



Solutions for the  
working parent  
Tips for saving time



Revolutionary  
business practices  
See who's involved

**MEDIA  
PLANET**

DECEMBER 2010

# WORK-LIFE BALANCE

MAIN PHOTO: ISAAC ALONGI; PHOTO TOP LEFT: GRANT THORNTON LLP

## YOUR GUIDE TO FULL-TIME HAPPINESS

3  
TIPS

How **Amy Hilbrich Davis**, CEO and  
mother of seven, inspires the working parent



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## CHALLENGES

Over the past 25 years, demographic changes have **revolutionized** America's workforce.

TIP

1

LISTEN TO YOUR  
COLLEAGUES

## A strategy for success

**T**oday women, hourly workers, minorities, and mature workers are an undeniable force defining the current labor market. They are also increasingly juggling work with caring for children or the elderly, continuing their education, volunteering in their communities, managing multiple jobs to make ends meet, or with retirement.

The recent recession and current anemic economic growth have compounded the stress and challenges these groups face managing work and life, and maintaining their financial and economic stability.

In this context, work-life balance has become an increasingly important issue—for the health and well-being of individuals and working families, and for our overall economic competitiveness. No longer are work-life policies seen as a “perk” or accommodation for those at the top of the ladder. Today, business leaders, working

mothers and fathers, advocates, community leaders, and local, state, and federal officials understand that our ability as a nation to harness the talent of our workforce to be globally competitive depends on family-friendly practices that help all workers manage both work and life.

**Improving lives**

That is why I am proud to lead an organization such as Corporate Voices for Working Families, a leading national business membership organization which has been at the forefront of the work-life industry for the past decade, representing the private sector's voice on issues involving working families. We recognize companies that represent best practice leaders on social policy issues, and demonstrate what an important role corporate and public policy can play in improving the lives of working families.

Taking a life-cycle approach to work-life balance is essential in recognizing that practices such as flexible work arrangements



**Stephen M. Wing**  
President,  
Corporate Voices for Working Families



“Work-life balance policies make good business sense.”

affect individuals throughout all phases of their lives. They help new mothers continue to breastfeed when they return to work, parents to care for families, working learners continue their education, hourly workers manage work and life, and they help mature workers remain in the labor force. Through our research, case studies, reports, and toolkits we have demonstrated that work-life balance policies make good business sense—and that they are powerful recruitment, retention, and talent development tools for all workers.

I am delighted to see the issue of work-life balance highlighted in this special report. As you read through the articles discussing solutions for the working parent, managing the household, innovative workplaces, and culture change, I encourage you to think about what best-practice businesses are doing every day to advance the work-life balance that is essential to working families and to our nation's economic prosperity and competitiveness.



## WE RECOMMEND



**John Collins**  
Chief Marketing  
Officer/Partner,  
Neatfreak Group,  
Inc. shares time-  
saving storage  
tips.

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**Success through flexibility**

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How companies are paving the way to work-life balance for employees.

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**Managing Director:** Jon Silverman  
jon.silverman@mediaplanet.com  
**Editorial Manager:** Jackie McDermott  
jackie.mcdermott@mediaplanet.com

**Responsible for this issue:**

**Publisher:** Karynn Elio  
karynn.elio@mediaplanet.com  
**Business Developer:**  
Geraldine Delacuesta  
geraldine.delacuesta@mediaplanet.com  
**Designer:** Mariel Fitzgerald  
mariel.fitzgerald@mediaplanet.com  
**Contributors:** Faye Brookman;  
John Collins; Fran Durekas; Carol  
Evans; Linda Harber; Kathie Lingle,  
WLCP; Yvonne Siu; Donald J.  
Sommerville; Stephen M. Wing

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## INSPIRATION

## Finding a map to a balanced life

■ **Question:** How does a mother of seven—who runs her own company—inspire other working parents?

■ **Answer:** By encouraging others to map out their individual needs and strengths to find a personal balance in their lives.

## HOW I MADE IT

Amy Hilbrich Davis was on the fast track at Eli Lilly when she left her career to start a family.

She pored over parenting books and attended seminars in search of “a manual” to balance her life. When she found it didn’t exist, she created her own.

After the birth of her 7th child, Davis rejoined the work force and lured her husband away



AMY HILBRICH DAVIS enjoying quality time with her seven kids. PHOTO: ISAAC ALONGI

from his top-level position to deliver a company called Inspiring Moms, including the website [www.inspiringmoms.com](http://www.inspiringmoms.com). Her goal was to provide a resource to empower women.

Davis recently launched a tool on her site called MAP, a customized plan for women to adopt best practices for their lives. The Balance Map builds from a mom’s individual strengths and

recommends proven solutions to help her find what works best. “It takes only 15 minutes and there are 63 million unique versions,” said Davis who is also a frequent speaker and consultant to major corporations who want to keep mom employees happy.

“People are trained for all kinds of jobs, yet there’s no training to be a mom,” said Davis, who added that both working and stay-at-home moms share in the frustration of keeping lives in balance. Next up, she’s introducing MAPS for men, too.

“We don’t need a new dance,” she said of the quest to balance life. “We just need a few new steps.”

FAYE BROOKMAN

[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)



PHOTO: ED JURSIS PHOTOGRAPHY



## QUESTION &amp; ANSWER



**Fran Durekas**  
Co-Founder and  
Chief Development  
Officer, CCLC

■ **How do companies benefit from an employee-sponsored child care provider?**

➔ Many top companies have seen child care—and now, elder care—as a cost-effective way to keep employees productive and to reduce absenteeism due to dependent-related issues. Employers who offer dependent care options in their work-life benefits mix will see the rewards of more employee job satisfaction and increased company loyalty.

■ **What should working parents look for in a child care services provider?**

➔ There are many factors associated with choosing a child care provider, including quality, convenience and cost. Another key quality measure is accreditation from NAEYC (National Association for the Education of Young Children). However, one of the most important aspects is customization to ensure the solution aligns with the organization, and choosing a provider that doesn’t operate with a “one-size-fits-all” mindset. Children are unique and so are their education needs.

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# PANEL OF EXPERTS



**Carol Evans**  
President,  
Working Mother Media



**Linda Harber**  
Associate Vice President,  
Human Resources/Payroll,  
George Mason University



**Donald J. Sommerville**  
VP, Marketing, MWV Consumer  
and Office Products U.S.,  
MeadWestvaco Corporation

**Question 1:**  
What is the ONE  
biggest challenge to  
work-life balance that  
can be addressed by  
companies? How?

**Flexibility.** Studies show that employees are happier, healthier and more productive when they have more control over when and where they work. Companies need to give employees the training, equipment and managerial support they need to make this happen. For most working moms, flexibility is the only way they can survive and thrive, both at work and home.

**The biggest challenge** facing employers is the one that challenges Mason—achieving business needs while providing work-life choices that encourage employees to have a balanced life. One way to address this is to allow work-life initiatives to grow organically—from the employees themselves. Surveys are great but so is having a “listening ear”—following up on suggestions and encouraging employees to help create and promote work-life programming.

**While work-life balance** issues are different for everyone, companies can help by providing productivity and time management tools and training. Companies can also offer flexible work hours and valued on-site services.

**Question 2:**  
How have work-life  
initiatives affected the  
lives of employees?  
What's the best  
feedback you've  
received or heard?

**Work-life policies** like flexibility, health and wellness programs, paid parental leave and backup childcare are programs that have an impact on workers' lives. A working mom at one of our Working Mother 100 Best Companies was selected to compete in a weight-loss contest last year and turned to her employer for help. She logged hours in the company gym, hit campus trails and chose reduced-calorie entrees in the cafeteria. When she completed her first 5K, her managers ran as a team with her!

**Employeeess have contributed** to many of our work-life initiatives. Our Staff Senate and Working Mothers Support Group were both created by employees. Our flexible work policy and an inter-campus shuttle were suggested by employees in our quality of work-life survey. Employees also take leading roles in other initiatives, serving as instructors in life planning seminars, spearheading charitable endeavors, and sharing their energy and passion with their colleagues.

**Some work-life initiatives** we've put in place are on-site day care, dry cleaning pick up, fitness center, ATM banking, etc. These help support people with some of their daily life requirements. In addition, employees really appreciate participating in shaping the work environment, leading to more engagement and satisfaction in the workplace.

## Improvement through organization

**“There's never enough hours in the day” is probably something you've said once in your life, amidst juggling work and other obligations.**

Managing and maintaining a household can be just another task to add onto your already full plate. By taking a few key steps to simplifying and organizing your to-do's at home, you might just reward yourself with a little more “me-time!”

■ **Make a to-do list.**

Use a planner or calendar to jot down daily tasks. Not only will you stay organized, but checking off each task will make you feel better about your accomplishments.

■ **Cut out extra steps.**

“Multi-purpose” and “2-in-1”

products can save time for chores from laundry to washing dishes—not to mention, it can be cost-efficient too.

■ **If you're thinking of renovating your home,** invest in easy-to-clean surfaces,

### SIX SMART STORAGE IDEAS

■ Replace all wire and mix matched hangers with all the same uniformed hangers. Non-slip hangers are ideal.

■ Where closet space is at a premium, utilize over-the-door space with wall pockets, baskets or hooks. Store belts, coats, shoes, scarves and more.

■ Keep your socks, underwear, bras and accessories contained. Use small drawers in your dressers to divide your items.

■ Maximize your closet space

floors and furniture. Less time for cleaning means more time for personal interests and quality family time.

■ **Clean as you go.**

Organizing your storage spaces is a key step. Take some time to create a



**John Collins**  
Chief Marketing  
Officer/Partner,  
Neatfreak Group,  
Inc.

with a double hanging bar.

■ Save time with a triple sorter laundry collection system—dark, lights, delicates.

■ Make use of vertical hanging space and maximize your closet with smart solutions like six shelf clothing organizers or ten shelf shoe organizers.

TIP

2

REDUCE  
STRESS, GET  
ORGANIZED

storage system and tidying up can stay at a minimum.

■ **Plan a weekly menu.**

Take inventory of your pantry and plan your meals for the week. This can cut out time spent at the grocery, and spending gas from making multiple trips.

■ **Ask for help.**

Assign chores and have everyone pitch in with household. Remember—you don't need to do everything yourself!

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## NEWS

## SUCCESS THROUGH FLEXIBILITY

**For millions of working Americans today, balancing work and life has become very challenging during these tough economic times.**

Leading businesses, however, have discovered that creating flexible workplaces can make this balance more manageable for workers and more productive for employers. Workplace flexibility practices—from flexible scheduling to telecommuting—enhance the business bottom line and improve the lives of working families.

Innovative businesses have long believed that the ability to harness the potential of all workers rests with family-friendly policies—like workplace flexibility—that enable workers to balance often conflicting and challenging responsibilities at home and in life.

### A critical management strategy

With workplace flexibility, employers help improve financial stability for all workers, encourage postsecondary and continuing education for working learners, facilitate workplace lactation



“Research documents the positive business impacts of flexibility”

**Yvonne Siu**  
Manager, Communications and Government Relations, Corporate Voices for Working Families

programs, drive mature workers' participation in the labor force, and continue to pave the way for work-life balance. Several com-

panies lead the private sector in innovative workplace flexibility practices like part-time work, flexible scheduling, telecommut-

ing, job-sharing, or compressed work weeks.

Research documents the positive business impacts of flexibility. When companies provide options to help workers achieve work-life balance, morale and productivity increase, and businesses experience less turnover and a more engaged, less-stressed workforce. Research shows that flexibility works well for all workers—both hourly and professional. Workplace flexibility has become a critical management strategy

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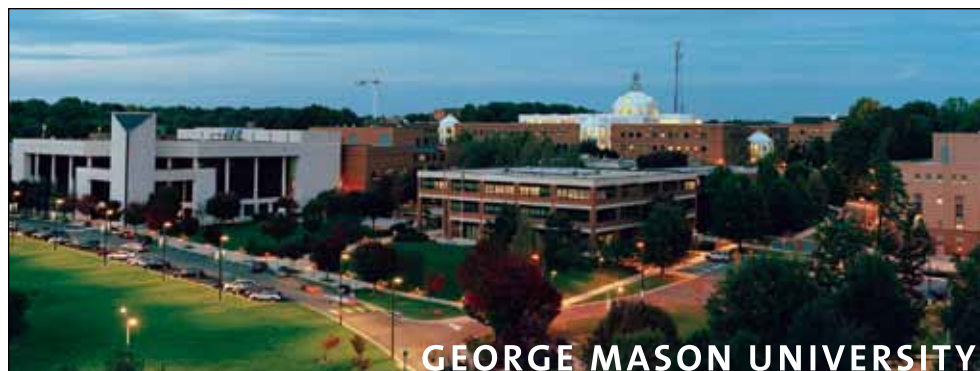
■ Current as of November 8. Become a “Business Champion” and see an updated list online at: [www.corporatevoices.org/our-work/flexcampaign](http://www.corporatevoices.org/our-work/flexcampaign)



leading businesses use to remain competitive.

### Creating a broader awareness

Many employers still don't offer flexibility, however, because they don't have information about its benefits and examples of what works. Corporate Voices for Working Families is leading a national workplace flexibility campaign to create a broader awareness of the positive business and employee benefits of workplace flexibility. The employers in the adjacent box have joined the campaign as “Business Champions” for flexibility, offering best practice examples of successful implementation. These “Business Champions” and Corporate Voices' partner companies are leading the expansion of workplace flexibility within the business community. They are shining examples of how employers can pave the way for work-life balance.



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## INSIGHT

As we enter the second decade of what's already a tumultuous century, it's clear that everything related to work is changing at an accelerating pace: the workers, the workplace and work itself.

# Cultural change in the workplace

**W**orkers are increasingly more diverse, especially among the youngest entering the workplace. They have also become noticeably less healthy over the past five years, according to the Families and Work Institute. The health of working men is declining even faster than that of women, perhaps because, for the first time, they feel more work-life conflict than women. Understandably, the escalation of stress and deteriorat-

ing health of the American worker is stimulating numerous innovative approaches. Most workplaces today encourage employees to complete confidential health risk assessments, which are followed by interventions that address the most prevalent conditions, such as smoking cessation. At the extreme, some employers are experimenting with refusing to hire people with specific maladies or who are unwilling to change their unhealthy behavior. Additionally, numerous employers now offer financial education to help employees address or prevent financial issues.



**Kathie Lingle, WLCP**  
Executive Director, Alliance for Work-Life Progress at WorldatWork

"Work is no longer defined as a place you go but something you do."

### The modern office

The workplace is also in a state of flux. On the one hand, workplace design has reached new levels of sophistication, based on research about what people need to be productive. The modern office provides more options and individual autonomy by providing co-working spaces, huddle rooms, hoteling, jellies, and plug-and-play connections. The WorldatWork Telework Trendlines study shows a dramatic rise in the number of teleworkers in the U.S. since 2004. Aided by technology and a radical shift in the tasks that people actually perform, work is no longer defined as a

place you go but something you do.

As for work itself, too many people report feeling disengaged yet overworked. In response, there are new efforts to introduce fun, games and even happiness into the workplace. One global technology company is experiencing the beneficial impact of simple, customized online games that employees play during their discretionary time at work to build "organizational citizenship." The result is that productivity has demonstrably risen, as has overall civility, suggesting there just might be an important role for fun and games in the workplace!

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