



# The Working Parents Struggle

**and How Supporting Them Reduces the Cost of Attrition**

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**THE ULTIMATE MOM COACH**





## **Concern** – Workplace Burnout

**Solution** – When companies reduce burnout, their **employees are 20x more likely to stay** – but those policies need to address the unique reasons for burnout. Supporting parents should be core to companies' Diversity, Equity & Inclusion strategies, yet we often talk about these two priorities separately.

\*(Parents at the Best Workplaces Study, 2022)





**Concern** – The cost of attrition when losing an employee can be as much as 6 to 9 months of that employee’s salary to hire and train their replacement, according to a SHRM study. Multiply this by 4 employees who make \$60,000 annually and **the cost to companies can reach north of \$120,000.**

**Solution** – Working parent burnout is at an all time high. Opening the lines of communication and creating a safe space to share how they are managing it all is a great place to begin. The Best Workplaces are investing in benefits that provide continuous care and holistic support for parents at every stage.

\*(Parents at the Best Workplaces Study, 2022)





Revenue growth, productivity, reduction in employee turnover and burnout are some of the significant hurdles employers are fighting to overcome.

Among the 181 Best Workplaces for Parenting finalists, **support for parents is a top priority**, second only to mental health and well-being.





**Only 39% of employers polled, said their current programs and policies designed to support working parents are effective.**

\*(Parents at the Best Workplaces Study, 2022)





## **WHAT I DO:**

- ✓ Create an Online Parent Community for your employees.
- ✓ Provide Webinars, Courses and Chew on This (Lunch and Learn Series)
- ✓ Group and Individual Parent Coaching
- ✓ ERG Parents and Caregivers Support





## **SAMPLE TOPICS:**

- **Organizing Family and Work**
- **Raising Self Advocates**
- **Solving Morning Power Struggles**
- **Transitions in Parenting**
- **Habits of Successful Families**
- **The Myth of the Work/Life Balance**
- **Home Management Systems**
- **And More**



# BENEFITS OF SUPPORTING WORKING PARENTS

According to Parents at Best Workplaces Study,

When working parents are free from burnout they are:

35X

More likely to  
**recommend their  
employer**

20X

more likely to  
**intend to stay**

12X

more likely to  
**quickly adapt to  
change**

10X

more likely to  
**give extra**

This study strongly suggests, “When companies reduce burnout, they are better able to attract, keep and unleash great talent.”

\*(Parents at the Best Workplaces Study, 2022)





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