

Aviva Investors Launches Maternity Coaching Programme to Attract, Retain and Nurture Talent

Aviva Investors fully supports The Diversity Project's efforts to promote greater inclusiveness in the investment industry.

We believe that gender diversity is important for morale, productivity and performance across our business.

In March 2016 we introduced a programme of Maternity Coaching. Designed for employees who are pregnant or planning to adopt a child, the one-on-one coaching programme provides advice and support throughout the three stages of the maternity process: pre-maternity, maternity leave and the return to work. The course also offers coaching to fathers taking paternity leave.

THE PROGRAMME AIMS TO SUPPORT EMPLOYEES IN FOUR KEY AREAS OF THE TRANSITION:

- Balancing home and working life;
- Communicating with stakeholders;
- Exploring child care options;
- Managing visibility and career momentum.

In addition, the programme includes tailored coaching for line managers to help them support team members

who are taking parental leave. This part of the programme also provides managers with the tools they need to handle client and stakeholder relationships and maintain strong performance through the process.

Internal feedback has been positive, with our employees remarking on the "incredibly insightful" guidance they have received from the coaches. Our managers say that coaching has helped them to guide their staff through the transition process so that they "feel good about coming back to work."

The Maternity Coaching programme will enable us to attract, retain and nurture talent, ensuring that women are well represented across all levels of our organisation. The programme reinforces Aviva Investors' longstanding efforts to promote diversity in its broadest sense, which we believe is crucial to ensuring the success of our business both now and in the future.



For today's investor

