



Workplace Flexibility: Ensuring Success for the 21st Century

A National Challenge for Business



HOW TO TALK ABOUT WORKPLACE FLEXIBILITY: MESSAGING

The following are useful ways to explain workplace flexibility to the press and key audiences—what it is, why it makes business sense and social sense, and why your organization has joined the workplace flexibility campaign. Please feel free to use these messaging points in press releases, letters, articles, or on your website.

- The national workplace flexibility campaign is an initiative that Corporate Voices for Working Families began at the request of the White House to broaden awareness for the positive business and employee benefits of workplace flexibility. It was launched at the White House at the Forum on Workplace Flexibility in March 2010. With the help of a Partner Coalition and Outreach Partners, Corporate Voices will engage the business community in a nation-wide campaign to support workplace flexibility, recognizing that it benefits both the business bottom-line and working families.
- The landscape of the American workforce has changed dramatically—now more than ever, more workers are caring for children or the elderly, juggling both work and school, or working more than one job to make ends meet. It's time for the workplace to start meeting the needs of the 21st century workforce so that working families and businesses can be more productive, more competitive, healthier, and happier.
- Workplace flexibility is not just a perk or accommodation for women. It is an essential business strategy and talent management tool that helps workers meet business and life obligations. Workers become more engaged and productive, which helps to improve business competitiveness.
- We believe that managing flexibility is a core management competency that enables people to meet business demands and personal responsibilities. We recognize that flexible work practices contribute to productive work environments and effective work processes, and higher quality products and services.

- We are proud to be a part of the national workplace flexibility campaign. Many visionary companies around the country have demonstrated the ability of flexibility policies to improve performance and business outcomes, and we believe that this challenge can have a significant positive impact on the lives of working families and business competitiveness in America.
- The White House highlighted the importance of workplace flexibility to businesses, working families, and to the government in March 2010. We are now joining Corporate Voices for Working Families in supporting workplace flexibility to continue that momentum until workplace flexibility becomes the “new normal” in the American workplace.