

FINDING BALANCE

THOUGHT LEADERSHIP



There is absolutely no doubt that businesses are continuing to struggle to win the war for talent. Even leaders who consider their companies fully staffed, have a constant eye on retention and meeting the needs of their employees, through strong benefits packages and offers of better work/life balance.

The last 2 plus years of upheaval have caused business leaders to evaluate the costs of their benefits while weighing the need to stay competitive in this tight market. Trying to determine what to keep and what to cut has taken on greater importance and urgency.

Research shows that 79% of polled employees and job candidates would take new or expanded benefits over a bump in salary; while 82% of women prefer stronger benefits to a pay raise. Today's job seekers are looking beyond traditional healthcare and 401k's. They are asking for flexibility in scheduling; mental health resources; transportation and childcare solutions; support for new parents; financial literacy; and continued education.

We recently sat down with subject matter experts offering or supporting innovative and meaningful benefits to their employees and customers. Join us over the next several weeks as we share their insight and best practices on keeping talent!

VOLUME 1

Getting There

VOLUME 2

Caring for Our Families

VOLUME 3

*Investing in Professional
Development*

VOLUME 4

*Paying Attention to the
Whole Person*

VOLUME 5

Knowing What to Expect

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KNOWING WHAT TO EXPECT

We know that a large number of American workers are parents...mothers and fathers who often struggle with maintaining work responsibilities and home obligations. According to the latest numbers from the Bureau of Labor and Statistics, the labor force participation rate (comprised of those working or looking for work) for all mothers with children under age 18 was 71.2 percent in 2021.

Fifth Third Bank is taking steps to provide answers and solutions faced by their working parents.

The Bank launched a Maternity Concierge program for female employees who are pregnant or who have a baby for up to 1-year-old, to help with everything from planning baby showers to researching child care options.

The bank partnered with Best Upon Request to collaboratively create a customized program that would serve its pregnant employees and new moms. Best Upon Request, a minority- and woman-owned company, has worked since 2013 to provide traditional concierge services to employees at two of the Bank's Cincinnati campuses and its offices in Grand Rapids and Chicago.

The program was designed to assist women with the unique challenges they face during pregnancy after the baby is born and especially upon their return to work. The free Maternity Concierge program benefit begins at pregnancy and women work directly with a concierge specializing in maternity needs, who can help with everything from finding photographers to shopping for items such as robes and nursing bras for the woman's hospital bag.

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KNOWING WHAT TO EXPECT

What can a Maternity Concierge do for you and your team?

- Retain working mothers
- Advance women in your leadership pipeline
- Uncover what the working moms in your organization need most



We know that 60% of our employee base is women...many of them working mothers. We began Maternity Concierge in 2017 to provide services to this indispensable talent pool. We want working mothers to succeed. Once back at the workplace, we also provide advocacy and ongoing support for up to one year.

Elizabeth Boyuk, Vice President | Regional Marketing and Communications Fifth Third Bank

Now is a great time to review and re-evaluate your company benefit offerings. Utilize employee surveys to ascertain what matters most to your workforce and what you can afford to augment or add to your existing offerings. Benchmark with your industry partners and organizations that can provide insight on what benefits are trending and what is emerging.

Remember to communicate your benefits package during the recruitment phase, as well, with all that you offer in a place of prominence on job postings. Less than 22% of employers do this. Only 25 percent of employers include any mention of employee benefits before day one of employment, such as in an offer letter.

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