

Family-Friendly Workplaces

A Blueprint for Success

The competition for top talent is increasing which means it is imperative that businesses of all sizes create an environment that is family-friendly and a culture of acceptance. Many employees are juggling aging parents and school-age children. Simply helping your employees integrate work and life will develop a better culture and increase engagement. Below are a few tips to get you started.

1. Create more part-time jobs, job share roles, and allow employees with the same skill set to do shift swaps. This will benefit your company because many exceptional employees only need part-time work. It may be easier to fill a full-time role with two fantastic people, or allow multiple people to share roles and shifts.

2. Flextime, staggered start and end times. This is a benefit for people who need to leave work early, but can start earlier, and those who need to come in a few minutes late due to family demands but can also leave later.

3. Allow employees to work remotely. Giving your employees the option to work from home 1-2 days a week may give them the extra energy and ability to do more. Studies are continuing to show that more job seekers are looking for this option.



4. Core hours for the entire team. If you don't need everyone in the office every day, consider setting Core Hours or Core Days where everyone is in at the same time for meetings. Outside of those parameters, allow your employees to set their own schedules.

5. Food and snacks at the office. Nobody likes to be hungry. Employees with families are often rushed or stretching the bottom line. Providing simple snacks like yogurt, health bars, fresh fruit, and occasional special items not only fills stomachs but raises morale.





6. Time off for school events. It's hard being a parent and missing special events at schools. Consider providing PTO on a 2 or 4 hour basis. Parents who feel like they are being valued and trusted will show their gratitude in increased effort and loyalty.

7. Paid maternity and paternity leave. Allowing both parents time to bond with a new child is not only the right thing to do, it allows them the time they need to focus on their family. Upon their return, they will be better focused, thankful, and more engaged.

8. Family-oriented company events. Plan on having some events throughout the year that are family-friendly. Whether a summer BBQ or Holiday Party, including the whole family makes it easier on parents.

9. Dedicated nursing/lactation rooms. Providing a safe place for nursing employees will help tremendously. Large corporations are already seeing the benefits. Small and mid-sized companies should follow suit.

10. Put photos of your family on your desk. Model what you believe by putting photos of your family on your desk. This will show your teams that your family—and theirs—are important to you.



11. Just plain listening. Taking the time to listen to the needs of your employees and trying to accommodate them will make a huge impact on culture, engagement, and production. Even if you can't meet all their needs, just listening shows you care.

