

Turn Insight into Action

Introducing the Working Families' Benchmark

- A comprehensive annual tool used to assess and enhance flexible and family-friendly policies and practices.
- Open to all Working Families' members as part of a comprehensive package of support that includes guidance from a dedicated Relationship Manager.
- Developed in partnership with the Institute of Employment Studies to gather in-depth data about policies, strategy and vision.

What makes it unique?

- Understand your organisation better. Discover granular detail to see how effectively policies are being integrated across the organisation to realise their intended outcomes.
- Understand how you compare to the UK's most forward-thinking employers. Take a deep dive into the data to see how other employers stack up.
- Tap into a world of best practice by drawing on a wealth of Working Families' knowledge, so you can be informed of, and get ahead on, family-friendly trends.

Where can it add value?

- Lay the groundwork for change with an evidence-based understanding of where your organisation is right now.
- By showcasing what you're doing well, the organisation can celebrate achievements internally, build on its strengths and scale what's already working.
- Use as a diagnostic tool to identify missed opportunities or areas for development.

- ❖ Use as part of the planning process, to see where to focus efforts in the coming year and decide on actions.
- ❖ Remove decision-making based on assumptions and make decisions informed by robust data.
- ❖ Engage senior leaders by bringing clear, credible insights to the table.
- ❖ Meet shifting expectations that sees flexibility and inclusive working as baseline requirements to meet the needs of a large portion of the workforce.
- ❖ Track progress and monitor the evolution of policies and practices year-on-year.
- ❖ Get deserved recognition if you reach the top 30, which will strengthen your brand.

What measurable returns on investment can be expected?

- ❖ Flexibility that is effectively embedded and consistently applied.
- ❖ A workforce that is engaged and committed, and more productive as a result.
- ❖ Stand out in a crowded talent market and retain skilled employees.
- ❖ Boost wellbeing and reduce hidden costs such as absenteeism and burnout
- ❖ Gain a competitive edge by taking data-driven action and staying ahead of the curve.

Tips for securing internal buy-in

- ❖ Lead with data on the benefits of flexible working, using evidence such as our [business case](#) to highlight the cost of inaction.
- ❖ Engage stakeholders early in the process and where possible, secure senior sponsorship to add credibility and unlock decision-making power.
- ❖ Position participation as an investment with measurable returns, as well as being a low-risk way to identify practical, actionable insights.
- ❖ Align with existing initiatives to demonstrate compatibility with DEI, wellbeing, and flexible working strategies.
- ❖ Reference leading employers that participate to give credibility build confidence.