

ESTD *The* 2026
BREAKFAST
CLUB

Professional Development Proposal: The Breakfast Club – An Event for Working Moms

Facilitated by Andrea Barr, ICF Certified Executive Coach

The Objective

The early years of parenthood present unique challenges to high-performing employees, particularly mothers. This workshop provides the strategic tools necessary to navigate identity shifts, transition to and from parental leaves, and recalibrate the demands of career and family. The focus is on creating work-life alignment—ensuring employees thrive and find fulfillment at work while maintaining presence at home without burnout.

Strategic Value to the Organization

- *Professional Development:* Equips employees to manage transitions with clarity, calm, and confidence, improving their ability to juggle professional and personal demands.
- *Personal Alignment:* Supports employees in identifying their values and vision, deepening their connection to why and how they show up to work.
- *Retention & Engagement:* Investing in work-life integration fosters long-term loyalty and reduces the mental load and "identity loss" often associated with parenthood shifts.

The Experience

The Breakfast Club is a curated workshop where attendees learn, connect with peers in similar life stages, and walk away with the energy to take their performance to the next level.

The Result: Participants frequently report feeling "lighter, seen, and refocused"—ready to bring their most effective selves back to their teams.

Total Investment Request: \$125 + GST



About the Host & Facilitator, Andrea Barr

Andrea Barr is a mom of two and an ICF-certified coach with over a decade of corporate experience. Before entrepreneurship, Andrea led the people development programming at a billion-dollar fashion brand, bringing a sophisticated understanding of corporate culture. Through coaching and her Global Top 5% podcast, All Figured Out, she supports parents in finding fulfillment, confidence, and alignment at work and at home.