

MaaM: Maternity as a Master

Starting from today, maternity becomes a management school, in the workplace as well as in everyday life (if you know how to do it)

For the first time ever in Italy, Piano C and Inspire launch a training program that will change maternity in the workplace as we see it. The program aims at turning what seemed to be a difficult and costly period into **a unique experience of leadership development**.

Maternity in the workplace: Cost or opportunity?

On one hand, companies and people are making huge efforts to find new ways to instill and practice leadership. These are more and more audacious, yet very far from reality. From survival courses to flight simulators, training companies offer all this and even more.

On the other hand, a real-life experience that is much more intense of a simple gap year and much more complex than a Master's course – that is, maternity – is still seen as a “period of crisis” – within companies and even within people themselves. Maternity is either managed with attention and care, but with high costs – through supporting programs, psychological counseling etc. – or it is considered as a phase of professional and personal weakening, after which nothing will be the same (according to Istat, one third of new mothers has not come back to her workplace between 2000 and 2013).

Nature does not commit mistakes.

But, there is a but. There is plenty of scientific and sociological evidence demonstrating that **maternity is a moment of intellectual development, skill growth and explosion of energies**. If only, for the simple fact that nature is concerned with propagating life, and therefore it endows new mothers with enhanced abilities and survival instincts.

The new leadership is “motherly”.

Moreover, there is a clear affinity between the complex environment that a parent needs to manage within the family (regarding **the intensity of the relationships, the development of authority, the desire for habilitation of others, and motivational and listening skills**) and the modern workplaces, that nowadays require more and more empathic and interpersonal skills.

The new leadership is inclusive and qualifying; it aims at training self-standing professionals able to become even more capable of their trainers. The new leadership is strikingly similar to the job that (mostly) mothers do.

THE NEWS: MaaM: maternity is a master (if you know how to do it)

In Italy, for the first time ever, a training program is launched to turn parental skills into leadership skills. The program is based on scientific research and empirical evidence and it aims at building knowledge, awareness, and at activating skills that are “latent” yet naturally present, until they are brought into focus.

MaaM is the first offer of this kind worldwide.

MaaM, Maternity as a Master, will not only change the paradigm of maternity in the workplace in a revolutionary way, but it will also radically change the definition of leadership: from a set of skills put together in artificial contexts, to **a natural attitude that can be applied at home every day.**

A package for companies and a package for women on maternity leave

MaaM offers both a high-density training program for companies, aimed at female managers who will break the glass ceiling, and **a training program aimed at women on maternity leave**, who can purchase it individually and use it during the leave (for example in five half-days per month) so that they will go back to work stronger, tougher and more skilled than ever.

Appendix 1: MaaM’s scientific background

What happens in a mother’s brain

Increase of grey matter volume, development of dendritic spines (those responsible for memory and attention), changes in the amygdala to improve control reactions in case of danger. And much more: hard-working hypothalamus producing stress-diminishing and energy-enhancing hormones, with the whole body rapidly learning new skills.

The above is not describing some superhero transformation: this is what nature brings about every time a human being becomes responsible for the existence of another human being. In order to protect the species, the human being who must care for the other one becomes stronger, faster, tailored for survival. What is more, these modifications are permanent.

The “role accumulation” theory

This is what has been shown by a number of neurological studies¹ and by sociological and behavioral inquiries conducted on family units where both

¹ Kelly G. Lambert & Craig H. Kinsley (2012): Brain and Behavioral Modifications That Accompany the Onset of Motherhood, *Parenting: Science and Practice*, 12:1, 74-88

parents are working². This research has questioned the “scarcity of roles” theory, which posited a trade-off between resources employed in the workplace and resources employed in everyday life, demonstrating that it exists a potential for “role-accumulation”, where a particular aspect of life gains energy, skills and balance from the existence of other people.

The empirical evidence on Italian women

These results have been replicated by a study we conducted in Italy on women who are managers and professionals and also mothers. The results suggested the presence of a “composition of the parts” instinct, emerging in order to manage the new complexity of a life spanning over many dimensions.

Appendix 2: some data on the current situation of women in Italy

According to the last data released by the World Bank, Italy holds the 206^o place over 225 for fertility rates, with 1,4 children per women.

According to the most recent index of Gender Equality of the World Economic Forum, Italy holds the 80^o place over 135, **and it lost six positions over one year.**

Trends to be inverted with a change of paradigm

Our weakest factor is “participation and economic opportunity” (101^o place). This indicator looks at the presence of women in places where “decisions are taken”: women who are able to break the glass ceiling (for example, in the 160 biggest companies listed on the stock exchange, the percentage of women in advisory boards in only 13%).

For further information

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Piano C was launched in December 2012 with the awareness that the dynamics in the workplace and in the job market must change radically in order to make space to new and different forces - starting from those of women.

² Benefits of Multiple Roles for Managerial Women - Author(s): Marian N. Ruderman, Patricia J. Ohlott, Kate Panzer and Sara N. KingSource: The Academy of Management Journal, Vol. 45, No. 2 (Apr., 2002), pp. 369-386

We design and offer creative solutions to turn the encounter between women and the job market into a source of innovation and wealth for the economy and for the society as a whole. We work together with institutions, companies and people in order to make this happen.

www.pianoC.it

Inspire was launched in 2006 in order to build spaces for reflection and good practice within organizations. Inspire aims at creating bridges between personal development and professional well-being by proposing new ways to be together to generate new forms of wealth. We work on the feminine component – the one that is present in both women and men and that has been ignored for much too long. We search for new forms of efficiency, those of a kinder and less exhausting type. We put life and work, strength and weakness, self-listening and community development back together. We build settings to empower people and ideas in order to make this happen.

www.in-spire.biz