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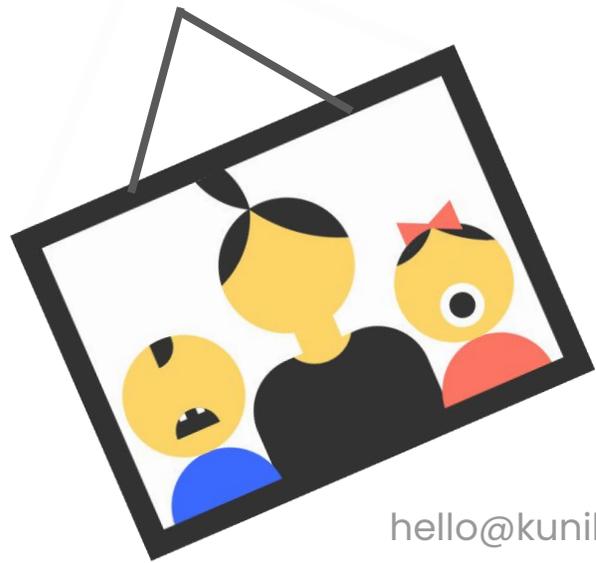
2020: Caregiver Year In Review

2020: the year the world saw into the lives of working parents

The experience varied by family, but the struggle was the same for everyone: integrating your career and family is never easy, let alone during a global pandemic.

However, managing home and work was precarious before COVID and will continue to be difficult after. Hybrid & remote work structures create a new set of challenges. COVID highlighted a reality: working caregivers need significantly more support from their employers than they've had. What that support looks like remains to be seen.

The below is our summary of the working parent experience in 2020 and what we think lies ahead in 2021 and beyond. *Everyone benefits when workplaces are better for parents, here's how we can get there:*



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2020: A Year in Review

The Big Takeaways:

1. There are a lot of working parents: Working parents make-up a much higher percent of your organization than most employers previously thought (30-60%+)
2. Beyond babies: To date, 'family-friendly' has targeted expecting and new parents. The challenges parents face don't end, they just change. Your organization is full of different types of families with kids of all ages
3. Holistic Approach: Effective, innovative solutions put caregivers central to a larger effort to build a culture of empathy and inclusion at all levels of the firm
4. Cultural Cohesion: Culture is perhaps the single biggest signifier for success. Building a strong culture takes time. Creating an environment where employees feel valued, comfortable sharing their challenges, and finding support, is critical

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2020: A Year in Review

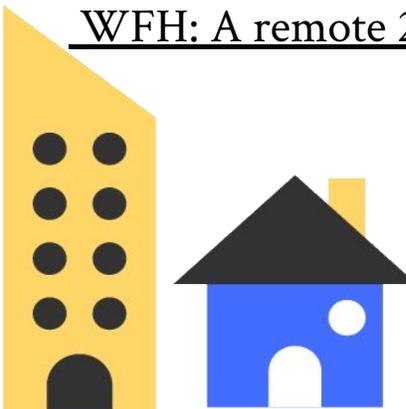
2020: What Happened

Flexibility ruled the day

- Flexible work went from nice-to-have to mission critical
- Parents who were suddenly forced to simultaneously work and care for their families relied on flexible hours to do both. *90% of Kunik members are now working past 11pm weekly and on weekends*
- Flexibility is not a panacea. When applied without training or explicit protocols, it can lead to further stress and burnout: 'flexible work' can often translate to a 24 hour work day

Looking ahead: Flexibility is here to stay, but with greater boundaries, clarity, and coaching on best practices. Equip your team and managers with the training they need

WFH: A remote 2020 (“Working from home and living where we work”)

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- Prior to 2020, many leaders shunned remote work. This year proved that it can work
 - Offering remote work will be critical to retaining and recruiting talent going forward

Looking ahead: Enter the hybrid work world. We'll see digital first companies, offices as casual gathering spaces, hybrid teams with fixed schedules, fully remote companies, and those that (mostly) return to in person. Simply put, where and how we work will be different. (for more on remote and hybrid work models [see here](#))

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2020: A Year in Review

Perks are overrated

- When asked what they missed most from the office, the answer wasn't the free kombucha or desk side massages - it was the people they worked with
- People crave connection. In a year when we needed more space to talk/share/commiserate, it was often hard to find and even harder for HR teams to build

Looking ahead: Leading HR/People teams will put less focus on perks, and more energy into new ways to foster collaboration, communication, interaction, and candid moments. This won't only build culture, it will set you apart from competitors and help you win the talent wars

We were undercounting

- Your firm has a lot more parents than you thought - and they're much more diverse
- Zoom meetings and extended remote work meant we finally started to see just how many caregivers there are at work
- The challenges working parents face impact all families - from planning for college admissions to the complexity of teens and younger children

Looking ahead: Family friendly benefits will extend beyond conception, pregnancy, and the first year. Supporting working parents will mean supporting *all* parents, with kids of all ages. This will require new solutions



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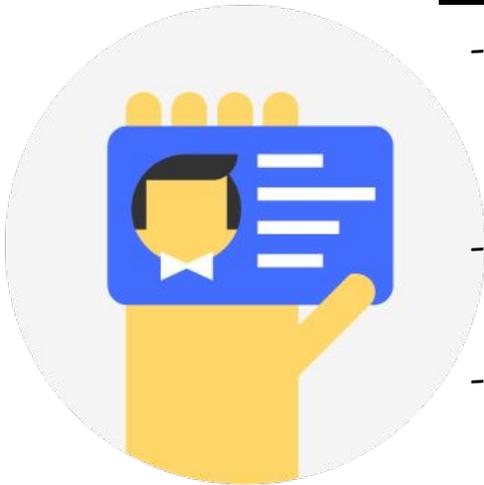
2020: A Year in Review

You, me, us

- *Everyone* faced challenges this year - parent and non-parent alike. Yet we lacked the means and tools to share those experiences, and in some cases that led to resentment among colleagues and managers

Looking ahead: Companies, especially those operating in remote or hybrid models, will look to outside providers to build safe spaces for their employees to share and connect with empathy and understanding. This will allow it to be facilitated, constructive, and customized, while also freeing up HR and ERG leaders bandwidth

Coaching for the win



- Few things are easy about parenting, and few of us ever received training to become a parent; we can all use expert guidance
- Though no one had yet parented during a Pandemic, coaches had the skills to help us through it
- Group coaching helped parents realize they weren't alone, while an emphasis on practical outcomes ensured they gained the skills they needed in real time

Looking ahead: 1:1 coaching is out, group coaching is in. Parenting is a universal bonding experience and group coaching builds trust and culture. Innovative companies and providers will lead with group coaching as a method that both supports and connects team members

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2021: What's New

Burnout is real

- There were an estimated **2.4M** additional cases of burnout among working moms this year, and an even higher rate among minority parents
- The business case to help lower burnout is strong. With less burnout, employees are 35x more likely to recommend the company, **20x** more likely to stay, 12x more able to adapt to change, and 10x more likely to give extra

Looking ahead: There's no 1 solution for burnout. Lowering burnout means solving for the different root causes. This requires understanding and addressing the challenges different employees in your organization are wrestling with

2021: What's new

The 'mother' of diversity + inclusion

- Caregivers come from every minority group and each level of seniority, acting as a natural bridge to an inclusive culture
- Family friendly benefits will move from silos to a central part of DE+I initiatives, focused on belonging and inclusion (bonus: belonging is linked to a **56%** increase in job performance)



Leading employers will invest in employees and their families...

- 2020 revealed how underprepared most companies are to support parents, but how deep the need is
- 74% of employers think supporting working parents is critical, but only 39% think their current programs/policies are effective
- Bottom line: there's a lot of work to be done

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2021: What's New

Investing in parents is good for business

- 2021 will see a tremendous growth in new solutions to provide ongoing and inclusive support for *all* caregivers
- Companies that invest in employees and their families see **5.5x** more revenue growth driven by higher retention rates, innovation and productivity

Creating space is going to be critical

- Building space will be a big trend in the years ahead. Few will do it well
- Facilitating and adding structure/support/guidance to that space will set your firm apart
- The power of peers will grow. Parents, managers, and employees will be more eager to learn and grow by connecting with peers at large as we move away from the physical office

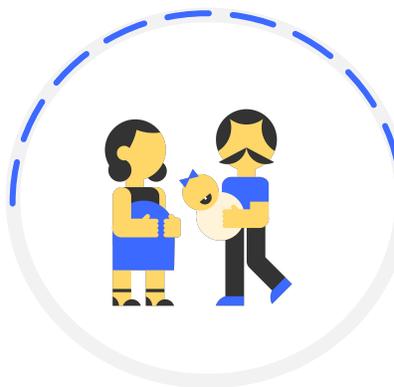
As companies look to foster a diverse, inclusive and equitable workplace, family-friendly benefits will be an increasingly crucial part of their talent strategy. What will differentiate a truly employee-first, family-friendly culture is investment in people, particularly in stretched populations like caregivers. **The outcome is not a policy of being family friendly but rather everyone friendly. These investments help retain and attract diverse talent and perspectives at every level of the organization - driving innovation, growth, and profits.**

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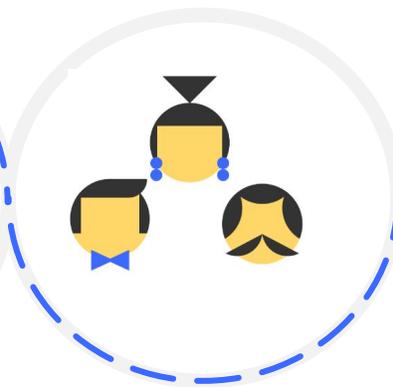
We deliver coaching and community to equip caregivers with the practical tools, emotional space, and expert support they need to integrate home, work, & family.

Our integrated and bespoke solutions include training to help managers lead in a remote, office, or hybrid environment and seminars that address the largest challenges impacting your entire organization.

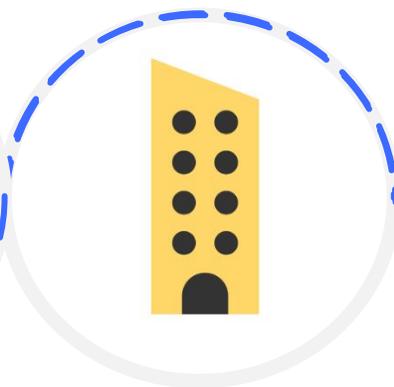
An Integrated Solution



Caregivers



Managers



Firmwide

Contact us to learn how Kunik can support your organization wherever you work

[BOOK A DEMO](#)