

ParentTalk

A photograph of a diverse family of four. On the left, a man with light brown hair and a beard smiles. Next to him is a woman with dark, curly hair, also smiling. In the foreground, a young child with curly hair looks towards the camera, holding a baby. The baby is wearing a striped shirt and a light-colored sweater. The background is a warm, yellowish wall.

SUPPORTING PARENTS
AND FUELLING
BUSINESS SUCCESS



**Organisational
and Employee
Assessment of
Need**



**Employee
Drop-In
Clinics On-Site/
Online**



**Live Talks
and Events**



**Follow-Up 1:1
Support for
Employees**



**Bespoke Digital
Resources Bank
Parent Support
Programme**

**ORGANISATIONAL AND EMPLOYEE
ASSESSMENT OF NEED**

The aim of this assessment is to clearly identify your organisations and employee’s unique needs. We provide:

- on-site consultation with HR managers and employees,
- follow-up report,
- a bespoke digitised parent support programme and resource bank.

**EMPLOYEE DROP-IN CLINICS ON-SITE AND
ONLINE**

Our drop- in clinics are designed to offer advice and support immediately and on-demand to your employees. Our ParenTalk team will:

- identify individual employee parenting concerns and challenges,
- discuss and develop practical solutions,
- signpost to immediate on-demand supports and resources.

LIVE TALKS AND EVENTS

We develop Parenting Masterclasses on identified areas of parenting concerns. We develop and deliver bespoke:

- live events on organisational identified areas of concern,
- facilitated live Q&A,
- delivered on-site and online.



Improving the mental wellbeing of employees and their families not only enhances the workplace environment but can significantly improve a company’s bottom line, given the annual cost of lost productivity.

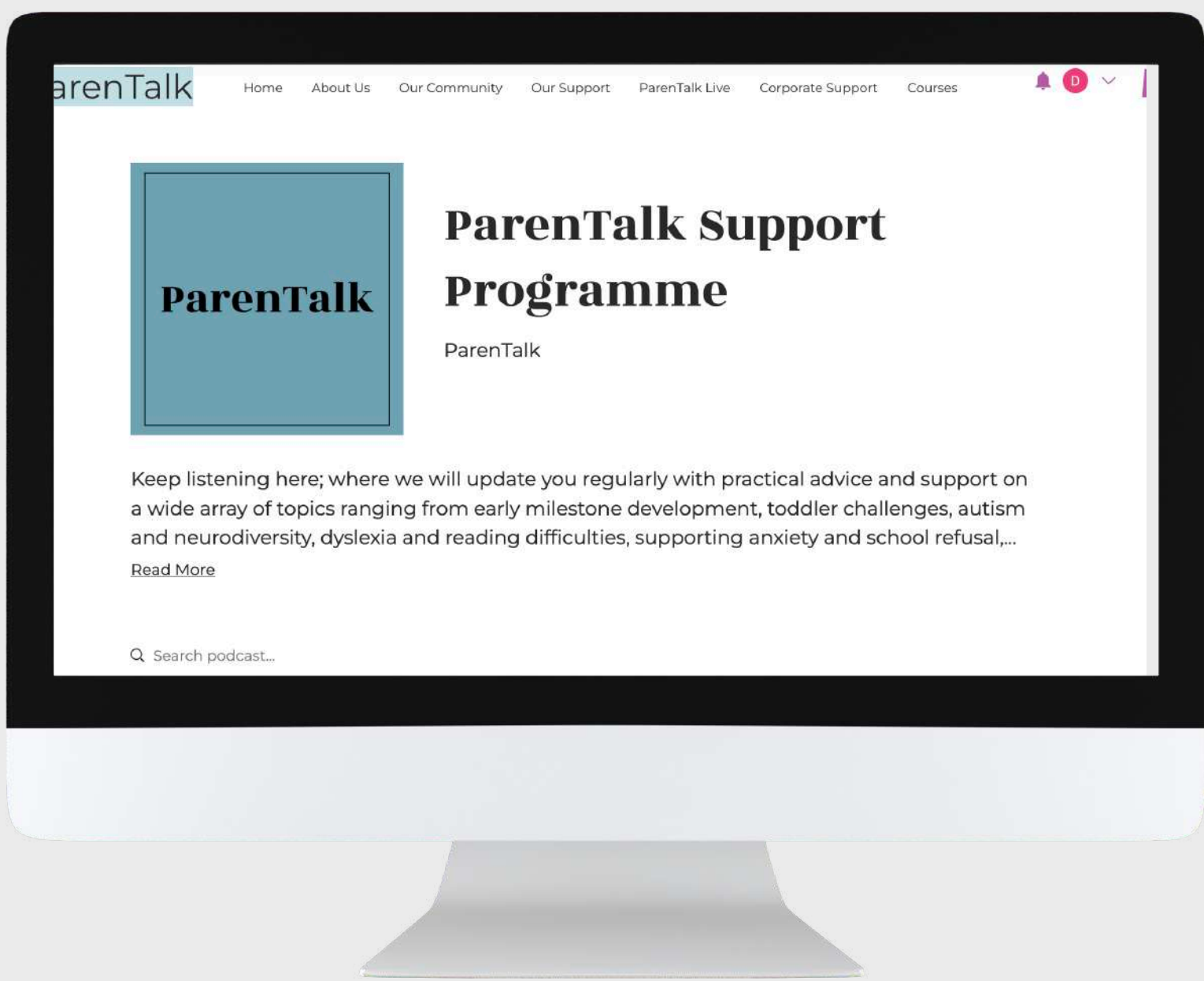


**BESPOKE DIGITAL RESOURCES BANK
PARENT SUPPORT PROGRAMME**

We create a bespoke Digital Resources Programme tailored to the needs of your employees, featuring a series of webinars and podcasts on key topics. Accessible anytime through a simple online portal, these resources provide expert guidance exactly when it’s needed. To ensure ongoing engagement, we also deliver regular communications, keeping employees informed and supported every step of the way.

**FOLLOW UP 1:1
SUPPORT FOR
EMPLOYEES**

Additionally, for parents who wish to explore specific concerns in greater depth, we offer follow-up 1:1 consultations for personalised support and guidance.



OUR STORY

At ParenTalk, we understand the challenges working parents face—because we’ve lived them. With years of experience supporting parents through every stage of their journey, we’ve seen firsthand how difficult it can be to find the right advice at the right time. From navigating everyday parenting challenges and supporting children with neurodiversity or developmental concerns to managing teenage struggles, the stress can be overwhelming—often leading to burnout that affects both home life and workplace performance.

We believe no parent should have to struggle alone. When employees receive timely, expert support, they feel more confident, less stressed, and more engaged—benefiting not just their families, but their workplaces too. That’s why we partner with companies to create truly family-friendly workplaces—where parents feel supported, careers can thrive, and businesses benefit from increased retention, higher productivity, and a more engaged, resilient workforce.



CAMILLA MARKS - ParenTalk Founder

Camilla is a Board-Certified Behaviour Analyst, Primary School Teacher, and parent consultant with 20+ years of experience. She holds an MSc in Behaviour Psychology from Trinity College Dublin and has advised the government on early development and school support for neurodivergent children. Specialising in early communication, social-emotional development, and support for parents of children with Autism, ADHD, and sensory needs, she founded Toddler Talk in 2018 and ParenTalk in 2023 to provide evidence-based parenting support.

Great Place to Work’s Study of Working Parents (2020) found that organisations that support working parents benefit from the following:

5.5
Times
Revenue Increase

Parents at The Best Workplaces 2020

89%
Employees
Will Stay

92%
Will Go The
Extra Mile



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WHAT PARENTS ARE TELLING US

At ParenTalk, we partner with organisations to assess employee needs and provide expert guidance on key concerns, including:

- *Autism*
 - *ADHD*
 - *Anxiety and Worries*
 - *Behaviours of Concern*
 - *Teenage Concerns*
 - *School Refusal*
- *Screen Time*
 - *Dyslexia*
 - *Fussy Eating*
 - *Accessing School Support*
 - *Toddler Tantrums*
 - *Sibling Rivalry*
- *Early Milestone Development*
 - *Language Delay*
 - *Sensory Needs*
 - *Getting Homework Done*
 - *Work Life Balance*
 - *Peer Pressure*

With long waiting lists for professional advice, we bridge the gap-ensuring parents, receive the right support at the right time. We provide support and guidance on these concerns helping parents find solutions for daily problems. By fostering family friendly work places, we help parents and businesses thrive together.



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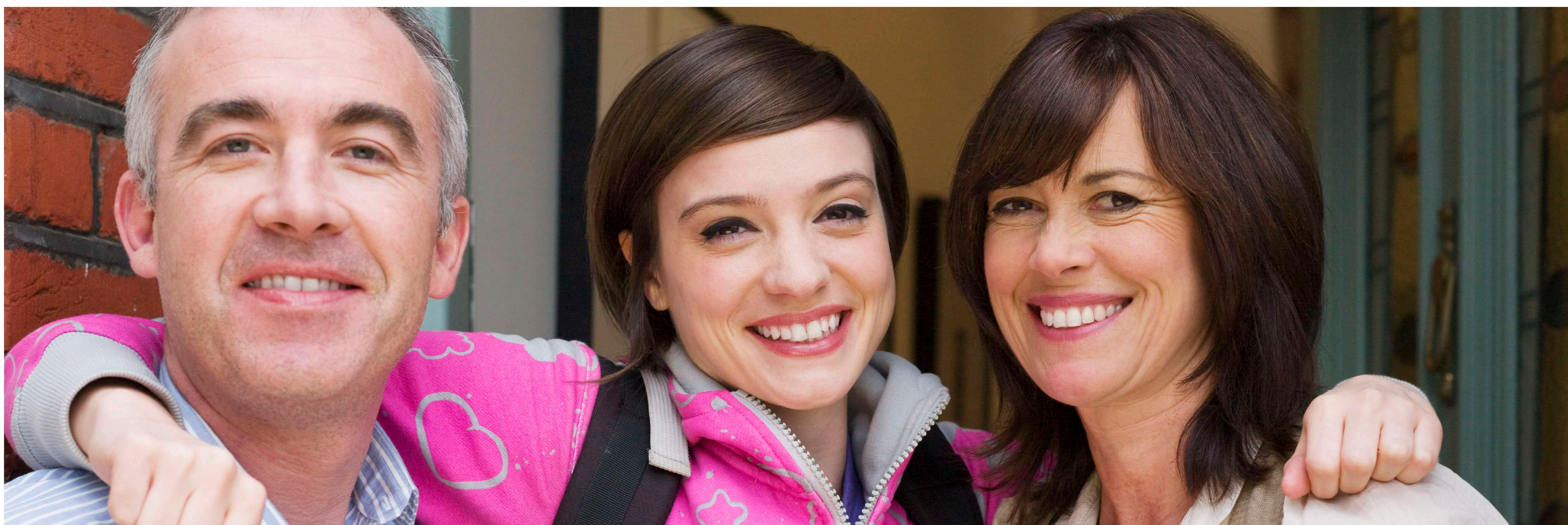
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Parents at The Best Workplaces 2020



MAVEN





“

The commitment undertaken by ParenTalk to visit our sites to get a full appreciation of the issues our staff face was the bedrock for this initiative being successful. The bespoke approach designed by ParenTalk for communications to staff via emails, announcements, and their online portal made us feel that we were certainly getting value for our investment.

DIRECTOR OF HR TRANSFORMATION



“

The comms and on-boarding was absolutely seamless.

DAVY

“

I felt much less stressed after this support.

DAVY

“

Staff have said that of all the initiatives rolled out in recent times, ParenTalk is the one they have gained the most valuable and practicable advice from.

HEAD OF HR, DUBLIN



“

Will 100% recommend the ParenTalk programme to my friends and colleagues.

ptsb

“

You have definitely started a movement here in the Beacon on the awareness of 'parenting in the digital age'. We have a great deal to learn and an opening to provide support to staff on this.

OCCUPATIONAL HEALTH MANAGER



**Some of the companies
we work with**





SHARON FENNELLY

With nearly a decade of experience, Sharon applies her expertise in Applied Positive Psychology, Coaching Psychology, Child Psychology, Life Coaching, & NLP to equip families & young people with the tools to navigate life’s challenges with confidence & resilience. She also holds PGCerts in Practical Interventions for Young People in Mental Distress, Child Development & Mental Distress, and Contemporary Issues for Young People. She is currently studying a PGCert in Neuro-Developmental Disorders.



DONALD EWING

Donald holds an accredited postgraduate qualification in Educational Psychology and is a Chartered Educational Psychologist with the Psychological Society of Ireland. He has worked as a primary school teacher in Ireland, the UK, and Japan, supporting children with severe literacy difficulties. Since 2012, he has worked with the Dyslexia Association of Ireland and contributed to strategic education policy in Ireland and the UK.



MUIREANN SAIDLER

With 20+ years of experience supporting parents and educators, Muireann is a qualified play therapist with postgraduate studies in Special Educational Needs (SEN) from St. Patrick's, Drumcondra, and an MSEN from Mary Immaculate College. She has worked as a teacher, advisor, and parent consultant, using a solution-focused approach to help children and parents navigate neurodiversity.

25%

When effective and impactful support is delivered to parent employees, engagement revenue and profitability is increased by 25%.

Gallup: State of the Global Workforce 2023 Supporting Wellbeing and Beyond.

GALLUP

Gartner Supporting Wellbeing 2021 and Beyond.

Gartner

68%

Of working parents would like more training from their employer related to parenting support.

Parent's Day Report Findings 2024.

WELLITY



Scan QR code to explore
our ParentTalk website

ParentTalk: From Tots to Teens – helping your employees find the
right support at the right time. Because when families thrive, workplaces flourish.

Let's talk about how we can support your organisation in creating a
family-friendly culture where employees feel valued, supported, and
empowered to do their best.

Feel free to get in touch.

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