

CASE

Supporting Employees through their Transition to Working Moms

SAP & Maturn

STUDIES



Data on the demographic composition of workers in environmental careers shows that women and immigrants are underrepresented compared to the overall Canadian labour force. This underrepresentation is much higher when considering industries such as mining and quarrying and construction.

With 30 per cent of the workforce expected to retire in the next 10 years, developing a pool of diverse and qualified talent is crucial for the sustainability of environmental careers. The increasing demand for environmental workers is compounding this labour shortage.

To cope with this demand, organizations must look to strengthen their ability to attract, recruit and retain workers through numerous initiatives including engaging and supporting diverse workforces.

The following case study shows an example of how organizations are driving change to support diverse workplaces.

What is the Motherhood Penalty?

The “motherhood penalty” describes a unique form of workplace discrimination where mothers are given fewer opportunities for advancement, have a lower likelihood of receiving a job offer and lower recommended salaries compared to men and childless women¹. Mothers are often subjected to higher professional expectations and stricter employment standards and are perceived to be less competent and committed than their peers^{2,3}.

On average, mothers are 8.2 times less likely to be promoted than women without children and are paid 12 per cent less⁴.



Helping Moms Thrive at Work

MaturN is a hybrid-model program that provides mothers and mothers-to-be with a support system that will help them navigate through the complex relationship between motherhood and pursuing a meaningful career. The program includes eight self-directed modules, live group coaching calls and a private online community for new working moms. The training modules cover topics ranging from maternity leave benefits and communication with your employer to creating a comprehensive return to work plan and redefining work-life balance for moms.

SAP is the founding partner for the MaturN program which was introduced in the fall of 2021 as a tool to support women through their pregnancy, maternity leave and reintroduction back into the workforce. In alignment with their Equity, Diversity and Inclusion strategy, SAP recognized that many women who were in leadership-track positions were also commonly those who would be starting a family and endeavoured to support and empower these employees to grow in their careers as working mothers. By supporting women through their transition to working moms, SAP hopes to help address one of the barriers to the advancement of women to leadership positions in their organization

In addition to providing resources and tools to pregnant employees and new moms, SAP is also introducing training for managers that is designed to provide them with information and best practices on how to support these employees. By creating awareness of maternal bias, the motherhood penalty and common scenarios related to pregnancy, parental leave and the return-to-work, managers are better equipped to confidently navigate situations that may arise as employees transition through the stages of parental leave.

Even though thousands of Canadian women go on maternity leave annually, less than one per cent of them feel confident about returning to work⁵. By providing improved supports through the MaturN program for both employees and managers, SAP hopes to attract, recruit and retain working moms and provide them with opportunities to grow within an organization that values diverse and inclusive career journeys.

SAP is the market leader in enterprise application software with SAP customers generating 87 per cent of total global commerce.

1. Correl, Bernard, and Paik, "Getting a Job: Is There a Motherhood Penalty?"

2. Correl, Bernard, and Paik.

3. Fuegen et al., "Mothers and Fathers in the Workplace: How Gender and Parental Status Influence Judgements of Job-Related Competence."

4. Pontefract, "SAP Partners With Startup MaturN To Help New Moms."

5. Pontefract.

Women Reclaiming Leadership

