

# KEEP YOUR WORKING PARENTS IN THE WORKFORCE

THE MOM COMPLEX

## OUR PHILOSOPHY

Being a culture that is inclusive of working parents represents a significant challenge for companies today, as 56% of working mothers and 50% of working fathers say finding work-life balance is "very" difficult. That lack of balance is the number one reason they change jobs or elect to stop working altogether.

We can help you understand what makes working parents tick and what makes them quit so you can drive retention and employee satisfaction among this group of talented workers.

## OUR TEAM

Our Mom Complex consultants are intimately familiar with the challenges of being a working parent. Our first-hand experience comes from living and breathing it every day, studying the lives of parents around the world and we write a regular column for Working Mother magazine.

## OUR CLIENTS

It's our privilege to work with companies like Walmart, Kellogg's, Discovery Network, LEGO, Unilever, Johnson & Johnson, Pricewaterhouse Coopers, McGuire Woods and The Federal Reserve Bank to drive business and engagement among their customers and employees.

## OUR OFFERINGS

**Keynote Presentation:** A brutally honest look at the challenges of being a working parent based on primary research with over 10,000 parents. Designed for up to 500 attendees, this format is ideal for employee resource group events or leadership and training seminars.

**Working Parent Workshops:** An interactive and engaging workshop for 15-75 working moms and dads to work through custom activities and exercises to help each other find calm in the chaos and succeed both at work and at home. Session length can vary from two hours to two days.

**Leadership Workshops:** Designed for leaders across departments as well as HR professionals, you'll learn how to build an inclusive culture, and everything the C-suite needs to know about how to retain working parents. Format is typically 2-3 hours in length.

**Research & Consulting:** Using The Mom Complex's smartphone research app, we'll help you gain valuable insight into the passion and pain points your working parents experience before, during and after work. Then we'll help you generate new management and retention strategies.

