

BE RECOGNIZED AS A
BEST PLACE FOR WORKING PARENTS®

Gain a **COMPETITIVE ADVANTAGE** with the
NEW BUSINESS DESIGNATION!



Through a short, confidential online self-assessment businesses can see if they qualify for a **Best Place for Working Parents®** designation AND view how their company compares to other companies of like size and industry.

TAKE THE ASSESSMENT TODAY AT WWW.BESTPLACE4WORKINGPARENTS.COM TO BE ELIGIBLE FOR A BEST PLACE FOR WORKING PARENTS® DESIGNATION AWARD!

★ 3-MINUTE ASSESSMENT

★ COMPLETELY CONFIDENTIAL

★ IMMEDIATE ONLINE RESULTS



Businesses that achieve the "Best Place for Working Parents®" designation through the online self-assessment will be presented with digital badging to tout as their business as a "Best Place for Working Parents®" via their website, social media, and in print.

BEING "FAMILY-FRIENDLY" IS "BUSINESS FRIENDLY"!

The assessment highlights **ONLY** the family-friendly policies that also have research-proven benefit to businesses' bottom line. Each question in the self-assessment ties to policies that positively impact employee attraction, retention, satisfaction and productivity.

Only 27% of families have the father as the sole breadwinner.

83% of millennials will leave one job for another with **stronger family policies.**

Replacing an employee **costs a business 6-9 months** of that employee's salary.*

JOIN THE MOVEMENT TODAY TO BECOME A BEST PLACE FOR WORKING PARENTS AND KEEP YOUR BUSINESS AT THE FOREFRONT OF ATTRACTING AND RETAINING TOP TALENT.

Take the 3-minute business self-assessment today!

*Sources: CityLab, Goldman Sachs, SHRM