



WELCOME TO  
**THE (NEW)  
WORKING WORLD**

Meet Your  
Employees Where  
They're At Now

The events of 2020 had a seismic impact on the world economy. Reverberations from the pandemic are still being felt and will continue to be felt for some time. The business landscape has changed, possibly forever. Every organization has felt it in some way or another.

**The old days are firmly behind us. Are you ready for the New Normal?**

It's time to adapt and evolve in order to succeed. Don't let your business become extinct.

**IN THIS PAPER, WE'LL  
EXPLORE THESE KEY TOPICS:**

- **What Employees Want In Today's Environment**
- **How to Meet Them Where They're At Now**
- **Solutions That Work for Them—and For You**

**Access to affordable, quality child care is essential for working parents... yet it is hard to come by. The first years of life are critical for children to build a strong foundation upon which future learning is built.**

—Untapped Potential: Economic Impact of Childcare Breakdowns on U.S. States, U.S. Chamber of Commerce Foundation



## WHAT EMPLOYEES WANT IN TODAY'S ENVIRONMENT

Perhaps the biggest COVID impact of all was felt by employees—especially those with families.

**IN A RECENT SURVEY CONDUCTED BY SOFI, IT WAS FOUND THAT:**



**51% of working Americans are stressed about finances, even more now than before the pandemic.**



**25% of their week is often taken up with this worry and its long-term impacts.<sup>1</sup>**

Do you know that your employees are that stressed about finances? And do you know that one of the biggest household expenses for America's working families is child care? It's true.

**62% OF AMERICAN PARENTS HAVE A HARD TIME FINDING AND AFFORDING HIGH-QUALITY CHILD CARE.<sup>2</sup>**

Not only have things changed for the workforce and their employers, the workplace itself has been transformed by the pandemic. In some cases, businesses don't even have a workplace anymore. Physical work locations have been reduced or eliminated for many employees.

Of course, remote workers are still looking for work/life balance. Imagine trying to get your daily share of work done, maybe even at the kitchen table, while running a very tiny preschool in your house. This scenario portends lots of crying—and not just from the kiddos.



The upside to hiring remote workers is the talent pool has been greatly expanded. But just because your workforce is dispersed and not centrally located does not mean these new hires are not seeking the same perks and family benefits that full-time onsite employees want.

**(And, let's be honest, need.)**

**IN A SURVEY OF 1,000 WORKING PARENTS WITH CHILDREN UNDER THE AGE OF 15, 73 PERCENT OF RESPONDENTS SAID THEY WERE THINKING OF MAKING MAJOR WORK CHANGES IN THEIR LIFE, SUCH AS:**

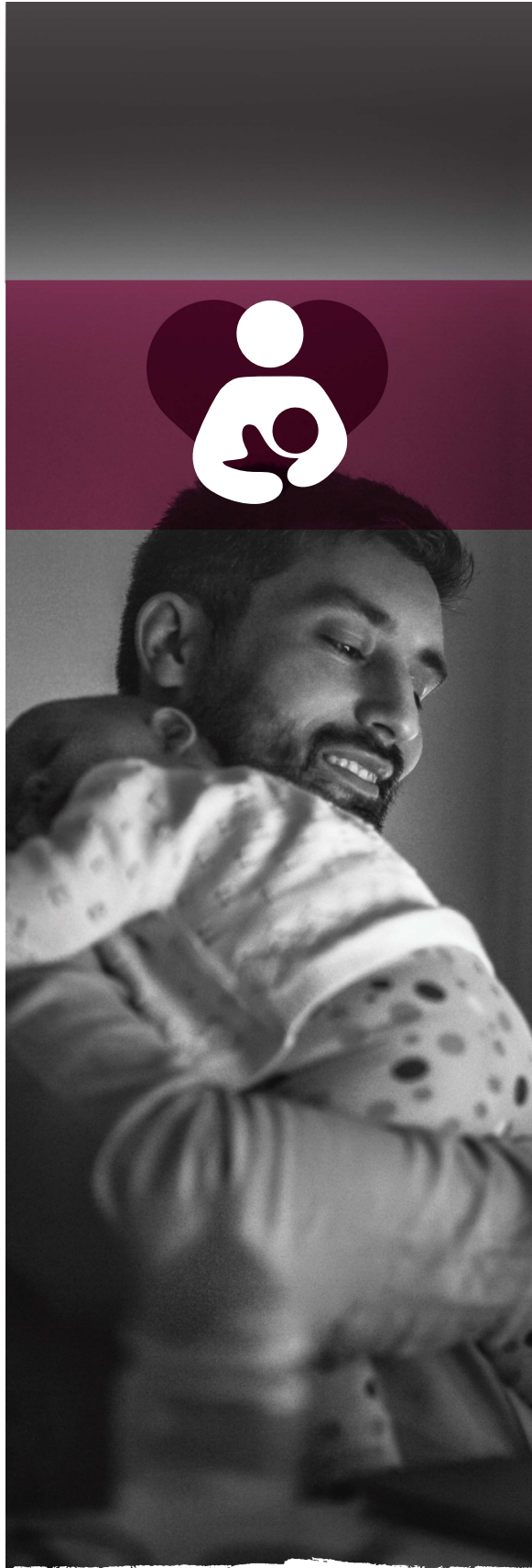
<b>44%</b>		<b>changing their schedule</b>
<b>21%</b>		<b>seeking a new job</b>
<b>15%</b>		<b>leaving the workforce completely<sup>3</sup></b>

A SURVEY OF REMOTE WORKERS BY FLEXJOBS, A FIRM THAT AIDS PEOPLE IN SEARCHING FOR WORK AND NAVIGATING HYBRID OFFICE SETUPS, CONDUCTED A SURVEY OF REMOTE WORKERS.

**28%** OF THOSE WHO RESPONDED SAID THEIR BIGGEST WORKING CHALLENGE WAS **DISTRACTIONS IN THE HOME.**<sup>4</sup>

With the advent of remote working, employees have options like never before when it comes to choosing an occupation. We know that people do want to work.

***But do they want to work for you?***



## MEET THEM WHERE THEY'RE AT NOW

To maintain your organization's status as a destination for top talent—and career longevity—it's essential to think about how you can relieve the burdens that exist for working families.

**83%** OF MILLENNIALS WOULD LEAVE THEIR JOBS FOR ONE WITH **BETTER FAMILY CARE BENEFITS**.<sup>5</sup>

There is not an organization out there that would not see a positive return on investment from family-focused benefits. Today's employees are looking for more work/life balance. They want to know their employer is looking out for them. Workers who are respected and appreciated—and know it—remain loyal and dedicated and put forth their best effort.

**HERE ARE JUST A FEW NUMBERS THAT TELL THE STORY.**



**40%** of the workforce for the next 10 years will be 24 to 44—typical age to have young children.

—Bureau of Labor Statistics



**66%** of full-time employees say they don't have a strong work/life balance.

—Small Business Trends



**96%** of parents say government and business leaders should financially support child care.

—Bizwomen Blog, Birmingham Business Journal, July 2020.

Flexibility is the key when it comes to the new work normal.



Want to bring your teams back to the office?  
Consider investing in an onsite child care center.

Want to alleviate some of their financial stress?  
Consider contributing to the costs at local centers convenient to them.

Want to keep teams focused and on task?  
Consider back-up child care, an essential safety net when regular care falls through.

Meet your team members where they're at now.  
They'll thank you for it.

The bottom line: Not offering support to working families is not good for your bottom line. And the numbers don't lie here either. Losing employees is a losing proposition.

**1.1 million** Americans work part time instead of full time, because of child care challenges.

—Committee for Economic Development of The Conference Board



**74%** of American women leave the workforce each year due to child care issues.

—Slate.com



**65%** of parents see their work schedule impacted by child care more than 7 times per year.

—U.S. Chamber of Commerce Foundation, Center for Education and Workforce



**ACCORDING TO THE CENTER FOR EDUCATION AND WORKFORCE AT THE U.S. CHAMBER OF COMMERCE FOUNDATION:**

**EMPLOYEE TURNOVER COSTS AMERICAN COMPANIES \$160 BILLION PER YEAR.<sup>6</sup>**

Don't leave all that money on the table.



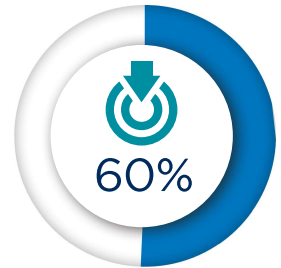
## SOLUTIONS THAT WORK FOR THEM—AND FOR YOU

But how do you keep all those employees? Give them the work/life balance they're seeking. With solid child care benefit offerings, the numbers look a lot better for you.



**30%** is the reduction in absenteeism seen by employers who offer child care.

—Child Care Aware



**60%** is the decline seen in employee turnover by companies who offer child care.

—U.S. Chamber of Commerce Foundation, Center for Education and Workforce

So, where to start? With a partner that has your back from the very beginning.

  
**1,050+**  
**SCHOOLS**  
**NATIONWIDE**

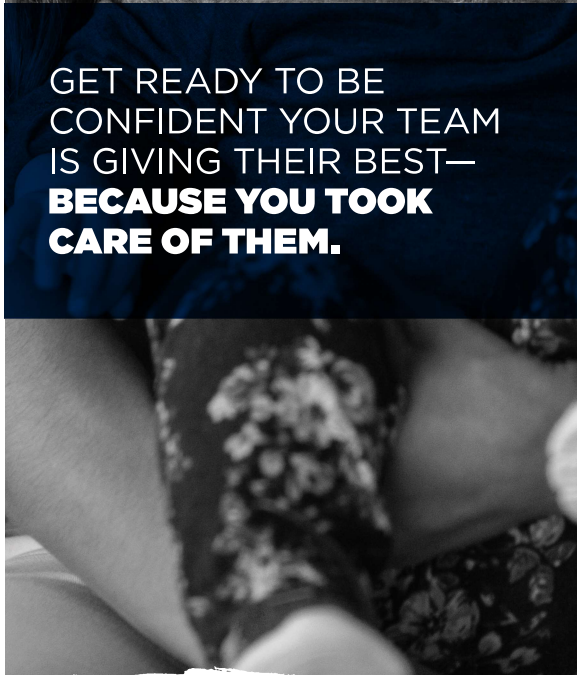
  
**150,000+**  
**CHILDREN**

WE LEAN INTO OUR **MORE THAN 50 YEARS OF EXPERIENCE** TO CREATE THE MOST EFFECTIVE EARLY CHILDHOOD EXPERIENCE.

Our longevity and success are rooted in the recognition that every child is unique. Personalized learning experiences are one of our hallmarks. Because we know no two children are the same, you'll find that no two classrooms of ours are ever exactly alike.



GET READY TO BE  
CONFIDENT YOUR TEAM  
IS GIVING THEIR BEST—  
**BECAUSE YOU TOOK  
CARE OF THEM.**



The same goes for your workforce. Every situation is different. We're ready to design a solution that works for your team members—and for you. **AT LEARNING CARE GROUP, WE'RE THE EXPERTS IN:**

**FUNDED CHILD CARE:** Support working families by covering child care costs.

**BACK-UP CARE:** Ensure dedication and productivity by having a back-up plan to keep teams focused and working.

**ONSITE CHILD CARE CENTERS:** A family-friendly work environment can pay significant dividends.

(Of course, our solutions can also be combined to accommodate a hybrid workforce.)

**THIS DEDICATION TO CUSTOMIZATION HAS LED DIRECTLY TO OUR LATEST INNOVATION:**

**OPEN ACCESS.** Your teams can enroll not only at our national network of LCG schools, but any child care center convenient to them. They can even secure care privately through friends, family, etc., and then get reimbursed. That's right. **It's child care, everywhere.**

## LEARN MORE:

Email: [partnerships@learningcaregroup.com](mailto:partnerships@learningcaregroup.com) or call **877.767.5241**.

## SOURCES:

1. "Employees spend 25% of their workday worrying about money," Alyssa Place, *Employee Benefit News*, April 11, 2022.
2. *Slate.com* (<https://slate.com/human-interest/2018/02/the-corporate-case-for-childcare.html>)
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4. "FlexJobs Survey Finds Employees Want Remote Work Post-Pandemic," Rachel Pelta, *FlexJobs.com*, April 2021.
5. *U.S. Chamber of Commerce Foundation, Center for Education and Workforce*
6. *U.S. Chamber of Commerce Foundation, Center for Education and Workforce*

