



Parenting in the Workplace Institute

Bringing New Life to the Workplace

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Executive Summary of a PIWI Babies-at-Work Program

Virtually every company struggles with how to retain key employees when they become parents, particularly in the first several months after a baby's birth. Setting up an on-site day care center or paying for extended leave in addition to hiring temporary workers to cover the employee's workload is often prohibitively expensive, especially in today's economic climate.

Child care costs for the first year of a baby's life range from \$4,650 to \$18,200,¹ and the cost and scarcity of high-quality infant care can make it infeasible for a parent to continue working. The total cost for a company of losing an employee is between 90% and 200% of the employee's salary.² Even if the employee stays with the company, it is frequently difficult for new parents to be fully focused on their jobs while worrying about their young baby in the care of strangers.

A growing number of organizations around the country have discovered a high-return solution to these dilemmas. They are implementing babies-at-work programs in which parents care for their young babies in their own work area while doing their jobs. There are more than 200 confirmed organizations in the United States that have hosted more than 2,100 babies to date (generally until the babies are six to eight months of age or crawling), including consulting firms, law firms, credit unions, accounting firms, software companies, publishing companies, retail stores, schools, and government agencies.

Although people are often highly skeptical of allowing babies in the workplace, these programs have ultimately been enthusiastically supported by personnel in every organization that implemented a formal program. Well-structured babies-at-work programs are consistently successful and result in numerous organizational benefits, including higher morale, increased teamwork, and lower employee turnover.

The Parenting in the Workplace Institute maximizes the effectiveness of these programs, while providing resources and direct assistance to parents to help them to keep their babies content while successfully completing their work. Clear structures and guidelines are established to ensure that babies are not disruptive to coworkers and that all employees effectively complete their work. PIWI offers a proven structure for a babies-at-work program that ensures that everyone's needs are met—management, coworkers, parents, and babies.



Enhances Morale

Attracts Quality Employees

Increases Employee Retention

Results In Free, Positive Publicity

Encourages New Parents to Return to Work Earlier

Lowers Health Insurance Costs

Improves Long-Term Productivity

Attracts New Customers

Enhances Teamwork

For more information on babies-at-work programs and details about how we can help your organization, please visit BabiesAtWork.org

¹ http://www.naccra.org/sites/default/files/default_site_pages/2011/cost_report_2011_full_report_0.pdf

² <http://www.shrm.org/about/foundation/research/documents/retaining%20talent-%20final.pdf>