

CASE STUDY:

The Well-Being Leader Who's Walking the Walk

DeAnne Aussem

- Los Angeles, 50 years old
- Well-being Leader and Managing Director at PwC
- One son, 13, and one daughter, 11

HER JOB:

As the head of well-being for PwC, DeAnne oversees strategy and culture to support work-life integration and six dimensions of well-being: physical, emotional, mental, spiritual, financial, and social, for employees in the U.S., Mexico, and several global offshore acceleration centers.

PARENT SUPPORTS SHE HAS USED:

- Fertility treatment coverage
- Reimbursement program for donor sperm
- Adoption reimbursement benefit
- Backup care reimbursement program
- Parental leave and post-leave return-to-work program
- Nursing home care placement benefit
- Sabbatical for bereavement
- After-school care and tutoring benefit

DeAnne's Story

Back in 2005, as a young consultant, DeAnne was selected to attend PwC's global leadership development experience, and the event changed her life in two ways: One, she discovered her passion for workplace wellness, leadership development, and coaching, and two, she met her life partner. Over the years since, DeAnne has helped build the firm's benefits and culture alongside her own family, a son she carried using her wife's egg and donor sperm, and a daughter they adopted.

"That's four different benefits we've used growing our family," she says. "As a same-sex couple, it takes real planning." As her kids have grown, she's taken



advantage of after-school care and online tutoring. One day, she says, she'll probably use the firm's college admission process support. When her mother passed away a couple of years ago, she took a firm-sponsored short-term sabbatical to handle her affairs. And recently, DeAnne used a benefit to help find a memory care facility for her aunt who has dementia. As both a consumer and a facilitator of all of these benefits, DeAnne says, "I am intensely interested in connecting the dots between my own interests and the work that I'm doing, in human connection, and in building positive cultures." →

"We are fiercely committed to supporting our parents through all phases of caregiving regardless of gender identity. Well-being is threaded through our business objectives."

The big-picture exponential math of DeAnne:

75,000+ employees globally reached by PwC's well-being programs

DeAnne and her family have used so many of the PwC's benefits over her 22 years at the firm that have allowed her to stay, grow, and thrive, and broadcast a message: Your wellness matters because you matter. Your identity matters because you matter. Employee wellness programs have been found to save employers \$6 for every dollar spent in health care costs (and likely absenteeism costs, too). "We consider well-being to be one of our leadership skills," DeAnne explains "When we identify something as a skill, that means we can build it, we can teach it, we can measure it, we can see it in action."

23,000 participants in 12 Inclusion Networks

DeAnne has played a role in the development of the firm's Inclusion Networks, and attributes much of PwC's reputation for being cutting-edge to the openness of those groups, which grew nearly 21% in the past year. "We enable that community to have conversations," she says. "We listen and then bring that information back and turn it into something that is a benefit. People feel heard, seen, and supported." When a company has an effective ERG, it fosters a greater feeling of inclusion. And high levels of belonging have been shown to foster a 56% increase in job performance, and to decrease sick days by 75% and turnover by 50%.

14% increase in self-identified LGBTQ+ representation

In corporate America overall, only 1.6% of managers identify as LGBTQ+ women, and 58% of LGBTQ+ women say that they often experience "onlyness" in rooms at work. DeAnne's presence, longevity, and hard work have pushed PwC to do far, far better, with an increase of 14% in the number of people who self-identify as LGBTQ+. It's a shift that research shows pays off, literally. Companies that adopt policies that treat queer employees with equality, dignity, and respect have been shown to outperform their competitors financially. And DeAnne credits PwC's benefits for inspiring her to stay: "That support and commitment and generosity is a big part of the reason I've been here for 22 years."

Thousands of people coached

DeAnne and her team have coached a few thousand PwC-ers. Research shows that the median R.O.I. on coaching is 7x the investment.

Calculating the employer's estimated R.O.I. on benefits she used in the past year

Note: While not tied specifically to DeAnne or PwC, conservative industry averages for these benefits and compensation are used below to figure out an estimated R.O.I.

INVESTMENTS

After-school care (\$275/week average national cost x 2 kids):	\$28,600
Tutoring benefit (\$25/week average national cost x 2 kids):	\$2,600
Senior living placement service (75% of one month fee, commonly):	\$3,000
One-Year Investment	\$34,200

RETURNS

Retention savings (calculated using R.O.I. of 2.13x on an estimated benchmark industry/role base salary average):	\$453,690
One-Year Savings	\$453,690

12.3x R.O.I