

Family friendly policies in the workplace: a brief exploration essay

[Business](#), [Management](#)



C.

Many organizations look for ways to promote diversity through family-friendly policies. Search the web and locate three companies who are incorporating family friendly policies into their Human Resource Management strategy. write an essay addressing the following questions: a. Who are the companies (Be sure to list their web address too.) b. What are their policies? c. How do these policies attract and keep people? d.

Do these policies interest you? Why? e. How might they make their policies more attractive to workers? apa 2, 3 Family Friendly Policies in the Workplace: A brief exploration Today's workplace is a changing entity. More employees are demanding family friendly policies as part of their company's compensation and work-life programs. In response, many leading human resource management strategies involve innovative and broad reaching programs that address their worker's personal family needs. This helps to increase morale, and overall productivity, as well as decrease absenteeism (Thottam, 2005).

Three companies that currently have active family friendly policies are Best Buy, Aflac, and Turner Broadcasting. In specific, Best Buy has incorporated a unique "flexible day" program in which employees are encouraged to combine in office work with working from home via the internet. In this program, each employee is trusted to design his or her own day with regard to their individual responsibilities and roles in the company. The benefits, according to the employees and company representatives, are truly striking.

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For example, according to a recent Time magazine news article, Best Buy employees say that the new freedom and flexibility is "...changing their lives." Further, according to the company, "...they don't know if they work fewer hours—they've stopped counting—but they are more productive (2005).

Similarly, Aflac, one of the nation's leading insurance companies, has implemented a new childcare program as part of its benefits program. In addition to the childcare program, which is onsite in Aflac's Georgia offices, the company offers "matchmaking services" for parents and babysitters, as well as hosting "mom-friendly" events within the company (Hughes, 2007).

So, too, Turner Broadcasting of CNN fame which offers its own day-care program, along with flexible work hours and even tuition assistance.

According to one company spokesperson, "We want to give employees as many choices as possible," and "...we want people to look at not just how it's going to benefit them, but how it's going to benefit the company

(2007)." Clearly, the attraction of these companies is immense in that it allows employees to reduce the expense, stress and logistical problems that go along with having a successful career and family. Additionally, these companies have a higher retention rate because fewer mothers are finding it necessary to quit work when they begin or expand their families

(2007). I find these policies of particular interest to me because I feel that balancing family life and work is an essential part of a successful life.

Having the option of in-company day care in particular frees the worker from the immense expense and worry of placing one's children in off-site facilities. It gives one the freedom to focus on one's job rather than worrying

throughout the day about getting off in time to pick up the kids from daycare. However, one way in which companies might make these benefits more attractive for employees is by offering similar incentives to single workers, who at times can feel “left out” of the benefit game. Thus, instead of offering a static family program, companies may offer more progressive packages that consider the unique family lives of all segments of the population, including single workers, childless couples, and families with children, as well as older workers (Joyce, 2006).

That said, family-friendly human resource strategies are a growing part of business worldwide. Clearly, they have a place in the future of human resource management, and can do much to improve the lives of employees as well as the productivity within the companies that implement them. One can only hope that they continue to grow in implementation and scope.

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