

The Family Friendly Workplaces Certification

Date of event – 31st March 2025

Speakers

We were delighted to be joined by:

- Una O'Reilly, Vice Patron, Working Families
- Joanne Waterworth, Head of Employer Services, Working Families
- Sarah Cleasby, Client Advisory Director, Parents at Work
- Jackie Henry, Managing Partner for People and Purpose, Deloitte UK
- Lucy Norman-Wells, Senior Equality, Diversity, Inclusion & Wellbeing Manager, TLT LLP

Our Top Takeaways:

Evidence of family-friendly working is imperative for business success

- There are tangible business benefits in productivity, turnover, reduced absenteeism and diversity. Evidence is growing for this to be the case, as Deloitte shared their research that found parental leave is a top priority for people when choosing a new employer.
- Investing in people practices is just as important as other investments. And as sustainability becomes ever-more important, the certification's alignment with United Nation's Sustainability Goals helps businesses deliver and achieve against these.
- Not only does the certification help organisations stand out as employers of choice by shining a light on those who are going the extra mile, but driving a culture of continuous improvement means they will outpace competitors and be the leader that others will follow.

Success depends on creating a robust business case

- Think about why and how becoming a Family Inclusive Workplace would be beneficial for your organisation. Gathering insights will strengthen the case for change, and having an evidence base of data, feedback and personal stories can demonstrate positive impact, and add credibility to any proposals.

- Central to the certification is being able to measure impact against a trusted framework across all areas of family-friendly working. The certification process is an opportunity for self-reflection and to interrogate how practices and policies are being used and where there might be opportunities for improvement.
- Be willing to support and learn from others. Being part of the Family Friendly Workplaces global community means being part of a network that can enrich knowledge and insights, and broaden thinking.

Good will look different for everyone

- Recognise that everyone will be at a different point in their journey towards working in a truly family-friendly way. Listening to people gives an understanding of where the needs are and means improvements made in response will have the most effective impact.
- Many organisations are recognising the need to go beyond flexible working to promote work-life wellbeing. Topics that have previously been considered taboo, such as menopause and domestic violence, are being addressed more commonly and are areas the certification can help organisations navigate.
- All organisations have access to different resources. The certification helps consider what is possible and right in the here and now, helping pick up the nuances with sector-specific advice.

Consider family-friendly working a work in progress

- Implementation is just the first step, the next is ensuring the culture is one where people feel empowered to enjoy the policies and practices on offer, and safe and secure in their role.
- Consider a breadth of focus to meet the diverse needs of people. As organisations evolve, and standards continue to rise, the certification can help organisations mature into what it means to be truly supportive.
- The certification's Action Plan, which is endorsed by senior leaders, is a commitment to continually improve and provides a level of accountability that is absent in other forms of accreditation. Because of that, the process can feel empowering as it looks forward to the future and what can be achieved.

To start your organisation's journey towards being a certified Family Inclusive Workplace, take the [self-assessment](#) or visit [the Family Friendly Workplaces UK website](#) to find out more.

You can send any queries to fww@workingfamilies.org.uk

You can also keep up to date with the latest news about family-friendly working and the certification by following Family Friendly Workplaces UK on [LinkedIn](#).