

**2024** PHILLY SHRM  
SYMPOSIUM

WORKPLACE EVOLUTION: WHERE TRADITION MEETS TOMORROW



# Beyond Parental Leave: Why Ongoing Support Matters

**2:15pm – 3:15pm**



# Beyond Parental Leave: Why Ongoing Support Matters

Gabby Slome, CEO of Cooper



## The Urgent Need for Change:

1 in 4

parents consider leaving their job due to lack of support.

1 in 2

working mothers see leaving their jobs as a near future possibility.

U.S. parents report the lowest levels of happiness, citing inadequate workplace support.

# The Consequences of Inaction

The data speaks for itself.



40% of new mothers working full-time before pregnancy did not return to their previous employer. (RAND, 2022)

Overall turnover rates for mothers with children under 18 ranged from 22% to 34% depending on the age of their youngest child (Department of Labor, 2019).

Cost of hiring, advertising, screening, interviewing, reference checks, training, etc. - estimated average cost of \$4,700 per employee (SHRM, 2023).

Replacing an employee costs 1.5-2 times their annual salary, but this can vary based on seniority, role complexity, and industry. For highly specialized roles, the cost can reach 400% of the annual salary (Forbes, 2023).

Indirect costs of uncertainty, morale, decreased productivity, customer service disruption, and loss of institutional knowledge.

# This is hardest on women.

Any company that wants to ensure gender equality needs to take a hard look at how they provide critical support for mothers.



# Beyond Parental Leave

Support for parent employees shouldn't end at parental leave.

## The Cliff Effect

Navigating the Sudden Drop in  
Support when Leave Ends

## The Transition Back to Work

A Critical Point of Vulnerability

## Support Shouldn't Stop

Creating a Seamless Continuum  
of Support



# Unique Challenges of Working Parents

Balancing Act: Work, Life, and Everything in Between

The Daily Juggle: Childcare, School Runs, and Work Deadlines

Emotional and Physical Well-being: The Parental Health Overlook

The Mental Load: Hours Spent Googling



# Having a neurodiverse child amplifies all of these challenges.

Mothers of children with autism earn 56% (\$14, 755) less than the mothers of children with no challenges related to health or neurodiversity.

Source: Cidav et al. (2012)



Support your parent employees through flexibility, resources, and empathy

For the critical period of returning to work:

#### Ramp-Up, Ramp-Down Policies:

Implement policies that allow a gradual transition back to work before and after parental leave, reducing hours while maintaining compensation.

#### Flexible Scheduling:

Offer flexible working hours or the ability to work from home to accommodate new parents' needs and schedules.

#### Childcare Benefits:

Provide benefits to help with childcare, such as subsidies or on-site facilities, to ease the financial and emotional burden on parents.

#### Parental Leave Coaching:

Offer coaching for new parents to help them navigate the transition back to work and connect them with others in similar situations.

#### Office Space Accommodations:

Ensure there are private spaces for breastfeeding or pumping, breastmilk storage, and consider on-site childcare for ease of transition.

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Support shouldn't end after the baby phase.

## For ongoing support as kids get older:

### Continued Flexible Working Arrangements:

Maintain flexibility in work hours and location to accommodate the evolving needs of parents.

### Mental Health Services:

Provide access to mental health services and support to help parents cope with stress and anxiety

### Supportive Community:

Create or encourage employee support groups for parents to share experiences, receive support, and discuss challenges.

### Parental Leave for Both Parents:

Encourage and support both parents to take leave, recognizing the importance of support for all caregivers.

### Backup Childcare and Emergency Support:

Offer additional backup childcare days for situations like early school dismissals or care breakdowns, making it easier for parents to manage unexpected events.

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# Impact on Company Culture and Bottom Line

## Culture Counts: The Intangible Asset of Parental Support

A culture that actively supports parents contributes to a positive organizational identity, enhancing the intangible assets of loyalty and employee satisfaction.



# Adaptive Support Systems

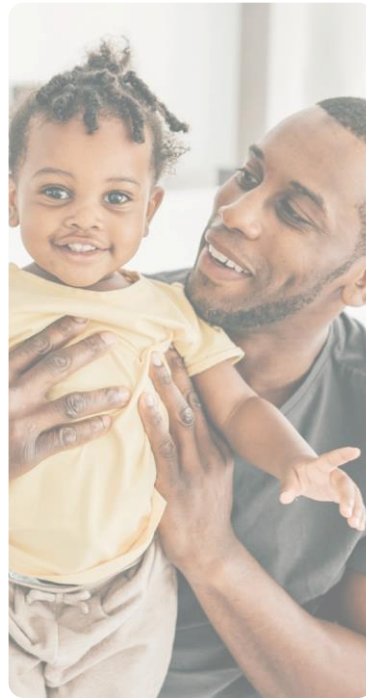
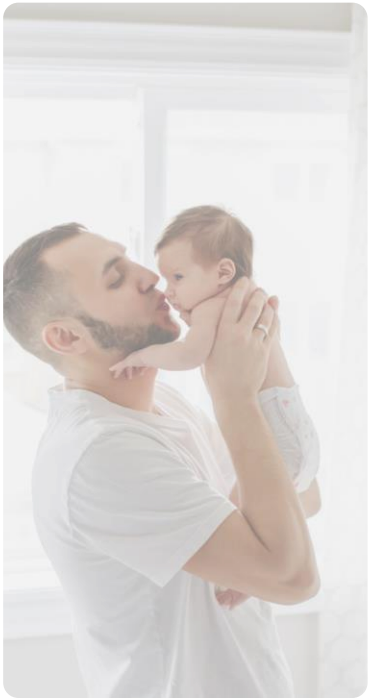
Support that  
evolves as children  
grow.

Proactive support  
strategies for critical  
periods in  
development.

Tailored support for  
diverse family needs.

Connection &  
community.

# A Collective Commitment: Supporting Working Parents Together





Thank You





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## THANKS FOR JOINING US!

Please join us in the foyer area outside this ballroom for a short break.

The closing session will start in 15 minutes.