



WELCOME TO **THE (NEW) WORKING WORLD**

Meet Your
Employees Where
They're At Now

The events of 2020 had a seismic impact on the world economy. Reverberations from the pandemic are still being felt and will continue to be felt for some time. The business landscape has changed, possibly forever. Every organization has felt it in some way or another.

Are you ready for the New Normal?

It's time to adapt and evolve in order to succeed. Don't let your business become extinct.

IN THIS PAPER, WE'LL EXPLORE THESE KEY TOPICS:

- **What Employees Want In Today's Environment**
- **How to Meet Them Where They're At Now**
- **Solutions That Work for Them—and For You**

Access to affordable, quality child care is essential for working parents... yet it is hard to come by. The first years of life are critical for children to build a strong foundation upon which future learning is built.

—Untapped Potential: Economic Impact of
Childcare Breakdowns on U.S. States, U.S.
Chamber of Commerce Foundation



WHAT EMPLOYEES WANT IN TODAY'S ENVIRONMENT

Perhaps the biggest COVID impact of all was felt by employees—especially those with families.

IN A RECENT SURVEY CONDUCTED BY SOFI, IT WAS FOUND THAT:



51% of working Americans are stressed about finances, even more now than before the pandemic.



25% of their week is often taken up with this worry and its long-term impacts.¹

Do you know that your employees are that stressed about finances? And do you know that one of the biggest household expenses for America's working families is child care? It's true.

62% OF AMERICAN PARENTS HAVE A HARD TIME FINDING AND AFFORDING HIGH-QUALITY CHILD CARE.²

Imagine the convenience of Bring Your Child to Work Day being available every day. You want focus and productivity from your onsite employees. Having peace of mind about their child's daily experiences will enable them to deliver for you on their objectives.

Of course, remote workers are also looking for work/life balance. Imagine trying to get your daily share of work done, maybe even at the kitchen table, while running a very tiny preschool in your house. This scenario portends lots of crying—and not just from the kiddos.



The upside to hiring remote workers is the talent pool has been greatly expanded. But just because your workforce is dispersed and not centrally located does not mean these new hires are not seeking the same perks and family benefits that full-time onsite employees want.

(And, let's be honest, need.)

IN A SURVEY OF 1,000 WORKING PARENTS WITH CHILDREN UNDER THE AGE OF 15, 73 PERCENT OF RESPONDENTS SAID THEY WERE THINKING OF MAKING MAJOR WORK CHANGES IN THEIR LIFE, SUCH AS:

44%



changing their schedule

21%



seeking a new job

15%



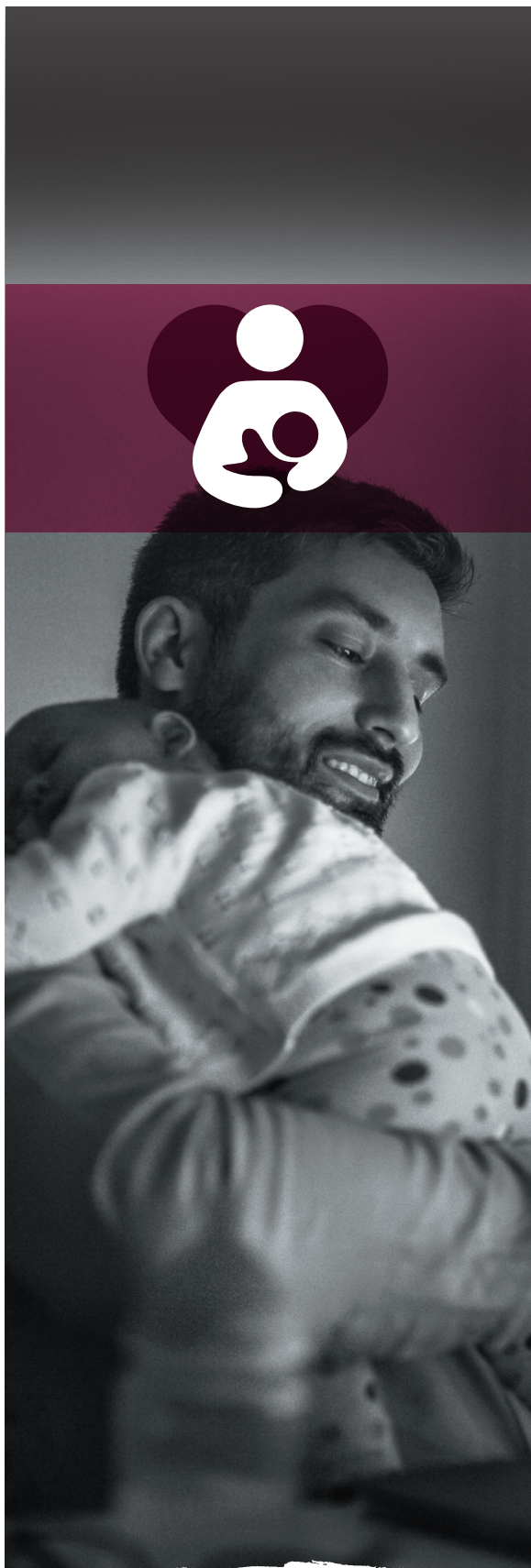
leaving the workforce completely³

A SURVEY OF REMOTE WORKERS BY FLEXJOBS, A FIRM THAT AIDS PEOPLE IN SEARCHING FOR WORK AND NAVIGATING HYBRID OFFICE SETUPS, CONDUCTED A SURVEY OF REMOTE WORKERS.

28% OF THOSE WHO RESPONDED SAID THEIR BIGGEST WORKING CHALLENGE WAS DISTRACTIONS IN THE HOME.⁴

With the advent of remote working, employees have options like never before when it comes to choosing an occupation. We know that people do want to work.

Make sure they want to work for you.



MEET THEM WHERE THEY'RE AT NOW

To attract top talent--and encourage career longevity—it's essential to think about how you can relieve the burdens that exist for working families.

83% OF MILLENNIALS WOULD LEAVE THEIR JOBS FOR ONE WITH **BETTER FAMILY CARE BENEFITS**.⁵

There is significant potential upside to offering family-focused benefits. Today's employees are looking for more work/life balance. They want to know their employer is looking out for them. Workers who are respected and appreciated—and know it—remain loyal and dedicated.

HERE ARE JUST A FEW NUMBERS THAT TELL THE STORY.



40% of the workforce for the next 10 years will be 24 to 44—typical age to have young children.

—Bureau of Labor Statistics



66% of full-time employees say they don't have a strong work/life balance.

—Small Business Trends



96% of parents say government and business leaders should financially support child care.

—Bizwomen Blog, Birmingham Business Journal

Flexibility is the key when it comes to the new work normal.



Want to bring your teams back to the office?

Consider investing in an onsite child care center.

Want to alleviate some of their financial stress?

Consider contributing to the costs at local child care centers convenient to them.

Want to keep teams focused and on task?

Consider back-up child care, an essential safety net when regular care falls through.

Meet your team members where they're at now. They'll thank you for it.

The bottom line: Not offering support to working families is not good for your bottom line. And the numbers don't lie here either. Losing employees is a losing proposition.

1.1 million Americans work part time instead of full time, because of child care challenges.

—Committee for Economic Development of The Conference Board



74% of American women leave the workforce each year due to child care issues.

—Slate.com



65% of parents see their work schedule impacted by child care more than 7 times per year.

—U.S. Chamber of Commerce Foundation, Center for Education and Workforce



ACCORDING TO THE CENTER FOR EDUCATION AND WORKFORCE AT THE U.S. CHAMBER OF COMMERCE FOUNDATION:

EMPLOYEE TURNOVER COSTS AMERICAN COMPANIES \$160 BILLION PER YEAR.⁶

Don't leave all that money on the table.



SOLUTIONS THAT WORK FOR THEM—AND FOR YOU

But how do you keep all those employees? Give them the work/life balance they're seeking. With solid child care benefit offerings, the numbers look a lot better for you.



30% is the reduction in absenteeism seen by employers who offer child care.

—Child Care Aware



60% is the decline seen in employee turnover by companies who offer child care.

—U.S. Chamber of Commerce Foundation, Center for Education and Workforce

So, where to start? With a partner that has your back from the very beginning.

WE LEAN INTO OUR **MORE THAN 55 YEARS OF EXPERIENCE** TO CREATE THE MOST EFFECTIVE EARLY CHILDHOOD EXPERIENCE.

Our longevity and success are rooted in the recognition that every child is unique. Personalization is one of our hallmarks. That's why we pride ourselves on offering customizable solutions and a national network of coverage—between our expansive community of schools and Open Access option—enabling us to uniquely serve employers of all sizes and industries.



GET READY TO BE
CONFIDENT YOUR TEAM
IS GIVING THEIR BEST—
**BECAUSE YOU TOOK
CARE OF THEM.**



The same goes for your workforce. Every situation is different. We're ready to design a solution that works for your team members—and for you.

AT LEARNING CARE GROUP, WE'RE THE EXPERTS IN:

FUNDED CHILD CARE: Support working families by covering some or all of their child care costs. Plus, **Priority Access** ensures your employees can get care at LCG schools, even if there's a waitlist.

BACK-UP CARE: Ensure dedication and productivity by having a back-up plan to keep teams focused and working.

OPEN ACCESS: If no LCG school is available for funded or back-up care, out-of-network centers (or privately secured care) are an option.

ONSITE CHILD CARE CENTERS: When you need your employees to be onsite, a family-friendly work environment can pay significant dividends.

As we said, customization is one of our key capabilities. Therefore, our solutions can be combined to meet the needs of a hybrid or traditional workforce arrangement. What will be the best fit for you?

Let's start working, together.

LEARN MORE:

Email: partnerships@learningcaregroup.com
or call **866.829.0027**.

SOURCES:

1. "Employees spend 25% of their workday worrying about money," Alyssa Place, *Employee Benefit News*, April 11, 2022.
2. *Slate.com* (<https://slate.com/human-interest/2018/02/the-corporate-case-for-childcare.html>)
3. "Employers Consider Child Care Subsidies," Kyle Ora Lobell, *SHRM.org*, September 2020.
4. "FlexJobs Survey Finds Employees Want Remote Work Post-Pandemic," Rachel Pelta, *FlexJobs.com*, April 2021.
5. *U.S. Chamber of Commerce Foundation, Center for Education and Workforce*
6. *U.S. Chamber of Commerce Foundation, Center for Education and Workforce*