



# The Mom Success Factor

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

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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.





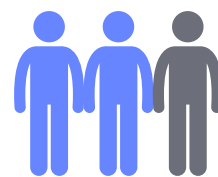
*I feel very comfortable talking about my kids with her but I also respect that we can get down to business and not solely see each other as moms. We're colleagues who get results!"*

## + 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."*