Work-Family Policies
Employers’ perspective & involvement

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Employer attitudes

Affected by

- Legislation and regulations
- Social and cultural context
- Personal experiences and attitudes
- Economic costs and benefits

These four dimensions are interrelated

⇒ sustainable change of employer attitudes requires changes in all four dimensions
Reasons for employers to introduce family friendly measures

- Compliance with legislation
- Organizational reputation
- Retention (e.g. loyalty, stress reduction)
- Recruitment
- Higher Productivity (e.g. less absenteeism, more motivation & concentration)

Problem:

Many of these potential positive effects are difficult to gauge and thus partly rely on the belief of employers
Reasons for NOT introducing family friendly measures

→ Costly
→ Difficult to manage & administrate
→ Fear of loosing control
→ Not relevant for company objectives
→ Potential positive effects may are difficult to prove

Basic Challenges:

→ Reconciliation issues vary vastly according to organizational size, type and location
→ Objectives of society, e.g. higher birth rates, are not immediately relevant for employers ➔ mainly problems are seen
→ Change of attitudes requires a combination of legislation and support policies
→ Then employers have more incentives to introduce family friendly policies