

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

OUR STORY

At ParenTalk, we know what it’s like to juggle the demands of work and parenting, because we have lived it ourselves. Sharon and Camilla have navigated every stage of parenthood while building careers supporting parents, and in doing so, discovered how hard it can be to find timely, practical support. That’s why we created ParenTalk: to partner with organisations in building family-friendly workplaces where parents feel genuinely supported, careers can flourish, and businesses benefit from more engaged, resilient teams.



SHARON FENNELLY - ParenTalk Founder

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. Sharon also holds Postgraduate Certificates in Practical Interventions for Young People in Mental Distress, Child Development & Mental Distress, Contemporary Issues for Young People, & Neuro Developmental Disorders, ensuring her approach is both evidence-based and deeply informed.



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. Camilla founded Toddler Talk in 2018 and co-founded ParenTalk with Sharon in 2024.

THE PARENTING PRESSURE CRISIS AND IMPACT ON BUSINESS



48%
of parents describe stress as overwhelming



1 in 5
children face probable mental health disorders



£8bn
annual productivity loss due to parental stress



40%–200%
of salary cost for attrition when parents leave



Organisational and Employee Assessment of Need



Live Talks and Events



Employee Drop-In Clinics On-Site/Online



Theme Based Community Forums



Follow-Up 1:1 Support for Employees



Bespoke Digital Resources Bank Parent Support Programme



Training & Support for HR & Management

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

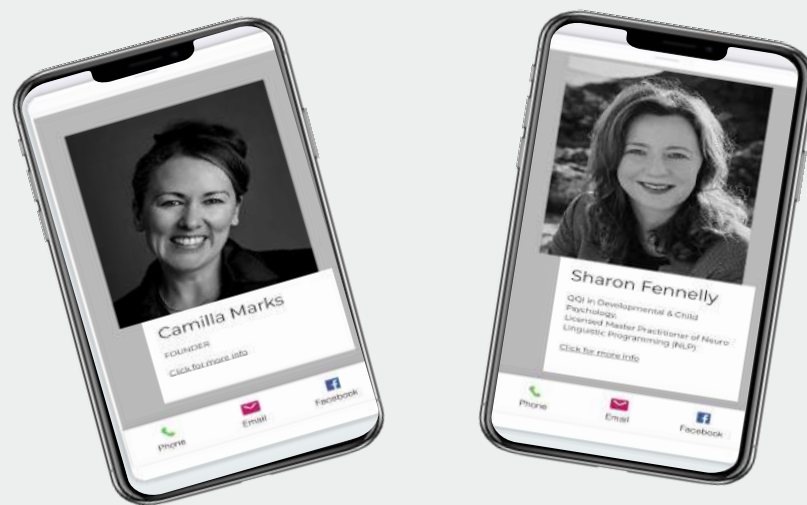
LIVE TALKS AND EVENTS

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

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.



THEME BASED COMMUNITY FORUMS

Expert-led forums where parents come together around a common theme to:

- exchange ideas
- gain insights
- feel less alone in the challenges of parenting

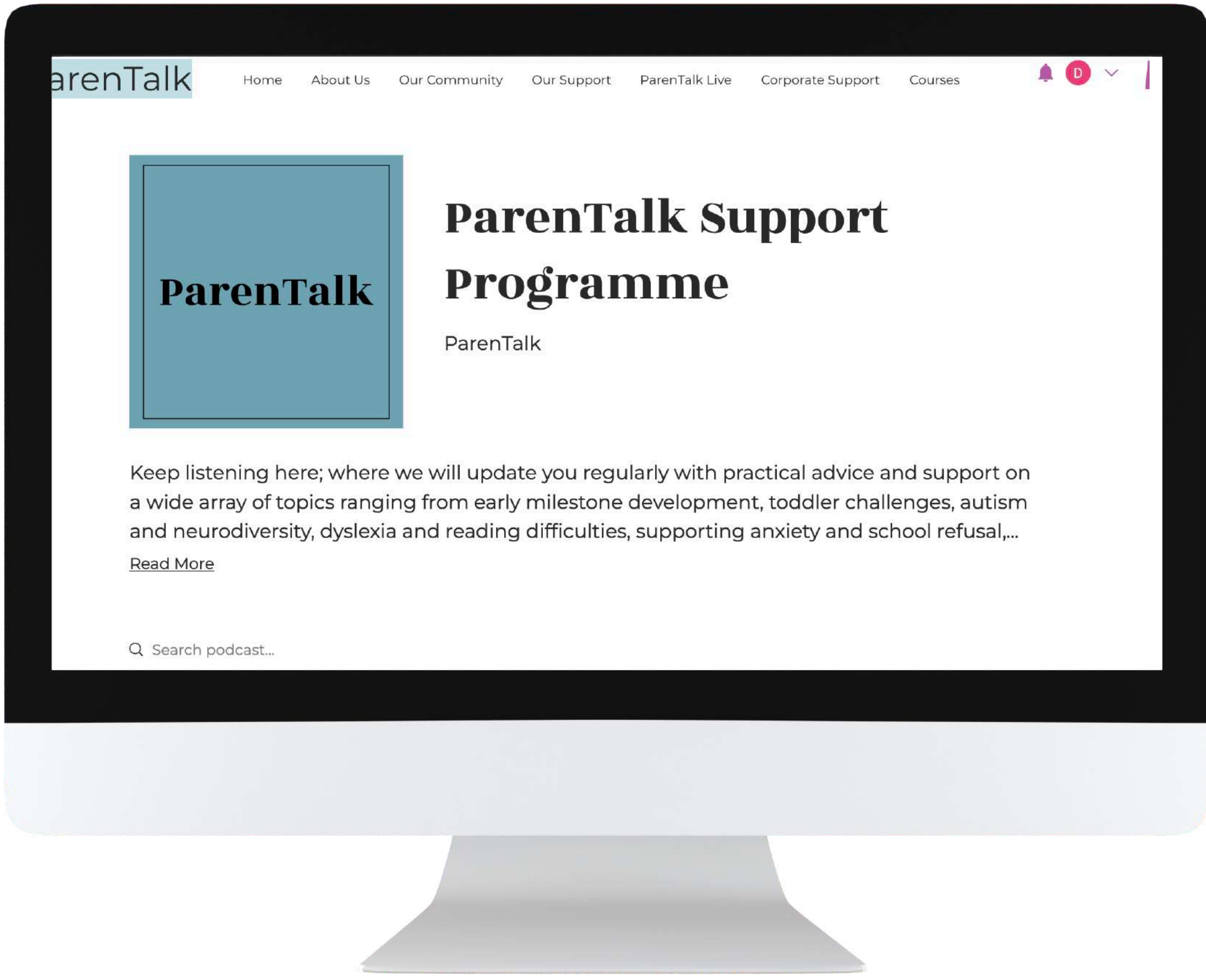
TRAINING AND SUPPORT FOR HR LEADERS

We provide HR leaders & managers with the skills, tools, and confidence to support working parents, from:

- understanding common parenting challenges
- how to support working parents
- fostering inclusive, family-friendly workplace practices

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.

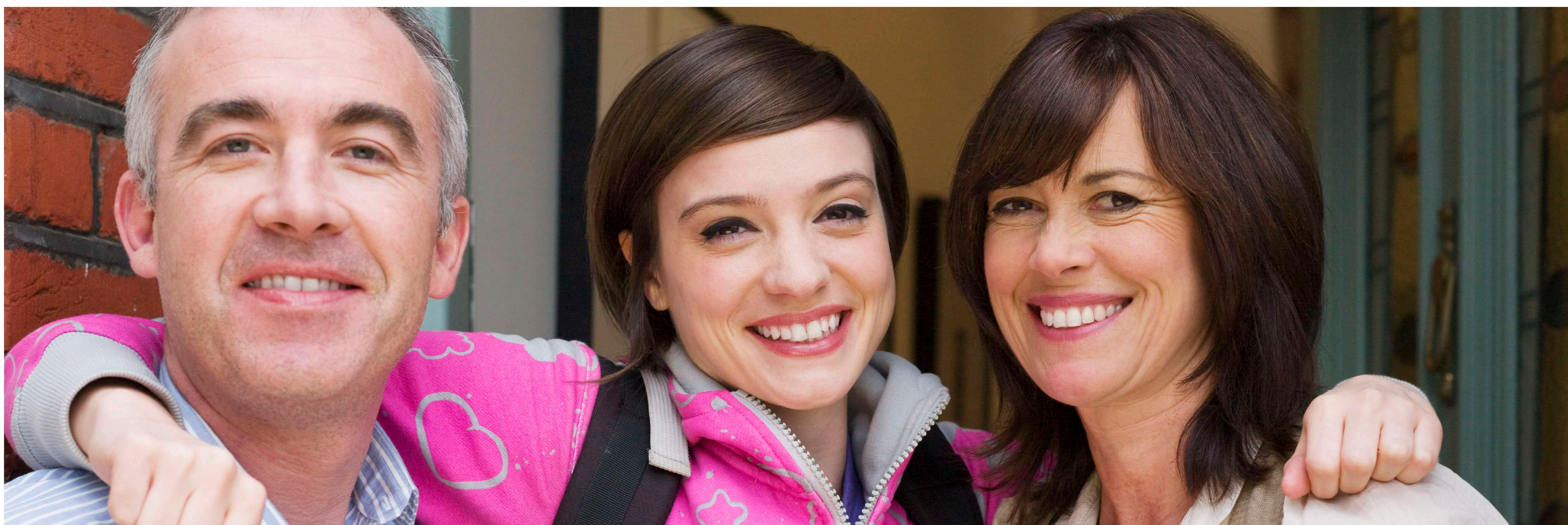


WHAT PARENTS ARE TELLING US

We support parents on the following topics and challenges with evidenced based targeted advice and support. We also advice parents on how to manage **work-life balance and self-care**.

Early Years	Tweens	Teens
Language & Communication	Supporting Sensory Needs	School Refusal
Toddler Tantrums	Dyslexia, Dyspraxia, & Dyscalculia	Talking about alcohol and Drugs
Social Emotional Development	Influencer Pressure e.g. skincare	Managing Screen Time Online Safety
Sleeping Concerns	Social Isolation and Peer Relationships	Hypermasculinity & Gaming
Developing Rules and Routines	Navigating the School Support System	Self-Image, Belonging & the Social Media Effect
Getting Ready for School	0-90 in a nanosecond Emotional Regulation	Hormonal, Mood Issues & Emotional Regulation
Milestone Development - Is it Autism?	Anxiety & Worries	Setting Boundaries
Practical Play Strategies	Talking about separation, divorce and bereavement	Transitioning from Primary to Post-Primary School
Fussy Eating	Fussy Eating	Talking about Sexual Development
Sibling Rivalry	Routines, Expectations and Behaviour at Home	Gender Issues
Rough Play	Approaching Autism from a Strengths Based Approach	Approaching Autism from a Strengths Based Approach
Promoting Positive Relationships	Approaching ADHD from a strengths based approach	Approaching ADHD from a strengths based approach

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.



“

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

“

"My daughter has autism so was seeking advise on how to approach a subject with her, the advice given made sense and was actioned with success"

PARENT USER

“

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

“

The session with you really helped reassure me

PARENT USER

“

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**

DAVY



ptsb





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.

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



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.



Gartner Supporting Wellbeing 2021 and Beyond.



68%

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

Parent’s Day Report Findings 2024.





ParenTalk: 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.



Scan QR code to explore
our ParenTalk website

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