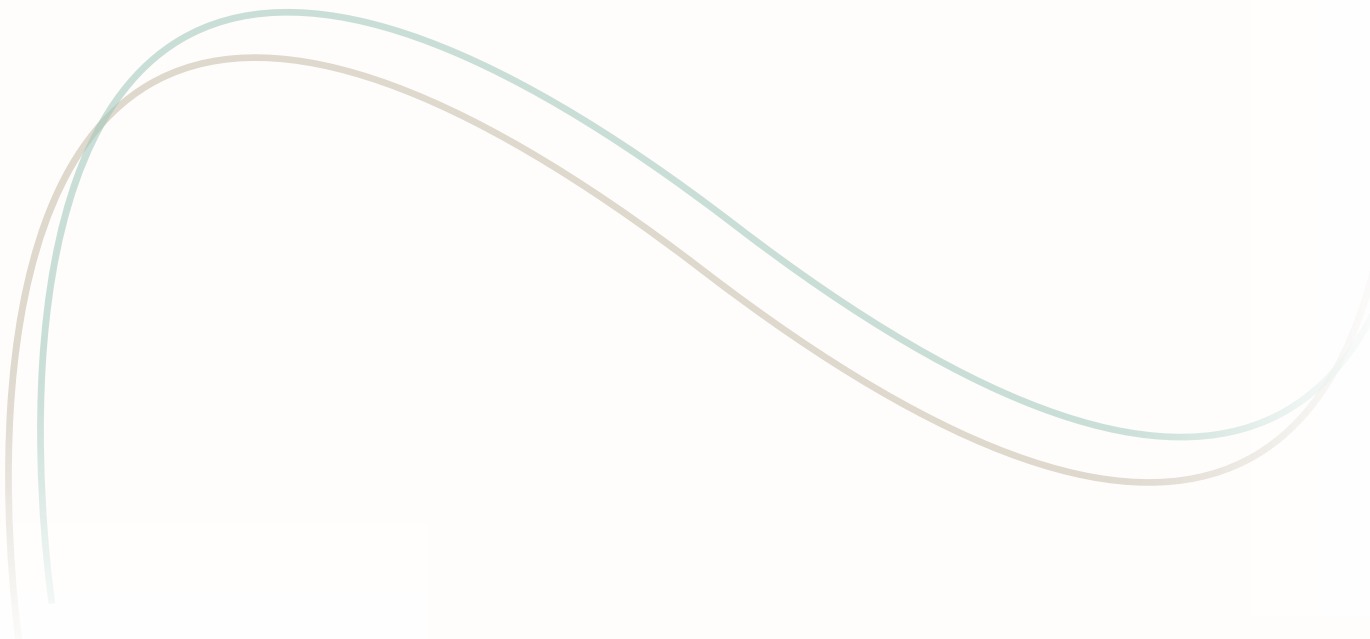


Women's Talent Retention Advisory Program

Psychology-based HR Advisory Program for
Retaining Experienced Women Professionals
During Critical Life Transitions



Executive Summary

Even highly progressive organisations continue to lose experienced women during predictable life and career transitions, including maternity return, burnout recovery, perimenopause, divorce, single parenthood, and midlife career reorientation.

These transitions create temporary but significant dips in engagement, performance, and discretionary effort. Without specialised support, managers often misattribute these fluctuations to reduced commitment, increasing succession risk and replacement costs.

The Women's Talent Retention Advisory Program by [MotherhoodGuide.com](https://www.MotherhoodGuide.com) is a specialised workforce retention and performance advisory solution designed to help organisations better support and retain high-performing women during critical transition phases.

The programme provides HR teams and managers with practical advisory support, early risk identification, structured intervention strategies, and psychologically informed guidance that strengthens retention, stabilises performance, and reduces avoidable attrition.

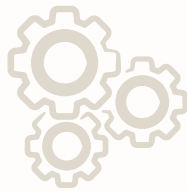
This is not a general wellbeing programme, EAP, or generic coaching initiative. It is a targeted retention infrastructure grounded in female psychosociology, behavioural science, and real-world expertise in motherhood and womanhood transitions.

The programme integrates seamlessly into existing HR processes while supporting EU gender equality objectives under Article 157(4) TFEU and Directive 2006/54/EC.

Business Case And Expected ROI

The departure of just 2–4 experienced mid-to-senior women per year typically generates €90,000 – €120,000+ in avoidable attrition costs (recruitment, productivity gaps, knowledge loss, and team disruption).

Expected Business Outcomes



Retain 2–4 additional high-potential women/year



10–15% productivity stabilisation in affected cohorts



20–30% faster return to return to baseline performance



Significant reduction in HR and managerial burden

Industry Context

- ~1 in 3 women leave within 18 months after maternity return
- 1 in 3 women consider leaving due to menopause symptoms
- Productivity can drop up to 40% during divorce

Organisations that provide structured support achieve up to 93% retention post-maternity and report significant productivity gains.

Real-World Result

In a European online payments company (150 employees), the programme supported HR in identifying and addressing seven experienced women professionals at elevated risk:

- 2 experiencing repeated burnout linked to overperformance pressure
- 1 struggling with post-maternity return
- 2 reported navigating perimenopausal/menopausal related challenges at work
- 1 recovering from divorce
- 1 managing a combination of single motherhood, empty nest, and perimenopause challenges

Outcome

6 out of 7 women were retained or successfully repositioned with improved performance and engagement within 8 months.

Why This Programme Works

- Targets the specific female oriented transition points where talent leakage occurs
- Maintains a strong performance and retention focus
- Advisor-led model minimises demand on internal HR resources
- Pilot option removes risk and demonstrates clear value

If your organisation is still experiencing hidden attrition of high-performing female talent despite existing policies and benefits, the pilot offers a low-effort, high-impact way to implement an effective, structured solution.

Programme Structure

1.

HR Advisory

On-demand strategic advisory for talent risk flagging, case consultation, and proactive retention planning.

2.

Manager Tools

Practical guidance for sensitive conversations, performance management, and expectation-setting.

3.

Targeted Group Sessions

Monthly peer sessions on high-impact transitions to normalise experiences and reduce stigma while supporting productivity.

4.

Selective 1:1 Support

Limited high-touch coaching for critical talent at risk of exit or significant performance decline.

5.

Two Annual In-Person Workshops

Deep-dive capability-building sessions for HR and leadership teams.

Fully GDPR-compliant

Minimal internal HR time (2–4 hours/month)

Advisory Lead

Zaneta Intaite

Over the past six years mentoring women through major life and career transitions, Žaneta observed a consistent and concerning pattern: 7 out of 10 women seriously considered leaving their jobs due to insufficient organisational support during challenging personal transitions. Even more important, majority of these women are highly competent, ambitious, and high-performing professionals who were simply tired from having to hide their struggles with motherhood, menopause, and other natural life demands.

Recognising that individual mentoring, while valuable, could not address this systemic issue at scale, Žaneta created the Women's Talent Retention Advisory Program.

Born directly from real-world patterns rather than theory, the programme combines hands-on experience with psychosociology, behavioural science, and organisational psychology to deliver a structured, scalable solution that helps organisations retain and support high-performing women during critical life transitions.

Zaneta's advisory style is practical, psychologically informed, and business grounded, helping organisations strengthen retention and better support women through demanding phases of life and career development.



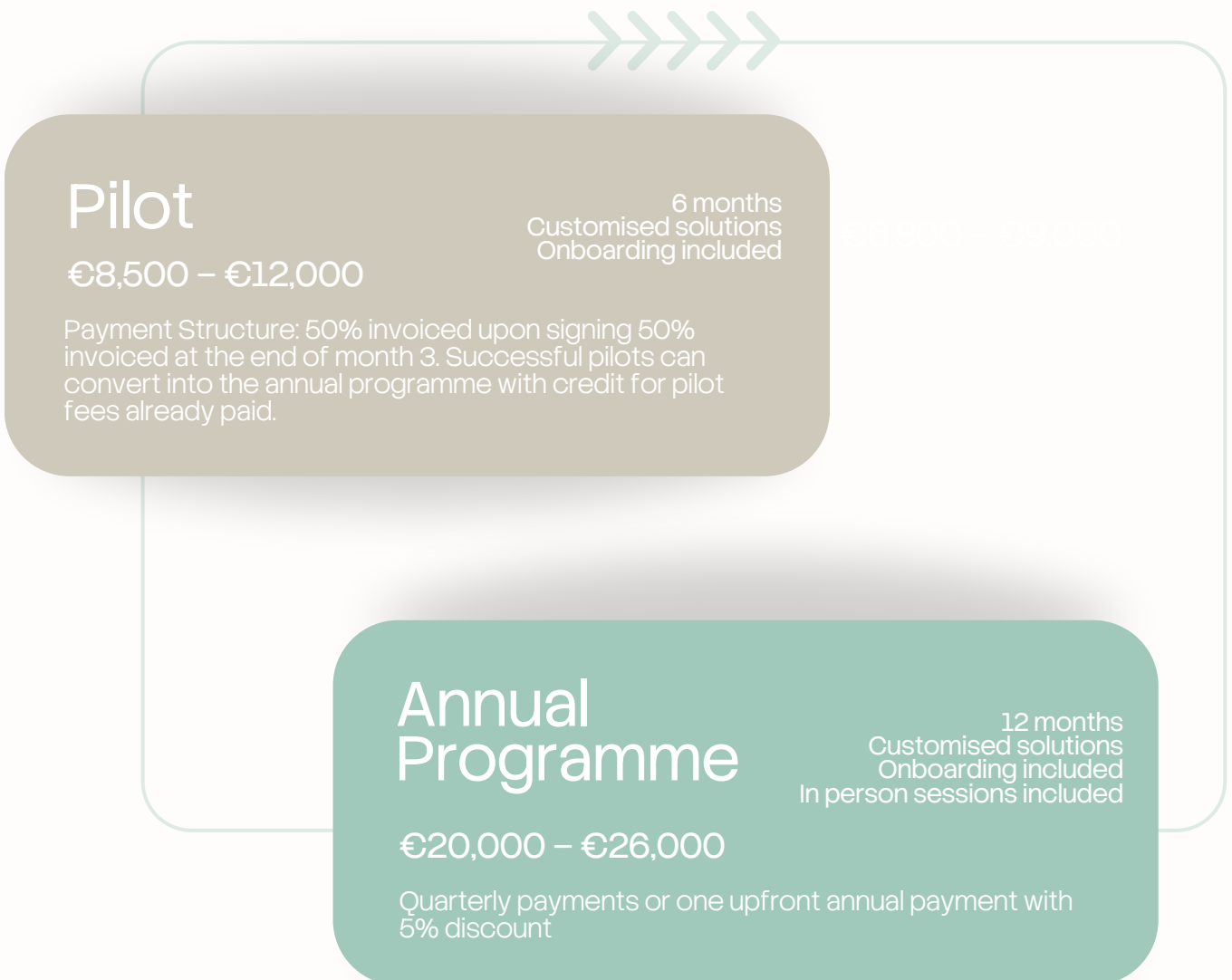
Investment and Comparison

Investment

Pricing is scalable according to organisation size and number of priority cohorts. Onboarding and baseline measurement take 2–3 weeks.

All prices exclude VAT (where applicable); Invoicing in Euros. Flexible adjustment possible based on your internal procurement requirements.

Value Guarantee - partial refund or extra sessions if retention KPIs are not met



Investment and Comparison

Why This Programme Stands Apart

Pricing is scalable according to organisation size and number of priority cohorts. Onboarding and baseline measurement take 2–3 weeks.

Aspect	This Programme	Internal Solutions	Larger Consultancies
Focus	Targeted talent retention during key female life transitions	General coaching/wellbeing	Broad DEI or leadership
Scope	Integrated HR advisory + manager enablement + talent support tool	One-to-one	Often standardised and wide-ranging
Expertise	deep domain expertise in women's life transitions	Variable	Generalised
Internal Workload	Very low	High	Medium
Cost	€20k–€26k/year	€30k–€50k+	€45k–€100k+
Flexibility	Pilot-first, scalable, easy exit	Fixed headcount	Rigid, longer contracts

This programme does not provide medical, psychiatric, diagnostic, or therapeutic services. It is a workplace performance and retention advisory service focused on providing HR teams and managers with educational and practical support during female professionals' major life transitions.

Ready to Start With a Pilot?

Let's schedule a complimentary 30-minute online video call to explore how the programme can be tailored to your specific retention challenges and deliver maximum ROI.

During the initial call we will:

- Map your biggest transition-related talent risks
- Identify priority cohorts (maternity return, menopause, etc.)
- Align the programme with your HR strategy and DEI goals
- Define clear KPIs and success measures

Contact

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More information about the program:

<https://motherhoodguide.com/women-performance-program-for-business/>