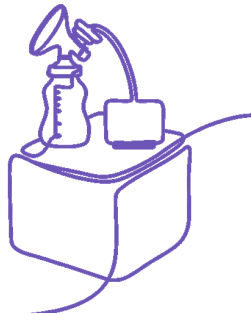


# THE MATERNITY PROPOSAL

A guide to \_\_\_\_\_ at \_\_\_\_\_  
(your business) (year)



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Thank you

# OVERVIEW

You're going on maternity leave. But for how long? And what will your business look like when you're not there?

The Maternity Proposal is your chance to design what your time away becoming a new mum looks like for your business and the people who make it possible.

You want your business to thrive, even when you're not there. This Maternity Proposal will help you consider what you need to get in place for your absence – however long that will be – and ensure your team has the resources to succeed.

Everyone's Maternity Proposal will be different – and that's okay. How you shape your business depends on the size, systems and people your company has.

Your Maternity Proposal should cover the basics of revenue, process and culture. Think of this as something of a business proposal for an organisation without you (temporarily).

For more information, or a downloadable version of the Maternity Proposal, please visit:

[www.thepumpingentrepreneur.com](http://www.thepumpingentrepreneur.com)

Go you good thing,

– Laura Heynike

# TIMELINE

Staff like structure. They like to know what they're doing, and know where they're going.

With this in mind, what is your goal from when your leave begins to your return?

Use the below timeline to map out your first six months, altering it according to your scenario.

## MATERNITY LEAVE STARTS ●—— April

3 weeks to D-Day. What will the lead up to your maternity leave look like? Will you be working full time or part time? What date are you officially putting your feet up?

## May ——● LIMITED TIME AVAILABLE

What support do you expect to be to your staff at this point? Are you simply going cold turkey, or will you have a couple of daily check-ins or answer emails at night.

## GETTING INTO ROUTINE ●—— June

At this stage naps should be longer and you may have a little bit more time to be on emails/help out the team with more support.

## July ——● MORE HANDS ON DECK

Is this your soft reintegration? What does that look like for you? How will your team feel? What financial impact will this have?

## BACK TO WORK ●—— June

How many days are you going to be working and what will you be focussing on in that time? Is daycare a possibility or will you still be working from home?

# CALENDAR

Your maternity calendar is a great tool to communicate to your team what your timeline looks like in greater detail, indicate when you are out of bounds, and define your own expectations for your working capacity.

You can update this as you better understand your baby's sleep patterns.

Have a go at filling in your own maternity calendar, giving yourself plenty of opportunity to change your workload as you see fit.

## APRIL 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
					Good Friday	
Easter Sunday 4	Reduced Hours 5	Reduced Hours 6	Reduced Hours 7	Reduced Hours 8	WFH Maternity Leave Begins 9	10
11	12	13	14	15	16	17
WFH	WFH	WFH	WFH	WFH	WFH	
18	19	20	21	22	23	24
WFH	WFH	Limited contact	Limited contact	Due date		
25	26	27	28	29	30	
	Limited contact	Limited contact	Limited contact	Limited contact	Limited contact	

## MAY 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
	Limited contact	Limited contact	Limited contact	Limited contact	Limited contact	
9	10	11	12	13	14	15
Mother's Day	Limited contact	Limited contact	Limited contact	Limited contact	Limited contact	
16	17	18	19	20	21	22
	2 hours WFH	2 hours WFH	2 hours WFH	2 hours WFH	Limited contact	
23	24	25	26	27	28	29
	2 hours WFH	2 hours WFH	2 hours WFH	2 hours WFH	Limited contact	
30	31					
	2 hours WFH					

## JUNE 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 3 hours WFH	2 3 hours WFH	3 3 hours WFH	4 Limited contact	5
6 3 hours WFH	7 3 hours WFH	8 3 hours WFH	9 3 hours WFH	10 3 hours WFH	11 Limited contact	12
13 3 hours WFH	14 3 hours WFH	15 3 hours WFH	16 3 hours WFH	17 3 hours WFH	18 Limited contact	19
20 Father's Day 3 hours WFH	21 3 hours WFH	22 3 hours WFH	23 3 hours WFH	24 3 hours WFH	25 Limited contact	26
27 3 hours WFH	28 3 hours WFH	29 3 hours WFH	30			

## JULY 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 3 hours WFH	2 Limited contact	3
4 3 hours WFH	5 3 hours WFH	6 3 hours WFH	7 3 hours WFH	8 3 hours WFH	9 Limited contact	10
11 3 hours WFH	12 3 hours WFH	13 3 hours WFH	14 3 hours WFH	15 3 hours WFH	16 Limited contact	17
18 3 hours WFH	19 3 hours WFH	20 3 hours WFH	21 3 hours WFH	22 3 hours WFH	23 Limited contact	24
25 3 hours WFH	26 3 hours WFH	27 3 hours WFH	28 3 hours WFH	29 3 hours WFH	30 Limited contact	31

*\*husband on leave, at home 1 day.* **AUGUST 2021**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Back to studio	3 Back to studio	4 Back to studio	5 WFH	6 Limited contact	7
8	9 Back to studio	10 Back to studio	11 Back to studio	12 WFH	13 Limited contact	14
15	16 Back to studio	17 Back to studio	18 Back to studio	19 WFH	20 Limited contact	21
22	23 Back to studio	24 Back to studio	25 Back to studio	26 WFH	27 Limited contact	28
29	30 Back to studio	31 Back to studio				

*\*Daycare 3 days, at home 2 days until end of year.* **SEPTEMBER 2021**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Back to studio	2 3 hours WFH	3 Limited contact	4
5	6 Back to studio	7 Back to studio	8 Back to studio	9 3 hours WFH	10 Limited contact	11
12	13 Back to studio	14 Back to studio	15 Back to studio	16 3 hours WFH	17 Limited contact	18
19	20 Back to studio	21 Back to studio	22 Back to studio	23 3 hours WFH	24 Limited contact	25
26	27 Back to studio	28 Back to studio	29 Back to studio	30 3 hours WFH		

# STRUCTURING YOUR WEEK

Giving more detail to your calendar can help you better structure your work and home lives, and communicate to your staff the check-in days that they can feel comfortable approaching you.

Below is an example of what a workflow might look like.

Design yours according to what's going to suit you and your team.

Team WIP and supplier meetings or showroom visits are booked on this day. No client or trade can book an appointment unless arranged with you personally.

**MON**

**TUES**

Dedicated client and studio days. Clients can only book on these days, and time slots are limited. This will be your core studio time.

**WEDS**

**THURS**

Work from home (WFH) Fridays should be allocated to meeting design deadlines or QLSs. Make sure you have time set aside for marketing or educational research.

**FRI**

# PROBLEMS TO SOLVE

With you out of the picture, what problems will your organisation need to face in order for this to work? What are the weaknesses? These could relate to finance, closing sales, quality control, etc.

List some expected problems or challenges. Then, clearly define how you and your team will address and mitigate these problems.





# GOALS

While your business will have ongoing strategic goals, you'll need to focus your team's on what needs attention while you're away – and what you hope to achieve on your return.

Define your goals across these categories:

Culture:

Finance:

Strategy:

Execution:

Growth:

# VALUES

Your business's values are your guiding principles; they're the (non-performance) things that you always celebrate and reward, and want to see more of from your team.

Define your values, and describe what they look like:

1

2

3

4

5

# A LONG-TERM VISION

Just as you need values and goals to help motivate your team, a long-term vision will provide a sense of direction to your business and your team's actions.

Basically, where do you want to be in another year? Five years? How about 10 years from now?

## Team expansion

Is this on the radar? If so, what are your expansion plans?

## Beyond our sandbox

Thinking beyond your organisation and location, what are your future goals?

## Market positioning

How can you use this time to gain a strong market position? What strategies can you adopt to get you there?

## Product & service offerings

What can you develop while on leave? What will be your core focus?

# TEAM

Collaboration will be fundamental to your ability to move forward. Empowering your team to help you achieve your maternity proposal will be key.

What is your team structure, and what will your responsibilities be while you're on maternity leave?

In the table below break down your duties in an identifiable matrix. Duplicate these for as many staff members in your exec team as you need, and alter roles for both before and after your leave.

Name:	
Role:	
Task 1: (e.g. Support Designer)	% of role: (e.g. 15%)
Task 2: (e.g. Business Admin)	% of role: (e.g. 25%)
Task 3: (e.g. Quality Control)	% of role: (e.g. 25%)
Task 4: (e.g. Team Support)	% of role: (e.g. 35%)

# DELEGATE & ELEVATE

Delegate & Elevate is a tool developed by Entrepreneurial Operating System (EOS) that helps your team break through the ceiling by doing what they're great at.

Run a team workshop where you fill out this EOS sheet so you can get a sense of your team's strengths, weaknesses, and what you all enjoy doing. This will help you identify areas that you need additional resource, or where you should outsource duties.

## DELEGATE AND ELEVATE™

LOVE / GREAT	LIKE / GOOD

KPIs are required for every team member. This keeps you accountable as a team.

The Function Accountability Chart (FACE) was developed by Verne Hamish, founder of Entrepreneurs' Organization (EO) and CEO of global education and coaching company Gazelles.

**People:** Function Accountability Chart (FACE)
**SCALING UP**  
A GAZELLES COMPANY

- 1 Name the person accountable for each function
- 2 Ask the four questions at the bottom of the page re: whose name(s) you listed for each function
- 3 List Key Performance Indicators (KPIs) for each function
- 4 Take your Profit and Loss (P/L), Balance Sheet (B/S), and Cash Flow accounting statements and assign a person to each line item, then derive appropriate Results/Outcomes for each function

	1	3	4
Functions	Person Accountable	Leading Indicators <small>(Key Performance Indicators)</small>	Results/Outcomes <small>(P/L or B/S Items)</small>
Head of Company			
Marketing			
R&D/Innovation			
Sales			
Operations			
Treasury			
Controller			
Information Technology			
Human Resources			
Talent Development/Learning			
Customer Advocacy			
Heads of Business Units			
• _____			
• _____			
• _____			
• _____			

2
Identify: 1. More than 1 Person in a Seat; 2. Person in more than 1 seat; 3. Empty seats; 4. Enthusiastically Rehire?

# OUTSOURCE OPTIONS

Building on the Delegate & Elevate exercise, and from reallocation of your team's roles, what six things can you outsource to make your lives easier during this time? Get your team to come up with at least two things!

1

2

3

4

5

6

# SALES

If you're the primary sales closer in your business, then stepping away can feel like you're putting your pipeline at risk. So: how will your sales process need to change?

Will you need to delegate and share the load, or make a new hire? Describe your sales process in five steps below, and go over it with your team so they know how to close a sale.





# CONSOLIDATED CHECK-INS

Having a baby – with their own little schedule – won't fit in with spontaneous catch-ups and impromptu chats in the office when your team needs to know something. We need a consolidated approach to check-ins that will minimise disruptions across the board.

Here's how I recommend approaching this with your team:

- 1.** First, try and find the answer yourself online, or ring a stakeholder to ask for advice, or ask another in the team. If it is something you want to brainstorm, need double-checked, or need expert help with, then please reach out.
- 2.** It can be helpful to consolidate a few things and go over them all at once. Request a video chat and bring a list of items to cover.
- 3.** Patience will be our friend! Try and move on to another task until we can chat.

# QUARTERLY ROCKS

From our updated role cards and FACE results, we need to create quarterly rocks and a celebration to keep us connected as a team.

List your three quarterly rocks, and how you'll reward yourselves after each success.



# QUALITY CONTROL

You'll want to ensure that your high standards of excellence are maintained while you're out of the office. Quality control should be shifted to a collective effort, headed by a senior member of staff.

A 'second set of eyes' sign-off system means your team members are accountable for the quality of each others' output, and ensures that little mistakes get caught before they get to clients.

Describe what that process will look like in your business going ahead.

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

# ALLIANCE PARTNERS

What businesses or services can you partner up with to either delegate an aspect of your business to, or reach out to and let them know that you'll need a bit more support than usual?

Use this as a springboard to build relationships, and it could be transformative for your business long-term.

**WHO:**

**Service required:**

**WHO:**

**Service required:**

**WHO:**

**Service required:**

# THANK YOU

I couldn't have done it without help from these three resources:

Scaling Up  
[scalingup.com](http://scalingup.com)

The EOS Model  
[eosworldwide.com/eos-model](http://eosworldwide.com/eos-model)

Entrepreneurs' Organization  
[hub.eonetwork.org](http://hub.eonetwork.org)

This Maternity Proposal guide is just a start. How you define your time away from the day-to-day of your business, and your return, is up to you.

Now it's your turn to shape your own future as a parent and entrepreneur. And I believe that you can have it all.

For any questions, please reach out to me. I'd love to chat via my email: [laura@pocketspaceinteriors.com](mailto:laura@pocketspaceinteriors.com)