

WORK-LIFE BALANCE FOR EMPLOYEES: A SIMPLE, COST-SAVING REALITY

THE IDEA IN SUMMARY

Though work-life balance initiatives have been the subject of much corporate and public discourse in recent years, tangible measurement of their effectiveness on both employee and organizational well-being remains under-investigated in many organizations. The larger body of research suggests that work-life programming indeed produces significant, long-term results.

Working alongside one of our clients, we set out to demonstrate how implementing a simple work-life learning program can both reduce individual work-life conflict and generate bottom-line driven results for the organization.

THE TRAILBLAZING ORGANIZATION

Our test group was comprised of working women with young children in a large National Pharmaceutical Company, most in senior-level employee roles, spread out geographically across several cities.

WHAT DID WE HOPE TO IMPACT?

Using Individual Stress Indicators, we gauged the effect of program implementation on:

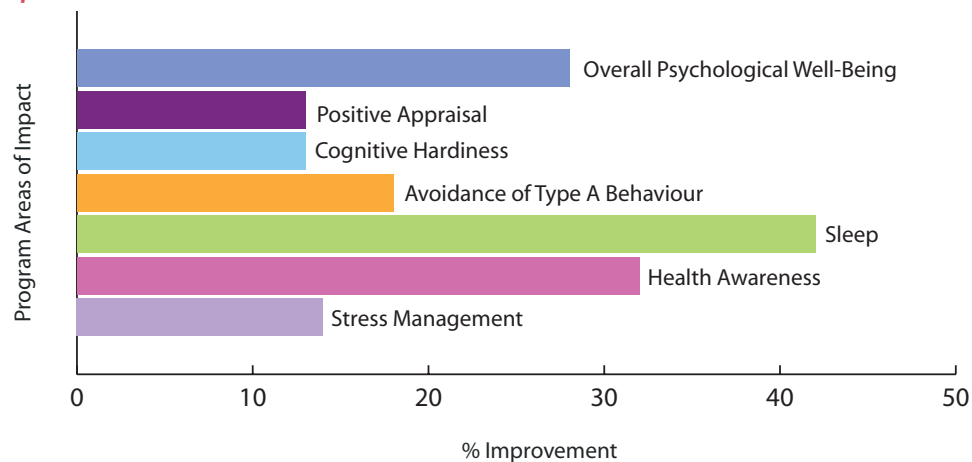
- Work-life harmony
- Engagement
- Absenteeism due to stress-related health issues
- Retention

THE PROGRAM

The Corporate Moms' Learning Program centred around customized, coaching-based tele-learning, with a focus on transition, motherhood/ parenthood and work-life integration. Meetings took place one hour per week over the course of eight weeks, with "homework" and accountability weekly.

THE RESULTS

Individual Impact*



* Pre and post program psychometrics stress assessment used.



Organizational Impact*

- Work-Life Harmony: 67% reduction in work-life conflict
- Engagement: 100% of participants indicating a renewed commitment to both work and motherhood
- Absenteeism: projected reduction of 67% in absenteeism
- Retention: 66% greater likelihood of staying with current employer

*Pre and post program Levels 2 and 3 questionnaires used, measuring learning and behaviour (Kirkpatrick, 1998)

Financial Impact

In 1993, Johnson and Johnson estimated a savings of more than **\$4 for every \$1 spent** on its work-family programs. Using this well-known formula, **our client will average a savings of nearly \$10,000 per employee** as a result of the Corporate Moms' Program.

In a 1995 work-life research project, DuPont found that employees who used the company's work-life programs were 45% more likely to go the extra mile for their employer and least likely to feel overwhelmed or burnt out.

Additionally, "The Proof is in the Profits," reports on a four-year Ford Foundation study of a number of firms that found "work/ life initiatives were not just a feel-good answer to personal time conflicts, but a solution to business problems and one that could provide companies with a competitive edge."

SUMMARY

There is a very real connection between the wellness of an employee population and the bottom-line results of an organization. In many cases, we still tend to address work-life in a *reactive* rather than a *proactive* way. To be effective, we need to deliver innovative and practical grassroots programs that take work environment, employee health (mental and physical) and our practices and policies into account.

For more information on how your organization can benefit from these cost savings, please contact us at info@blueprintgroup.ca or visit our website at www.blueprintgroup.ca.

