



Workplace Flexibility/ Work and Family Balance

The increasing economic and social pressures that many working families and individuals face today have created challenges for balancing work and life. More and more, workers find themselves juggling the competing roles of employee, parent, spouse, student and caregiver in a challenging economic climate and labor market. The ability of our nation, however, to harness the potential of all workers for our future economic prosperity rests with family-friendly policies that enable working families to better balance the dual demands of work and life.

Corporate Voices for Working Families works with businesses, policymakers, non-governmental organizations and others to expand workplace flexibility for all employees to enhance workers' productivity and quality of life. Corporate Voices takes a life-cycle approach to flexibility, recognizing that it helps new mothers continue nursing, working mothers and fathers take care of their families, students complete their education while working, and mature workers maintain financial stability while enjoying retirement.

Research has shown that the business case for workplace flexibility is strong and that employers continue to invest in developing and implementing creative flexibility options for their employees. Through our research, initiatives, practical toolkits, modeling of corporate best-practice initiatives, and media and legislative outreach, Corporate Voices continues to shape innovative policies and practices that benefit working families, while also contributing to the business bottom line. Our workplace flexibility portfolio aims to help businesses modernize their workplaces to meet the needs of 21st-century families and become more competitive in the global economy. The portfolio includes:

■ Initiatives

- **Best of Congress Award (biannual):** Corporate Voices organizes a biannual award to recognize members of Congress from both sides of the aisle who are champions for family-friendly policies. Through their advocacy, their legislation and their own office policies, Best of Congress Award recipients demonstrate passionate and personal leadership in advancing the national policy agenda to improve the lives of working families. Winners are featured in an issue of *Working Mother* magazine and are honored at an awards breakfast in Washington, D.C.
- **Workplace Flexibility: Ensuring Success for the 21st Century: A National Challenge for Business (2010–11):** Corporate Voices is leading a national campaign to create a broader awareness of the positive business and employee benefits of workplace flexibility. Corporate Voices launched this campaign in June 2010 after the White House Forum on Workplace Flexibility, with the goal of creating the critical momentum needed to expand flexibility within the business community. Through a series of National Dialogues on Workplace Flexibility, focus group research, micro success stories and a blog series, Corporate Voices is shaping and representing the many ways businesses use flexibility to modernize their workplaces to become more competitive in the global economy.

■ Toolkits

- **Workplace Flexibility Toolkits for Hourly Employees and Managers (2010):** A comprehensive guide and detailed worksheets for implementing flexibility programs with an hourly and nonexempt workforce. These toolkits also provide tips and tools for hourly workers to request, implement and evaluate flexible work options.

■ Research

- ***Business Impacts of Flexibility: An Imperative for Expansion (updated 2011)***: This report demonstrates that the business case to expand workplace flexibility is substantial and compelling. Drawing on internal organizational research and information provided by American firms, this report presents evidence that companies themselves have collected about the positive business impacts of flexibility. The updated version of this report includes new strategies, policies and practices employers have developed to implement workplace flexibility and how companies are using flexibility as a strategy for success globally.
- ***Statement of Support for Expanding Workplace Flexibility (updated 2010)***: Forty-eight C-suite executives signed Corporate Voices' statement expressing their support for workplace flexibility as a strategic management tool and committing to continue communicating its benefits. The businesses that signed Corporate Voices' 2010 statement as part of the national workplace flexibility campaign have become "Business Champions" for flexibility and are recognized nationally for their innovative efforts to improve the lives of working families through workplace flexibility.
- ***Innovative Workplace Flexibility Options for Hourly Workers (2009)***: This study examines the benefits of workplace flexibility for hourly workers and employers. The data for this comprehensive report highlight best practices from five companies that have implemented innovative flexibility programs for their hourly workforce.
- ***Workplace Flexibility for Lower-Wage Workers (2006)***: Research shows that, for a variety of reasons, low-wage workers generally have less access to voluntary flexibility than higher-wage workers. But when it is available to them, flexibility can have equal or even more powerful outcomes for the lower-wage population.

- ***Corporate Voices Flexibility Principles (2006)***: These nine principles outline criteria for what a well-implemented flexibility program should accomplish for the business community.

■ About Corporate Voices for Working Families

Corporate Voices for Working Families is the leading national business membership organization shaping conversations and collaborations on public and corporate policy issues involving working families. A nonprofit, nonpartisan organization, we create and advance innovative policy solutions that reflect a commonality of interests among the private sector both global and domestic, government and other stakeholders.

We are a unique voice, and we provide leading and best-practice employers a forum to improve the lives of working families, while strengthening our nation's economy and enhancing the vitality of our communities.

■ Stay Engaged with Our Work

We invite you to keep up to date on the most pressing issues of concern to businesses and working families through our activities and publications. You can do this by visiting www.corporatevoices.org to:

- Subscribe to Corporate Voices' *Weekly Update* e-newsletter;
- Subscribe to Corporate Voices' blog;
- Find us on Facebook; and
- Follow us on Twitter.

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