

Leave your competition behind

Time off isn't just good for employees, it's good for business. It helps you recruit and keep the best employees, cutting attrition costs while boosting workforce engagement. In short, a good leave program can help your company win the war for talent. Here's why it pays to leave by example.



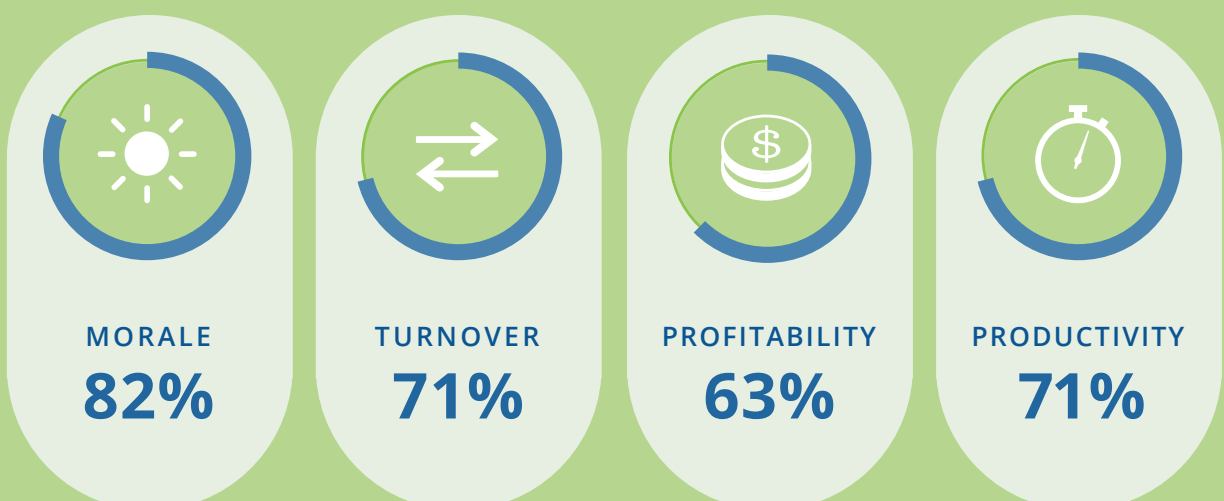
MILLENNIALS EXPECT IT

The workforce's largest generation is driving change



EMPLOYEES & EMPLOYERS BENEFIT FROM IT

Percentage of employers reporting positive effects from paid family and medical leave⁵



"Paid parental leave isn't just a nice thing to do — it's the smart thing to do for our business."⁶

- Coca-Cola

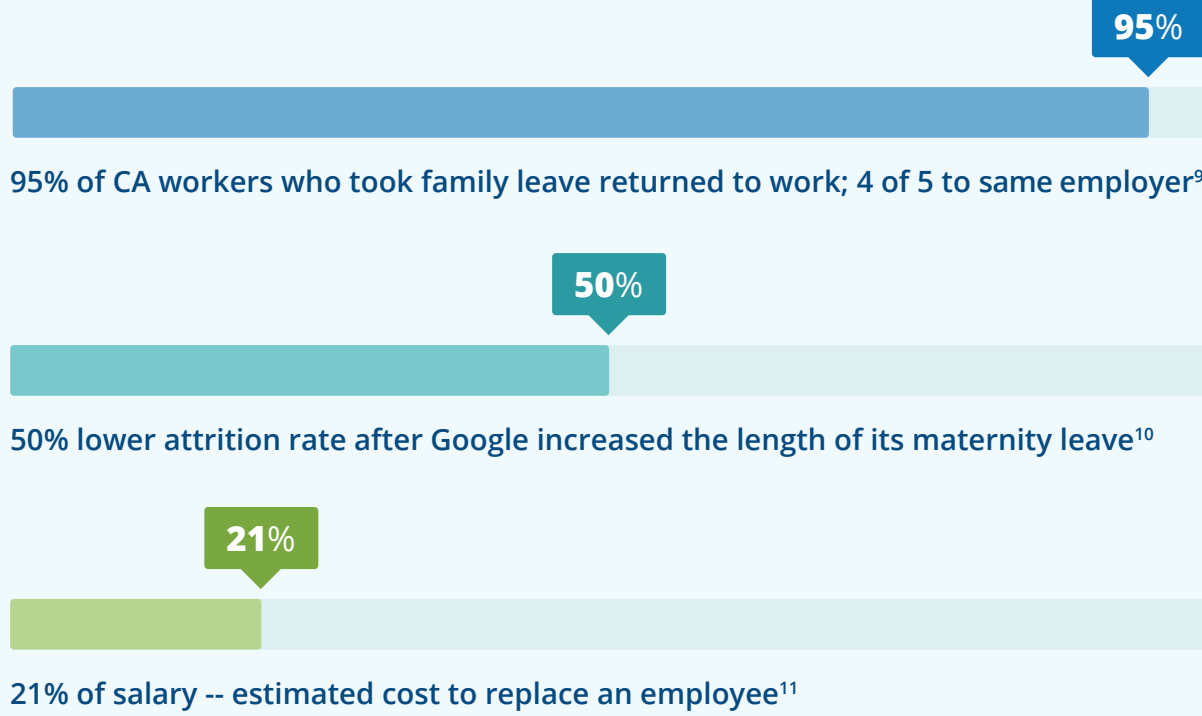
71% vs 64%

Percent of employees willing to put in extra time on the job if encouraged to unplug from the office compared to those who aren't.⁷



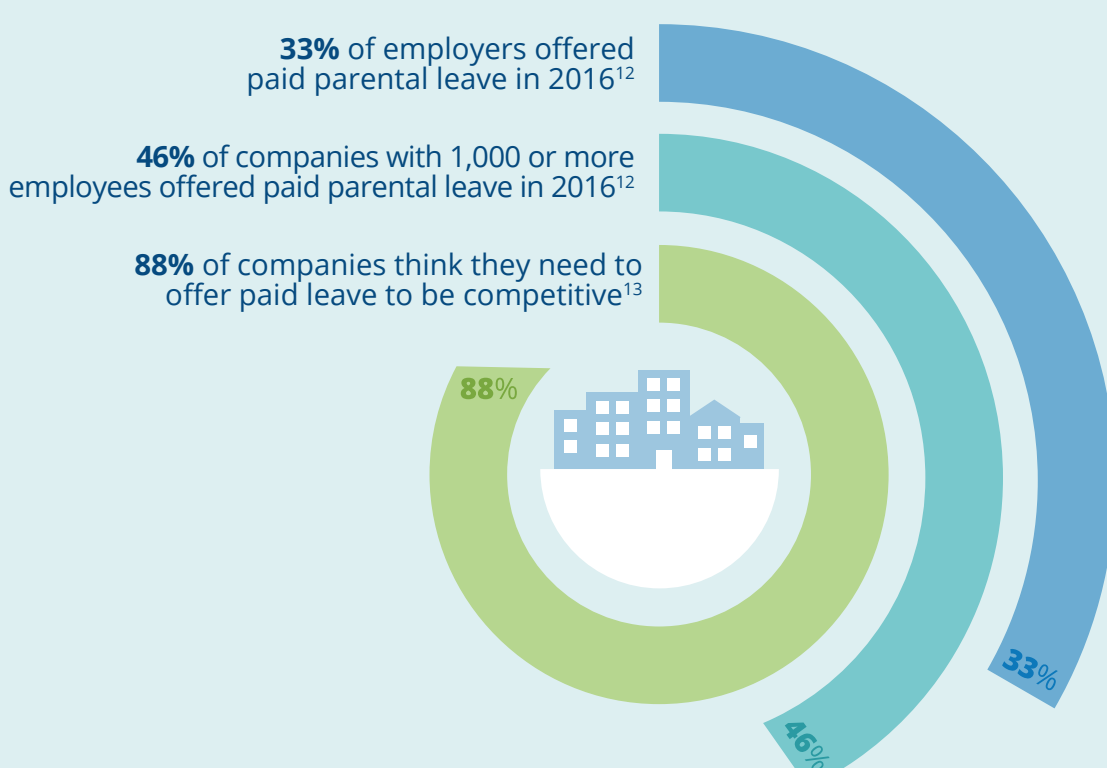
Employees who take most or all their paid time off perform better than those who take less.⁸

LOWER YOUR ATTRITION, LOWER YOUR COSTS



YOUR COMPETITION IS GETTING BETTER AT IT

Companies large and small are setting the bar



21ST CENTURY PERKS YOUR COMPETITORS ARE OFFERING¹⁴

- ✓ **Equal** paid leave for new mother and fathers
- ✓ **Unlimited** parental leave until a new child's first birthday
- ✓ Parental leave for **adoptive and foster parents**
- ✓ Ability to **share** paid parental leave with spouse who works for another company
- ✓ **More** leave for other caregivers, e.g., those caring for aging parents¹⁵

What is your company doing to turn time off into productive time on?

¹ Pew Research Center, *Millennials surpass Gen Xers as the largest generation in the U.S. labor force*, May 11, 2015. ^{2,3} EY, *Millennials: 'Generation Go'*, 2015. ⁴ Organisation for Economic Co-operation and Development, *Trends in parental leave policies since 1970*, March 16, 2017. ⁵ EY, *Viewpoints on paid family and medical leave: findings from a survey of US employers and employees*, March 2017. ⁶ The Coca-Cola Company, *Paid Leave for All Parents: Millennial Employees Drive Coke's New Parental Benefits Policy*, April 11, 2016. ⁷ Project: Time Off, *The Tethered Vacation*, Oct. 11, 2017. ⁸ SHRM, *SHRM Survey Findings: Vacation's Impact on the Workplace*, Nov. 12, 2013. ⁹ Center for American Progress, *There are Significant Business Costs to Replacing Employees*, 2012. ¹⁰ Susan Wojcicki, *The Wall Street Journal, Paid Maternity Leave Is Good for Business*, Dec. 16, 2014. ¹¹ Center for American Progress, *There are Significant Business Costs to Replacing Employees*, 2012. ¹² Guardian, *The 2017 Guardian Absence Management Activity IndexSM and Study: Raising the Bar on Employee Leave Practices and Outcomes*, 2017. ¹³ WorldatWork, *Paid Time Off Programs and Practices*, June 2016. ¹⁴ Business Insider, *19 companies that offer some of the best parental leave policies in America*, May 2016. ¹⁵ DMEC, *The Paid Leave Project: Emerging Business Trends in Paid Family Medical Leave*, Feb. 2018.