



Press Release

## **parents@work launched by BAYER Consumer Care AG**

**04 April 2017**

**In January 2017 parents@work was launched by Bayer Consumer Care AG and Sarah Meier Consulting GmbH, offering the peer-to-peer coaching program for working parents to the Bayer employees in Basel.**

There is an increasing opportunity for organizations to play an active role in supporting their working parents to balance the dual roles of parent and corporate employee. **parents@work** offers peer-to-peer coaching to employees with the goal to support working parents and for organizations to retain their valued and experienced employees.

parents@work was launched by Bayer in collaboration with the diversity consulting company, Sarah Meier Consulting GmbH. The focus on work/life balance and reintegration after maternity or paternity leave was positively received by the employees. This success has been attributed to parents@work meeting a hidden need within the organization.

### **Company Portrait**

Sarah Meier Consulting GmbH offers a unique approach to support organizations retain their valued and experienced employees. The focus on personal development and sustainability ensures organizations can continue to provide individualized support on relevant topics to their working parents. The founder, Sarah Meier, is both mother and businesswoman with many years of experience working in a large international company. She is a strong believer that opportunities, where both organization and employee can grow, are created when organizations invest in their working parents. parents@work, a brand of Sarah Meier Consulting, provides the coaching skills, connections and structure to sustain an employee program that is tailored to the individual.

Read more about parents@work at [www.sarahmeierconsulting.ch](http://www.sarahmeierconsulting.ch)

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