



Family Friendly Workplace Policies Help Your Business Compete

Women represent approximately 47% of the workforce¹ and 70% of mothers with children under 18 participate in the workforce (with over 75 percent employed full-time)². In addition, a study by AARP shows that 61% percent of caregivers were employed at some point in the past year while also caregiving³. This means that your employees are now much more likely to be a primary caregiver for a child or an adult relative. Savvy employers have created workplace policies that allow employees to be both a parent and a good worker at the same time. In order to be competitive in a tight labor market, employers must adapt to the changing family demands of the workforce in order to attract the best and brightest workers.

The Cost of Family Friendly Workplace Policies Are Made Up for In Productivity Gains and Cost Savings

Employers often cite the cost of adopting family friendly policies to their businesses, but research has shown that costs for adding family friendly policies are more than made up for by higher productivity and reduced employee turnover. The Society for Human Resource Management (SHRM) estimates the average replacement cost of a salaried employee to be six to nine months' salary. For an employee earning \$60,000 per year, that totals approximately \$30,000 to \$45,000 in recruiting and training costs. Replacing entry-level employees can cost 30 to 50 percent of their annual wages to replace. High turnover rates compound those costs to the business. Businesses that implement family friendly workplace policies can benefit from an improved ability to recruit more qualified employees, increase retention with higher employee engagement and loyalty and recognize higher profits from increased innovation and productivity.

Employers that implement family friendly workplace policies indicate that they feel better prepared to respond to the shifting workplace arrangements (by already offering flexible scheduling and remote work) during the global COVID-19 pandemic. Being recognized as a family friendly workplace can separate your business from others that are competing for the same qualified employees.



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Advantages for Employers in Adopting Family Friendly Workplace Policies

- Reduced employee turnover saves money in recruiting and training and improves productivity
- Reduced unscheduled absenteeism
- Improved success recruiting the more qualified applicants in a tight labor market to attract the most qualified applicants and acquire the most qualified employees
- Increased job satisfaction among workers
- Improved employee morale
- Positive recognition of the company's commitment to its workers' well-being
- Potential cost savings by implementing telecommuting and job sharing programs
- Higher productivity from happier and more engaged employees

Employers that implement family friendly workplace policies and are recognized with a Family Friendly Business Award® share that it is a key component in their recruitment and retention strategies.

“Being awarded the Family Friendly Business Award has done great things for our organization. As a family owned business, we recognize the importance of family and pride ourselves on creating a family friendly work environment. The award highlights our commitment to providing family friendly benefits for our current and prospective employees.” 2020 Gold Level Awardee

1. [US Department of Labor Blog](#)
2. [US Department of Labor Women's Bureau](#)
3. [AARP Caregiving in the US 2020 Report](#)