



# Workplace Flexibility: Ensuring Success for the 21st Century

## A National Challenge for Business



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### FAQS--FOR BUSINESSES

#### Q. What is the national workplace flexibility campaign?

A. Corporate Voices for Working Families is leading a national workplace flexibility campaign, at the request of the White House, to create a broader awareness of the positive business and employee benefits of workplace flexibility. Corporate Voices is asking businesses to sign the **Statement of Support for Expanding Workplace Flexibility** to express support for flexibility as a strategic talent management tool, recognizing that flexibility enhances the business bottom-line, empowers working families, and improves America's economic competitiveness. This campaign will run through 2011 and will create the forward momentum that is critically needed to expand flexibility in the business community. Those who sign the Statement will become "Business Champions" for workplace flexibility.

#### Q. What is Corporate Voices for Working Families?

A. Corporate Voices for Working Families is a leading national business membership organization representing the private sector on public and corporate policy issues involving working families. A nonprofit, nonpartisan organization, it improves the lives of working families by developing and advancing innovative policies that reflect collaboration among the private sector, government, and other stakeholders. It facilitates research and advocacy in the areas of workforce readiness, family economic stability, flexibility in the workplace, and work and family balance.

#### Q. What are the benefits of joining the campaign?

A. Businesses that join become part of a select cohort of "Business Champions" that recognize flexibility as a strategic management tool that will ensure success in the 21st century. They will:

- **Be invited to national dialogues** on workplace flexibility across the country;
- **Be recognized at a high-level meeting** at the end of the campaign;
- **Attract media attention** by joining the campaign;
- **Receive a "Business Champion" seal** they can showcase on their websites;
- **Receive a promotional kit** to showcase their role in the campaign;
- **Be featured on Corporate Voices' campaign website** and in its *Weekly Update* e-newsletter; and
- Have the opportunity to have their flexibility practices highlighted in a **Corporate Voices micro success story**.

FAQS

**Q. What are the criteria for businesses that want to join the campaign?**

A. Businesses of all sizes and across all industries can join this campaign. Non-profit or for-profit organizations are eligible to join; government agencies are not.

Formal workplace flexibility policies are not required to join the campaign. Informal flexibility options and “right to request” policies count toward supporting flexibility.

Organizations in the campaign must agree to the set of principles set forth in the **Statement of Support for Expanding Workplace Flexibility**.

**Q. What are my obligations when I join the campaign?**

A. Business Champions agree to: actively communicate the business imperative for flexibility to others; build workplaces in which flexibility is available to all workers; try to secure C-Suite executives from other businesses to sign the Statement of Support; send Corporate Voices electronic copies of signed Statements they secure. There is no financial obligation for joining, and doing so does not require evaluation by outside groups of your businesses practices.

**Q. How do I join the campaign?**

A. Please have a C-Suite level executive of your company sign the Statement of Support for Expanding Workplace Flexibility and e-mail it, along with a campaign point of contact for your company and their contact details, to [ysiu@corporatevoices.org](mailto:ysiu@corporatevoices.org).

**Q. What happens after I join?**

A. After you sign and return your Statement of Support to Corporate Voices, you will receive an e-mail confirmation that your company has joined the workplace flexibility campaign. Its name will be added to Corporate Voices’ website as a new “Business Champion.” You can then start showcasing your company’s role in the campaign by:

- Using the materials in the promotional kit we will send you;
- Placing the “Business Champion” seal on your website;
- Filling out the flexibility micro success story questionnaire.

Your business will be invited to national dialogues on workplace flexibility across the country through 2011. You will also start receiving Corporate Voices’ e-newsletter and regular campaign updates.