



The Swedish concept

# ParentSmart Companies

- a concrete initiative for modern successful companies

Can you afford NOT to become a ParentSmart Company?

Many employers, employees and societies struggle to increase gender equality and facilitate the combination of work & family. In order to be strong on the future labour market, attract and keep the competence needed, and reach company vision and goals, modern employers have realized the importance of making use of ALL the competence available to them. More women in business, possibilities for both parents to take parental leave, concrete support for work-life balance, and connections to leadership and business goals help companies be attractive and profitable and societies more gender equal. Nonetheless, concrete ideas and activities are needed.

ParentSmart Companies invest in practical support for the combination of work and family. Most importantly - they know and show WHY. They do not see parenthood as a burden but as an important company ASSET. Parents develop many skills that are highly valued in companies, at least in modern leadership. This competence can be considered an enormous, but often hidden, potential for both employers, managers and employees. It is a matter of working in a more concrete way with sustainability and inclusion.

Despite having come far in the areas of gender equality and work-life balance, Swedish companies also struggle and never stop trying to find new ways and initiatives – like becoming a more ParentSmart Company. Would your company benefit from becoming more ParentSmart, initiating concrete support activities and the attitudes needed?

**4 concrete steps get you going, and help you know and show WHY.**

**IS THE RESULT MEASURABLE?**  
Depending on the type of organization and challenges ahead, one can choose to analyse different effects of becoming ParentSmart, such as lower levels of employee turnover, easier-faster-cheaper recruitment, employee satisfaction, number of women leaders, retention rate, sick days, parental leave days, stronger brand, more diversity etc.

*"I felt strengthened in my decision to take parental leave and I feel a strong loyalty towards a company that not only accepts that, but also is proactive in the matter. I also feel that I discovered a number of links between parenthood and leadership – things that I otherwise would not have thought of."*

*/Joakim Ströberg, father of 3 children, Marketing Manager, Telge AB*

## WHAT

- ex of parental skills of value at work:

Efficiency	Perspective	Coaching
Organisation	Limit setting	"Presence"
Active listening	Creativity	Patience
Managing conflict	Delegation	And 60 more
Empathy	Pedagogy	skills...
Prioritization	Negotiation	

## WHY

- **Employer branding & Talent management:** more attractive employer, easier to recruit, develop and keep employees
- **Gender equality:** more women in business and in leading positions (& back after having kids..), more paternity leaves etc
- **Sustainability:** make use of your resources in the smartest way, also ALL competence
- **Profitability:** lower costs (sick leaves, new recruitments etc)
- **Leadership development:** new tools for appraisals, feedback, "lifepuzzling" etc
- **Communication:** PR value in most countries
- **Company values:** make them stronger & alive

## HOW – 4 steps

- 1) NOW: Employee perspective.** Workshop (3h) about attitudes, behaviors, responsibility and consequences. Role models?
- 2) WHY: Leader perspective.** Workshop (3h) to connect with goals, vision & company values. Role models?
- 3) HOW: Implementation** in the company/Activity plan. Training of PS Ambassador and leaders to roll-out the ideas, attitudes and support activities to all employees. Connect to existing work (routines/ culture/processes/ leadership), securing a lasting long term focus.
- 4) SHOW:** follow up & communication about becoming a ParentSmart Company – build PRIDE! Possible certification.



*"Creating a ParentSmart Company is a strategic question - a question of survival." Kjell Hasslert, ex CEO Telge AB*

### THE INITIATIVE

The initiative ParentSmart Companies is founded and run by Tiina Bruno - mother of three children, economist, management consultant, executive coach and lecturer. Tiina has 14 years of parent experience and has a passion for developing companies and individuals to their full potential. Her focus is spreading the ParentSmart initiative by lectures, workshops, training and licensing of ParentSmart Leaders and Ambassadors in Swedish and foreign companies. **Do something concrete - take the 4 steps, starting with WHY.**

Tiina also organises foreign company visits to Sweden: 2 days ParentSmart Ambassador Course + 2 days visits to Swedish role model companies to see how they work in practise. **Contact us to get more info about how to get started.**



### THE ROLE MODELS

To change attitudes we need proofs! Swedish cases can inspire. **But only local cases can change local attitudes**, showing it's possible to be more ParentSmart in all societies and circumstances – no matter where. The value of parenthood competence at work is universal.

Start identifying your own local role models among leaders and companies, challenging traditional norms, and adapt the initiative to local culture and traditions.

**We give you reference cases and ideas about how to identify ParentSmart role models locally in your company, and adapt the model to the possibilities and challenges in your own country.**

### THE BOOK

The Swedish ParentSmart Company book was released 2010. It is a concrete and inspiring handbook for companies, societies, leaders and employees wanting to become ParentSmart. Since the release the concept has got much attention in both Sweden and abroad - in media, business and politics. The book will **soon be available in other languages**, and in an e-book version that can be adapted with local role models and examples in other countries and/or global companies.



**Contacts us for info about cooperation for a book in your local language, adapted for a country and/or a company.**