

A photograph of a smiling woman in a maroon blazer and a young boy playing with a wooden ring toy. The woman is in the background, and the boy is in the foreground, smiling and interacting with the toy.

# Futureproof your workforce with The Parent's Portal



The Parent's Portal  
by Autism Early Support

# How supporting SEN parents benefits your workplace

**Retaining skilled employees starts with understanding their lives beyond the office.**

This pack is for CEO's, HR Managers, Wellbeing leads and similar roles and will demonstrate how to reduce turnover, boost engagement, and build a more resilient workforce through our support for your working parents.

Our online platform of 24/7 resources, The Parent's Portal, will give parents of SEN children the tools to understand and support their child. Our support will positively impact the everyday lives of your working parents, which in turn means you'll retain top talent and build a culture of belonging.



We'll explore the challenges for working parents today, how The Parent's Portal can support your employees' daily lives, and how this can make an impact in your workplace.

I look forward to having a conversation with you about how we can support your working parents.

*Sarah Sweet-Rowley*

**CEO, Autism Early Support**



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# The challenge for working parents of SEN children



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## 400,000

children in the UK are waiting for an autism or ADHD diagnosis

## 60,000

autistic children are persistently absent from school

## 1 in 10

parents have lost their job due to their child's lost learning

### Dependent Children

## 92%

of employed fathers have dependents

## 75%

of employed mothers have dependents

### Impact on the family

## 40%

of parents say their marriage, relationship or partnership had come under strain because of lost learning issues

## 47%

of parents say that other siblings had also been negatively affected

### Neurodivergent workforce

## Over 40%

of the global workforce is expected to identify as neurodivergent by 2040.

### Neurodivergent children

## %

of neurodivergent employees with neurodivergent children is growing



in 2025



in 2024



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# How do the challenges for working parents impact my business?



## The emotional and logistical load on parents of children with SEN

- Parents have had to give up work, use foodbanks and claim benefits as a result of their autistic children missing out on education.
- Their lives can be unpredictable and all-consuming, leaving little room for recovery or planning.
- Many parents report feeling isolated, overwhelmed, and under-supported, especially in workplaces that lack understanding or flexibility.

## The impact on productivity, retention, and wellbeing

- The stress of managing a child's SEN needs can lead to increased absenteeism, reduced focus, and burnout.
- Parents may feel forced to reduce hours, decline promotions, or leave the workforce entirely, not because they lack ambition, but because they lack support.

## For employers, this translates into:

- Lower productivity and engagement
- Higher turnover rates
- Increased mental health-related absences
- Missed opportunities to harness the resilience and problem-solving skills these parents often develop

## When a skilled employee leaves due to lack of support, the cost is significant.

- Recruitment, onboarding, and lost institutional knowledge all come at a cost.

## With inclusive policies and emotional support you can retain top talent and build a culture of belonging.



# Support for working parents through The Parent's Portal



## Introducing The Parent's Portal

- Expert guidance from therapists and professionals
- 24/7 digital resources
- Real connections with our professionals and peer support communities

The Parent's Portal by Autism Early Support is an online platform full of videos, information and resources created by our specialist teachers and therapists to support parents of SEN children at home.

**Resources are available whenever they're needed, especially if that's 3am when there isn't any other help.**

The detailed support covers a wide range of topics such as:

- Burnout, wellbeing and emotional regulation
- School distress and avoidance
- and lots more specialist individualised support

**The Parent's Portal is often the first time a family has received any specialist help.**

Parents also have access to online parent support groups to connect with parents and carers on a similar journey to:

- Find advice
- Share experiences
- Or simply just talk

**Investing in your people today builds a stronger, more resilient workforce tomorrow.**



# How does supporting working parents impact my business?



Working parents of children with SEN are often highly experienced, resilient, and deeply committed, but without the right support, they may feel forced to leave their roles. By offering access to resources like The Parent's Portal, organisations can significantly reduce turnover.

## Retention benefits include:

- Lower recruitment and onboarding costs
- Preservation of institutional knowledge
- Increased team stability and continuity
- Stronger succession planning

## Enhanced employee wellbeing and loyalty

When employees feel seen and supported, they thrive. By providing support that directly impacts their challenges, this can dramatically improve their wellbeing.

Positive outcomes include:

- Reduced absenteeism and presenteeism
- Higher engagement and morale
- Increased trust in leadership
- Stronger emotional connection to the organisation

## Stronger ED&I outcomes

- Inclusion of SEN families reflects a genuine commitment to diversity
- Broader representation of neurodiverse families
- Inclusive culture that attracts diverse talent
- Alignment with social impact goals
- Enhanced employer brand and reputation

## Better equipped managers and HR teams

- Managers are often unsure how to support employees navigating SEN-related challenges.
- The Parent's Portal provides a tool for leadership to be able to signpost individuals to
- Resources include practical tools, expert guidance and support, that managers can be confident will provide the specialist support that's needed.



## Testimonials from working parents



The Parent's Portal  
by Autism Early Support

*"Diagnosis helped me understand my son's condition and advocate for his needs. The portal has supported me while we wait—it's been invaluable."*

*"I find navigating the portal very easy. It's secure and private—especially when booking into webinars and logging on."*

*"It has provided me with a lot of background information and support that I can use to understand my children and help them manage everyday struggles."*

*"Better informed, more confident in supporting my child. Great videos and advice to refer back to when needed."*

*"This great space to link in with professionals and other parents reduces my stress as I now have somewhere I can go for learning materials and to ask questions to help with my Autistic child."*

*"The online courses have been brilliant for us to learn more about aspects that affect our child's life, gave us a time to focus on and reflect over their specific strengths and areas where they might need support. Meeting other parents was also really helpful to feeling understood."*

*"Massive impact from experts in their field. I can't believe I've found this. I plan to learn everything there is to know about Autism. But will always be learning. Incredibly supportive to me and my family."*



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Contact us for a demo  
or to find out more



Supporting SEN parents isn't just the right thing to do, it's a smart move for talent retention, team cohesion, and long-term growth.

### **Salusphere Global and Autism Early Support**

Salusphere Global's partnership with Autism Early Support is providing working parents with a toolkit to help them manage work and home life.

If you're interested in supporting your staff in this way, please get in touch to find out more.

#### **Salusphere Global**

Contact our COO, Ayrtaam Ryall on

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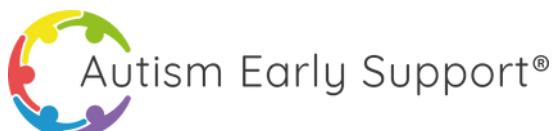
Empowering People & Culture

#### **Autism Early Support**

Contact our CEO, Sarah Sweet-Rowley on

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