

Work / Life Integration:

Building Inclusive Cultures for Professional Parents



BALANCE VS. INTEGRATION

- In today's digital world, boundaries between employees' professional and personal lives are constantly blurred.
- By thinking in terms of work / life integration, you incorporate all areas that define "life:" work, family, community, and personal-well being.



AN INTEGRATED, INCLUSIVE CULTURE

- For both parents and non-parents, finding the ideal level of integration is important to achieving their personal and professional goals, particularly for Millennials.
- Different (and sometimes competing) needs and priorities can segment a company's talent pool into two groups; therefore promoting an "integrated," inclusive workplace is vital to an organization's ability to compete in this talent market.



MILLENNIAL TRENDS

Millennials account for the vast majority of annual U.S. births (80% of babies in 2015), as well as a vast majority of most organizations' workforces.



Delaying Parenthood:

Millennials are delaying parenthood and having fewer babies than previous generations for economic reasons.



Parental Leave (Maternity & Paternity):

When millennials do become parents, workplace support is *extremely* important to them.



Family Support:

Having moved for professional opportunities, Millennials often do not live near relatives, making workplace support essential.



Alternative Family Planning:

The delay in childbirth and demographic shifts can mean non-traditional families (adoption, fertility treatment, etc.), which can require different types of accommodation.



Non-traditional Households:

Millennials tend to eject traditional male-breadwinning models; dual income households are the norm.

*“Men are doubling down on their daddy duties. They **want to have an impact at home as well as work.** Employees who receive paternity leave are far **more engaged and trusting of the organization** because they can live a full life.”*

Karen Twaronite,
Global Diversity and Inclusion
Office, Ernst & Young



Reactive



Proactive

1. Define policies and processes.

- Clearly outline parental leave and flex schedule protocol.

2. Stop unintentional culture.

- Do not contribute to an unnecessary tension between parents and non-parents by reinforcing assumptions about parenthood.

3. Reduce unconscious bias.

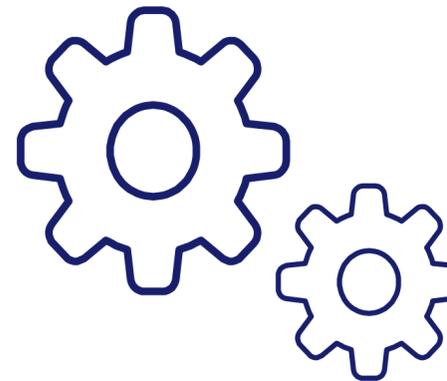
- Create blanket, universal policies and reduce individual / managerial-level decision making.

4. Build an inclusive culture.

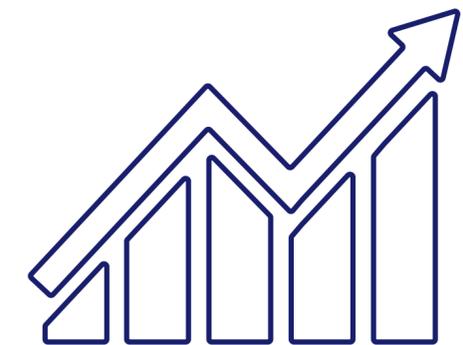
- Empower your team to communicate, educate, and share their experiences.



Respond

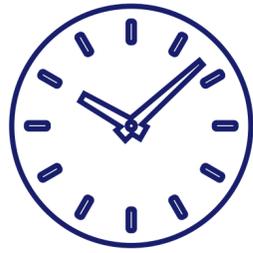


Adapt



Build

Building Intentional & Inclusive Cultures



Don't:

- Set late (recurring) meetings and happy hours — try to be flexible about when you schedule work and non-work events.

Do:

- Adopt a **universal flex time schedule**.
- Consider part-time and remote work arrangements.
- Create **core hours**, e.g. 10am to 4pm, in which all meetings occur to accommodate all shifts.

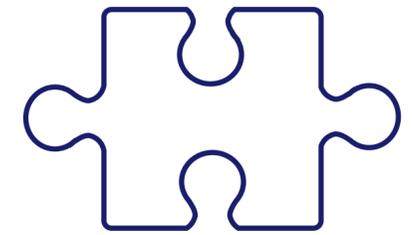


Don't:

- Make assumptions about how parenthood will affect people's careers — talk to your people about their priorities and needs.
- Rely on the “boss lottery” — create **standard, universal policies** that apply to both women and men, parents and non-parents, across the whole organization.

Do:

- Try to be flexible with employees with special cases.



Don't:

- Reinforce stereotypes, e.g. only female employees plan company social events or new dads should not take a few time for paternity leave.
- Let remarks about the commitment level of parents go unaddressed.

Do:

- Encourage **Employee Resource Groups** (ERGs).
- Support a **Speak Up Culture** of open and direct communication, in which different groups can learn from each other.
- Build a results-based culture focused on trust rather than relying on face time.

OUR POLICIES & PRACTICES

At Personify, we have made several adjustments to our workplace culture to better accommodate the unique, diverse needs and priorities of our employees, while also incorporating our #Family Core Value into our everyday practices.

- **Flexible Work Schedule:**
We have adopted a schedule that allows *all employees* to flex their time in the office to better integrate with their schedules.
- **Family-Friendly Events:**
Our Culture and Community Outreach Committees plan events that are kid-friendly, including an outing to a Durham Bulls game and holiday card decorating and Halloween parties.
- **Parental Leave (Maternity & Paternity):**
New Personi-Parents (Moms & Dads) receive paid leave to spend time with their families.
- **Office Accommodations:**
We have a wellness room for new mothers that provides privacy and storage space for nursing.
- **Employee Resource Groups:**
The “Personi-Moms” meet regularly to share stories and tips.