

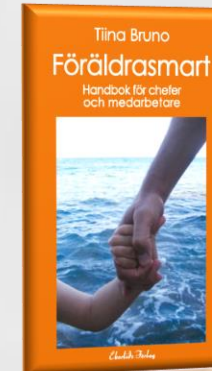
Parentsmart employers

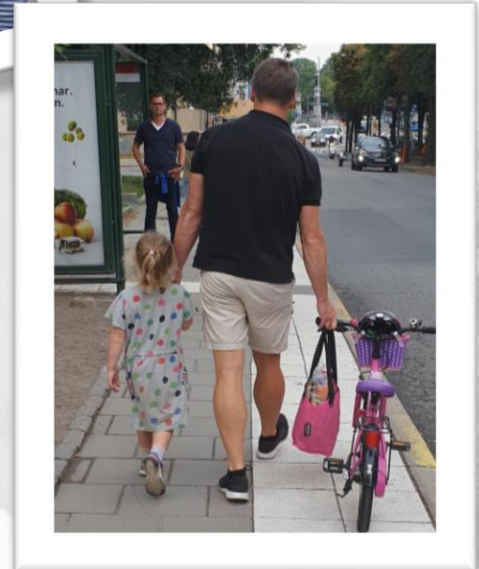
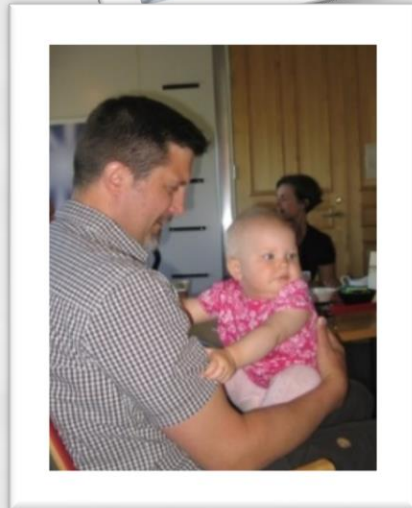
- SUSTAINABLE RETURN ON INCLUSION

Tiina Bruno, Sweden

Economist, "norm breaker", mother of 3, management consultant and international lecturer.

Founder of the Parentsmart concept for employers, managers and employees, author of the book (2010) and CEO of the Föräldrasmart Co with team of experts in Sweden.





900 000

Parents taking payed parental leave days 2018 in Sweden

They were away 60 million days from work with payed leave

60 M

270 - 70

Mothers took 270 days and fathers 70 days of the total 480 payed days offered.

They were away 7 million payed days from work caring for sick children.

7 M

10%

10% of the Swedish state budget was assigned to economic support to families.

WHY support working parents?

Examples from history in Sweden

- Work shortage in the labour market after the war
- Individualization
 - One breadwinner – two breadwinners
 - Individual taxation 1971
- Gender equality debate
 - Why should women work two jobs?
- Demands for social reforms
 - Who takes care of the children when women work?
- Child care expansion – day care and economy
 - Redistribute money

NOW - family policies & legislation in Sweden

480 days

80%
of salary
(to max level)

Parental
Leave Law

For BOTH
parents
1974



Keep job
during
leave

Equality
plan
(25 pers)

Discrimination
Law

Child care

Salary
Survey

Employer
help combo
work-fam



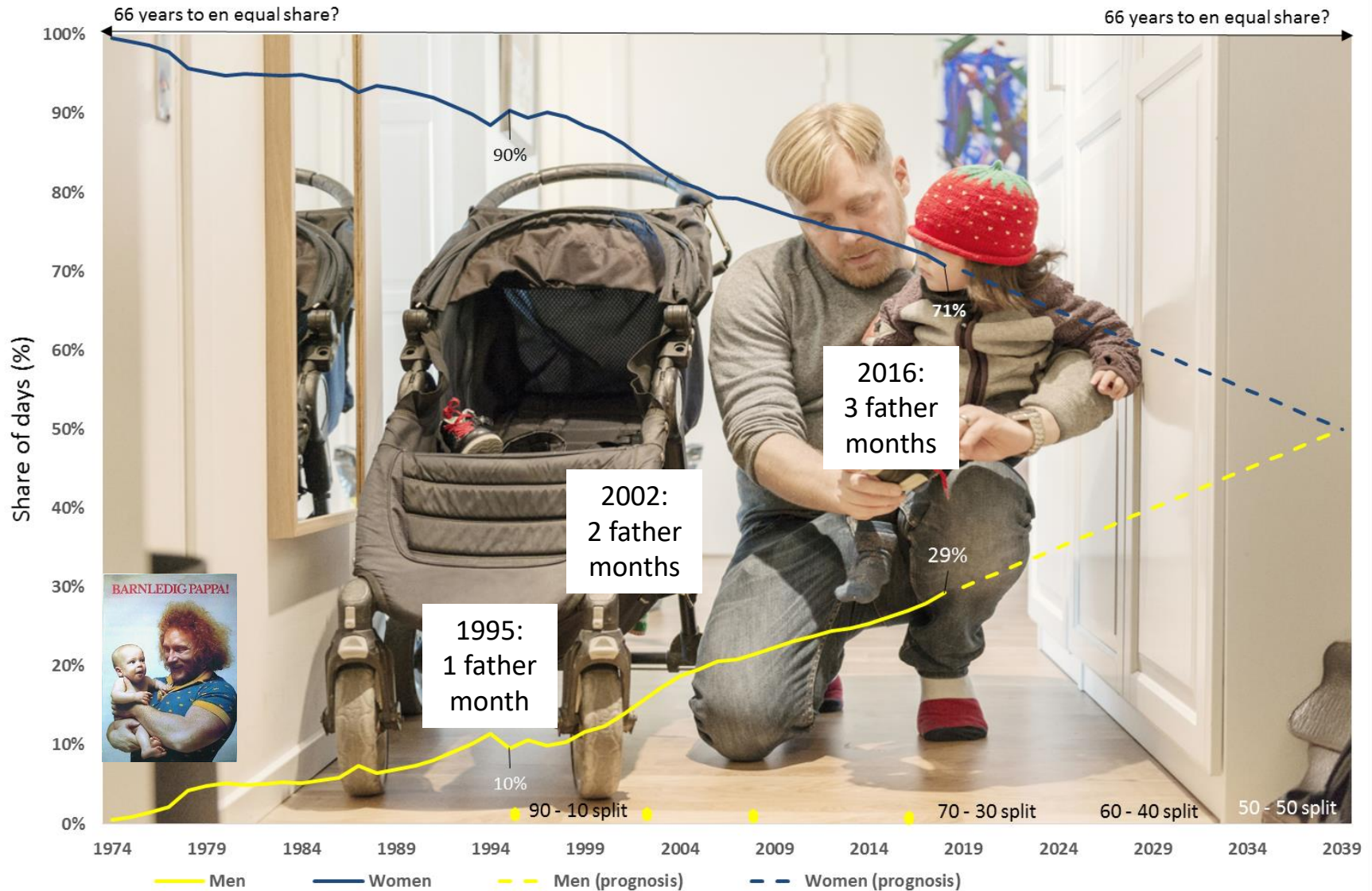
Child
allowance

* Promote involvement
of men in family life
– women to work

* Facilitate combination
work-family

* Avoid discrimination of
parents at work

Parental leave in Sweden - towards equal share



WHY

Social Impact

Companies → Society

Company:
Culture
Routines
Values/Norms

Sustainable
& gender
equal families

Civil Society
(families, individuals):
Culture
Tradition
Values/Norms

The human right
to live
"a whole life"
(both family & a job,
without having to
choose)

Sustainable
& gender
equal
companies

Sustainable
& gender
equal societies

Use ALL competence
in the society,
increase birth rates etc..

Society:
History
Politics
Legislation

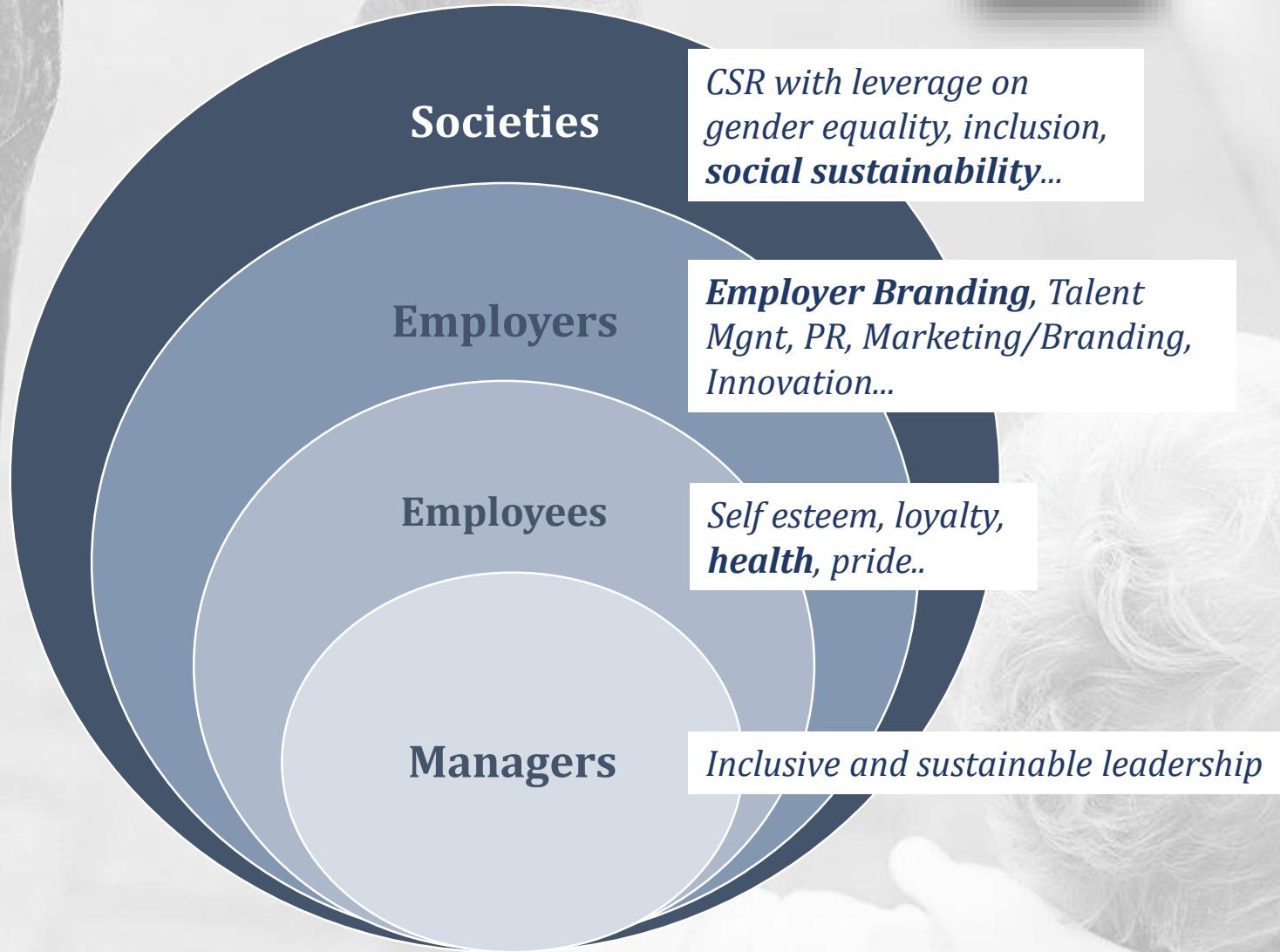
What's in it for us?

WHY - what's in it for a Company?



ROI

Return On Investment
&
Return On Inclusion



HOW - 2 areas of employer initiatives

FORMAL SUPPORT

TIME

MONEY

ROUTINES

IT



INFORMAL SUPPORT

ATTITUDES

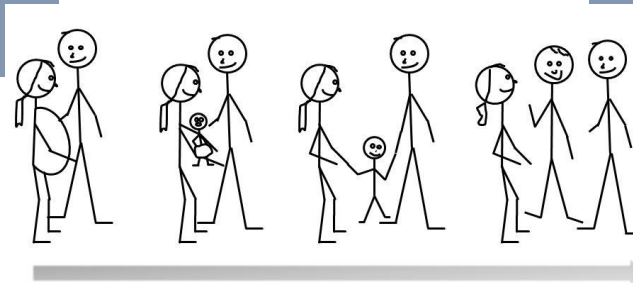
BEHAVIORS

LEADERSHIP

ROLE MODELS



Involve all
managers early
and promote
ambassadors



Communication

Creativity

Prioritization

ative
g"

Delegation

Humility

Team
building

Organiza

PARENTHOOD
One of the best
Management courses
you can get!

Empathy

MODERN LEADERSHIP

PARENTAL SKILLS

Management
by objectives

Motivation
techniques

ROI

Employed
Parents

Curiosity

Problem
Solving

Efficiency

Company
Vision

Profitability

Business
Goals

Consequence
& Fairness

et
borders
/limits

Planning

Handling
stress &
chaos

Continuity

"Presence"

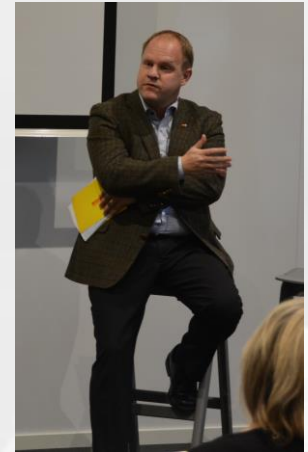
Courage!

Awareness of what parents give back to the Co

Why is it important – even though you can't yet measure/prove the economic effects?



/Klas Forsström, CEO at Munters AB



We want to be an innovative company, and know that diversity and a broad view on competence stimulates innovation.

It is important for us to attract future talent and develop and keep the employees we have.


From a profitability perspective parents develop lots of skills “free of charge” for the company. To be a Parentsmart company makes employees develop and grow. When we help them combine work with family and see parenthood as an asset their performance increases, we get lower employee turnover and positive effects on our profitability.

To be a Parentsmart Company is to BE the future, encouraging time and close dialogue with children - our future customers and employees.

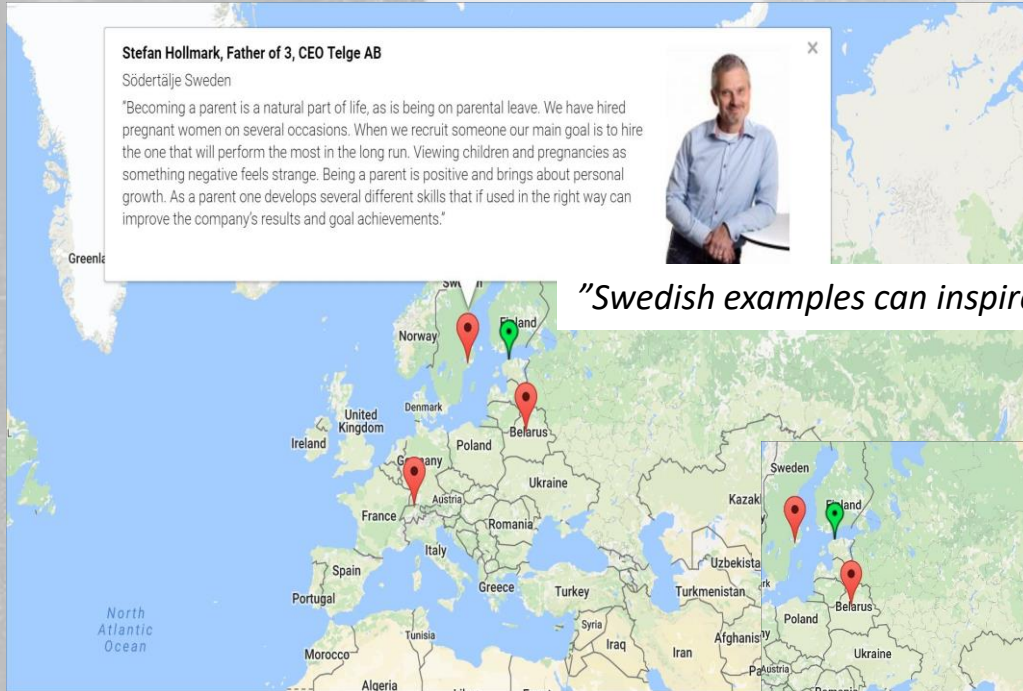
Adapt to local circumstances, norms, culture, possibilities.. The power of local role models.

Stefan Hollmark, Father of 3, CEO Telge AB
Södertälje Sweden

"Becoming a parent is a natural part of life, as is being on parental leave. We have hired pregnant women on several occasions. When we recruit someone our main goal is to hire the one that will perform the most in the long run. Viewing children and pregnancies as something negative feels strange. Being a parent is positive and brings about personal growth. As a parent one develops several different skills that if used in the right way can improve the company's results and goal achievements."



"Swedish examples can inspire..."



**What is possible to initiate and implement only locally in a number of countries?
What is possible everywhere?**

	INFORMAL SUPPORT	FORMAL SUPPORT
LOCAL		
GLOBAL		

Yoshihasa Aono, Father of 3, CEO at Cybozu
Tokyo, Japan

"I have very positive experiences from my three paternity leaves. Since I started taking a lot more time for my family I have changed my views. Now I have large social networks, in corporate culture and education, and I think about things I have never thought of before, as medical systems and politics for example. It has definitely a positive effect on my career and my company. The company goal now is to solve social problems."



– but only local cases can affect local attitudes."



- 1: Help local companies find their own most interesting WHY.
- 2: Identify *one* Co with *one* example of support to working parents.
- 2: Identify a strong internal manager role model in that Co.
- 3: Spread the role model (manager & Co) story about WHY and HOW.

PROJECT START NOV 2019: New standard (with ISO potential) about employer support to working parents *- gather and share best practise for all to develop faster*

	INFORMAL SUPPORT	FORMAL SUPPORT
LOCAL		
GLOBAL		

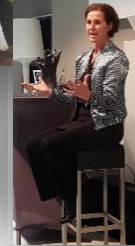
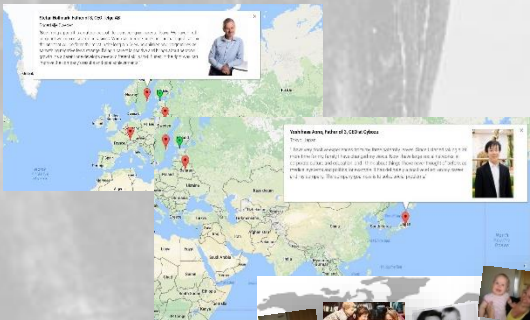
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Föräldrasmart
- på jobbet

sis
Svenska
Institutet för
Standarder

VINNOVA

More info: tiina.bruno@parentsmartemployers.com



A growing concept

Digital IRL

Community for best practise

Parentsmart@work

Parentsmart Employers

Parentsmart Managers

Parentsmart Employees

Audit Strategy Implementation Integration Communication

Dialogue ws/sem Train-the-trainer Coaching

Parental Leave Program Dialogue ws/sem Coaching

