

**Inspiring  
Dads**



# CHAMPIONING NEW DADS AT WORK

- ✓ Gender equality
- ✓ Well-being
- ✓ Performance

COACHING & MENTORING  
KEY NOTE SPEAKER  
THOUGHT LEADERSHIP

[INSPIRINGDADS.CO.UK/BOOKING-A-CALL](https://www.inspiringdads.co.uk/booking-a-call)



## **Active and involved fathers...**

### **Who stand out, stand up and make a difference**

We believe that this generation of dads is ready to embrace a new type of working life, one that blends work and family in a way rarely previously experienced by men.

No longer constrained by traditional and divisive gender norms around “bread-winning” and “caring”, these dads are ready to be the hands-on fathers they don’t remember growing up.

We know that more time spent looking after their children is good for dad’s well-being and mental health, unlocks workplace opportunities for their partners, improves equality at home and redefines, for everyone, what “being committed” looks like in the workplace.

As we start to put Covid-19 behind us, this generation of dads has seen the benefits of being more closely connected to family and children and understands that you shouldn’t have to choose between “being a great dad and having a great career”, and with the right support they will drive improved choice and gender equality for everyone.



## Why support new dads?

With the NCT reporting, that the number of men who become depressed in the first year after becoming a dad is double that of the general population and 1 in 10 dads-to-be will also become depressed during their partner's pregnancy, connecting new dads to supportive content and community is an enabler of workplace performance, improved well-being and gender equality at home.

Covid-19 has been tough on parents, with the burden of domestic and childcare responsibilities falling more heavily on mums but with research from the Office for National Statistics finding that the number of hours men were spending on childcare increased by an average of 58% during the first lockdown. While Daddilife found a post-lockdown desire to be more heavily involved at home with more quality family time (32%) first, followed by more flexible (25%) and remote (19%) working.

Concerns and pressures about childcare, gender roles and the fear of being seen as uncommitted in the workplace are all challenges that can be discussed and addressed in a supportive coaching or mentoring environment.

## What challenges do dads face?



- > Worrying about how best to support their partner.
- > Concerns about mental health, both their own and their partner's.
- > How can I be fully involved in my children's lives?
- > Concern about how to balance work, family and personal interests.
- > Anxiety about reduced income and the potential burden of being a sole breadwinner.



## WHY INSPIRING DADS?

My name is Ian Dinwiddy, I founded Inspiring Dads in 2018 to help stressed dads balance work and fatherhood, building meaningful connections with their partners and children, and focusing their energy to create calmness and purpose in their lives..

An experienced coach, I have created a business that blends my unique mix of experiences - elite hockey umpiring and management consultancy, coupled with being a hands on primary carer to our two children (including two extended spells as a stay-at-home dad) PLUS a ring side seat on gender equality through the lens of my wife's law career.



## PODCAST HOST

I co-host the Lockdown Dads podcast with James Millar editor of [workingdads.co.uk](http://workingdads.co.uk) and author of Dads Don't Babysit



## GUEST EXPERT

Flexpo Business Conference, Bright Horizons, HR Review, Three, Actis, Times Radio, Exxon Mobil, HR Zone and many more



## THOUGHT LEADERSHIP

I'm a regular working dad commentator focusing on how supporting working dads is a route to gender equality.

Helping men to solve the important question:

**“How To Be A Great Dad And Have A Great Career?”**

## Organisational Impact



"When I first started working with Ian, I was attempting to juggle life at work and home, with the distinction between each being blurred. I felt like I was never quite fully meeting my role in each or making much needed time for myself. Ian helped me to focus on how to manage my time, energy and responsibilities."

Luke Vallins, Associate Director at Pro Vision



"I got so caught up in just the survival of having 3 under 3s, supporting my wife and starting a new job that I neglected myself and my own mental well being. So taking that time out to speak to someone completely independent who has the experience has really made a difference. I am extremely grateful for Ian's support and advice and would recommend him to anyone."

Lee Head, Associate Director at NatWest



"When I started working with Ian I had just returned to work after having my first child, most of my team had been made redundant and I'd recently moved house and was living out of boxes - the ensuing Covid 19 lockdown didn't make things any easier either! I found the regular chats with Ian, an impartial third-party, helped me make sense of it all.

I really wasn't sure what I'd get out of the mentor process before we started, my attitude is usually to just keep your head down and get on with things rather than seek outside help. However I found during our conversations that just saying things that are in your head out loud to be beneficial and valuable. Working with a coach or mentor really can help, I'd definitely do it again."

Adrian Babb, Graphic Designer at Barton Willmore



"For the busy working dad, Ian's coaching is the perfect fit, he helped me to examine who actually lay under my various masks and to explore what I needed to set straight in my life to ensure that the balance was right.

I can't recommend him enough, he totally gets where you are coming from, and walks the talk in his own life. I really appreciated his empathetic and considered approach in challenging me in our coaching sessions.

James Edmondson, Organisational Resilience Review Lead at Anglian Water Services

[MORE TESTIMONIALS](#)



## **Paternity Coaching and Support**

Paternity coaching supports dads to process the emotional and practical upheaval of fatherhood. It helps them understand and navigate their way through the immediate stress and worry, building solid foundations and high quality, equitable relationships for the future.

Dads benefit from a judgment free environment which supports open and honest conversations, exploring the pressures of modern day fatherhood.

Businesses benefit from dads with improved well being, less relationship tension, and the ability to perform at their best at work.

### **Paternity Coaching Objectives**



To help dads manage the emotional and practical impact of becoming a father.



To help dads recognise and understand the external and internal pressures they face.



To support dads to define and create a clear purpose in their lives.



To help dads understand how to build meaningful and balanced relationships at home



To give dads practical tips to help juggle their work / life balance within the context of their family.



**Health**



**Relationships**



**Self**



## One to One Paternity Coaching

Helping new dads to navigate the pressures of work and family life and solve the challenge of "how to be a great dad and have a great career."

Our One to one coaching is semi-structured and coachee led, but built around line manager input and underpinned by confidentiality. A private online coaching room allows objectives to be tracked, ideas shared and success to be plotted.

Coachees get personalised support from an experienced dad and coach, drawing on content and inspiration from the New Dads Accelerator programme.

### Features

- Free chemistry call with potential coachee.
- 1 hour call with Line Manager.
- 4.5 hours of 1 to 1 coaching and mentoring (typically 1 x 1.5 plus 3 x 1 hour)
- Lifetime access to the New Dads Accelerator program content
- Personal, secure, online profile on the Clevermemo coaching platform
- Gain insight into behavioural preferences via a DISC profile

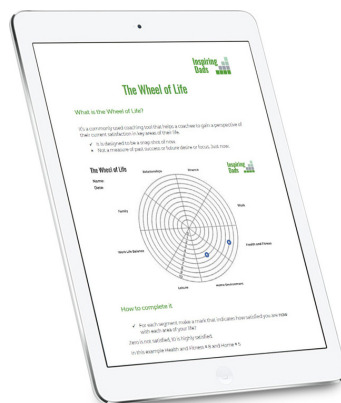
## The New Dads Accelerator

A 4-week online paternity coaching course which brings together the psychology of becoming a father with the practicality of balancing work, fatherhood and relationships.

Delivered via a blend of bite sized content, exercises and inspiration, and accessed remotely at the coachee's own pace. Weekly group live video calls allow participants to reflect on the material covered each week and support one another, creating a community of dads who can share experience and tips. No more than 15-mins a day to work through.

### Features

- Five live video call check ins
- Four modules of weekly content
- A powerful dad community
- Participants have lifetime access to the course on completion.
- One to One paternity coaching sessions would also be available







## Week 1 - Identity Shift

We get to grips with the pressure of being “the rock” - the tension dads experience and the perceptions and standards we seek to uphold. Participants spend some time identifying their core values.

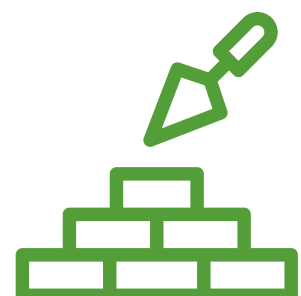
- The Emotional Impact of Becoming a Dad.
- New Parents, New Identities.
- The Practical Impacts of Fatherhood.
- Discovering Your Purpose.
- Identifying Your Values.



## Week 2 - Your Dad Foundations.

Getting honest about satisfaction in key areas of their lives, reflecting on successes and how they overcame previous challenges, plus get clarity about personal purpose with the “Be, Do, Have” exercise.

- Wheel of Life.
- Identifying Your Successes and Recognise Your Challenges.
- Your 5 Key People of Influence.
- Who Do You Want To Be?
- Talking About Money.





### **Week 3 - Manage Your Well-being**

Coachees will assess their work life balance and learn how to manage energy and time management. Plus we'll be designing ideal working weeks, getting clear on our motivation and creating implementation plans to deliver balance that works for dads, families and the workplace.

- Energy management.
- Time management.
- What does good "Work Life Balance" mean to you?
- Assess your work life balance.
- Design your ideal working week.
- Achieving your ideal work life balance.



### **Week 4 - Build a Deeper Relationship With Your Partner.**

Week four is about joining personal purposes and creating shared direction with a partner. We'll discuss maternal gate-keeping and the mental load and how an understanding of the daily and weekly pressure points will reduce conflict in the home.

- Understanding maternal gate-keeping.
- Emotional and physical relationships.
- Equality starts at home.
- The mental load.
- Pressure points (especially dual income).
- Creating shared purpose and direction.



## Thought Leadership

I can help your business shine a light on the pressures working dads face and how supporting new dads is a route to gender equality, well-being and performance.

- Keynote speaker
- Webinars and presentations
- Podcast guest
- Round table discussion
- Vlogs and Blogs

### Sample Content and concepts

- Why supporting working dads is a route to gender equality.
- In what ways is it tough to be a working dad?
- What do working dads actually want?
- Practical steps that businesses can take to support dads at work.
- Equality starts at home - what do men need to know?
- What opportunities does Covid present for dads and gender equality?
- Identity and defining "success" - my experience being a Stay at Home Dad

As seen in...



**ExxonMobil**

**actis**



Three.co.uk



## Product Summary

	One to One Paternity Coaching	New Dads Accelerator	
		Group Program	Content Access
Coachee Chemistry Call	Yes		
One to One Line Manager session	Yes		
DISC behavioural profile	Yes		
Private online coaching space	Yes		
One to One Coaching	4.5 Hours		
Group video calls		5 hours	
Access to New Dads Accelerator	Lifetime	Lifetime	Lifetime
Additional One to One coaching	£120 / hour	£120 / hour	£120 / hour
Cost per person	£ 1,000	£ 299	£ 149

Key note one hour webinars at £400.

All prices exclusive of VAT

## Get In Touch



Ian Dinwiddy,  
Founder of Inspiring Dads Ltd

[www.inspiringdads.co.uk](http://www.inspiringdads.co.uk)

[www.linkedin.com/in/iandinwiddy](https://www.linkedin.com/in/iandinwiddy)

Info@inspiringdads.co.uk

> [Book a call with me to discover more](#) <