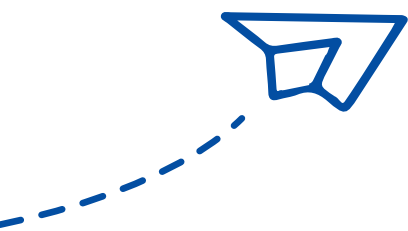




# National Work Life Week

2-6 October 2017

A toolkit for employers





# What is National Work Life Week?

An annual campaign to get both employers and employees talking about wellbeing at work and work life fit.

It's an opportunity for employers to show their employees, and potential candidates, how their organisation is striving for a family friendly and flexible working culture.

The week is run by **Working Families, the UK's work life balance charity, and sister organisation Family Friendly Working Scotland**. We have been supporting family friendly workplaces for nearly 40 years. We'd love your help during the week to show that work and family don't need to be a zero sum game.

Employers across the country including Cisco, Deloitte, Imperial College, Pinsent Masons and Sky took part in 2016. The week generated 235 pieces of media coverage and reached over three million people on social media.

[workingfamilies.org.uk/nationalworklifeweek](http://workingfamilies.org.uk/nationalworklifeweek)

# Why get involved?

There are 11 million working mothers and fathers in the UK, making up more than a third of the workforce. But often the way that work is designed, organised and advertised stops people with family responsibilities from reaching their potential.

- Eight out of ten mothers and seven out of ten fathers agree they would assess their childcare needs **before taking a new job or promotion**, meaning that both genders now feel they might have to downgrade their careers in order to care for their families.
- Seven out of ten parents work at home in the evenings and at weekends, fuelled by burgeoning workloads, lack of time for planning, organisational culture, and manager attitudes. Half of parents say their **work life balance is a source of stress** and one in ten are ready to resign without another job to go to.
- Half of people in the UK want to work flexibly but currently **fewer than one in ten jobs is advertised flexibly**.
- Excessive working hours lead to reductions in productivity but flexibility pays dividends in terms of employee engagement, motivation and loyalty. Nearly two thirds of working parents in Scotland believe **employees are more motivated, productive and likely to stay if their employer offers flexibility**.

The week is an opportunity to show how you are doing things differently, helping to create **work that works for families, people and the economy**.





# How can you take part in the week?

- Highlight some great examples of people working flexibly in your workforce, whether it's because they have caring responsibilities, are pursuing interests outside of work or progressing towards retirement.
- Put on a special event for staff like a lunchtime discussion on work life balance, training for line managers on how to manage flexible staff, or ask a senior manager to share their insights on how they balance their time.
- Offer some guidance to your employees about how to use digital devices to support flexibility over when and where they work, rather than as a way to work 'around the clock'.
- Showcase your family friendly working policies and practices in staff newsletters and on your intranet.
- Start using the **Happy to Talk Flexible Working** logo and strapline on the job vacancies you advertise, to open up the application process to more people with the skills and talents you're looking for, and encourage managers to think through the best way to get the job done.



happy to  
talk flexible  
working



- Attend our best practice showcase conference in **London on Monday 2nd October** where you can find out who the 2017 Top Employers for Working Families are and hear from the winners of the Special Awards. Email **events@workingfamilies.org.uk** to book a place.
- Attend our employer best practice showcase in **Glasgow on Thursday 5th October** and get the opportunity to have a conversation with some of Scotland's leading employers about how they have created family friendly workplaces. For more information email **ffws@workingfamilies.org.uk**
- Attend our practical session 'Flexible Working- Helping Managers Get it Right'. For more information on times, dates and locations email **ffws@workingfamilies.org.uk**
- Keep in touch with the latest news about the week by signing up for updates on our website.





# Promote your organisation as a family friendly employer

- Send out a press release about what you are doing to mark the week. For a template release and quotes from Working Families email [press@workingfamilies.org.uk](mailto:press@workingfamilies.org.uk)
- Spread the word on social media:
  -  Tag **@workingfamUK** on Twitter and use the hashtag **#worklifeweek**
  -  Create an event for your employees on Facebook
  -  Use LinkedIn to showcase what you offer to candidates
- Use your website and your intranet to let your current and prospective employees know what you've got planned. Email [press@workingfamilies.org.uk](mailto:press@workingfamilies.org.uk) for National Work Life Week logos, or you can download them from our website.
- Don't forget to tell us what you have planned so we can help get the word out.



# How we can help

Working Families is the UK's leading work life balance organisation. We've spent the last forty years helping organisations develop an agile, flexible approach to work that maximises engagement, wellbeing and on-going high performance – the key to business success.

Family Friendly Working Scotland is our sister organisation, a vibrant social business established four years ago to create and support working culture change in Scotland that builds economic success and improves the lives of families.

## Training

We can deliver **Knowledgebite™** seminars, workshops and webinars to your employees or your managers. We share practical, evidence-based tools and tips, building skills, engagement and performance across all life stages and at all levels in the organisation. Subjects include:

- Top tips for highly effective working parents and carers
- Working Smart: maximise your energy and your time
- How to lead high performing flexible teams
- Supporting pregnancy, maternity and the return to work
- Career confidence for flexible workers
- Resilience through mindfulness





## Resources

We have a range of publications, online resources and e-learning videos - which we can customise with your logo and information – to support the parents, carers, flexible workers and line managers in your organisation. We can also create bespoke publications, resources and e-learning packages to your specifications to help you engage your people and ensure they perform to their best.

## Benchmark

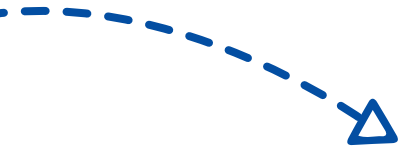
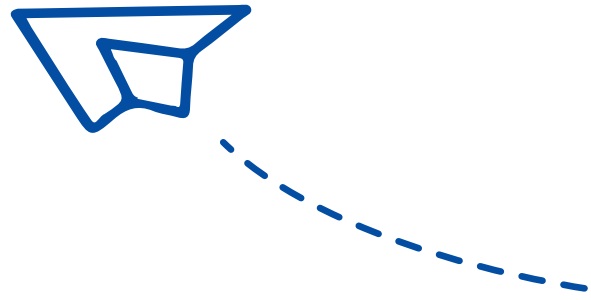
Do you want to audit your flexible working and parent/carer policies and practices? Do you want to understand what agility looks like for all employee groups and all levels of management? Do you want to understand how you're doing compared to your peers? Develop and enhance your people strategy by completing the **Top Employers for Working Families Benchmark**.

This comprehensive management tool scrutinises every aspect of flexible working and parent/carer support in your organisation: senior sponsorship and buy in, integration into strategy, communicating policies and practices, and how you monitor, measure and gauge the impact of your interventions to give you an in-depth picture of your culture, policies and practices.

**Benefit from our unrivalled experience and expertise and let us help you build a thriving and agile organisation. To find out more about what we can offer, including how to become an employer member of Working Families, email [employers@workingfamilies.org.uk](mailto:employers@workingfamilies.org.uk)**







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