

# strengthen your workforce: focus on family-friendly benefits

Leading employers foster a culture where diverse talent can achieve their career aspirations without sacrificing family goals.



little  
moments  
count

Leading employers foster a culture where diverse talent can achieve their career aspirations without sacrificing family goals. Many companies want to put people first and continuously look for ways to better support their employees through the moments in life that matter most. Thoughtful, inclusive growth built on a culture that supports employee wellness is possible with strong family-friendly policies.

Today, **talent shortages are at a 16-year high, and 75% of employers are struggling to fill roles.** The reality of demographic shifts, employees' changing needs and expectations, childcare shortages, family responsibilities, and skill gaps create an opportunity for employers to take action to better meet the needs of their workforce.

Family-friendly policies – ones that support employees across all life stages in balancing and integrating work and family responsibilities – are linked to increased morale; the ability to attract, motivate and retain workers; and better workforce productivity. Family-friendly workplaces are especially critical to parents and caregivers of young children: 75% of mothers in the US and 50% of fathers say that they have passed up work opportunities, switched jobs, or stopped working to care for their children. Almost 40% of parents nationwide report leaving a job because it lacked flexibility.

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# as parents struggle to balance work and family obligations, employers are losing out – but they don't have to.



## Family-friendly benefits:

Increase employee engagement and job satisfaction, boosting performance:

94% of companies reported higher employee satisfaction as a result of offering flexibility and/or family-friendly arrangements to employees. A 2022 Gallup report found that actively engaged business units show 10 percent higher customer ratings, an 18% difference in sales, 23 percent higher productivity, and realize an 81% difference in absenteeism.

Attract and retain top talent and a diverse workforce, saving costs:

83% of millennials (who comprise 90% of new parents and are the most diverse adult generation in U.S. history) are willing to make a job change based on family/lifestyle benefits. Retaining employees is cost-effective; it costs \$4,700 to onboard a new employee. Some companies say it costs 3-4x the salary to recruit and onboard an employee.

Reduce stress among workers, boosting productivity:

Employees who are less stressed about their home-life obligations are better able to focus on their work: 43% of respondents said that flexibility in working hours helped them achieve greater productivity.

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# employer toolkit helps assess and jump-start implementation of family-friendly policies

The Itasca Project and Little Moments Count created the Employer Toolkit as a resource for employers of all sizes who are considering offering their employees more flexibility to balance their obligations to their friends, families, and children. These resources are for you to access, use, share at no cost, and are available within each of the benefit areas.



## Getting Started Document

This outlines practical steps to expand family-friendly benefits.

## Assess Current Benefits

Consider what you're already offering, the costs, and what more you can do based on the policies included in the Employer Toolkit.

## Employee Survey

Family-friendly workplace policies are not "one size fits all." Take stock of your employees' needs and tailor policies to fit what works best for you and them.

## Policy Examples and Case Studies

Minnesota-based employers of different sizes and industries offer policies considered by many to be best practices. Read through the examples and case studies to determine which benefits and policies might fit your company.

## Off-the-shelf Sample Policies

Each policy example includes a sample resource that you can repurpose. Having a sample policy can jump-start implementation, as you modify it to fit your workplace.

## Resources

The Employer Toolkit includes research, articles, and other information for each sample policy presented, saving you time.

## what is Little Moments Count?

Extensive neuroscience research shows early experiences, prenatal to age 3, build the foundation, or neural connections, for future learning, behavior, and health. [Little Moments Count](#) is a statewide movement to help parents and the community to understand the importance of these early experiences, specifically talking, playing, reading, and singing with young children. In Minnesota, 75% of babies are born to mothers who work, meaning employers of all sizes have a pivotal role to play in influencing early experiences for optimal brain development. Engaging employers in the social movement stems from the [Itasca Project's First 1000 Days initiative](#) (see [The Business Case for Better Early Childhood Care | Twin Cities Business \(tcbmag.com\)](#)).

As part of the Employer Toolkit, there is a Little Moments Count awareness campaign aimed to increase public knowledge of the importance of the first three years of life. Employers can help build awareness and support of this important initiative using the [turnkey campaign resources in the Employer Toolkit](#).

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learn more @ [littlemomentscount.org](http://littlemomentscount.org)