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A Cost Effective Guide to  
Building a Family-Friendly  
Workplace



## You don't need a billion dollar balance sheet to create a family friendly workplace.

Kunik helps companies build family-friendly workplaces that meet the needs of both their employees and their bottom-line. Our approach drives measurable improvements in morale, recruitment and retention while increasing profitability, productivity, and ROI.

**No Baby Cash, No Problem:** Some companies fly nannies to London or give \$5k in baby cash, but designing effective work-life policies can begin with much humbler steps.



**It Starts At the Bottom:** It's critical to use data from your employees to best identify what actions are needed. Due diligence and deep analysis, staples in all other business decisions, should be used here as well.



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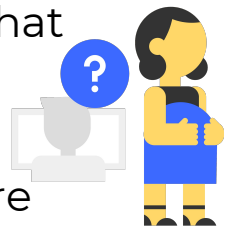


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Consider:

- Does HR track the retention of **all** employees who become parents?
- Do you evaluate retention over staggered (eg 6, 12, 24 month) periods? There may be a lag effect that is important to understand.
- Do you survey employees anonymously?
- Do you track which benefits are being used? Are some underused due to a lack of awareness or negative stigmas?

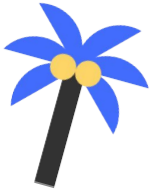


**Look Inside:** A **staggering 98%** of parents experience burnout at work. But there are likely solutions already built into your benefits platform that can help.

- *Personal days:* Are often underused due to lingering stigmas. Encourage their use, they are a great way for employees to handle last minute responsibilities.



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- *Vacation days:* Time off is critical to avoiding burnout, enhancing productivity and buttressing morale. Yet they remain underutilized. **>50%** of working parents report using paid time off to deal with family responsibilities rather than taking a trip or relaxing at home.
- *Flex time:* Flex time or remote work, while not suitable for all workplaces, is surging in demand. **84%** of working parents cite flexibility as the single most important factor when considering a new job. Flex time is a game-changer for parents returning from leave, but also impactful for the entire workforce.

**A Nearly Infinite Return:** Is your lactation room a repurposed closet? Does it have a fridge? Comfortable seating? Wifi? Privacy? For a few hundred dollars you can meaningfully improve the working conditions for new mothers. *Low output, high return.*



**Clear Channels:** When an employee announces they will be taking leave, systems should fall into place that streamline the process for all stakeholders.



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This helps avoid issues that can impair productivity, morale and healthy operating dynamics.

- *Communication:* There needs to be a plan for check-ins and a system to highlight urgent communications vs those that can wait.
- *Coverage:* How will work be covered and who will be taking on what responsibilities?
- *Return planning:* How will work be transitioned back to the employee? Is there a point person to help the returning teammate get up to speed?

**Mentorship:** Shared knowledge and mentorship are free. Leverage the experiences of your workforce. Connect those taking/returning from leave with those who have been there before. Internal mentorship programs cost little and are highly efficacious. They also boost morale and align your employee base.



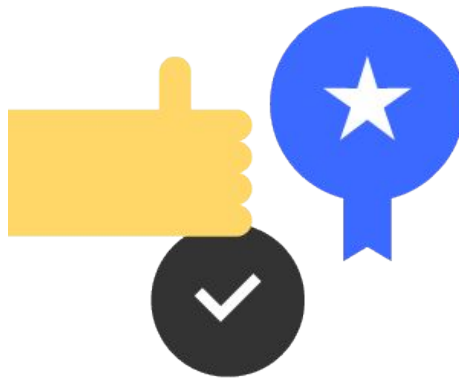
**Create a Hub:** Developing an Employee/Parent Resource Group (ERG/PRGs) clearly demonstrates your commitment to your employees and helps build a sustainable culture. They enable:



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- Employees across the firm to build relationships and provide guidance.
- Management to solicit feedback from critical stakeholders.
- Firm's to remain accountable to their policies/actions, especially regarding Diversity & Inclusion initiatives.

The above are just a few of the many ways a firm can radically improve their approach to building a family friendly work-life culture on little to no budget.



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**Putting It All Together:** Employers seeking to remain competitive must adopt policies & benefits that attract, support and retain working parent employees.

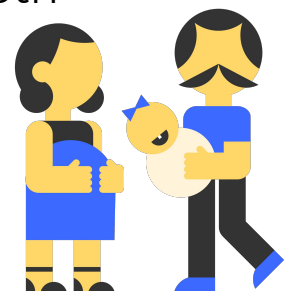
Kunik is dedicated to supporting working parents and their employers. Our engaged community, diverse experts and customizable PRG solutions offer a holistic and differentiated solution.

Kunik helps companies think critically and creatively about building sustainable change. Our solutions are scalable and fit a range of budgets and needs.

Together, we can: sponsor memberships to Kunik, fully outsource your PRG including tailored programing, customize a company specific Kunik platform, connect your employees with other working parents taking leave at a similar time and much more.

Together we will analyze your needs and develop a cost-effective and robust solution that meets both your goals and those of your employees.

Contact us to learn more. [hello@kunikco.com](mailto:hello@kunikco.com)



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