

BE RECOGNIZED AS A

# BEST PLACE FOR WORKING PARENTS™

Gain a **COMPETITIVE ADVANTAGE** with the  
**NEW BUSINESS DESIGNATION!**



Through a short, confidential online self-assessment businesses can see if they qualify for a "Best Place for Working Parents™" designation AND view how their company compares to other companies of like size and industry.

TAKE THE ASSESSMENT TODAY AT [WWW.BESTPLACE4WORKINGPARENTS.COM](http://WWW.BESTPLACE4WORKINGPARENTS.COM) TO BE ELIGIBLE FOR AN AWARD AT THE MAYOR'S STATE OF THE CITY ADDRESS IN FEBRUARY 2021!

★ 3-MINUTE ASSESSMENT

★ COMPLETELY CONFIDENTIAL

★ IMMEDIATE ONLINE RESULTS



Businesses that achieve the "Best Place for Working Parents™" designation through the online self-assessment will be presented with digital badging to tout as their business as a "Best Place for Working Parents™" via their website, social media, and in print.

## BEING "FAMILY-FRIENDLY" IS "BUSINESS FRIENDLY"!

The assessment highlights ONLY the family-friendly policies that also have research-proven benefit to businesses' bottom line. Each question in the self-assessment ties to policies that positively impact employee attraction, retention, satisfaction and productivity.

**In 65% of Texas households**, both parents work (4.5 million households statewide).

**83% of millennials** will leave one job for another with **stronger family policies**.

**Replacing** an employee **costs a business 6-9 months** of that employee's salary.\*

JOIN THE MOVEMENT TODAY TO BECOME A BEST PLACE FOR WORKING PARENTS AND KEEP YOUR BUSINESS AT THE FOREFRONT OF ATTRACTING AND RETAINING TOP TALENT.