

How to Support Working Parents Beyond Parental Leave

Whether you're a business leader, team manager or employee



Source: The Mom Project, Werklabs x Vivvi

Parenthood does not begin and end with parental leave, and neither should workplace support. Parenting pressures don't get easier, often forcing parents, and specifically moms, out of the workforce at the most important points of their careers. But there are opportunities to change this narrative, and everyone—from company leadership to managers to employees—can help.

New research, "[Beyond Parental Leave: Supporting the Marathon of Working Parenthood](#)," conducted by Werklabs and The Mom Project in partnership with Vivvi, revealed that **Team & Leader Support is the single most impactful way to increase working parent satisfaction in the workplace**, followed by Compensation & Advancement, Organizational Benefits and Flexibility.

When working parents are satisfied, companies see higher productivity levels, increased loyalty and retention, and a stronger likelihood that employees will recommend their organizations to talented colleagues. **Here's how to get there.**

FOR COMPANY LEADERSHIP:

- TEAM & LEADER SUPPORT:** Cultivate an organizational culture that supports caregiving needs. Show employees that their personal lives are valued, and implement deliberate support, whether it's creating a Parenting Employee Resource Group (and funding it appropriately) or a slack channel dedicated to conversations around caregiving.
- ORGANIZATIONAL BENEFITS:** Offer benefits that are useful and appropriate for individual caregiving needs. The vast majority of parenting-related benefits—such as parental leave or lactation

support—are useful for a very limited amount of time; consider investing in benefits that truly address the marathon of parenting, like child care subsidies.

FOR TEAM MANAGERS:

1. **TEAM & LEADER SUPPORT:** Listen to your team regularly to understand their caregiving needs, and recognize those needs will change over time. Be mindful that career pauses most often happen during the toddler years, making managerial support even more valuable during that tenuous time.
2. **TEAM & LEADER SUPPORT:** Create on and off ramps for caregiving employees. Be deliberate about a strategy for employees returning from parental leave or other caregiving-related pauses that covers more than just work; ask about how they're feeling, let them know they were missed, and introduce them to new employees.
3. **FLEXIBILITY:** Encourage caregivers to take advantage of flexible policies if your workplace has them, and allow them to be transparent about caregiving responsibilities. Respect boundaries—don't schedule meetings or events at times a parent is unlikely to attend—and make sure parents aren't penalized for taking advantage of benefits available to them.

FOR EMPLOYEES:

1. **ORGANIZATIONAL BENEFITS:** Ask about benefits during the interview process. "Child care benefits" can mean different things to different employers, so make sure that what you're receiving is in line with what you truly need at your particular stage of parenthood...and beyond.
2. **FLEXIBILITY + TEAM & LEADER SUPPORT:** In addition to asking about your company's policies, articulate what flexibility looks like for you, and what caregiving support could help you bring your best self to the workplace, now and in each unique stage of parenting.
3. **COMPENSATION & ADVANCEMENT:** Have conversations about career advancement. Don't let your manager assume you're not available for a promotion because of a new baby, or that you're less dedicated because of parenting responsibilities. Parenting adds so much value to who you are as a professional; bring that confidence into your conversations.

Want to learn more? [Download the full report here.](#)

Interested in bringing caregiving benefits to your workplace? Get in touch: sales@vivvi.com

