



The Mom Success Factor

Valuing the role of moms as managers and colleagues in organizations.

Key findings from a WerkLabs Study on the impact of moms in the workforce.

WerkLabs

Why we need to prioritize

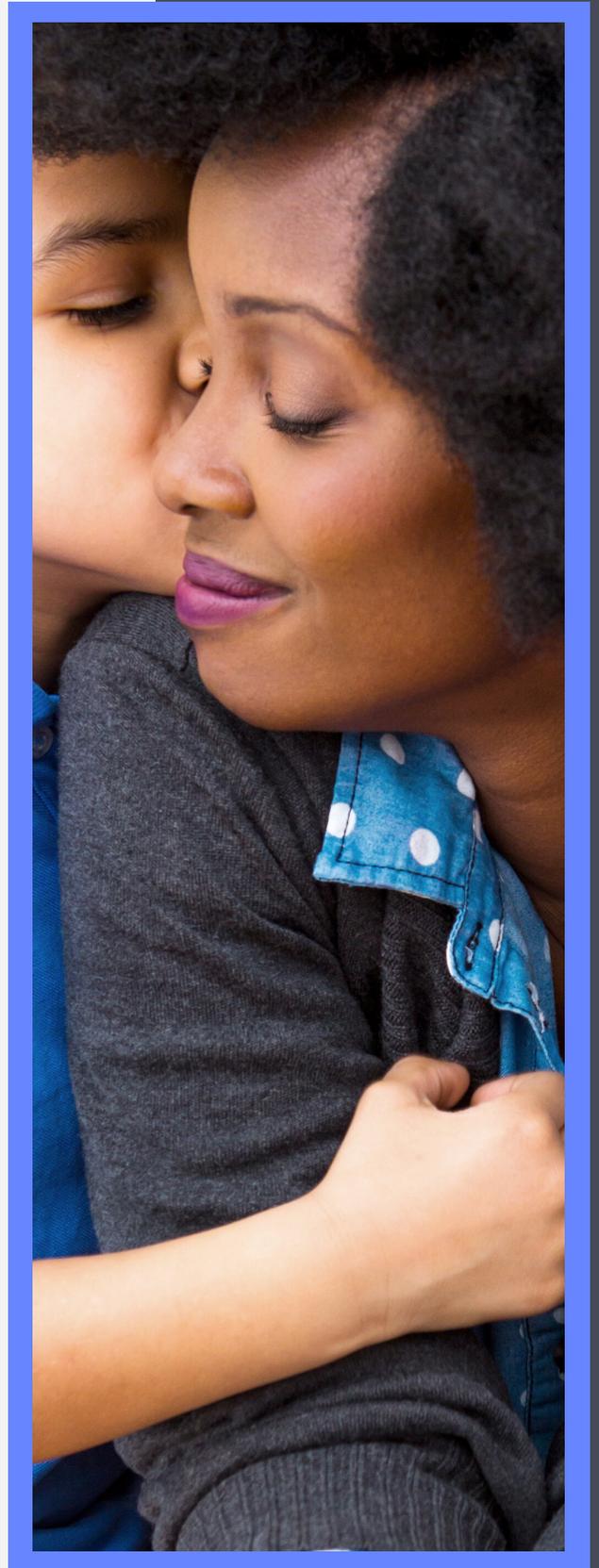
GETTING, KEEPING & ADVANCING

moms in the workplace

With gender equity progress at risk due to the COVID-19 health crisis and childcare shortages, WerkLabs set out to understand more about the value of keeping moms within the workplace.

Via a survey administered to 500+ working professional women, WerkLabs quantitatively measures the value-add of moms as colleagues and managers.

Irrefutably, the presence of moms in the workplace results in a more positive employee experience, greater workplace inclusivity, heightened productivity, and an increase in retention.



+ employee experience

23%

more positive Workplace Experience

Female employees with mom colleagues report having a more positive overall workplace experience than those with no mom colleagues.

wellbeing

Mom managers more strongly care for and prioritize employee well-being, rating 18% more favorably than other managers.

communication

Mom managers are significantly better at keeping their teams well-informed vs other managers.

>81%

Of women surveyed who have managers that are moms ranked their manager as approachable.



I am one of the very fortunate people that has a manager who understands the importance of regular communication and she actively works to make sure the team's ideas are heard and that our needs, individually and collectively are met."
- surveyed professional on her mom manager

+ equitable & inclusive workplaces

+fair

Mom managers are rated >15% more favorably for fair team treatment.

80%

Of female employees report that D&I efforts are a top priority at organizations where the CEO is a mom. Comparatively, only 58.5% report this sentiment at organizations where the CEO is not a mom.

19%

more committed to D&I priorities

Female employees with mom colleagues are 19% more likely to report that their organization prioritizes D&I efforts.



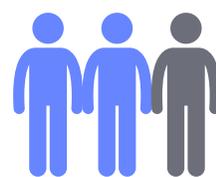
I feel very comfortable talking about my kids with her but I also respect that we can get down to business and not solely see each other as moms. We're colleagues who get results!"

+ productivity levels

↑12%

in productivity levels

Female employees with mom colleagues rate their anticipated productivity for next year 12% higher than those without mom colleagues.



2/3 of female employees with mom managers agree that their manager enhances overall team productivity.

collaboration

Of managers who are moms, 81% are rated favorably for encouraging collaboration among teams.

+ organizational commitment

+27%

in likelihood to recommend employer as a great place to work

Female employees who have both colleagues and managers that are moms report being more likely to recommend their employer.

exceeds expectations

Female employees with managers who are mothers, more frequently rate that their work experience with their organization has exceeded their expectation.



There's open communication and transparency. Definitely much better than previous managers."

+ likelihood to stay

35%

more likely to stay

Female employees with mom colleagues report being more likely to be at their current employer in 5 years' time.

22%

Female employees without mom colleagues report being more likely to leave their current employer within the next year.

40%

Female employees with colleagues **and** managers who are moms report being more likely to stay at their current employer next year than those who lack mom managers or mom colleagues.

25%

Female employees where the CEO is a mom, report being more likely to stay at their organization.



We're a power team - both leaders at work and amazing mothers. We balance each other, support one another and strive for work life integration."