

Prepared by
Trudi Roscouet, Founder

The VITAL Framework™

**A structured, business-focused approach
to workplace menopause support**



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eve
studios

Why Menopause Matters in the Workplace

Women make up roughly half of the UK workforce, and increasingly occupy senior, technical and long-tenured roles across every sector.

The workforce is also ageing: employees over 50 are one of the fastest-growing groups in UK employment, as organisations lean on experienced staff to fill skills gaps and address ongoing labour shortages.



Set against that, national research paints a clear picture of what happens when menopause goes unsupported.

Among UK women with menopause symptoms, roughly one in six have considered leaving their job and one in sixteen have already done so; around a quarter say menopause has held back their career.

Replacing an employee who leaves due to unsupported symptoms has been estimated at well over £30,000 once recruitment, training and lost experience are accounted for, and UK-wide research puts the working days lost to managing menopause symptoms at around 14 million a year (1).

CIPD research shows that flexible working and greater control over the immediate working environment are among the things women say would help them most — yet these are often hardest to offer in roles with fixed hours, shared workspaces, client-facing schedules or limited autonomy over pace and pattern of work.

That combination is why organisations need a framework built around how their teams actually work, not a generic policy lifted from elsewhere (2).

Why This Matters for Your Organisation

Menopause is no longer simply a wellbeing issue — it is a workforce issue.

Every organisation has experienced women whose knowledge, leadership and experience are invaluable. Yet too many leave the workplace, reduce their hours or struggle in silence because they do not receive the understanding or support they need.

A structured framework helps organisations retain experienced talent, equip managers with the confidence to support their teams, strengthen employer brand and DE&I credentials, and align with emerging Government best practice on menopause in the workplace.

Why I Created The VITAL Framework™

I didn't start out in women's health. I spent the early part of my career in finance, and it was a successful one — but it wasn't until I retrained as a Personal Trainer in 2010, specialising in women's and children's fitness, that I found the work I was actually meant to do.

My own experience of menopause in 2019 changed everything. I understood, suddenly and personally, how little support existed — not just in healthcare, but in workplaces, where women were quietly reducing their hours, stepping back from roles they'd spent decades building, or leaving altogether, simply because no one around them knew how to help.

That's the mission I've spent the years since pursuing. I founded Vitality40 Plus, qualified as a Women's Health and Menopause Coach and became a member of the International Menopause Society.

Along the way I built a relationship with Carolyn Harris MP, who was campaigning at the time for free HRT across the UK and who later visited Jersey as my guest — a connection that led to me being invited as a guest at the Menopause Mandate's first birthday at the House of Parliament. Around the same time, Helen Tomlinson was appointed the UK's first Menopause Employment Champion, and we worked alongside each other on the launch of No Time To Step Back, a campaign bringing menopause and women's health conversations directly into UK workplaces — a working relationship that continues today.

In 2025 I founded Eve Studios, a women-only health and wellbeing studio in Jersey, and had the privilege of presenting “Men, Meet Menopause” at Jersey's first TEDx. In 2026, alongside four collaborators, we relaunched No Time To Step Back — a series of four sessions running throughout the year, taking the conversation about women's health into workplaces across different sectors of industry.



The VITAL Framework™ is that same mission applied to the workplace. I've seen first-hand what happens when an organisation gets this right and when it doesn't. Investing in women's health isn't simply a wellbeing initiative — it's an economic, workforce and leadership priority. That belief is what this framework is built on.

**Trudi Roscouet, Founder,
Eve Studios & Vitality40 Plus**



The VITAL Framework™ — At a Glance

The VITAL Framework™ is Vitality40 Plus's proprietary, five-stage approach to building a menopause-inclusive workplace.

It gives a single, memorable model that can be referenced consistently across every proposal, workshop and team — from head office through to individual departments and locations.

V	Vision	Understanding your organisation, culture, current provision and specific risks.	Readiness Review & Action Plan
I	Infrastructure	Reviewing and drafting policies, communications and practical workplace support.	Policy & Governance Pack
T	Training	Evidence-based education for leaders, managers and employees.	Trained Managers & Champions
A	Activate	Turning learning into visible workplace action and campaigns.	Launch Campaign & Toolkit
L	Lead	Embedding wellbeing into culture with ongoing measurement and review.	Annual Impact Report



The VITAL Framework™ in Detail

V - Vision

Understanding the organisation before recommending anything.



Discovery across the organisation

- Leadership and HR consultation across corporate and team-level stakeholders
- Review of existing wellbeing strategy, policies and current training provision
- Workforce demographics by department, team and role type
- Review of current support pathways and organisational objectives

Building the roadmap

- Vision, objectives and governance structure for the programme
- Roles and responsibilities across HR, senior leadership and line managers
- Employee support pathways, communication strategy and workplace adjustments
- KPIs and an annual review process suited to your organisation's structure

Deliverable: Workplace Menopause Readiness Review & Menopause Action Plan

I - Infrastructure

Building the policy, governance and guidance everything else sits on.



- Menopause policy development, produced with HR policy specialists
- Manager guidance documents suited to your teams' working patterns — remote, hybrid, office-based or frontline
- Reasonable Adjustment Passport for colleagues moving between roles, teams or locations

Deliverable: Menopause Policy, Manager Guidance & Adjustment Passport

T - Train

Building capability and confidence, tailored to each audience across the business.



Executive Leadership Briefing

- Strategic overview, business case, retention, productivity and governance

HR Workshop

- Policy implementation, reasonable adjustments, supporting managers, case discussions

Manager & Team Leader Programme

- Recognising symptoms across different working environments — desk-based, physical, frontline or client-facing
- Supportive conversations and reasonable workplace adjustments
- Legal responsibilities and managing performance sensitively

Colleague Awareness Sessions

- Understanding menopause, lifestyle, medical options, nutrition, movement, mental wellbeing and signposting

Menopause Champions

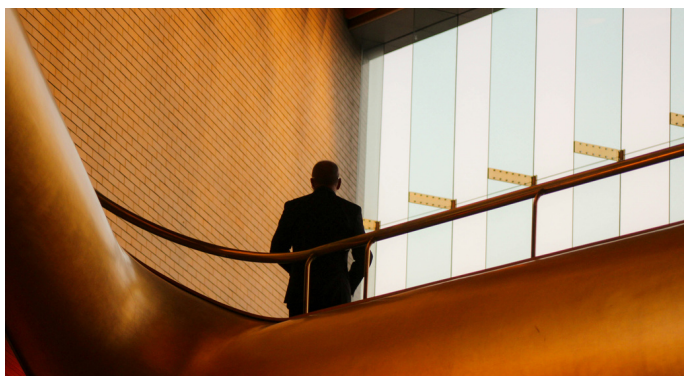
- Champions across the organisation who support colleagues, promote awareness and signpost appropriately

Deliverable: Trained Leadership, Managers, Colleagues and Champions



A - Activate

Bringing the programme to life, consistently and visibly.

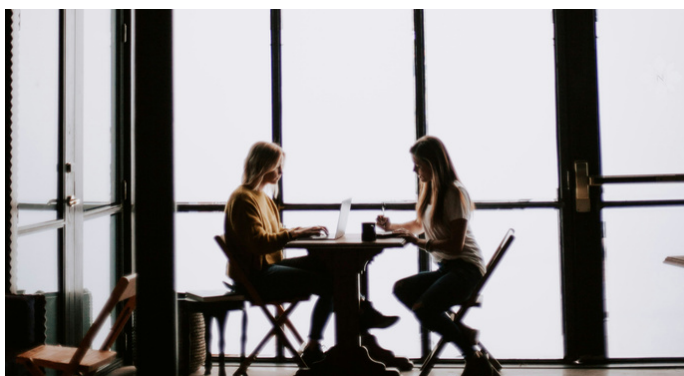


- Internal communications and organisation-wide launch campaign
- Awareness events, posters and digital resources suited to your workplace
- FAQs and a manager toolkit for day-to-day use

Deliverable: Launch Campaign, Manager Toolkit & Employee Resources

L - Lead

Measuring what matters, then embedding lasting cultural change.



Measure

- Manager and employee confidence, training completion and engagement
- Absence trends, retention and policy effectiveness by department or team
- Progress against annual objectives and the VITAL Workplace Index™

Thrive — ongoing partnership

- Annual Action Plan review and quarterly webinars
- Refresher training, new manager induction and new employee awareness
- Champion networking, guest speakers and continuous improvement planning

Deliverable: Annual Impact Report & Ongoing Partnership Plan

The Return on Investment

Every HR Director's first question is the same: what am I actually getting?

These are the potential organisational outcomes the VITAL Framework™ is designed to support — not promises, but the chain of impact our approach is built around.



**Reduced
absence**



**Better
retention**



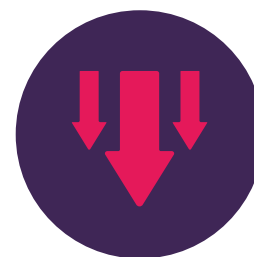
**Improved
engagement**



**More confident
managers**



**Earlier
support**



**Reduced
grievances**



**Stronger
employer brand**



**Supports
DE&I strategy**



**Supports
ESG reporting**

National research estimates that replacing a single colleague who leaves due to unsupported menopause symptoms can cost well over £30,000 once recruitment, onboarding and lost experience are factored in — and that a third of women with symptoms have been unable to come into work at all in the past year because of them. Reducing even a fraction of that attrition and absence, across your organisation, is where the framework pays for itself. (3)

The VITAL Workplace Index™

Rather than simply delivering training and policies, every VITAL Framework™ partnership is anchored by the VITAL Workplace Index™ — a structured assessment, scored out of 100, across eight categories of organisational capability.



Leadership commitment

Visible sponsorship from the top and whether menopause sits on the people agenda

Policy and governance

Whether a written policy exists, is current, and is actually followed.

Manager capability

Confidence and skill of managers and team leaders to have supportive conversations.

Workplace environment

Physical and practical working conditions — temperature control, rest facilities, dress code flexibility and workspace comfort.

Employee support

Access to adjustments, signposting and practical day-to-day support.

Communication

How openly menopause is discussed and how well support is known about.

Culture

Whether colleagues feel safe raising symptoms without career risk.

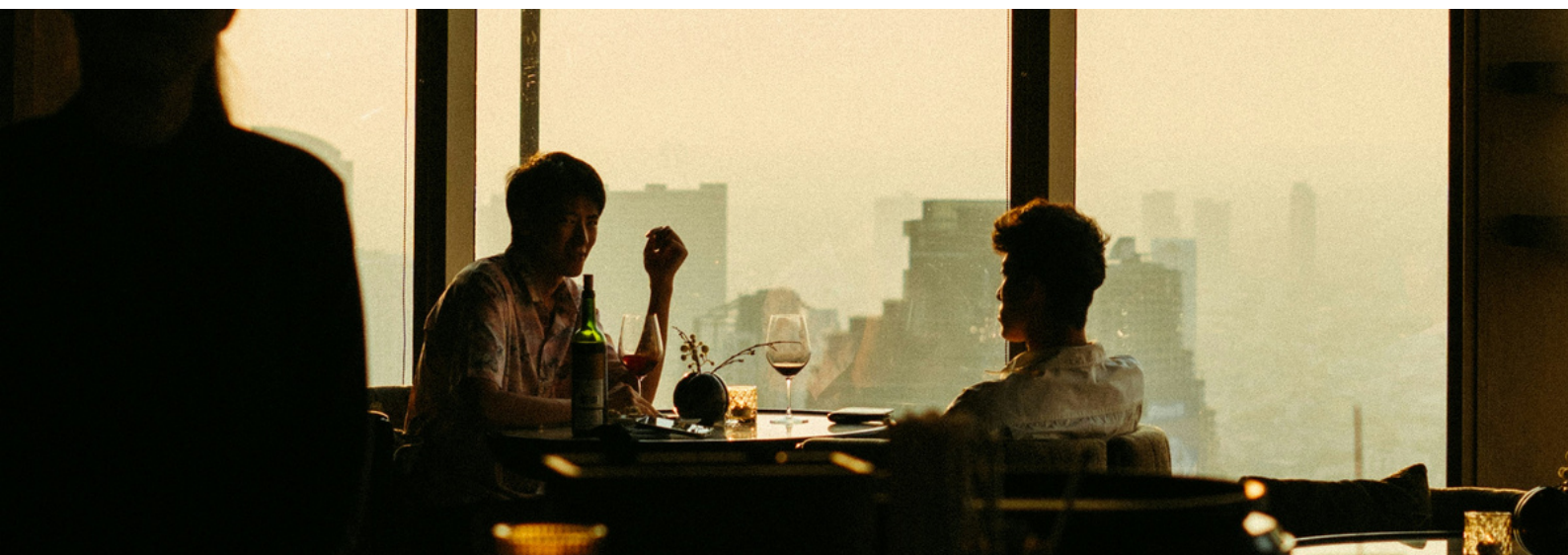
Measurement

Whether the organisation tracks absence, retention and confidence over time.



The organisation receives a baseline report showing where it stands today, its strengths, its gaps and its recommended priorities. After the framework has been implemented, we reassess against the same Index six to twelve months later.

This gives HR Directors something tangible to take to their executive team — the ability to say not 'we delivered menopause training', but 'we improved our organisational capability, and here is the evidence.'



How are we different?

We are not a training provider.

We are the Workplace Menopause Consultancy that combines:

- Workplace education
- Practical implementation
- Behaviour change
- Women's health expertise
- Lifestyle medicine principles
- Leadership development
- Corporate wellbeing strategy
- National speaking and advocacy
- Clinical partnerships
- Scalable digital learning



Our Philosophy

Awareness starts the conversation. Action creates change.

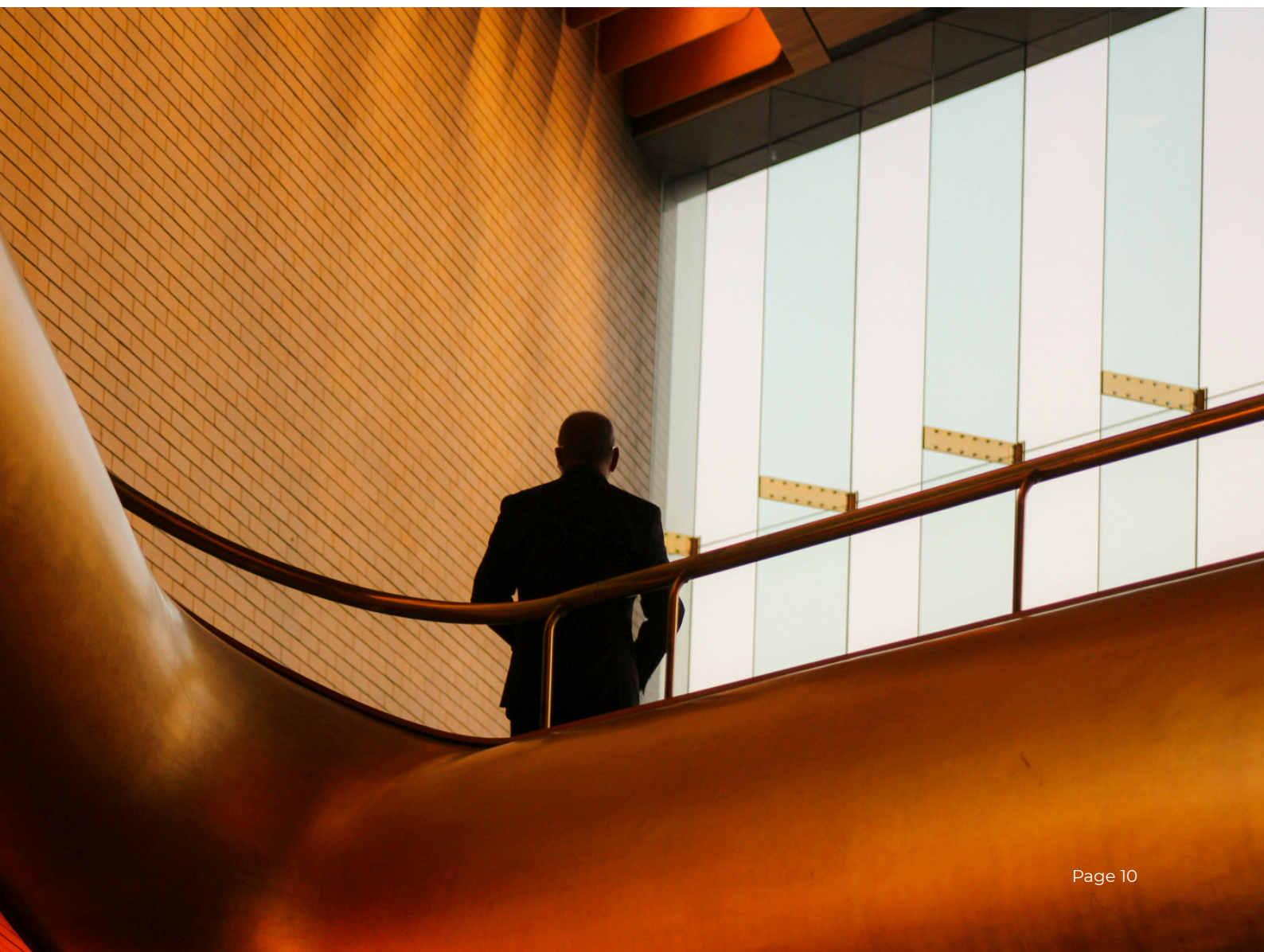
Our aim is not simply to educate your organisation about menopause. Our aim is to help you build a workplace where women feel supported, valued and able to continue thriving throughout every stage of their career.

How We Work

Every stage of the VITAL Framework™ — Vision, Infrastructure, Train, Activate and Lead — is available individually or as a complete, end-to-end partnership.

Many organisations start with a Readiness Review and Executive Briefing before committing to the full framework; others move straight to a full rollout across the business.

Services available individually or as a complete framework. Full commercial details are set out separately.



Trusted by



Suggested Next Steps

- Introductory call with Prospective Partner Organisations to confirm scope and priorities
- Workplace Menopause Readiness Review, including a baseline VITAL Workplace Index™ assessment
- Joint development of the Menopause Action Plan and delivery timeline
- Agreement of the VITAL Framework rollout schedule

Contact us today

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Sources

1: CIPD, Menopause Workplace Experiences (2023); Oxford Economics analysis cited by the Women and Equalities Committee; Health & Her survey, cited by the Women and Equalities Committee.

2: CIPD, Menopause Workplace Experiences (2023).

3: Oxford Economics analysis and Women and Equalities Committee, Menopause and the Workplace (2022); CIPD, Menopause Workplace Experiences (2023).

