

8 best practices from top workplaces for parents



Is your company up for the challenge of supporting working parents as they face more months of the child care crisis? We turned to HR leaders from top companies to gather best practices to improve the health, well-being, and productivity of parents.

COMMUNICATIONS

- Survey parents on a monthly cadence** to ask: ‘What do you need from your manager, your team, the company?’ Report on what you heard and take action on the feedback regularly.
- Institutionalize meeting best practices** by setting company-wide standards to help eliminate unnecessary meetings. Schedule 3-hour, once-per-week ‘no meeting’ blocks at the company or team level.
- Remind parents to tap into existing benefits.** Chances are you have benefits and policies in place to help working parents—share quick links and resources regularly to save them time.
- Encourage community through an Employee Resource Group for parents.** Set up virtual meet-ups for parents and an internal chat channel for them to share activities, tips, and tricks.

POLICIES & BENEFITS

- Help parents navigate child care options** by providing expert counseling, 1:1 guidance, and local resources.
- Increase mental health support for stressed parents and their kids.** Telehealth access to therapists and parenting coaches is more important than ever to help the whole family.

TRAINING

- Train people managers to be empathetic to the needs of parents.** Here are the top 3 questions your managers should ask parents in each 1:1:
 1. How is your work and child care schedule?
 2. Are your goals and priorities clear and realistic?
 3. What kind of support from me and the team would help you most right now?
- Bring in experts to lead webinars with working parents** on topics like avoiding burnout, checking in on kids’ emotional well-being, and talking to managers about what they need.

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Maven is the first family health solution to integrate coaching for parents and specialized pediatric care, improving behavioral and clinical outcomes for parents and children.

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