



Corporate Doula

By Sammy Kerrod

QUALIFIED DOULA SPECIALISING IN BIRTH /
POSTPARTUM / SLEEP.

WWW.THEMUMPOD.COM



SAMMY KERROD

*From the birthing room to the boardroom -
redefining care for parents*

ABOUT ME

I've been in the birth room, the breastfeeding haze, and the 'first day back' fog. I've walked beside loads of families, and I've lived this myself.

I'm Sammy, a certified birth and postpartum doula, infant sleep consultant, and now a Corporate Doula bridging the gap between work and real life.

When I returned to work after having my two boys, I was prepared on paper. But emotionally? Physically? Spiritually? I was navigating a whole new identity and trying to perform like nothing had changed. EVERYTHING had changed.

This work is personal to me. I built it for the version of myself who needed more than policy. Who needed to be seen as a whole person, not just a professional returning to work.

I built it for parents like you.

And I built it for the organisations who believe in showing up for their people , not just during the milestones, but through the messy middle, the quiet struggles, and the powerful transitions.

Because when we care for parents, we strengthen the whole system.

"Because a return-to-work plan isn't the same as being held."

Why Work with Me

Welcoming a baby isn't just a life event, it's a complete identity shift. While many companies offer policies for leave, few offer support. The kind that holds people through the messy middle: the sleep deprivation, the mental load, the return-to-work fog.

That's where I come in.

I'm Sammy, a certified birth & postpartum doula, sleep consultant, and the UK's first Corporate Doula. I help employers better support parents through one of the most critical and overlooked transitions in working life — becoming a parent.

“A return-to-work plan isn't the same as being truly held.”



1 in 5 women consider leaving the workforce in the first year postpartum

→ Retention crisis



Sleep deprivation impairs function at the same level as intoxication

→ Cognitive overload



43% of working parents say their employer doesn't understand what they're going through

→ Support gap

We don't just need policy.

We need presence, care, and support that meets the moment.

That's where a Corporate Doula comes in.

What is a Corporate Doula

A Corporate Doula bridges the gap between work and real life.

I support parents and employers through the transition into and, back from, parental leave, making sure people feel equipped, empowered, and held.

Support is offered in three tiers:

PRACTICAL SUPPORT

Clear, proactive planning and structure

- Maternity/paternity leave planning
- Return-to-work roadmaps
- Navigating benefits + leave policies
- Communication tips for teams + managers

EMOTIONAL SUPPORT

Care that makes people feel seen

- One-on-one sessions for working parents
- Emotional processing + identity support
- Managing overwhelm + mental load
- Helping parents feel like humans, not just employees





INTEGRATED SUPPORT

Real-life tools for the whole ecosystem

- Infant sleep consulting
- Routine-building + boundary-setting
- Supporting communication at home and at work
- Strategies for rest, energy, and longevity



THINK OF ME AS...

-  Your HR ally
-  Your parent whisperer
-  Your burnout buffer
-  Your transition coach

CONTACT DETAILS

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WEBSITE

www.themumpod.com

SOCIAL MEDIA

@themumpod

1:1 Parental Coaching Packages



Support across the full
parental leave journey:

LET'S WORK TOGETHER

💡 **RETAINERS ARE
CUSTOMISABLE FOR YOUR
TEAM AND CULTURE.**

OPTIONS

- **Mini Return-to-Work**
Package (1 month, 2 sessions + email support)
- **Comprehensive 1:1 Support**
(4-6 sessions across 2-3 months)
- **Premium Parental Support**
(8 sessions across 4-5 months + partner option)

Workshops + Lunch & Learns



Bite-size, high-impact sessions that educate and engage.

LET'S WORK TOGETHER

💡 **ALL WORKSHOPS ARE CUSTOMISABLE FOR YOUR TEAM AND CULTURE.**

WHAT YOU'LL GET:

- ✓ Sleep Survival for Working Parents
- ✓ Managing the Mental Load
- ✓ Preparing for Parental Leave
- ✓ Return to Work without Burnout
- ✓ Supporting Parents in the Workplace (for allies)

Ongoing Monthly Retainers



A long-term approach to parental wellbeing.

LET'S WORK TOGETHER

 **RETAINERS ARE
CUSTOMISABLE FOR YOUR
TEAM AND CULTURE.**

WHAT YOU'LL GET:

- ✓ 1:1 coaching sessions for parents
- ✓ Manager support & HR advisory
- ✓ Resource guides and templates
- ✓ Quarterly culture audits or feedback
- ✓ Monthly or quarterly workshops

Who It's For

1

Organisations

You're ready to go beyond "family-friendly" labels. You want to truly support your people through life's biggest transitions. Not just in policy, but in practice.

This work helps you boost retention, improve morale, and lead the way in inclusive, human-first culture.

2

HR & People Teams

You're doing so much — but you know you're not a therapist, a doula, or a sleep coach. That's where I come in. I become your wraparound support system, so you can focus on building sustainable, parent-friendly infrastructure.

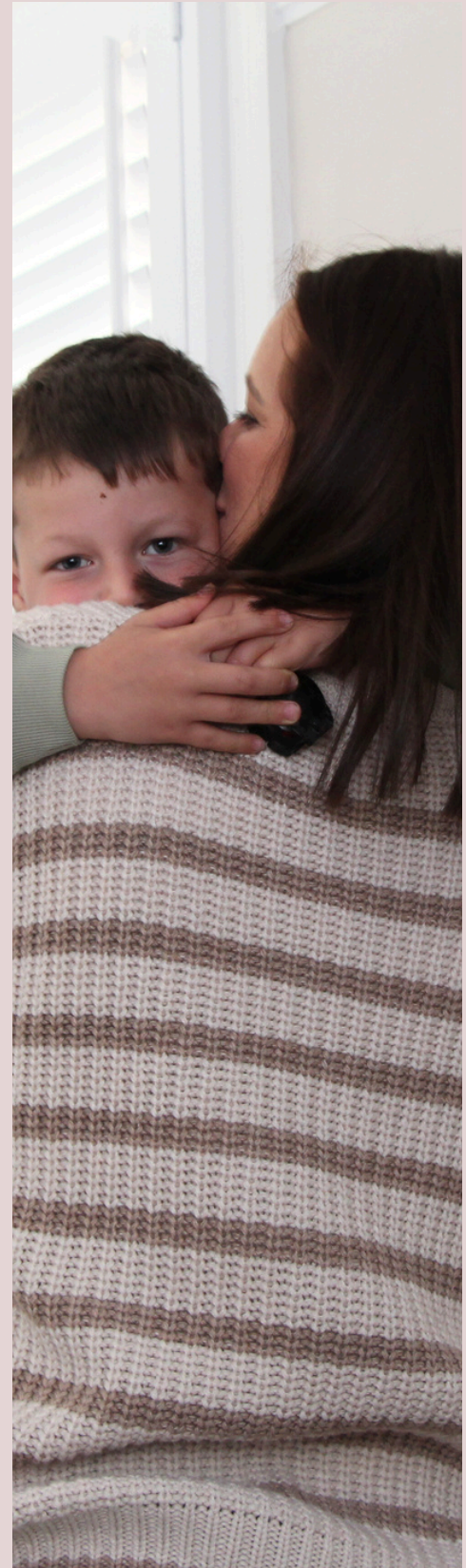
Let's take the weight off your shoulders, and hold your team with care.

3

Working Parents

You're doing your best to juggle it all. The work. The feeds. The feelings. You might feel exhausted, unsure, or like no one really gets it. You don't need to go it alone. I'm here to help you create structure, find rest, and feel like yourself again.

You're not failing. You're under-supported. Let's change that.



TESTIMONIALS

& REFERENCES

We have compiled a collection of testimonials and references from previous clients who have benefited from my doula services. Reading about their experiences can help you get a better sense of how I can support you during your own journey.



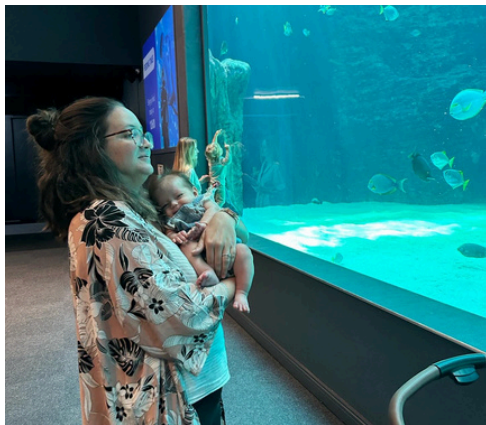
OLIVIA & HATTIE

As a first time mum, Sammy has been absolutely amazing in helping me with all things baby and being that fellow mum support we all need. She is so full of knowledge and has really helped me in my journey so far! I always feel so much better and confident after having a session with Sammy. I would highly recommend any new mums book in with her as she's really helped make my new mum life so much better!!



KATIE & JUDE

Sammy offers the most wonderful support to new and soon to be mums during what can be a very overwhelming time. She is approachable, kind, knowledgeable and genuinely cares about you and your baby's well-being. I'm so grateful I haven't had to do this without her



CANDY & GEORGIE

Sammy is not just an unbelievably knowledge doula. She is also incredibly resourceful. She will research, find information and make quick referrals. I know that no matter what I go to her with, she will think through it mindfully & make sure I get the information I need, while supporting my own intuition and thoughts on the information. She's a rare gem!

THANK YOU

Because policy isn't the same as being held.


This work is personal. I created it for the version of me who returned to work feeling overwhelmed and unseen, and for every parent navigating that same moment now.


As a Corporate Doula, I support families through the full journey of parental leave, return-to-work, and life after baby. With a blend of practical tools, emotional care, and real-world strategy, I help parents feel human again, and help workplaces become more compassionate and sustainable.

Curious how this could support you or your team?

Let's talk.

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SAMMY