

Isolation, Working Parents, and the Great Resignation

Isolation and stress among caregivers and working parents is at an all-time high and it's having a huge impact on organizations.

- 97 million people say they are lonely
- Lonely workers are 45% less productive, 5x more likely to miss work due to stress, and think about quitting 2x more often
- Half of employees are feeling disconnected from their organization and the people within it

But there is a great opportunity right now to turn the Great Attrition into the Great Attraction by understanding the problem and taking meaningful action to retain your employees most at risk.

Companies that invest in working families see **5.5 x more revenue growth** than peers thanks to greater innovation, higher talent retention and increased productivity.

Maven + Great Places to Work Survey, 2021

51%

of employees who quit did so because they didn't feel a sense of belonging at work

McKinsey & Co., Sept. 2021

By seizing this unique moment, companies could gain an edge in the race to **attract, develop, and retain the talent** they need to create a thriving post-pandemic organization.

McKinsey & Co., Sept. 2021

Ways to Remove Barriers

- Talk—and listen—to your working parents through surveys and 1:1s
- Be human and consider the human side of work
- Foster a sense of belonging for your employees: consider virtual communities, ERGs, and ways for them connect over shared values
- Create safe spaces for people to be themselves
- Consider every need and every stage — especially for vulnerable populations — with your benefits offerings
- Model actions from the top down
- Get creative with benefits

Find more actionable insights and ideas in our [full webinar here](#).

Articles and Resources

A Military Veteran Knows

Why Parents Are Leaving, McKinsey & Co.

Digging Into the Great Resignation, The Bridge,

Employee Care Report, Limeade

How to Show Your Employees That They Are Valued Using Little or No Monetary Incentives, Faith Saunders

It's Not Just About Family Leave, ebn

Loneliness is at Epidemic Levels in America, Cigna

The Great Attrition or Great Attraction?, McKinsey & Co.,

The Loneliest Employee, Gallop

The Parents Aren't Alright, Forbes

Who is Driving the Great Resignation?, HBR

Working Parents, Burnout & the Great Resignation, Maven Clinic

"When your business is making a decision, ask yourself, who is NOT in the room? That's likely going to be your most vulnerable population."

Dr. Jessica Jackson

"If the past 18 months have taught us anything, it's that **employees crave investment in the human aspects of work.**

They want a renewed and revised sense of purpose in their work. They want social and interpersonal connections with their colleagues and managers. They want to feel a sense of shared identity."

Great Attrition or Great Attraction, the Choice is Yours - McKinsey, 9/21

Webinar Panelists



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