some of our people's lives and changed the relationship they have with their children. We have seen the feedback. And there is no price to be put on this. The Parent Practice made an important contribution to our company being awarded a place in The Sunday Times Top 100 companies to work for, as we focus on supporting our parents. So a big thank you.

LIZ NOTTINGHAM  
TALENT OFFICER AND HR DIRECTOR, STARCOM MEDIAVEST





*I'm Elaine - a practical parenting coach with a personal touch.*

An author, speaker, mentor and coach, I believe in promoting positive parenting practices to create happier, harmonious homes.

I have the experience and the expertise, the credibility and the kudos that you would expect, but what gets such great results in my work, is actually how real I am and how parents can relate to me. It's not about teaching them but about leveling with them. Parents understand that I have personal experience of positive parenting and that I've practiced what I preach, which is priceless.

I work in a variety of ways, through webinars, in person seminars, and surgery days. Ultimately, these all create positive change at home - helping empower employees to escape the treadmill that can be the life of a modern parent - resulting in happier workers and healthier cultures, in both the workplace and the home. As an organisation you can provide that positive impact as part of your duty of care, in a way that directly impacts the experience your parents are having.

I would love to talk to you to transform your business and show you the power of my positive parenting approach and what we can achieve together.

**elaine**



Elaine, your talk yesterday was fantastic. I watched together with my wife and 3 children, aged 18-22. We were all thoroughly engrossed and learnt new skills. There is a marked increase in descriptive compliments in our house today, long may it continue.

We have received extremely positive feedback from the talk. The audience was clearly engaged as demonstrated by the Q&A session. We are delighted that we had the opportunity to share your knowledge, experience and enthusiasm with our network.

RUPERT WALKER  
CHIEF EXECUTIVE OFFICER, SALTGATE SERVICES LTD



## *Why choose The Parent Practice?*

- we know how important children are to their parents and we believe there is no such thing as the perfect parent, but with the right toolkit parents can make family life the happy, nurturing and supportive environment they want.
- attending a Parenting Seminar or accessing parenting help, is not an indication of being a “bad” parent -it’s testimony to a parent’s commitment to their children and their role as a parent.
- we work with corporates and parent employees by delivering seminars in the convenience of the workplace or webinars in the convenience of the home to working parents at all stages in their careers and across all levels.
- we have been in business 16 years since 2004 and established a successful corporate programme, with some clients attributing us to helping them maintain and improve their place in the Times Top 100 companies to work for.

## *What are the results for employers?*

- shows a commitment to working parents, marking employers out as employers of choice ( past and current clients have won awards such as Top Employers for working families, Mumsnet Family Friendly Awards and other “best companies to work for” lists).
- increases work focus, engagement and retention.
- develops new motivational and communication skills for use in the workplace as well as home.
- lowers absenteeism.
- improves team cohesion and empathy.
- group format is a cost effective way to deliver support to parents.



I've just attended one of the Parent Practice sessions at my work and wanted to say what a truly wonderful thing it was. Not just in terms of the commitment that the Group is showing to the mothers and fathers who work in its various offices, but also the course itself. Nothing is more important to me than my family and the things I have learned today, and look forward to learning in the coming sessions, will be of more value to me than probably any other form of training

I have ever done. As a member of staff I applaud you for organising it and as a parent I thank you for helping me in such an important area of my life. Parenting is a sensitive issue at the best of times and I'm not afraid to admit that I struggle with the increasing demands of parenthood. However, I left this morning feel empowered, enlightened and genuinely optimistic about things. I wonder how many training courses can lay claim to affecting behaviour quite so dramatically.

DARREN, CLIENT SERVICE DIRECTOR, LEO BURNETT



## *What are the results for working parents?*

- helps working parents feel supported and understood.
- normalises parenting issues so that it does not feel like “ I am the only one with these challenges.”
- increases sense of competence and well being as an employee and as a parent.
- lessens guilt, tiredness and stress and enables parents to make the most effective use of limited time with children.
- empowers working parents facing the challenges of bringing up children to deliver their best at work.
- creates transformation at home with happier, healthier and more confident children.







Elaine spoke at a Parent's in Real Estate event I organised this morning and she was quite simply amazing! We gained so much knowledge about how to communicate with children and how to listen.

We came away with some fantastic tools so feel much more equipped going forward. I would really recommend her.

CLARE TURNER  
CLIENT RELATIONSHIP MANAGER, AUKETT SWANKE



## *Benefits of webinars vs in person events*

Having recently ran an event with J P Morgan, where we had 600 people registered, the online platform is attracting more engagement due to

- the ability to listen back to a recording at a time suited to your working parents.
- the flexibility of parents being able to listen at their desk at home or in the workplace.
- the feeling of anonymity and therefore powerful Q and A sessions which benefit others and contribute to that sense of not being the only one having these issues.





Elaine – thank you SO much for all your help and support at our Blackstone Parenting coaching day. We have received amazing feedback and will aim to have you back again very soon!

On a personal level, you were a godsend! We spent the weekend working with our son on descriptive praise, a golden book and a pasta jar and he is a changed child after only 3 days. He now is dressing himself and is so much happier in general. He is actually playing with his sister for sustained periods of time without having a shouting match and is so much more confident than before. He was able to say goodbye to mummy yesterday when he stayed at home with dad and again today to dad, when he stayed at home with mum.

SHARON MAGUIRE, HR DIRECTOR, BLACKSTONE





# Investment

## *How much is a webinar or in person seminar?*

Webinars are priced at £900 per 60-90 minutes. In person live events on application and to include travel time and costs (discounts apply if three or more events are booked in a calendar year). Also included is a comprehensive handout sent as a PDF.

Clients can choose their own platform to deliver a webinar, otherwise I use Zoom meetings to host up to 100 people. For an additional £48 I can increase to a 300 person meeting.

## *How does a surgery day work?*

I also can come in and deliver Surgery Days where over the course of a day I can coach up to 10 people for short targeted sessions to deliver a bespoke solution. Price £1,800 excluding travel costs.



We wanted to extend our warmest thanks for an excellent seminar today on emotional resilience attended by 120 people. You've left us with very pragmatic tools and techniques and the case studies and real life examples really brought this to life and made for a very enjoyable hour. Thanks also for opening up for an additional 30 minutes of Q&A for individuals' personal questions. You have certainly prompted lots of positive debate here and we would warmly recommend this seminar to others.

PARENT NETWORK ORGANISER, FOLLOWING A LUNCHTIME TALK AT BP





# Clients

## *Clients I have worked with*

Accenture

AIG

AIMIA

Bank of England

BNP Paribas

Barclays

Bloomberg

Blackstone

BP

BSkyB

Capital One

CBRE

CDC Group

Citigroup

Credit Suisse

DDB

Deutsche Bank

Freshfields

Global

Goldman Sachs

Herbert Smith

Hogan Lovell

J.P. Morgan

NABS

Northern Trust

Leo Burnett

Merrill Lynch

Osborne Clarke

Price Waterhouse Coopers

Quilter

Saltgate Services Ltd

Sheppard & Wedderburn

Sotherbys

Standard Advisory

Standard Chartered

Starcom Mediavest

State Street

Travers Smith

UBS

Vivaki

Young Presidents' Organization

(YPO) London

## *Range of webinars / seminars*

- Bringing out the best in your children: raising competent, confident and contented children
- How to develop your child's emotional intelligence
- What to do when your kids press your buttons and how to stay calm
- Working from home with the kids - how to survive and thrive
- Making Home Schooling Happier: Increasing motivation and reducing stress
- Fostering harmony between siblings
- Navigating anxiety
- Screen Time Sanity
- Difficult or Different
- Girls and Friendships
- Girls and the Power of Words
- Raising Boys- Understanding boy world and helping boys thrive in it
- Raising Boys - Handling physicality, cooperation and discipline
- Raising a Grown Up - Preparing your child for independent living

### **CAN I SEE / HEAR YOU SPEAKING?**

You can see my speaker show reel on my website

**[www.elainehalligan.com](http://www.elainehalligan.com)** and you can view my Ted x talk here [Neurodiversity is a super power not a problem | Elaine Halligan | TEDxBonnSquare - YouTube](#)

### **GREAT, WHAT'S NEXT**

If you know this is something you want for your organisation, get in touch by emailing me at **[Elaine@theparentpractice.com](mailto:Elaine@theparentpractice.com)**.

We can decide on the topic, fix a date and I can send you some blurb to help promote the event to your working employees.

Otherwise let's have a conversation about which of my offerings might be most suited for where your organisation is at.

Everything is addressed with a pragmatic approach and a human touch, treating the personal situation and creating solutions that impact your working parents.

***Because when parents feel supported they thrive at work.***

## Food for thought – all behaviour has a cause

“When you plant lettuce, if it does not grow well, you don’t blame the lettuce. You look for reasons it is not doing well. It may need fertilizer, or more water, or less sun. You never blame the lettuce.”

THICH NHAT HANH, BUDDHIST MONK

