

“Your Company Needs a Better Retention Plan for Working Parents”

Summary of the article

On February 2nd, 2019, *Harvard Business Review*'s Daisey Dowling published an article which spoke about talent management in 2019 and how to effectively maintain the happiness and consistency of parents in the workplace. The article helps the reader understand the importance of prioritizing the happiness of parents in the workplace as well as giving a general understanding of the importance of talent retention in the workplace. The main reasons behind retaining working parents in a company are listed as: “maintaining a good work-life balance, general talent retention, and overall morale improvement in the office.”

Dowling also speaks about how large the working-parent demographic is within the United States, in fact, over 50% of all members of the civilian workforce are parents. While this is a large percentage of the population, an even more alarming statistic is that an average household is three times more likely to have both parents working rather than having one stay home. This information is useful to managers because it dictates that a majority of the time, most parents are both busy working rather than having one of them at home ready to take care of the children, meaning that there will likely be an increase in the amount of time-off taken, work-from-home days expensed, and family emergencies occurring.

How valid is the article?

As far as a managerial perspective goes, the article hits all the important pieces of information a manager would need to read in order to make an informed decision. Dowling gives enough background information to prove the necessity of a retention plan for working parents, as well as gives informative statistics, and actionable insights for managers to try to implement into their workplace, these insights include:

“Demonstrate personal support for working-parent employees, in a highly visible way. Define your organization’s working-parent challenge from the front-line employee perspective, through both a quantitative and qualitative lens. Engage allies within and outside of the HR team to identify and execute on solutions”.

This is refreshing because many of the other articles I’ve read don’t specifically list the actionable insights to be taken, they simply speak upon the importance the topic and then end with closing arguments, Dowling is one of the few I’ve read that gives those actionable insights. In addition, Dowling’s actionable insights cover all aspects of the work environment, from physical, to social, and even psychological. This however is no surprise considering Daisy Dowling is the CEO of a company called Workparent, a consulting company that aids organizations struggling with effective work-life-balance.

Closing statement

In conclusion, Dowling’s article helps illustrate the importance of a work-life-balance, specifically with parents, as well as helps provide background knowledge with comprehensive statistics and comparisons, as well as various insights that aid her contentions. I know that if I were a manager looking for ways to improve the work-life-balance for my employees with children, I would be ecstatic with all of the information that this article provided. Dowling’s insights and reasonably drawn conclusions are used to perfection.

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<https://hbr.org/2019/02/your-company-needs-a-better-retention-plan-for-working-parents>