

Please join us for Families and Work Institute's next Corporate Leadership Circle conference call on Wednesday, June 23, 2010 from 12:30 - 1:45 PM Eastern

***Improving Your Bottom Line While You Improve Pay, Benefits and Access to Flexibility for All - Including Lower Wage and Entry Level Employees***

with

**Jody Heymann**

Founding Director, Institute for Health and Social Policy  
Founding Director, Project on Global Working Families

Author of the recently released Harvard Business Press book

***Profit at the Bottom of the Ladder***

and

**Ellen Galinsky**

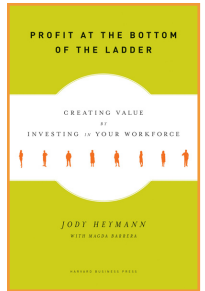
President  
Families and Work Institute

**Kerstin Aumann**

Senior Research Associate  
Families and Work Institute

The authors will **preview** their soon-to-be-released report

***Workplace Flexibility And Employees from Low-Income Households***



To register for this call, please e-mail **Carol Bryce-Buchanan**,

Director of Development, Families and Work Institute at [cbryce-buchanan@familiesandwork.org](mailto:cbryce-buchanan@familiesandwork.org)

**All participants must be registered.**

Call-in details and accompanying materials will be emailed to all registered participants.

**PLEASE INVITE YOUR COLLEAGUES IN TALENT MANAGEMENT, LEADERSHIP TRAINING, RECRUITING, HR, DIVERSITY AND INCLUSION, WORK-LIFE AND RELEVANT AFFINITY GROUPS TO REGISTER FOR THE CALL.**

Most companies understand that good working conditions, competitive salaries, and strong benefit packages attract high-quality professionals. Yet many companies see no other route than cut backs, especially at this time of financial uncertainty.

***Profit at the Bottom of the Ladder*** details the experience of businesses which have taken a different approach. They have been profitable for their owners and shareholders not only while being profitable for all of their employees but because they have taken a different approach.

Dr. Heymann will discuss case studies from companies around the globe, including **Novo Nordisk, Costco Wholesale, American Apparel, Xerox, Banco de Credito, Autoliv**, and focus on strategies that really work—from stock options for bakers to flexibility for factory workers to career tracks in call centers. **Drawing from a six year study of companies around the world**, Dr. Heymann will discuss the experiences of firms across diverse sectors ranging in size from 27 to 126,000 employees and provide a blueprint for how firms and their employees can profit together.

Much of the research on working families has focused on the soccer dad, the school-bus-waiting-mom or logging-back-into-her-computer after the children have gone to bed woman. Out of the estimated 146 million employees in the U.S. workforce in 2008, approximately 19 million—one in five—lived in low-income households; they do the jobs that are the backbone of our economy.

The Families and Work Institute's ongoing *National Study of the Changing Workforce* offers a unique opportunity to look at a nationally representative group of employees to probe the realities of their work and family lives. Specifically, it provides an opportunity to compare employees from low-income households (below 200% of the federal poverty threshold) with those from higher income households on their access to, use of and demand for workplace flexibility.

In ***Workplace Flexibility and Employees From Low-Income Households*** Ellen Galinsky and Kerstin Aumann reveal how access to flexibility affects all employees' engagement, job satisfaction and retention, and how it has a greater effect on low-income employees' health and well being than it does on that of middle and higher income employees. **This report will be released this summer at a high profile event. This call offers you an opportunity to preview the findings before they become public.**

## **ADVANCE REVIEWS FOR *Profit at the Bottom of the Ladder*:**

*Here's a crazy idea for improving our economy: let's encourage companies to offer incentives, training, flexibility, opportunities for engagement, and profit sharing to workers at the bottom of the earnings ladder as well as to those at the top. Pie in the sky? This book shows that it is both practical and profitable. The stories Heymann tells of company after company that raised productivity and profits by giving incentives and opportunity to all are a clarion call for moving beyond the Wall Street version of capitalism.*

- Richard Freeman, Herbert Ascherman Professor of Economics, Harvard University

*Heymann's comprehensive look at the provocative issues surrounding the status and stability of lower-wage workers is certain to add to the national debate. Documenting how supporting these workers improves business' bottom line, this book is a remarkable breakthrough!*

- Donna Klein, President, Corporate Voices for Working Families

## **BIOS OF AUTHORS (Click below)**

[Jody Heymann, MD, PhD](#)

[Ellen Galinsky](#)

[Kerstin Aumann](#)

**Families and Work Institute (FWI)** is a nonprofit center for research that provides data to inform decision making on the changing workplace, changing family and changing community. FWI's research—on early childhood, youth and the workforce—typically takes on emerging issues before they crest, often changing the language of debates to move the discussion forward. For more information and for a complete listing of FWI's publications, please visit our Web site at: [www.familiesandwork.org](http://www.familiesandwork.org)

**FWI's Corporate Leadership Circle (CLC)** offers a unique opportunity for leadership companies to stay ahead of the curve on issues that relate to the changing workforce, family, and community through conference calls, our annual Briefing, media and PR alerts, discounted conferences and publications, "Cluster Calls," and "Thought Leader Briefs."  
<http://www.familiesandwork.org/site/support/clc.html>