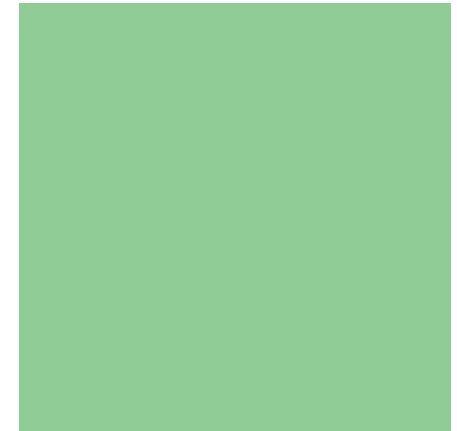




The business case for family-friendly companies and

Examples of best practices of family/parental support at the company level



EMPREINTE HUMAINE

Bien être, bien vivre, bien faire.

Valentina Urreiztieta
Clinical and work psychologist
Senior consultant – Manager
Valentina.urreiztieta@empreintehumaine.com



EMPREINTE HUMAINE

Well-being and performance ?



Well-being and performance ?



The workplace is a living environment and therefore a space allowing the prevention, and acting as an amplifier for promoting messages of health and education



Our role is to preserve people's health in the organization

- diagnosis on the level of well-being and life quality at work, training,
- supporting companies on the way they can take into account the human impact of transformations and changes,
- and through individual psychological support.

Well-being, performance and covid19



We have been very active during the COVID crisis
All the frontiers among work, home, family, and children disappeared and most people did not have any roadmap to manage all those areas of life.

Women appeared to be particularly impacted



They can have a more important mental workload due to the capability of multitasking, and also the need to tackle several situations at the same time

Tendency of feeling guilt for not succeeding in everything we have to do.

Women are also the main actor facing family responsibilities



EMPREINTE HUMAINE

Well-being, performance and covid19

There was a need to put words on the situation, to give them examples of good practices (at home and in a professional level).



Our actions:

- Webinars, workshops and conferences
- HuCare Covid 19
- Measurement of the psychological distress of French employees during confinement, while emphasizing women confinement conditions.



Examples: return of investment

Active woman's testimony, a single mother of three. 45 years old woman working in a bank

*"I felt **overwhelmed**, torn among the need to take care of my children, their education, logistics, and my professional missions, which were numerous and represented a heavy workload.*

*If there is one thing that I remember, and that **allowed me to get through this period serenely and make ends meet**, was the **participation in a webinar that my employer offered me**. Among the suggestions offered, one of them was to **alternate between working from home and taking care of the children, every hour each during the day**. It sounds anecdotal, but it is not at all, because **I stop feeling guilty with the need to take care of everything every instant, I indirectly had a message of understanding from my employer which left me room for maneuver in my personal organization.***

I felt understood and greatly relieved. This pace suited me perfectly, and I am starting the recovery without worrying today by gradually resuming the pace from before lockdown".



Examples: return of Investment

The HR population (mostly women) were very impacted by the health crisis:

We offer a **conference and workshops specially for HR**, a **safe expression space** for them to feel understood, supported and to co-build together concrete practices to promote a healthy organization at home and a balance with the work constraints.

“I cried during the entire workshop, I felt less alone and somehow protected because my employer was concerned about us, I felt that I was recognized as a human”

Workshop for managers:

“ These recommendations of practices will help me to support my team during this crisis, they need more flexibility and autonomy”



EMPREINTE HUMAINE

Examples of actions

Before this crisis, companies were already putting in place policies and simple actions to promote psychological health, balance and flexibility, having a direct and positive impact on life at home:

- *No meetings early in the morning, after 5PM or during lunch hours. This increases flexibility and reduces stress.*
- *Policy of flexible hours, and the work is organized by objectives rather than time schedules.*
- *Within the company or as an external service, we offer parents safe spaces with specialized caretakers to watch over their children while parents are at work.*
- *Creation of protocols against harassment (psychological/sexual), training sessions to promote healthy behaviors and active investigations in case of complaint.*
- *Company policies imposing an inclusive framework in terms of salary and professional growth.*
- *A company in the transport sector puts in place meetings called “safe space encounters” for women to freely express themselves on what they can live in terms of sexism at work.*
- *A company in the marketing sector identified that specially their working women were suffering from high stress levels and in some cases burnout. They reacted by doing a profound diagnosis with us. Afterwards they put into place protective measures to establish a healthy framework between well-being and performance, flexibility in terms of schedules, and for some in need paying for the taxi to get home faster.*
- *Women continue to take care of the education of their children. Through assessment and training, an awareness emerged on the part of management and the company. The culture of the organization evolved to promote flexibility, trust and health.*



EMPREINTE HUMAINE

To conclude

The workplace represents an important amount of time for working mothers



The workplace has a direct impact on private life, health and education

The workplace can promote a balance between the desire of professional growth and motherhood.

Organizations have everything in hand to build simple and concrete actions promoting education, health and quality of life at work. The key: dialogue



EMPREINTE HUMAINE

Thank you



EMPREINTE HUMAINE

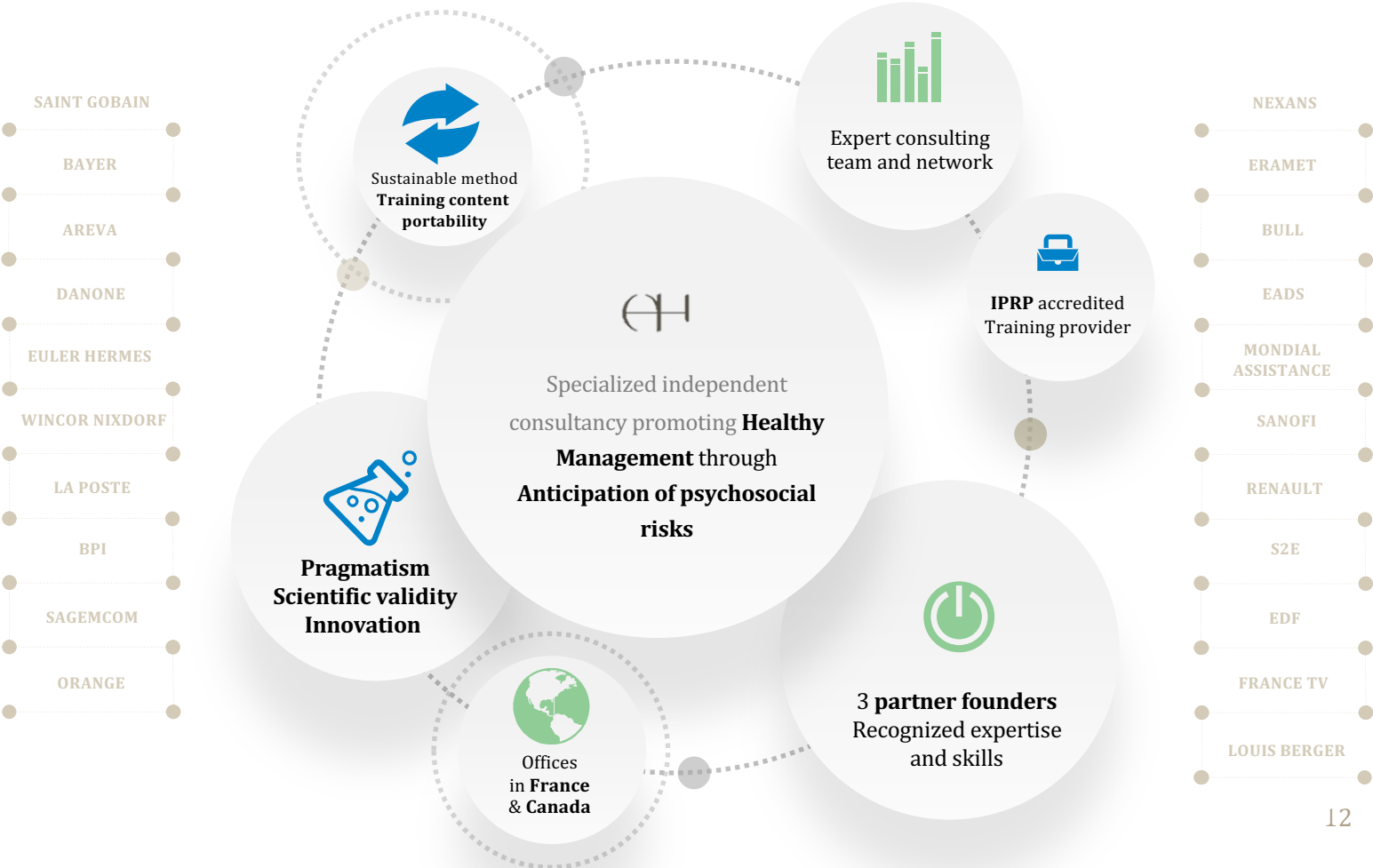


Appendix



EMPREINTE HUMAINE

OUR ECOSYSTEM



EMPREINTE HUMAIN intervenes at four levels to promote Healthy Management at work.



02 EXPERTISE

Constantly improving our recognized expertise by providing consulting services to companies and public institutions, we intervene at four levels.



01 HISTORY

EMPREINTE HUMAINE was founded in September 2012 and its experts work together to promote Healthy Management.



03 BIEN ETRE

The first level is people's Well-Being: anticipation of psychosocial risks and stress, recognition, motivation and commitment.



04 BIEN VIVRE

The second level focuses on coworkers and managers Teamwork: respect within the workplace, conflict management, maintaining team spirit and good interpersonal relationships.



06 BIEN GOUVERNER

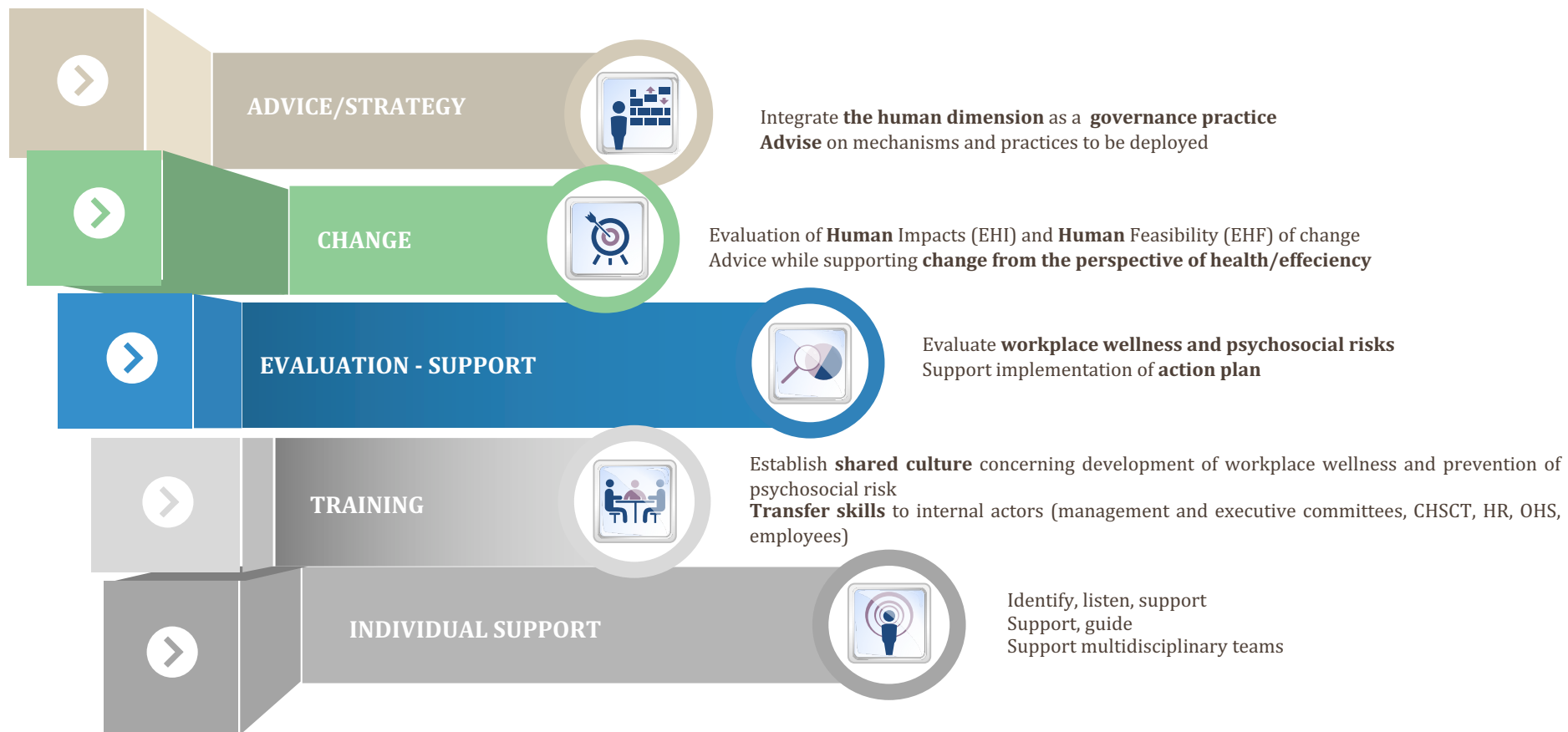
The fourth level is the careful consideration of human resources in the decision-making process.



05 BIEN FAIRE

The third level comprises work process, workflow, clearly defined positions, handling change methods, etc.

OUR INTERVENTIONS





EMPREINTE HUMAINE

CLIENT REFERENCES

INDUSTRY

APERAM
RENAULT
NEXANS
ERAMET
EADS
**TRANSGOUR
MET**
SAGEMCOM
NIKON
TOTAL
**SAINT
GOBAIN**
THALES

BANKING INSURANCE

MONDIAL ASSISTANCE
CREDIT FONCIER
EULER HERMES
BPCE
SOCIÉTÉ GÉNÉRALE
NATIXIS
BFORBANK
CRÉDIT MUTUEL ARKEA
KAUFMAN & BROAD

HEALTH/PHARMA

BAYER
SANOFI
GROUPE LNA

SERVICES

S2E
BPI
CGI
LOUIS BERGER
ORANGE
HAVANATOUR
WINCOR NIXDORF

AGRI-FOOD

DANONE
**TERRES INOVIA /
TERRES UNIVIA**
PERNOD RICARD

PUBLIC

LA POSTE
OPCALIA
RTE
ENGIE
**BUSINESS
FRANCE**
**CAMPUS
FRANCE**
EDF
FRANCE TV
RADIO FRANCE
APEC
SNCF



EMPREINTE HUMAINE

Well-Being At Work (WBAW) - Training Program

Feedback From Manager Participants

We talk about actual cases

It gave me words to describe the situations I'm facing

I took time to have discussions with my employees

Became aware of the importance of being proactive in dialogue with my employees

Lively and down-to-earth facilitating

Practical ways to develop my recognition practices

The tools we're given are simple and practical, so they will be easy to apply

Simple actions to support my team through change





EMPREINTE HUMAINE

Well-Being At Work (WBAW) - Training Program

Organization and Means

EMPREINTE HUMAINE has offices in **Paris** and **Québec**. We provide our services in French, English, German, Spanish, Portuguese, and Italian throughout these countries and abroad.

The firm partners with **international networks** including:

- International Labour Office
- World Health Organization
- ANACT

