



SDG & GENDER EQUALITY: EXCHANGE
OF GOOD PRACTICES

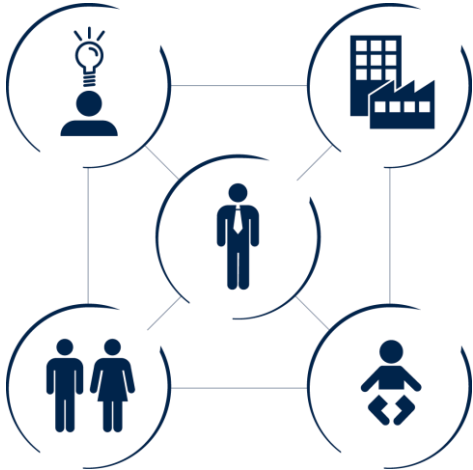
WORKING PARENTHOOD: HOW TO CREATE A ROADMAP SUPPORTING CHALLENGES AT THE WORKFLOOR

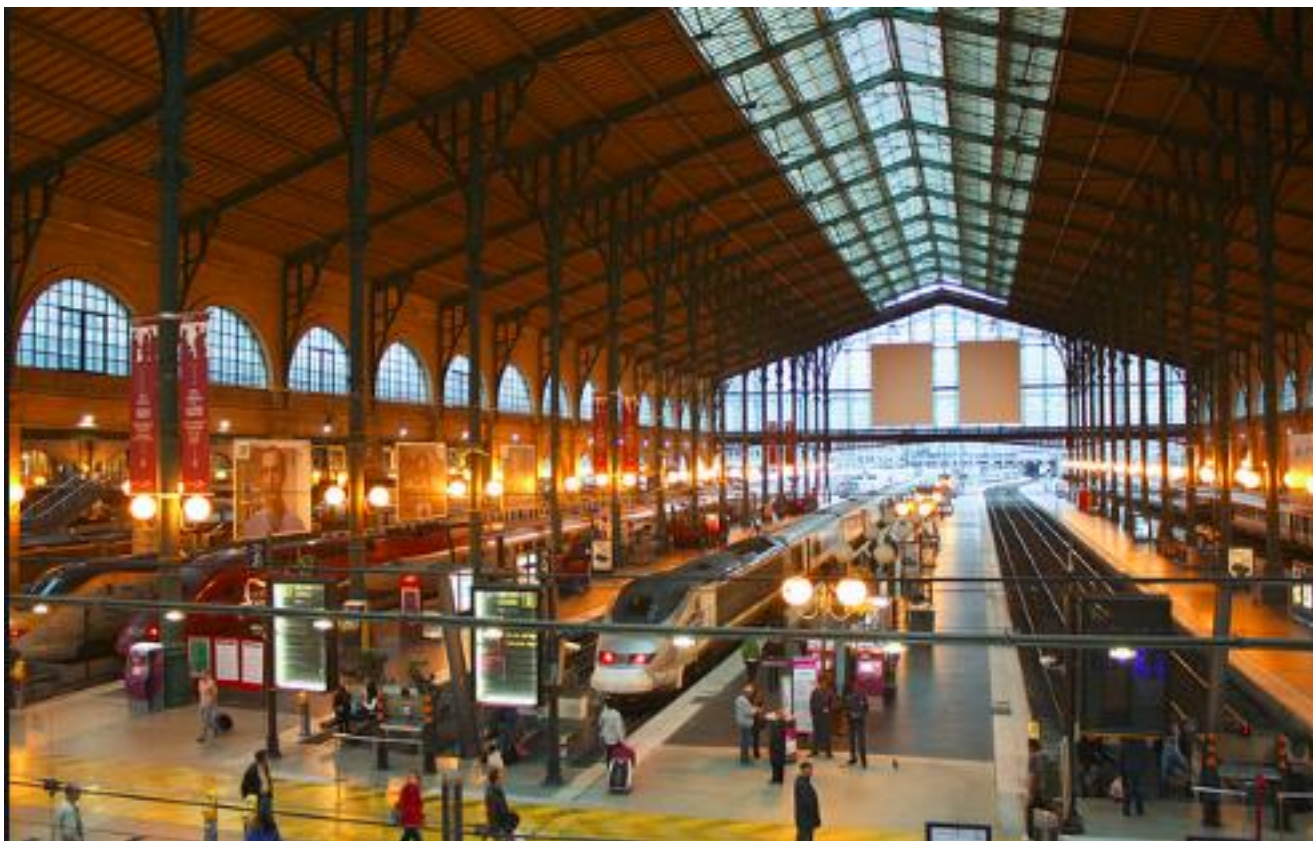
JOYCE KNAPPE
FOUNDER PRO PARENTS

PARENTHOOD EXPERT & ORGANISATION ANTHROPOLOGIST

NO PROBLEM CAN BE SOLVED FROM THE SAME LEVEL OF CONSCIOUSNESS THAT CREATED IT

WE MUST LEARN TO SEE THE WORLD ANEW





A 'COMBINATIEKLEM' = MIXTURE OF LEVELS

- SELF ESTEEM
- PRACTICAL ARRANGEMENTS FOR CHILD
- EMOTIONAL SUPPORT
- FOCUS ON WELLBEING BOTH PARENT AND CHILD
- FOCUS ON RELATIONSHIP AND CO-DEPENDANCE / FAMILY ATTACHMENT

CASE: CRUCIAL INSIGHT

- PUBLIC – PRIVATE COLLABORATION SUMMER 2014
- SURVEY NEEDS ASSESSMENT
- TRANSLATED NEEDS INTO TAILORED PILOT
- PILOT + EVALUATION FEBRUARI 2015
- BAIN IS A STRATEGY CONSULTING FIRM
- ‘HIGH PERFORMACE ORGANIZATION’
- NO EASY WAY TO ‘CRACK THE CASE’



BAIN & COMPANY

DEBRIEF

SURVEY ANALYSIS

Managing
lack of time

“DOING IT ALL”
LOGISTIC CHALLENGES
TRADE-OFFS
MANAGING DUAL CARREERS

PILOT FOCUS:



Meeting
flexibility
demands

BEING FLEXIBLE TO CLIENTS/PARTNERS & STICKING
TO HOME ROUTINES
INSIGHTS IN (FLEX) OPTIONS AVAILABLE
TIME MANAGEMENT

PILOT FOCUS:



Balancing
ambitions,
expectations and
family

“TURNING OFF WORK” DURING FAMILY MOMENTS
IMPROVE QUALITY OF FAMILY TIME
“SAYING NO WITHOUT GUILD
PERCEPTION MANAGEMENT OF OTHERS

PILOT FOCUS:



WORKING PARENTHOOD: WHAT DOES IT LOOK LIKE





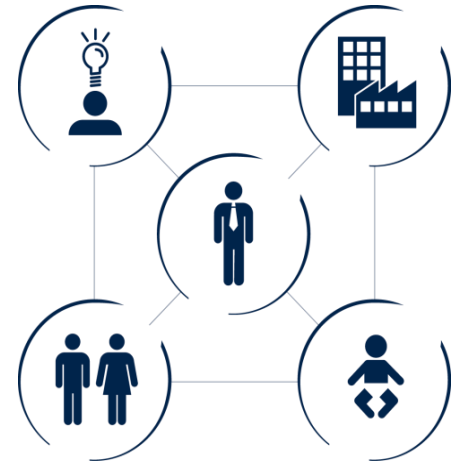
WHAT DO WE KNOW ABOUT PARENTHOOD?

PARENTHOOD

DEFINITION

PARENTHOOD (VAN DER PAS)

A PARENT IS A PERSON WITH AN AWARENESS OF BEING UNCONDITIONALLY AND PERMANENTLY RESPONSIBLE FOR A CHILD



PERSPECTIVE

PARENTHOOD/ PARENT

NOT A 'ROLE', BUT A LIFELONG

24/7 ETHICAL RELATIONSHIP

PERMANENT, DOES NOT CEASE IF THE CHILD IS
NOT THERE

(DAYCARE, SLEEPOVER, ADOPTED, GROWN UP)

(Van der Pas, 2012)

EMPLOYEE

'ROLE' / FUNCTION TIED

24/7 - ON / OFF

OCCUPATIONAL/ PROFESSIONAL DEVELOPMENT

LINKED WITH WHO YOU ARE

EVALUATION AND ASSESSMENT

(Knappe, 2015)

CHILD-REARING/ PARENTING

IS A 'ROLE', WHICH CAN AND MUST BE TAKEN
BY MULTIPLE PEOPLE (TEACHER,
BABYSITTER ETC)

NOT PERMANENT, BUT DEPENDS ON THE
PRESENCE AND NEEDS OF THE CHILD

(Van der Pas, 2012)

GENDER

NOT A 'ROLE', BUT A 24/7 LIFELONG
SOCIAL CONSTRUCTION/POSITION

PERMANENT

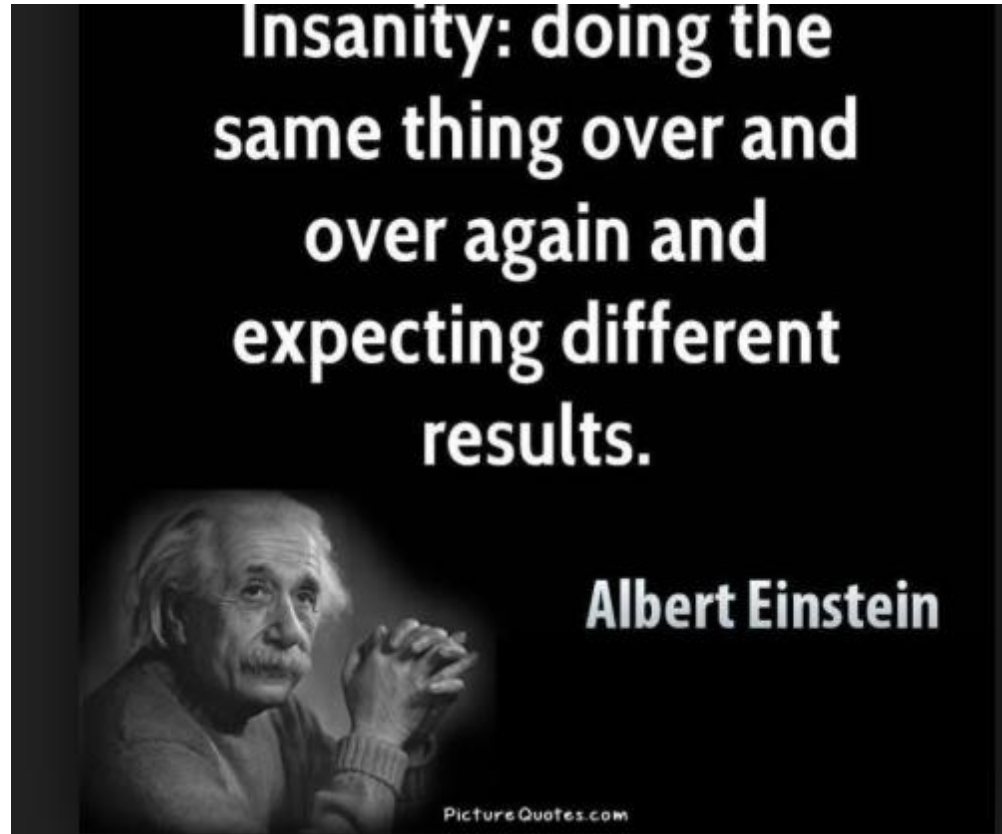
SELF IMAGE

LINKED WITH ROLE EXPECTATIONS

(Knappe, 2015)



WORKING PARENTHOOD



HEALTHY LIFE YEARS



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

Maximizing Healthy Life Years: Investments that Pay Off

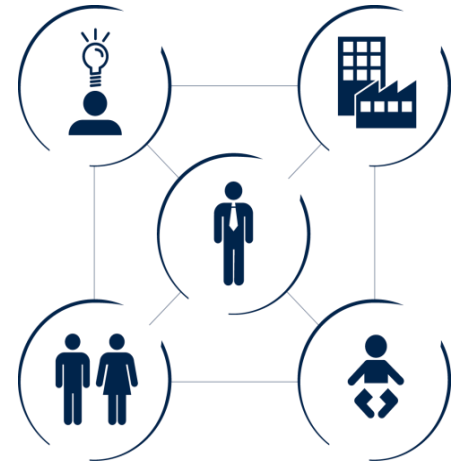
An Insights Report from the World Economic Forum's "Future of Healthy" Project
Prepared in collaboration with Bain & Company

January 2015



WORKING PARENTHOOD

WORKLIFE BALANCE FOR PARENTS
IS NOT A GENDER ISSUE





THANK YOU

CONTACT:

JOYCE KNAPPE

J.KNAPPE@PROPARENTS.NL

WWW.PROPARENTS.NL

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