TIME. SPACE. WORKPLACE.
THE NEXT “BABY BOOM”:
THE MILLENNIALS BECOME PARENTS
The Next “Baby Boom”: The Millennials Become Parents

Jennifer Sabatini Fraone
Boston College Center for Work & Family

Working Mother WorkLife Congress
Tuesday, October 18, 2016
Boston College Center for Work & Family

• Partner with leading organizations to improve the total employee experience and business outcomes
• Bridge builder between academic research and corporate practice
• Resources available on our website: www.bc.edu/cwf
• Follow us: @BCCWF
Millennials as New Parents

80% of the 4 million annual U.S. babies are now born to Millennials

- 10.8 million US households with adults 25-34 have children
- Portion of parents married: 63%
- Median income: $50,000
- Labor force participation—women: 61%
Today’s New Moms

Waiting Longer to Have Kids
Average age of mothers at their first child’s birth

National Vital Statistics Reports Dec. 2015
Today’s New Moms

![Graph showing the age of mothers at the time of childbirth from 1975 to 2015. The graph is color-coded with lines for different age groups, showing trends over time.](source: National Center for Health Statistics)
Today’s New Moms

Fewer Childless Women, Especially Among the Well-Educated
Percentage of women age 40 to 44 who haven’t had children

- 1994
- 2014

Today’s New Dads

- 74% of Millennial dads want to spend more time with their kids
- 89% believe paternity leave is important (60% very or extremely)
- 95% want flexibility to be available and supported in their workplace
- Dads report as much, if not more work-life conflict as mothers
- A majority of dads want to advance, but not at the expense of spending time with family (64% disagree)

The New Dad studies: Boston College Center for Work & Family [www.thenewdad.org](http://www.thenewdad.org)
Today’s Families

Nearly 10 million families headed by a single mother

57 million Americans, or 18% of the population of the United States, live in multi-generational family households

115,000 same-sex couples with children
Companies are responding

Providing supports through this vulnerable transition time in career/life.

- Fertility and Pre-natal Services
- Preparation for leave
- Paid Parental Leave
- Adoption Support and Leave
- New Parent Career Coaching
- Child Care Support and R&R
- Welcome Back/Transition Support
- Lactation Support
- Parenting Affinity Groups/ERGs
- Manager Training/Support
- Education Support for Special Needs
- Workplace Flexibility
Parental leave in the news

Coca-Cola Credits Millennials For Its Extended Paid Parental Leave Policy

Ernst & Young increases parental leave for moms and dads

Facebook’s Parental Leave Policy Extended to 4 Months

Bank of America president speaks about importance of parental leave

Etsy’s New Parental Leave Policy Is Basically Perfect
### Latest trends: what companies offer

<table>
<thead>
<tr>
<th>Company</th>
<th>Leave details</th>
</tr>
</thead>
<tbody>
<tr>
<td>EY</td>
<td>16 weeks paid leave for mothers and fathers</td>
</tr>
<tr>
<td>Etsy</td>
<td>26 weeks paid leave for mothers and fathers</td>
</tr>
<tr>
<td>Bank Of America</td>
<td>16 weeks paid leave</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>6 weeks fully paid (beyond 6-8 for birth moms)</td>
</tr>
<tr>
<td>Twitter</td>
<td>20 weeks paid leave</td>
</tr>
</tbody>
</table>

Most new policies are gender-neutral parental leave

**Deloitte:** 16 weeks of fully paid leave including other types of caregiving
New York State

• Begins in 2018, covering 50% of a worker's average wages for up to 8 weeks.
• Full benefits in 2021 at 67% of average weekly wage for up to 12 weeks.
• Funded entirely through nominal payroll deduction on employees - it costs businesses nothing.
• Employees are eligible to participate after working for employer for 6 months.

San Francisco

• Requires employers to give workers 6 weeks of fully paid parental leave.
• Works hand in hand with California’s existing parental-leave policy — which covers 55 percent of a new parent's income during his or her leave.
• New San Francisco measure requires businesses to pay the remaining 45 percent.

Benefits of extended parental leave

• Mothers
  • Longer maternity leave helps prevent depression and stress in new moms.
  • Also increased duration of breastfeeding and decreases mothers’ absenteeism due to illness (hers and child’s).

• Infants
  • 10+ weeks of paid maternal leave was associated with a 10% lower infant mortality rate and a 9% lower rate of mortality in children younger than 5 years of age.

• Fathers
  • Paternity leave has been linked to lasting increases in paternal involvement in caretaking, leading to positive outcomes in children’s wellbeing.

• Organizations – Retention of talent, engagement, loyalty

• Society – Gender equality, labor force participation, healthier families
Thank you!

Questions?

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@BCCWF
www.bc.edu/cwf
The Next Baby Boom: The Millennials become parents

Barbara Wankoff

October 18, 2016
KPMG LLP

KPMG LLP, the audit, tax and advisory firm (www.kpmg.com/us), is the U.S. member firm of KPMG International Cooperative (“KPMG International”). KPMG International’s member firms have 174,000 professionals, including more than 9,000 partners, in 155 countries.
KPMG LLP

31,769 Total Partners & Employees

56% Male, 44% Female

62% Millennials

34.45 Average age

1,348 Babies
Adoption & Maternity Leave

1. Birth Mothers’ Paid Time-off
2. Adoption Reimbursement & Paid Time-off
3. Other Caregivers Paid Time-off
4. Variable Compensation Protection Policy
Paid Parental Leave

Paternity & Maternity Leave

New Fathers…

- 2014:
  - 618 who take parental leave
  - 65% 2 Weeks, 1 day
  - Total # of New Fathers: 946

- 2015:
  - 641 who take parental leave
  - 69% 2 Weeks, 1 day
  - Total # of New Fathers: 931

New Mothers…

- 2014:
  - 425 who take parental leave
  - 92% 14 weeks, 3 days
  - Total # of New Mothers: 462

- 2015:
  - 517 who take parental leave
  - 98% 15 weeks
  - Total # of New Mothers: 529

<table>
<thead>
<tr>
<th>Year</th>
<th>New Fathers Total</th>
<th>Average weeks taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>946</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>931</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>New Mothers Total</th>
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<tbody>
<tr>
<td>2014</td>
<td>462</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>529</td>
<td></td>
</tr>
</tbody>
</table>
Support is so much more than just time off
Enhanced New Parent Support
Lactation Program

- Hospital Grade Pump
- Executive Travel Kits
- Consultative Calls
- Access to 24/7 consultation
- Transition back to work

How will I be able to continue breastfeeding when I return to work?

Where will I store my milk?

What will I do when I am at a client site or travelling?
New Parent Career Coaching

March 2015 through August 2015

"The coach was great in helping me transition into parenthood while maintaining my career focus"

Utilization over 2015 increased...

40%
"You have helped me tremendously. You have helped me to have such a sense of calm - I always felt that when I spoke to you things were going to be okay. Talking to you helps me to recognize what I do well and you offer ideas that have really been helpful. I see now being a parent helps me to be MORE!"
Back-up care

“Back-up care provides me with the ability to meet my client and professional commitments while ensuring my children are cared for. It is a HUGE benefit for me.”
Time Off

1. Flexibility
2. Paid Time Off
3. Sabbatical Program
4. Other Types of Leave
Flexibility

“I have the flexibility in my job to manage responsibilities at work and outside of work.”

75% favorable

“I appreciate that I can work remotely as well as in the office. This allows me to manage work and personal matters especially as a working mother.”

• Flex Time
• Telecommuting
• Compressed work week
• Phased return from leave
• Alternate schedules
• Remote work

Alternative Work Arrangements up 48% in 2016
Sabbaticals

2014
- 58% Women
- 42% Men
- Total # People who Take a sabbatical: 338

2015
- 57% Women
- 43% Men
- Total # People who Take a sabbatical: 428

2016
- 59% Women
- 41% Men
- Total # People who Take a sabbatical: 548
100 Reasons We’re the Best

“Flexibility! Having had a new baby recently, my wife and I realized soon how flexible my bosses, peers and the HR policies were to help not just my wife but me as well ensuring that I could maintain a healthy work-life balance and focus time on the new baby in addition to delivering high quality client work.”

“KPMG is a great place to work for so many reasons. I love our Jump Start Fridays because it gives me a little more time to spend doing what I’m passionate about... volunteering!”

“Empowerment, involvement and networking through Diversity and Inclusion #100Reasons.”

“At KPMG, the only obstacle to success is yourself. A recent birth in the family resulted in complications. Thanks to our generous PTO policy, I was able to take 2 weeks to provide support. So grateful!”
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2016 Work Life Congress: TIME.SPACE. WORKPLACE.

Laura Young
Vice President, Wellness
October 17, 2016
Objectives

Policy

- Maternity Disability Leave for Mothers: 16 weeks at 100%
- Adoption / Surrogacy Leave: 16 weeks at 100%
- Parenting Leave: 4 weeks at 100%
- Infertility and Adoption Benefit
  - Reproductive Resource Services (RRS)
  - Adoption / Surrogacy Stipend Program
- Sick Leave: 9 days per calendar year for self and/or dependents

Resources and Individual Support

- Expectant Parents
  - Expectant Parent Coordinator
  - Maternity Manager Trainings
  - Childbirth and Labor Classes
  - Maternity Mentoring Program
  - Mothers At Work / Lactation Program
- On-site Services
  - Ergonomics
  - Dependent Back-Up Care (offsite for regional offices)
  - Employee Assistance Program (EAP)
  - On-site Health Center, including Gynecology
  - Nutrition
  - Resilience Coaching
- Additional Services
  - Critical Health Solutions (CHS)
  - Working Parent Forums
  - Ayco AnswerLine
  - LifeCare
  - Mammography Screenings

Dependent Care Programs and Events

- Awareness ~15 events
  - “The Social and Economic Impacts of Evolving Family Dynamics”
  - “A Conversation on Global Maternal Health”
  - “Understanding Alzheimer’s: Prevention, Treatment and the Role of the Caregiver”
  - Family Resource Fairs
  - Family Resilience Month
- Trainings ~60 events
  - Mindfulness Trainings
  - EAP Seminars
- Women’s Health ~10 events
  - Prenatal/Postnatal Wellness Series
  - Mothers at Work: Lactation Support and Resources
  - Trending Topics in Women’s Health

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Dependent Care Events

Family Resilience Event Series

- “Sleep for Resilience: Problems and Solutions for All Ages”
- “Understanding and Planning for Students With Learning Disorders”
- “Mindfulness for Parents and Caregivers”
- “Parenting Today: How to Build Resilience in Children”
- “Raising Food-Smart Kids: Creative Solutions for Families”

Talks@GS: The Social and Economic Impacts of Evolving Family Dynamics

- This event highlighted the social and economic impacts of evolving family dynamics.

Strategies for Working Parents

- This interactive seminar provides strategies for work/life integration. The session, led by an on-site EAP counselor, discusses techniques on how to have a successful, long-term career while leading a fulfilling life.
# Expectant Parent Coordinator

## 2015 Program Review

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expectant Parent Walk-Through Call</strong></td>
<td>~400 EPC Cases, 331 call participants</td>
</tr>
<tr>
<td><strong>One-on-One Individualized Sessions</strong></td>
<td>80% of total cases were dads</td>
</tr>
<tr>
<td><strong>Transitioning to and from Maternity Leave</strong></td>
<td>35 resources for parents</td>
</tr>
<tr>
<td><strong>Providing Expertise and Information</strong></td>
<td>4.6 hours saved per employee (average)</td>
</tr>
</tbody>
</table>

### Expectant Parent Walk-Through Call
- Outlines all services and when to use them

### One-on-One Individualized Sessions
- Customized support for the employee and partner based on individual needs

### Transitioning to and from Maternity Leave
- Personalized support for female employees for their leave transition

### Providing Expertise and Information
- Support to managers, ER, MLOA, CHS
- Presentations and Trainings
  - Firmwide:
    - Healthy Beginnings Program
    - Prenatal / Postnatal Wellness Series
  - Divisional:
    - Women’s Network
    - Manager Trainings
    - Maternity Mentoring

- Outlines all services and when to use them

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### Expectant Parent Coordinator

- 80% of expectant mothers use the EPC

- 35 resources for parents

- 4.6 hours saved per employee (average)
**Impact**

**Employer of Choice Awards:**
- Fortune
- Fatherly
- American Heart Association
- Working Mother
- Vault

**40 Work / Life and Family Resilience Events Across the US since 2015**

**~19k employees participated in Wellness seminars globally in 2015**

**Testimonials**

- “Content resonated well with me. Certainly felt that I was not alone in the struggles between work/life balance and being successful.” – Strategies for Working Parents attendee

- “As a new employee it is wonderful to see the support by the company and to recognize the value of working, breastfeeding, multitasking moms.” – Mothers at Work: Lactation Support and Resources attendee

- “Thank you…on behalf of all new and future parents who work here. This firm has once again impressed me with its dedication to providing a flexible and understanding workplace. Parenting can be difficult, but I can honestly say GS has consistently helped make things easier for my family and me.” – Vice President, Technology Division

- “When this e-mail hit my inbox it might have been the single proudest moment I’ve had as an employee of this firm. As someone who has transitioned from work over family at any cost to a person with a wife, and daughter who in our current societal structure will be challenged to have both a family and a successful career…given the move by the firm it makes me sleep better because more will follow and by the time my little girl is ready to get a job she will not be forced to make that impossible decision.” – Managing Director, Securities Division
SYSTEMIC PARENTAL LEAVE INTERVENTION: A CASE STUDY
INSIGHTS & INNOVATION OPPORTUNITIES
Rachael Ellison, Center for Parental Leave Leadership
Who We Are

- The **only consultancy** in the United States devoted exclusively to Parental Leave
- **Collaborative and connected** parental leave thought leader:
  - Member, National Paid Leave Coalition (advocacy coalition)
  - Partner, Working Parent Support Coalition (business coalition)
- **Committed to** building data driven best practice, research foundation, and **cultural progress** in the U.S. and globally (i.e. RETAINoz model for Australia)
What We Do

Consulting • Coaching • Training • Research

- Scalable solutions based on 30 years of research
- Holistic strategy that considers transformational and transactional elements of leave
- Seamless, culture-enriching content for both manager and new parent

“We believe parental leave is our companies’ most overlooked leadership development and human growth opportunity. We help companies harness this potential.”

-Dr. Amy Beacom
Founder & CEO, CPLL

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What We Know To Be True

Becoming a parent changes you.

Transition offers opportunity – and there is no greater transition than moving from a Working Person to a Working Parent™.
# What We See

<table>
<thead>
<tr>
<th>Lack of consistent experience</th>
<th>Administrative burden</th>
<th>Implementation a challenge</th>
<th>Different norms for Moms/Dads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leave experiences differ greatly among employees depending on their direct manager, department, and location. Creating a consistently positive experience is ideal, but hard to attain without a unified approach.</td>
<td>Benefits and compliance are often burdened by a steady stream of inquiries from expectant parents. Talent management and benefits efforts are frequently unaligned.</td>
<td>The deceptively simple – how to? Companies lack a clear, practical framework managers and employees can use to navigate the parental leave transition timeframe while developing skills.</td>
<td>Cultural expectations of moms and dads differ making expanded leave hard for fathers to use, defining and impacting caregiving roles into the future. Differential policies and practice can exacerbate.</td>
</tr>
</tbody>
</table>
RETAIN INTERVENTION

A CASE STUDY
RETAIN© Parental Leave Coaching Model

Retain working parents in an engaged, supported and sustainable way

3 PHASES

1. Preparing For Leave: Work Focus
2. Moving Through Leave: Parent Focus
3. Returning From Leave: Working Parent Focus
RETAIN Theoretical Frame
Antecedents and Outcomes of the Parental Leave Process

Drivers
- Family-friendly practices, policies, resources
- Family supportive culture
- Segmentation norms
- Leader-follower relationship
- Job characteristics
- Personality
- Prior leave experience
- Life & career stage
- Characteristics of the triggering event
- Nonwork support
- Work centrality
- Work identification & purpose

Transition
- Identity formation
- Role conflict/integration
- Self-efficacy
- Perceived Control
- Sense of mattering
- Sense of purpose

Outcomes
- Turnover/Retention
- Performance
- Family Supportive Culture
- Reduced risk exposure (e.g., financial, legal, healthcare)

Work Outcomes
- Job attitudes (commitment, engagement, loyalty)
- Work-life conflict/Work-life enrichment
- Performance
- Withdrawal
- Work-related strain/well-being

Nonwork Outcomes
- Strain/Well-being
- Life satisfaction
- Marital satisfaction
- Perinatal mental health

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Research Questions

What were the common assets and liabilities identified for ‘Transition Success’?

To what extent were the assets and liabilities increased and decreased as a result of intervention?

How useful did the participants find the intervention?

To what extent did participants acquire new information or skills?
Q1. Identified Assets and Liabilities

What were the common **assets** and **liabilities** identified for ‘Transition Success’?
# Common ASSETS

<table>
<thead>
<tr>
<th>Situation</th>
<th>Self</th>
<th>Supports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Satisfaction</td>
<td>Sense of Self</td>
<td>Spouse/Partner</td>
</tr>
<tr>
<td>Length of Leave</td>
<td>Value Alignment</td>
<td>Extended Family</td>
</tr>
<tr>
<td>Desirable Transition</td>
<td>Self Awareness</td>
<td>Friends</td>
</tr>
<tr>
<td>Partner Taking Leave</td>
<td>Resiliency</td>
<td>Line Manager</td>
</tr>
<tr>
<td>Previous Transition Experience</td>
<td>Good Self Care</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Sabotages</th>
<th>Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negotiation skills</td>
<td>NOTE: No assets as sabotages are always liabilities. Consciously bringing them to the fore and mitigating them is the asset.</td>
<td>Internal (within company) Mentors</td>
</tr>
<tr>
<td>Taking action</td>
<td></td>
<td>Keep in Touch (during leave) Strategy</td>
</tr>
<tr>
<td>Goal Setting</td>
<td></td>
<td>Flexible Working</td>
</tr>
<tr>
<td>Rearranging Priorities</td>
<td></td>
<td>Arrangement Options</td>
</tr>
<tr>
<td>Mindfulness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Management</td>
<td></td>
<td></td>
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<tr>
<td>Work-Life Integration</td>
<td></td>
<td></td>
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<tr>
<td>Physical Activity</td>
<td></td>
<td></td>
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<tr>
<td>Humor</td>
<td></td>
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<tr>
<td>Assertion</td>
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</tbody>
</table>

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# Common LIABILITIES

<table>
<thead>
<tr>
<th>Situation</th>
<th>Self</th>
<th>Supports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timing of transition</td>
<td>Personalization (self blame)</td>
<td>Co-workers</td>
</tr>
<tr>
<td>Concurrent Stressors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uncertainty of role / manager upon return</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
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<tr>
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<th>Sabotages</th>
<th>Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trouble relaxing</td>
<td>No working mother role model</td>
<td>Lack of information about rights and resources</td>
</tr>
<tr>
<td>Lack of play</td>
<td>Mixed feelings about returning to work</td>
<td></td>
</tr>
<tr>
<td>Negative self talk</td>
<td>Child care complications</td>
<td></td>
</tr>
<tr>
<td>Lack of transition rituals</td>
<td>Financial pressures</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Conflict with partner over gender norms</td>
<td></td>
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</tbody>
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Q2. Increasing Assets, Decreasing Liabilities

To what extent were the assets and liabilities increased and decreased respectively as a result of intervention?

73% agreed that coaching had a positive influence on the extent (moderate to very large extent) to which their assets had increased and their liabilities decreased.
Q3. Usefulness of Intervention

How *useful* did the participants find the intervention?

- **100%** of participants indicated that it had been useful (with 80% finding it very – extremely useful)
- **87%** said that they would recommend the program to other colleagues with 13% unsure (as they had not yet completed program)
Q4. New Information or Skills Acquired

To what extent did participants acquire new information or skills

• **80%** of participants indicated that they learned at least 'some' **new information** as a result of participating in the intervention

• **73%** of participants also indicated that they learned at least 'some' **new skills**
# RETAIN Feedback: Quantitative

## Retention

100%

(53% intention to stay increased)

## Moderately to Much Improved

<table>
<thead>
<tr>
<th>Sense of Being Valued</th>
<th>Work/Non-work Integration Confidence</th>
<th>Increased Productivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>87%</td>
<td>80%</td>
<td>67%</td>
</tr>
<tr>
<td>Increased Health and Well-Being</td>
<td>Increased Confidence at Work</td>
<td>Use of Internal PLT Resources</td>
</tr>
<tr>
<td>67%</td>
<td>60%</td>
<td>60%</td>
</tr>
</tbody>
</table>
## RETAIN Program Feedback: Qualitative

<table>
<thead>
<tr>
<th>Useful Components:</th>
<th>Applied Learning:</th>
</tr>
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<tbody>
<tr>
<td>• Having a single point of contact external to business</td>
<td>• Establishing and maintaining clear work-life boundaries</td>
</tr>
<tr>
<td>• A supported and defined time in schedule to think through preparation strategy</td>
<td>• Greater awareness re: negative self talk</td>
</tr>
<tr>
<td>• Mechanism of support to check in and challenge negative self talk</td>
<td>• Harnessing unique strengths for transition success</td>
</tr>
<tr>
<td>• Although recognizing their transition as unique the program also gives an appreciation of the shared PLT experience</td>
<td>• Having a clear transition plan</td>
</tr>
<tr>
<td></td>
<td>• Understanding the nature of transition in general and PLT specifically</td>
</tr>
</tbody>
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“In addition to the value of the program itself, there is also an incredible sense of value that one feels that the organization has invested in them - not just professionally but also as a person.”

-RETAIN program participant
Opportunities for Future Innovation

Implications for companies and the field of parental leave support

- Leave Leaders will define what parental leave progress looks like
- Understanding what works and establishing clear and replicable frameworks is critical
- Addressing gender norms
- Reframing the transition: What can the employee, manager, company can learn from leave.
Thank you!
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SUCCESSFULLY ENROLLING DADS IN WORK-FAMILY POLICIES AND PRACTICE

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The Relevance of Work-Family for Men

- Pew, BCCWF, FWI, SHRM, USDOL, Care.com, EY and many others have demonstrated that men face similar levels of work-family conflict and stress.
- Especially true among Millennials.
- Most men aspire to shared care and earning responsibility, many are doing so.
How not to enroll men
Why Men Are Reluctant Allies and Partners (Part 1)

- Gender pay gap or involved parent pay gap?
- Flexibility stigma counteracts the daddy bonus for highly involved fathers
- Dads still the primary income in 85% of dual-income families
- Perception that dads are less supported than moms

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<thead>
<tr>
<th>Question</th>
<th>Response</th>
<th>Percent</th>
</tr>
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<tbody>
<tr>
<td>45. Do you think your company/colleagues treat or act differently towards dads than they do moms?</td>
<td>Yes</td>
<td>63.9%</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>36.1%</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Question</th>
<th>Answer Options</th>
<th>Response Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>46. How do you think your company/colleagues treat or act differently towards dads and moms? Please check all that apply.</td>
<td>My company/colleagues are more lenient towards mothers.</td>
<td>50.0%</td>
</tr>
<tr>
<td></td>
<td>My company/colleagues are more lenient towards fathers.</td>
<td>3.3%</td>
</tr>
<tr>
<td></td>
<td>My company provides more benefits for mothers.</td>
<td>43.0%</td>
</tr>
<tr>
<td></td>
<td>My company provides more benefits for fathers.</td>
<td>2.0%</td>
</tr>
<tr>
<td></td>
<td>My company/colleagues treat mothers and fathers equal.</td>
<td>28.7%</td>
</tr>
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</table>
That’s just a woman’s issue!

Oh, are you babysitting today?

Women have it harder. What right do I have to complain?

No one expected my dad to do this…

Mr. Mom

I don’t see many other guys dealing with this or talking about it

Oh, are you babysitting today?

This would be career suicide!

A man’s place is in the office…
More and more of us looking after little ones are making it easier on ourselves with Amazon Mom. It’s fast. It’s simple. And it delivers everything you need—right to your door.

Dads push diapers and wipes to the limits. Help us prove that Huggies diapers can stop leaks better, and that our wipes can clean messes better, by putting them to the ultimate test... Dad.
Why Men Are Reluctant Allies & Partners

part 3

*The people they see talking about these issues, creating policies and programs for work-family, and making public use of them are overwhelmingly women.*
How to Enroll Men

- Acknowledge what is different for men
- Share dads’ stories: how they navigate work-family successfully and struggle
- Leadership role-modeling
- Signaling that includes dads, and is “Father Friendly”
  - Jocular, masculine tone to help the more emotional elements through- Beer fire!
- Express joy of fatherhood and confidence that one can successfully juggle
- Ramp up participation over time
A few examples we see work

**Train:** Creating separate training and support for expectant moms and expectant dads to help them plan their transitions to/from parental leave

**Communicate:** Building dad-specific resources on HR and EAP parental leave sites

**Create webinars and workshops for men:** in competitive industries/workplaces to discuss strategies for navigating work-life, using employees’ and leaders’ stories throughout

**Dad only events:** Include as part of D&I programming for working parents. Capitalize on this entree to include more men in programming overall

**Amplify visibility:** Ensure any male managers who have experience with work-family pressures attend and introduce at events

**Utilize external resources:** ie. City Dads Group, At-Home Dad Con, etc.
A Few Quotes

* “I’m so proud my company is highlighting this issue and making us feel included.”
* “My biggest takeaway is that other men in this company face the same issues. I never knew that was the case.”
* “I didn’t know that about X and Y [two upper-level managers who shared their work-family stories]. If they can adjust their work for family and still get where they are, then I guess it’s possible for me, too.”
* “I got more out of the information because it felt more like a discussion among friends at a barbecue”
* “I never realized how my husband was feeling about all this. I’m even more proud of what a good dad he is”
After all...

“Work-Family is not a woman’s issue. It’s not even a men’s issue. It’s a family issue and affects us all. We’re all in this together.”

Support for working dads helps:
- Working moms
- Kids
- Communities
- Dads
- Workplaces
- Gender Equity
- The Bottom Line
Who we are

Our mission:
Support moms and babies to get the best possible nutrition in the first 1000 days of life
Why does it matter to us?

1000

WHAT YOU DO AND EAT IN THE FIRST 1000 DAYS, MAKES A DIFFERENCE FOR THE REST OF YOUR LIFE

Health
Business
Employer

SDG’s

#WMWorkLife
A chance to lead collective change

Coalition to Improve Parental Workplace Support Practices

Commitment by Danone US, American Academy of Pediatrics, Barclays plc, KKR, Nestle, EY

Working Parent Support Coalition – Danone US, EY, Nestle, Barclays, KKR

DANONE

BARCLAYS

KKR

Nestle

EY
Mission

Drive a collective commitment to a range of parental support practices that ultimately improve health, development, and economic outcomes for both families and companies.
Vision/Purpose

By working together and partnering with leading experts, the coalition is a resource of best practices and data which is shared amongst members and with other companies looking to better support their working parents.
Examples of commitments

DANONE
6 months paid leave for primary caregivers

EY
Double the number of fathers taking paternity leave

BARCLAYS
Flexible return-to-work policies

KKR
Boost support for breastfeeding moms

Nestlé
Measure impact of new policy in HR KPI’s
Impact of the Coalition

243+ million TOTAL IMPRESSIONS

- 174 social media posts generated 1.6 MM impressions
- 20 original articles published in agenda-setting outlets
- 40+ press conference attendees
- 141 outlets picked up press release

Danone mentioned in 100% of the media coverage
Hosted advanced briefings with 5 key opinion leaders, including Wharton School of Business and Flexjobs
Impact of working as a Coalition

Social

Health

- Higher breastfeeding rates => lower obesity, less NCD’s, allergies, breast and ovarian cancer => Healthcare savings of >$60Bio
- Leave of ~9 weeks can lower infant mortality by 10%

Women advancement

- Increasing women participation in the workforce = $4.3T by 2020.
- 15% above average financial returns; +53% return on equity +42% return on sales, 48% higher EBIT
- Higher return to work rates correlate with professional, economic and personal progress.

Economic

Families

- Retaining two stable incomes
- Essential source for single mothers
- Better maternity leave makes women 50% more likely to increase lifelong wages

Companies

- Economic benefits of improvement (inclusion, productivity and retention) outweigh cost
- Increase # of women in workforce = more competitive economy and employers more (US declining & below other developed nations)
- Macroeconomic benefits of a larger tax base, lower government health costs (-39%)
Our ambition

10

New members
by December 2016
What we expect from members

Commitments to action to support parents in the workplace that are:

1. New
2. Specific
3. Measurable
What companies get out

- Network
- Best practice building
- Best practice sharing
- PR impact
- Collective impact
If you want to go fast, go alone.

If you want to go far, go together.

- African Proverb -
THANK YOU!