



**Educating
Matters**

Support and engage employees

**TOP TIPS FOR
ORGANISATIONS TO
SUPPORT WORKING
PARENTS & CARERS**

By Rachel Vecht



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Parents / carers make up about 40% of the workforce and your people are your greatest asset.

The definition of a working parent/carer is broad in scope with multiple, diverse family units.

The whole organisation benefits when employees with caring responsibilities are well supported. It will assist with recruitment and retention of talent, increase productivity, motivation, wellbeing, trust, loyalty and reduce absenteeism.

Corporates need to recognise, acknowledge and appreciate the multiple transferable skills and qualities that carers bring to the workplace.

Make no assumptions / expectations

Ask open ended questions and really listen to what employees need.

Just because employees are parents /carers does not mean they all belong in the same bucket.

Know your organisation's strengths & weaknesses

Speak to and survey parents /carers.

Understand their unique pain points and how you can support them.

Flexibility

Nurture a culture where flexibility for ALL is the norm.

This is the cornerstone of attracting a diverse, inclusive workforce.

It increases trust, productivity and healthy work-life balance.

Explore reduced hours, term time hours, job sharing, part time roles, compressed days.

Outcome based targets, focus on productivity not presenteeism or hours.

Family Friendly Policies & Benefits

Have these in place and also ensure they are easy to access so people know they exist.



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Remote / Hybrid working

Make this option the norm for all employees.

Develop strong communication strategies and regular check-ins.

Ensure out of sight does not mean out of mind.

Recruitment

Advertise roles as flexible.

Carefully thought through job design - not just full time job roles squeezed into fewer days.

Have a returnship programme in place.

Be open minded about caregiver gaps in CVs

EDI is not just an HR issue.

Supportive Line Mangers

The relationship with managers is one of the most significant factors in a carer's ability to navigate the demands of work and family.

Provide training for managers so they understand the specific needs of those with caring responsibilities, especially at various transition stages.

Employees need to feel valued, have a sense of belonging, purpose and good work-life integration.

Be an engaged listener, foster psychological safety, help employees to feel valued and respected.

Categorise communication: Need ASAP, not urgent, for next week, FYI only

Parental Leave

Normalise Parental Leave so mums or dads who take it won't be regarded as less committed or concerned about the impact on career progression.

Paid leave for all categories of carers.

One of the keys to gender parity is encouraging dads to take leave and work flexibly.



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Role model

Highlight and share stories of good practice.

Employees at all levels of the business taking leave: leaving loud and proud.

Family Network / Employee Resource Group

Build a peer led community to raise awareness, educate, normalise common challenges, share experiences.

Direct line of communication to senior management with exec sponsors.

Access to affordable childcare

Availability & cost of childcare is a fundamental part of employee infrastructure.

Explore subsidising childcare, tax free childcare schemes, back-up childcare, onsite nurseries for large organisations.

Change start times, end times, meetings times to accommodate drop off and pick up.

- Educating Matters have 20+ years of experience supporting working parents.
- We have worked with a vast range of sectors globally and have a good sense of what works well.
- We are also always open to creating something more bespoke based on your specific needs.

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