



# Workplace Flexibility: Ensuring Success for the 21st Century

## A National Challenge for Business



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### FAQS--FOR PARTNER COALITION

#### **Q. Who is Corporate Voices for Working Families?**

A. Corporate Voices for Working Families is the leading national business membership organization representing the private sector on public and corporate policy issues involving working families. A nonprofit, nonpartisan organization, we improve the lives of working families by developing and advancing innovative policies that reflect collaboration among the private sector, government and other stakeholders. To create bipartisan support for issues affecting working families, we facilitate research in areas spotlighting the intersecting interests of business, community and families: workforce readiness, family economic stability, flexibility in the workplace, and work and family balance.

Collectively, our 50 partner companies, with annual net revenues of more than \$1 trillion, employ more than 4 million individuals throughout all 50 states. A list of our partner companies is included in this kit.

#### **Q. What is the flexibility challenge?**

A. The national workplace flexibility challenge is an initiative that Corporate Voices for Working Families began at the request of the White House to expand flexibility policies and practices for all workers across the nation. It was launched at the White House at the Forum on Workplace Flexibility in March 2010. With the help of our Coalition Partners, Corporate Voices will engage the business community in a nation-wide campaign to support workplace flexibility, recognizing that it benefits the business bottom-line, working families, and America's economic competitiveness.

#### **Q. What are the benefits of joining the campaign as a Coalition Partner?**

A. As a Coalition Partner, you will become a key part of the national flexibility challenge campaign to help recruit Business Champions for workplace flexibility. Through the campaign, you will have the opportunity to showcase your members and the innovative work you are doing to advance workplace flexibility on a national stage to both Congress and other corporations.

#### **Q. What are my obligations when I sign the Partner Coalition Criteria?**

A. Coalition Partners agree to: try to secure C-Suite executives from businesses to sign the

Statement of Support for Expanding Workplace Flexibility; maintain the Corporate Voices logo on the Statement; send to Corporate Voices electronic copies of signed Statements you secure; and to participate in regional Department of Labor events between June 2010 and January 2011 (see enclosed Partner Coalition Criteria Agreement).

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

A. To join the campaign as a member of the Partner Coalition, your organization needs to agree to the Partner Coalition Criteria, included in this kit. Please send your signed Partner Coalition Criteria to [ysiu@corporatevoices.org](mailto:ysiu@corporatevoices.org).

**Q. How do I know if another business is already involved?**

A. You can view the full list of Business Champions online at [www.corporatevoices.org/our-work/flexcampaign](http://www.corporatevoices.org/our-work/flexcampaign).

**Q. How can I get promotional materials?**

A. A set of promotional materials is included in this kit that you can use to reach out to your member organizations, and to promote the workplace flexibility campaign. To get more kits, access them online at: [www.corporatevoices.org/our-work/flexcampaign](http://www.corporatevoices.org/our-work/flexcampaign) or contact Yvonne Siu at [ysiu@corporatevoices.org](mailto:ysiu@corporatevoices.org).

**Q. Is there a website for the campaign?**

A. The website for the national flexibility campaign is online at: [www.corporatevoices.org/our-work/flexcampaign](http://www.corporatevoices.org/our-work/flexcampaign). There, you can access promotional materials, see a list of other members of the Partner Coalition, a list of Business Champions, and read about the national flexibility challenge.