

4 Reasons Hiring, Advancing & Retaining Moms is Good for Your Business

Insights Forward-Thinking
Companies Must Know



Why hire moms? The proof is in the numbers

**It's not just good for families.
It's good for business.**

In 2014, a NY Times article¹ called attention to the notion of the “Motherhood Penalty,” arguing that working mothers encounter systematic disadvantages in pay, perceived competence, and benefits relative to their male counterparts and even women without children in the workplace. Front and center, the article stated:

“ One of the worst career moves a woman can make is to have children. ”

Let's change that.

The sad reality is today, six years later, moms face similar, if even not more, challenges. Not only does new research² tell us the “motherhood penalty” is real and that more than 69% of working Americans agree working moms are more likely to be passed up for a new job than other employees, but devastating impacts of COVID-19 has exacerbated gender inequalities in the workforce, threatening to unravel decades of progress around inclusivity and diversity.

The Mom Success Factor³, new, first-of-its-kind research from the employee-experience experts at WerkLabs, highlights what we at The Mom Project have always known: There is a business case and real ROI in hiring and retaining moms.

In this e-book, you'll uncover the value of moms as managers and colleagues in organizations, and learn why now, more than ever, it's so important to prioritize hiring, retaining, and promoting moms in the workplace.



Misconceptions about women in the workplace

“Mommy brain” is a myth.

To understand where we are today and create the workplace we aspire to have, it's important to be aware of and examine common misconceptions and stigmas surrounding women and working moms in the workforce.

These myths couldn't be further from the truth.

The result of motherhood⁴ is “a different and in some ways better brain – or at least one capable of juggling the challenges of everyday life while maintaining a laser-like focus.”

In fact, more women are qualified to be in leadership positions today than ever before. Women make up half the population and earn more advanced degrees than men in one hundred countries.

And moms? Moms are one of the largest segments of diverse talent in today's workforce. **86% of women in the U.S. become mothers by age 44.**

Why hire moms? The question should be, “Why not?”

Research shows that women with moms as managers and CEOs report more job satisfaction, increased team collaboration, and greater likelihood to stay at their company. In times of uncertainty, these factors can have a big impact on the success of your business.

“Women aren't qualified to be in leadership positions.”



Women earn more advanced degrees than men in one hundred countries.

“Women can't lead because they don't take risks and they're too emotional.”

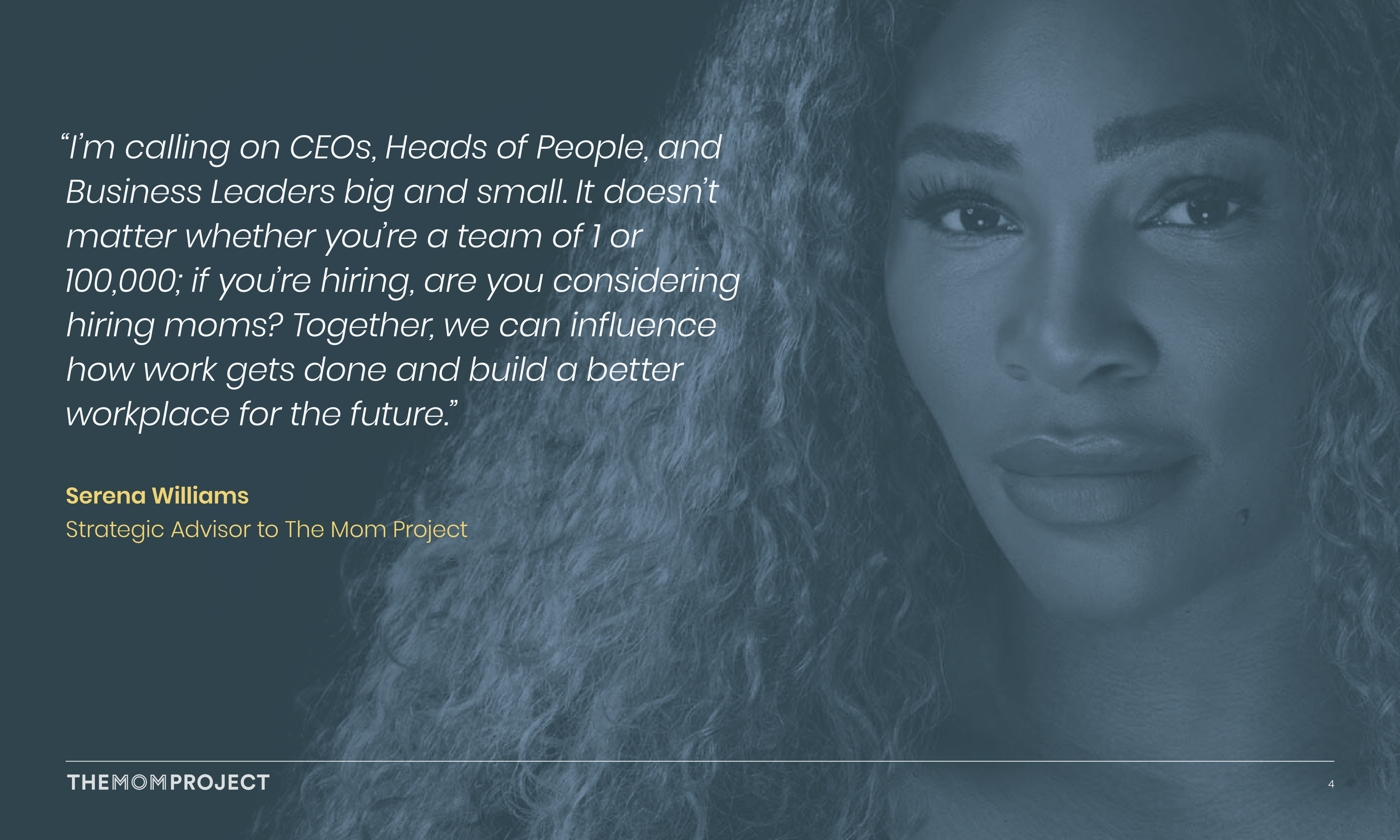


Moms as managers are rated as more approachable and more equitable in leading their teams.

“Mothers aren't as committed to their work.”



Working moms have become the norm: 75% of moms with children⁵ under 18 have full-time jobs.



“I’m calling on CEOs, Heads of People, and Business Leaders big and small. It doesn’t matter whether you’re a team of 1 or 100,000; if you’re hiring, are you considering hiring moms? Together, we can influence how work gets done and build a better workplace for the future.”

Serena Williams

Strategic Advisor to The Mom Project

Moms in the workforce lead to a more positive employee experience

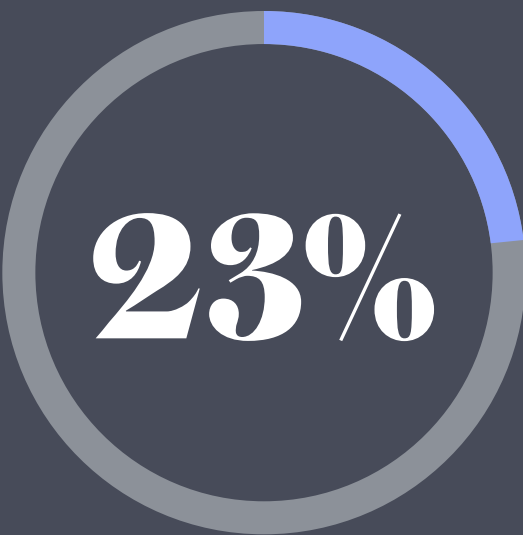
Give your organization a boost.

Being a parent—especially a mother—means cultivating an arsenal of superpowers applicable to being a great manager. What are the makings of a great manager? Empathy, leadership, the ability to inspire, negotiation skills, humility, efficiency, multi-tasking, strong communication, and approachability to name a few. All skills parents exercise in their everyday lives while caregiving, and skills that can go a long toward not only helping your business cultivate talent, but also shaping and boosting morale of an entire organization.

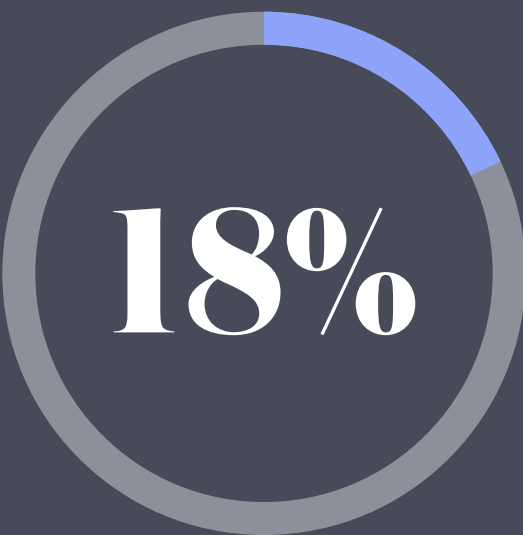
“ I am one of the very fortunate people that has a manager who understands the importance of regular communication and she actively works to make sure the team’s ideas are heard and that our needs, individually and collectively are met. ”

– Surveyed professional on her mom manager

Employee experience:



When moms are colleagues:
23% more positive
workplace experience



When moms are managers:
18% more favorable rating that more strongly care for and prioritize
employee well-being



When moms are managers:
81% of female employees rate manager as
approachable

Based on a survey WerkLabs administered to 500+ working professional women

Moms in the workforce lead to heightened workplace productivity

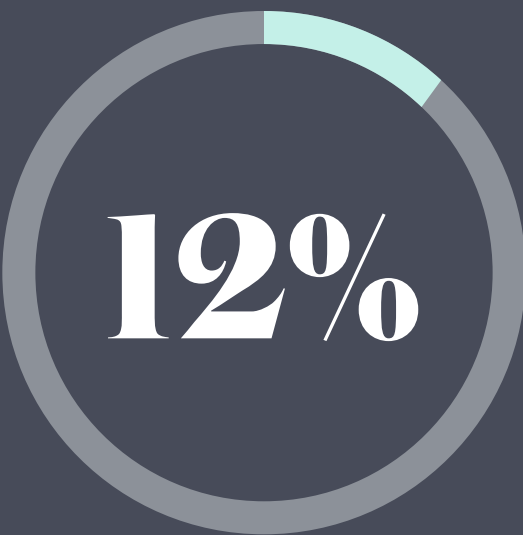
Work smarter, not harder.

For moms, multi-tasking is a part of everyday life. At home, there are schedules to manage, chores to finish, lives to arrange. At work, she juggles multiple deadlines, budgets, campaigns, and supports her team. And yet, she gets it all done.

When you hire moms, and you empower her to work smarter and more effectively, she inspires her team to do the same. Those values have a trickle down effect on all employees, including non-moms who report to mom managers, helping to build a company that respects work and life integration.

This is something companies can't afford to ignore: more than 80% of Millennials, who make up more than half of today's workforce, say they seriously consider how a position will affect their work-life balance.⁶

Team productivity:



When moms are colleagues:
12% higher rate anticipated
productivity



2/3

When moms are managers:
2/3 female employees agree
manager enhances
overall productivity



When moms are managers:
81% rated favorably for
encouraging collaboration

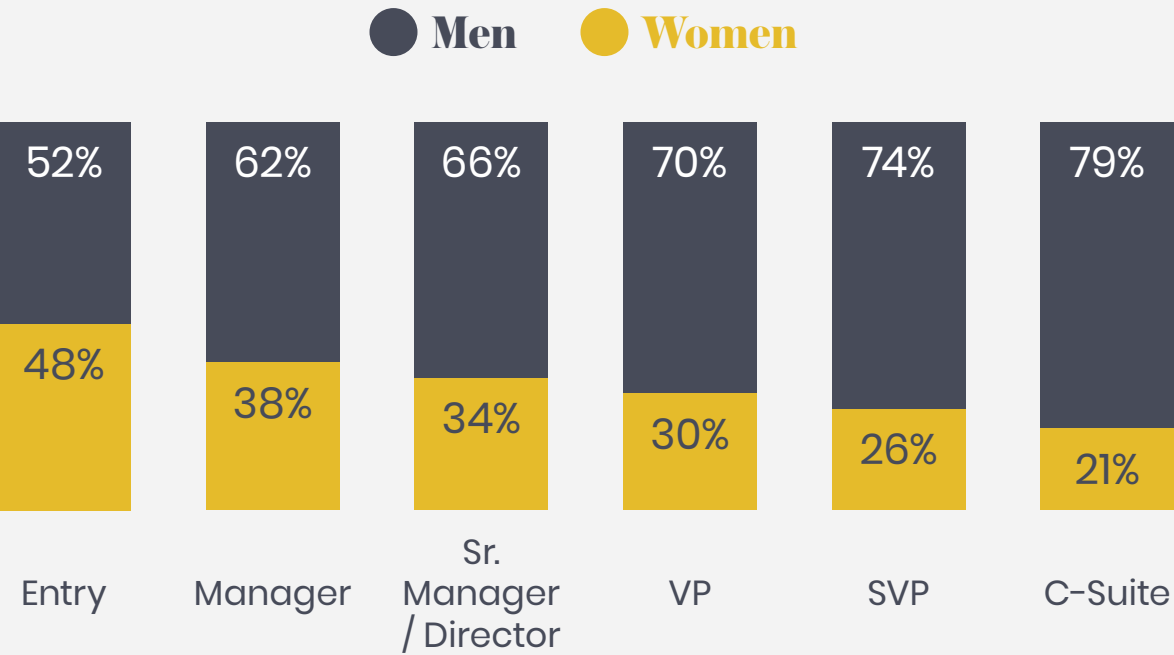
Based on a survey WerkLabs administered to 500+ working professional women

Moms in the workforce lead to greater workplace inclusivity

Does your leadership inspire confidence in diversity and inclusion?

Over the past few years, we’ve seen focus on Diversity, Equity and Inclusion in the workplace move to the forefront of the cultural conversation. And, yet, women continue to be underrepresented at every level.

GENDER REPRESENTATION IN THE CORPORATE PIPELINE (2019)



To change the numbers, businesses need to operate with a deeper sense of commitment to creating a diverse and inclusive workplace. A big part of that focus, starts with hiring talent that can contribute to your business success, talent like moms. Hiring them in particular, according to the latest research, means adding more unique voices, personalities, perspectives, and styles of working and leading.

Lean In’s Women in the Workplace Study,⁷ for example, reported that “when a company’s culture feels fair and inclusive, women and underrepresented groups are happier and more likely to thrive.” Our own Werklabs data confirms. Women with mom colleagues were **19% more likely to report to us that their organizations prioritize D&I efforts.**

Diversity & Inclusion:



When moms are colleagues:
37% more likely to think organization
prioritizes D&I efforts



When moms are managers:
15% more favorable for
fair team treatment



When moms are the CEO:
80% view
D&I efforts as top priority

Based on a survey Werklabs administered to 500+ working professional women

Moms in the workforce lead to increase in retention

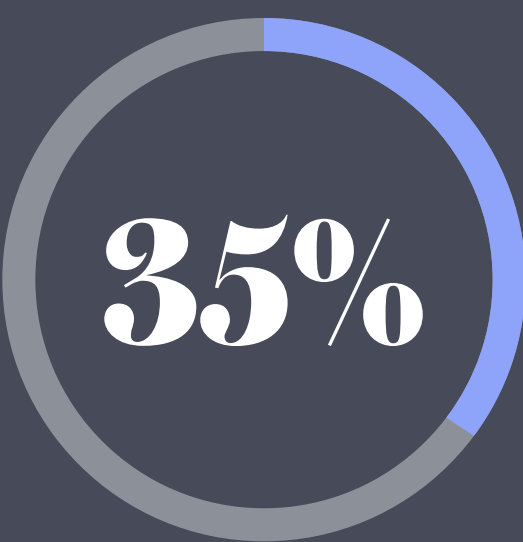
Want to keep your top performers and reduce turnover? Look to moms for loyalty.

Another reason to invest in moms? Contrary to dogma that says moms are less likely to commit to their roles, working moms and parents are more interested in roles that provide stability, support, and lasting opportunities to grow within the company. A study of 440,000 employees across hundreds of different companies showed parents are more likely to say work is “more than just a job” compared to non-parents. If retention is an important driver in your workforce strategy, and you’re looking to build a company that lasts, look no further than moms.

The Women in the Workplace Study⁷ found when employees feel they have equal opportunity to advance and think the system is fair, they are happier with their careers, plan to stay at their companies longer, and are more likely to recommend them as great places to work.

Simply put: If you design a supportive workplace for moms, the moms will come—and stay, and their colleagues will be more likely to stay as well.

Greater retention:



When moms are colleagues:
35% more likely to
**stay at employer
in 5 years time**
while 22% without mom
colleagues likely to leave in
next year



When moms are colleagues
and managers:
40% more likely to
**stay at current
employer next year**



When moms are the CEO:
25% report being
more likely to stay

Based on a survey WerkLabs administered to 500+ working professional women

It's not just nice, it's good business to hire moms.

How The Mom Project is building a better workplace.

The numbers don't lie: moms are a major asset to any team. And if retained and promoted they become effective leaders who bring unique strengths, skills, and talent to your organization.

[The Mom Project](#) has more than **300k talented moms, working parents and allies** ready to get to work, and partners with family-friendly companies, big and small, to drive diversity at scale by hiring, engaging, and retaining top female and working-parent talent.

To learn more about how The Mom Project can help you build a better workplace AND reach your business goals, [sign up for your employer account](#) today.



About The Mom Project

The Mom Project is the leader in helping businesses hire and retain female talent. With a community of more than 300,000 talented professionals connecting to 2,000+ companies, The Mom Project is committed to building a better workplace by harnessing the oft-overlooked intellectual workplace power of moms. Learn more at themomproject.com.



References

1. [NY Times: The Motherhood Penalty vs. The Fatherhood Bonus](#)
2. [Bright Horizons: Modern Family Index 2018](#)
3. [WerkLabs: The Mom Success Factor](#)
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5. [U.S. Department of Labor Blog: 12 Stats About Working Women](#)
6. [Survey Explores Varying Attitudes of Millennials and Older Workers about Key Workplace Issues](#)
7. [Lean in: The state of women in corporate America](#)
8. [Here are the 19 countries with the highest ratio of women to men in higher education](#)
9. [How Great Mothers Make Great Leaders](#)
10. [9 Myths that Hold Female Employees Back, Debunked](#)