



**Parenthood
Global**



Parent-inclusive Workplaces

| BUILDING SUSTAINABLE CORPORATE CULTURE



www.parenthoodglobal.com

About Us



We are an impact-driven platform committed to building a strong, nurturing community that empowers and supports parents.

Our focus is on creating meaningful connections and resources to enhance the well-being and growth of families.

TACKLING ROOT CAUSES FOR SUSTAINABLE IMPACT

Parenthood Global partners with corporations to cultivate parent-inclusive workplaces. We collaborate closely with organizations to design and implement comprehensive strategies, policies, and programs tailored to support employees who are parents. Our offerings include bespoke policy development, Diversity, Equity, Inclusion, and Belonging (DEIB) initiatives, where we advocate as champions of inclusive work cultures, alongside specialized workshops and Corporate Social Responsibility (CSR) projects. Additionally, we curate impactful conferences and events that empower both corporates and working parents, working in partnership with leading organizations to drive transformative change. At the core of our mission, we align our initiatives with the UN's Sustainable Development Goals, striving to foster equality, well-being, and sustainable growth within corporate cultures.

WHY SUPPORTING YOUR PARENTS IN THE WORKFORCE IS IMPORTANT FOR CORPORATES

- Support for working parents can reduce turnover rates, as employees feel more valued and are less likely to leave in search of a more parent-friendly environment.
- When parents receive flexible working options, child care support, or parental leave, they are less stressed and more focused, leading to higher productivity and engagement.
- Companies that support parents stand out in the job market, attracting skilled professionals who value family-oriented cultures and work-life balance.
- Supporting working parents fosters a more inclusive workplace, reflecting a diversity of perspectives, which can lead to better decision-making and innovation.
- Corporate policies that acknowledge the challenges of parenting contribute to better mental and emotional well-being, reducing burnout and improving overall job satisfaction.
- Companies that support parents help create stronger families and communities. This aligns with broader societal goals of well-being and can improve corporate social responsibility (CSR) efforts, enhancing the company's social impact and community relationships.
- When employees feel supported, they are more loyal and committed to the company, creating a positive workplace culture that drives long-term success.

UNLOCKING GROWTH THROUGH PARENT-SUPPORTIVE CULTURES

Demographic Reality

55 - 65%

the workforce in South Asia are parents.

Impact on Retention and Engagement

Employees who feel supported as parents are **5x more** likely to stay with their employer.

Companies with strong parental policies see up to **60%** higher Retention

Return on Investment

For every \$1 invested in family-friendly policies, companies see up to \$3-\$5 return in:

- Improved retention
- Higher productivity
- Lower recruitment costs

Productivity and Mental Health

77%

of parents experience guilt, burnout, and conflict balancing work and family, leading to presenteeism and quiet quitting.

70%

of working fathers say balancing work and parenting is their top challenge.

Employers who address parental wellbeing see up to

21%

increase in employee productivity.

Category	Parents are not Supported	Supports Parents
Retention Rate	54%	88%
Employee Engagement	46%	78%
Absenteeism	High	40% lower
Productivity Loss	\$13,000 per parent/year	\$4,000 per parent/year

DEI, Employer Brand, and Attracting Top Talent

83%

of Gen Z and Millennial job seekers say parental support policies (flexibility, leave, returnships) influence job choices.

- Supporting parents signals inclusive leadership, gender equity, and social responsibility.
- Companies with paid parental leave + re-entry support saw:

+50% female leadership retention

+35% promotion rate of returning mother

Case Study 1



Google introduced a series of **"Parenting and Career Growth"** workshops as part of its broader employee well-being initiative. These workshops offer guidance on balancing the demands of high-paced work with parenting responsibilities. Topics include managing parental guilt, career advancement while raising children, and leveraging Google's flexible work policies to maintain a balance. The company also provides extensive parental leave and back-up childcare services.

Impact:

Google reports that these workshops have helped employees reduce stress and improved their sense of belonging in the workplace. The initiatives have also contributed to better retention, particularly for new parents transitioning back into the workforce .

Case Study 2

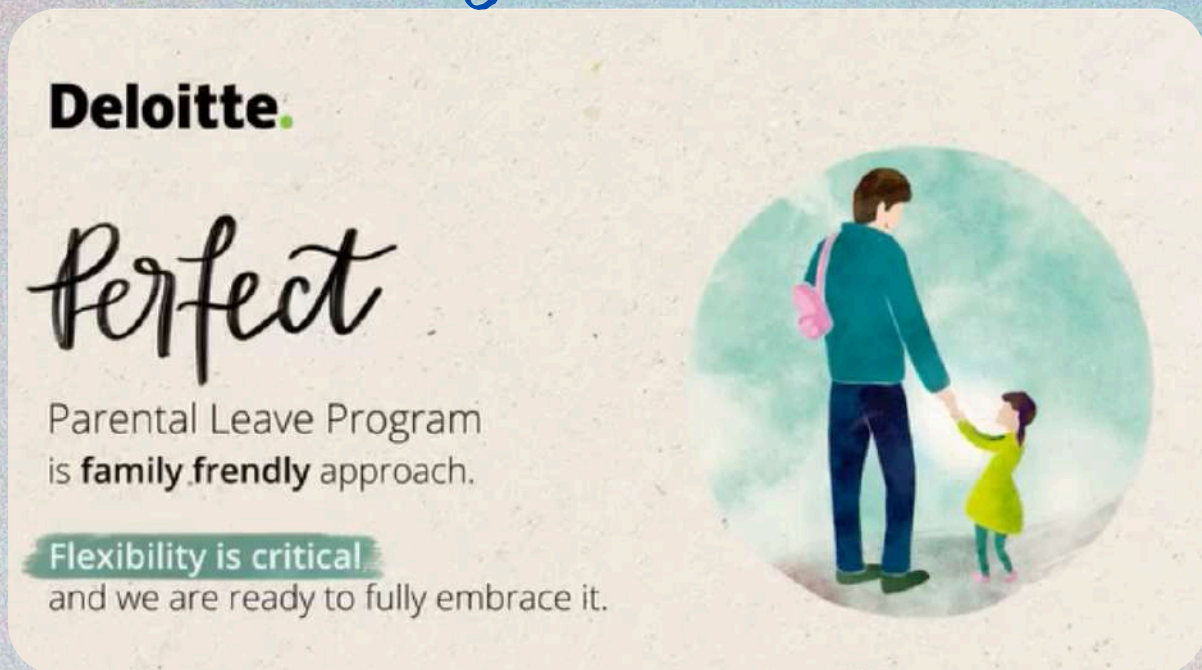


PwC (PricewaterhouseCoopers) introduced workshops for parents that focus on **mental health and work-life balance** as part of its broader family-friendly benefits. These workshops include sessions on stress management, parenting skills, and navigating career progression while raising children. Additionally, PwC offers flexible work hours, paid parental leave, and access to mental health resources.

Impact:

PwC's commitment to supporting parents has resulted in improved job satisfaction and reduced employee burnout. The workshops helped employees feel more supported, which in turn led to higher engagement and productivity.

Case Study 3



Deloitte has long supported its working parents through comprehensive policies like **paid parental leave and flexible work arrangements**. In 2023, they added a new layer of support through workshops on leadership development for parents, emphasizing how parents can balance career progression with family responsibilities. Deloitte's "**Parent Leadership Academy**" offers a mix of mentorship, career coaching, and networking opportunities specifically designed for employees with children.

Impact:

This initiative helped boost the confidence of working parents, enabling them to pursue leadership roles within the company while maintaining work-life balance. Deloitte also reported an increase in the number of parents returning to work after parental leave and higher engagement from employees who felt supported by these initiatives.

**Parent-inclusive
Workplaces**

**BUILDING SUSTAINABLE
CORPORATE CULTURE**



ANNUAL CORPORATE

**MEMBERSHIP
SUBSCRIPTION**

80,000 LKR

SEPTEMBER 2025 TO AUGUST 2026

At Parenthood Global, we believe that creating a supportive environment for working parents is key to fostering an inclusive workplace. We recognize that parenthood presents unique challenges, and our mission is to work with corporate partners to develop and implement innovative solutions that benefit both parents and businesses. By joining our network as a corporate member, your organization will lead the way in championing parent-inclusive policies that contribute to a happier, more productive workforce.

As a corporate member, your organization will not only demonstrate leadership in promoting diversity, inclusion and belongingness but you will also improve retention, attract top-tier talent, and foster a healthier, more engaged workforce.

By joining Parenthood Global's corporate membership program, your company will gain an opportunity to lead the charge in creating a workplace where parents feel empowered, supported, and valued. Together, we can shape the future of work for parents and build a more inclusive corporate landscape.

We invite you to become part of this exciting journey and look forward to collaborating with your organization to create a parent-friendly culture that drives business success and enhances employee well-being.

KEY CORPORATE MEMBERSHIP BENEFIT

Parent-inclusive Workplaces

**BUILDING SUSTAINABLE
CORPORATE CULTURE**



1. Exclusive and insightful complimentary webinar sessions

These sessions are specially curated for member companies, offering valuable insights tailored to the unique needs of parents in the workplace. They are designed for niche groups, such as working parents, and can also be highly relevant for HR professionals seeking strategies and solutions to support employees balancing work and family responsibilities. These webinars provide expert guidance on parenting challenges in the corporate setting, promoting a more inclusive and supportive workplace environment.

2. Member-Only Resources and Insights through the HR portal

As a corporate member, your organization will gain access to a wealth of exclusive resources, event calendar, newsletters, and more designed to support parent-inclusive initiatives.

3. Exclusive Member Circle Networking Opportunities

Parenthood Global membership offers unparalleled access to a dynamic community of corporate leaders, HR professionals, and advocates dedicated to creating better workplaces for parents. Through Parenthood Member Circle sessions, your organization can build connections with like-minded companies, showcase your initiatives that drive industry-wide progress and also gather best practices and insights.

4. Access to Curated Impactful Events at Exclusive Member Rates

We host exclusive, impact-focused events that feature key industry leaders, experts in parental support, and influential voices from HR and corporate leadership. These events include:

- Workshops and Webinars: Focused on parenting dynamics at workplace
- Panel Discussions: Showcasing best practices from leading parent-inclusive companies.
- Conferences: Where businesses can exchange ideas on the latest trends and challenges in supporting working parents.

As a member, your organization will be invited to contribute as speakers, panelists, and participants, allowing your corporate leaders to share insights and gain exposure to a wider network.

5. Access to Recognition and Partnership

We recognize member companies that go above and beyond in supporting working parents. Parenthood Global will publicly acknowledge your company's efforts through awards and accolades at our conferences, giving your organization well-deserved recognition for its leadership and impact.

6. Customized Programs and Workshops at Exclusive Member rates

As part of the membership, we offer bespoke workshops and customized training programs designed to address the specific needs of your workforce. These curated workshops are designed to create positive change for your employees.

7. Support for Parent-Inclusive Policies and Programs

Tailored consultancy services to help your organization design and implement effective policies for working parents.

We provide actionable insights and practical solutions that align with your company's goals.

8. Thought Leadership and Brand Exposure

As a member, your company will have the opportunity to be featured in Parenthood Global's thought leadership content—through interviews, case studies, and articles published across our digital platforms, including our magazine, website, and social media channels. Your involvement will highlight your company's commitment to social responsibility and workplace innovation, enhancing your brand's reputation as a leader in parent inclusivity.

9. Corporate Social Responsibility (CSR) Opportunities

Parenthood Global offers collaboration on CSR initiatives that allow your company to extend its impact beyond the workplace. By participating in our campaigns to support parenting communities, your organization can enhance its public image and demonstrate a strong commitment to family values and social equity. This helps position your brand as a socially responsible entity in the eyes of both employees and the broader public.

10. Tailored Surveys and Data Insights

Parenthood Global provides customized surveys to assess the needs of parents within the workforce, followed by data-driven insights to help companies implement targeted actions and measure the effectiveness of their initiatives.

11. Comprehensive Employee Resource Groups (ERGs)

We support companies in establishing ERGs that focus on parenting challenges, fostering a sense of belonging and providing a platform for employees to share experiences, concerns, and solutions.

MEMBER CIRCLE



Lion Brewery Ceylon PLC.

WILEY

Wiley



HNB Assurance PLC.



Hatton National Bank PLC.



NDB Bank



McLarens Group



Gapsters

MENDISONE

Mendis One



Dialog Business Services



Sri Lanka Telecom PLC.

dijital team

Dijital Team



Diesel & Motor Engineering PLC



Hemas Holdings PLC.



Janashakthi Insurance PLC



HNB General Insurance Limited



Sri Lanka Insurance Corporation Ltd



Allianz Insurance Lanka Ltd



Sunshine Holdings PLC



Lankem Ceylon PLC



Bank of Ceylon



Trischel Fabric (Pvt) Ltd

OUR PAST AND IMPACTFUL CONFERENCE



MOM LEADERS CONFERENCE



The Mom Leaders Conference, hosted by Parenthood Global, was a prestigious event dedicated to honoring and inspiring top-tier mom leaders from various industries. Bringing together corporate executives, social advocates, and influential mothers, the conference featured thought-provoking panel discussions, empowering sessions, and special recognition ceremonies. With an atmosphere of collaboration and inspiration, the event successfully fostered networking, shared knowledge, and celebrated the remarkable achievements of moms leading in their fields.

350+

Participation

60+

Corporates

20+

Speakers





THE FATHERHOOD FORUM

The Fatherhood Forum by Parenthood Global was a one-of-a-kind event dedicated to shining a spotlight on the often unsung heroes of the corporate world – fathers. This unique platform gave companies the opportunity to recognize and honor their male employees who balance professional responsibilities with the profound role of fatherhood. The event featured thought-provoking sessions, inspiring stories, and interactive discussions on the evolving role of fathers, their contributions to family and workplace culture, and the importance of their wellbeing. It celebrated fatherhood in all its forms – from new dads to seasoned parents – while addressing challenges such as work-life integration, mental health, and modern parenting expectations. By creating a space for dialogue, appreciation, and shared experiences, the Fatherhood Forum not only celebrated fathers but also inspired workplaces to foster more inclusive and supportive environments for them.



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Parent-inclusive Workplaces Summit 2024



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Amerasinghe**
Director, Country People
Partnering - LSEG



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Weragama**
Group CEO,
Rockland Distilleries



Dr. T. Sayandhan
CEO - Sunshine Medical
Devices & Una
Manufacturing



**Mrs. Chiranthi
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Ms. Zahara Ansary
Country Manager AICPA
& CIMA Sri Lanka & the
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**Prof. Arosha
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**Mrs. Kshanika
Ratnayake**
CEO - Great Place
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**25 TH
NOVEMBER
2024**

**COURTYARD
BY MARRIOTT COLOMBO**

9AM TO 4:30PM

Gold Sponsor

WILEY

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Together as the Association of International
Certified Professional Accountants

readamaze

Nutrition Partner

Milk & Grain

Strategic Partners

**Great
Place
To
Work**

WCIC

Print & Media Partner

DailyMirror

**THE SUNDAY
TIMES**

100+

Participation

30+

Corporates

10+

Speakers

The Parent-Inclusive Workplaces Summit is a full-day event designed to bring together corporate leaders, HR professionals, and members of the parenthood community to address the key challenges and opportunities in creating supportive and parent-friendly workplaces. The summit will focus on the latest trends, strategies, and best practices for empowering working parents, ensuring that companies can grow while supporting the well-being of employees who juggle both career and family responsibilities.



RISE AS ONE

At Parenthood Global, we are committed to fostering inclusive workplaces and driving meaningful change toward gender equality. One of our flagship events, Rise as One: Uniting Leaders for Women Empowerment, is hosted annually in celebration of International Women's Day. This powerful gathering brings together industry leaders, change-makers, and advocates to engage in insightful discussions, workshops, and collaborations aimed at advancing women's empowerment in the corporate world and beyond.

With the invaluable support of our member corporations and partners, Rise as One continues to be a catalyst for transformative conversations and action. Each year, we create a platform that not only highlights key challenges but also drives solutions to build a more equitable future.

Through this initiative, Parenthood Global reaffirms its dedication to accelerating progress, fostering leadership opportunities for women, and inspiring organizations to champion inclusivity. Together, we rise as one!



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Swastha
by
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COLOMBO SEVEN
COLOMBO • SRI LANKA



Driving Belongingness

Sustainability Development Goals

Transforming Corporate Culture

Diversity

WORK - LIFE

BELONGINGNESS

TALENT Return to Work

RETENTION

EQUITY

Building
Inclusive

Communities

Employee
Well-being

Leadership

INCLUSION

**"WHEN WORKPLACES
SUPPORT PARENTS, THEY
CREATE A FOUNDATION FOR
STRONGER FAMILIES,
HAPPIER EMPLOYEES, AND A
MORE PRODUCTIVE FUTURE."**

- Jacinda Ardern

*(Former Prime Minister of New Zealand and advocate
for work-life balance and parental support policies).*



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Global**

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