



**2010 Working Mother  
100 Best Companies  
*Executive Summary***

# Research Goals and Objectives

**For 25 years, *Working Mother* 100 Best Companies has set the standard for work/life practices in the United States.**

The mandate of the Working Mother 100 Best Companies initiative is to:

- Reveal how companies compare in the areas of workforce profile, benefits, advancement, childcare, flexible work arrangements, parental leave, and company culture for working mothers.
- Create a benchmark of progressive policies and programs that make organizations succeed. Track and measure 100 Best Companies against the nation's employers.
- Raise awareness of the issues working mothers face in the workplace, and encourage the development of programs to address those issues.
- Promote the interests of working mothers in corporate America by honoring companies that successfully help employees integrate home and work.

# Research Methodology

- Each organization completed a detailed application covering both internal and external programs and activities that benefit working mothers. The 2010 application included the following clusters:

<i>Company Profile</i>	<i>Flexible Work Arrangements</i>
<i>Workforce Profile</i>	<i>Parental Leave</i>
<i>Benefits</i>	<i>Company Culture</i>
<i>Women's Issues &amp; Advancement</i>	<i>Other Work / Life Programs</i>
<i>Childcare</i>	<i>Best Practices: Tell Us Your Story!</i>
- Completed applications for the 2010 *Working Mother* 100 Best Companies initiative were collected online from December 18, 2009 to March 12, 2010.
- Winning companies were ranked on the data they provided in their application.
- Statistics reflected in this report are based on the data from the 100 winning companies.
- Winners were announced in the October 2010 issue of *Working Mother* magazine and online at [www.workingmother.com/BestCompanies](http://www.workingmother.com/BestCompanies).

# 2010 Top Ten Winners!

- Congratulations to the Top Ten Companies of the 2010 Working Mother 100 Best Companies list:

***Bank of America***

***Deloitte***

***Discovery  
Communications***

***Ernst & Young***

***General Mills***

***IBM***

***KPMG***

***PricewaterhouseCoopers***

***University of Wisconsin  
Hospital & Clinics***

***WellStar Health System***

# 2010 Summary of Findings

- **Flexibility** remains key at Working Mother 100 Best Companies, with **100%** offering telecommuting and flextime.
- **Childcare** options continue to grow at Working Mother 100 Best Companies, with **87%** now offering backup care and **99%** offering childcare resource and referral services. All told, **95%** of winning companies reported their childcare budget remained steady or increased last year.
- **Spending on work/life benefits** held steady or increased at **96%** of Working Mother 100 Best Companies.
- **Paid Parental Leave** offerings continues to grow, with Working Mother 100 Best Companies offering more weeks of fully-paid and partially-paid maternity leave and adoptive leave for primary caregivers versus a year ago.
- The recession's fallout prompted Working Mother 100 Best Companies to provide a wide array of **economic-related benefits** last year, including financial planning and credit counseling.

# By the Numbers: Snapshot

- The 2010 Working Mother 100 Best Companies represent **20 industries** and more than **46,700 worksites** nationwide.
- The winners employ **2.4 million people**, including **1.15 million** are **women**.

<i>Accounting</i>	<i>Legal</i>
<i>Apparel</i>	<i>Management Consulting</i>
<i>Chemicals</i>	<i>Manufacturing</i>
<i>Consumer Products</i>	<i>Media, Internet &amp; Advertising</i>
<i>Education</i>	<i>Pharmaceutical</i>
<i>Financial Services</i>	<i>Professional Services</i>
<i>Food &amp; Beverage</i>	<i>Technology</i>
<i>Hospitals/Healthcare</i>	<i>Telecommunications</i>
<i>Hospitality</i>	<i>Transportation Services</i>
<i>Insurance</i>	<i>Utilities</i>

# Celebrating 25 Years of Working Mother Best Companies

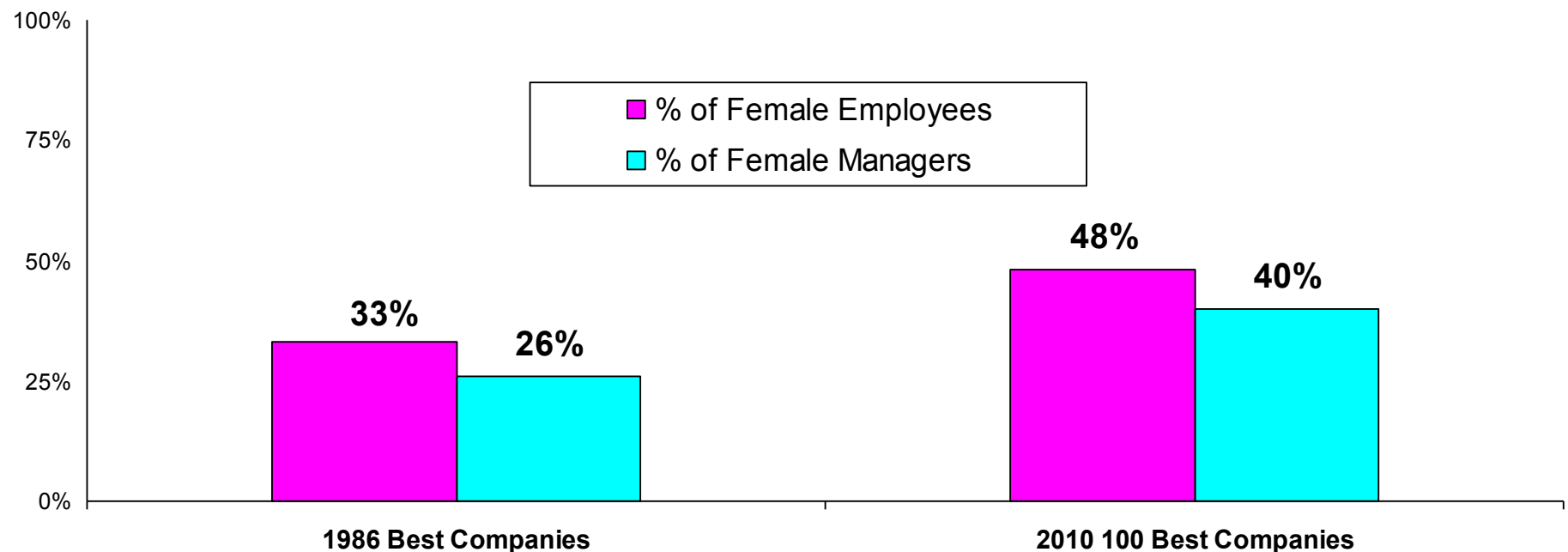
## *Did you know?*

- The Best Companies list began in **1986** with **30 companies**.
- The original Best Companies list focused on a number of concerns, including:
  - *Compensation*
  - *Opportunities for advancement*
  - *Maternity leave*
  - *Flextime*
  - *Childcare support*
  - *Job-sharing*.
- The Working Mother application has since grown to include some **610 questions** focusing on all areas of work/life including benefits, flexibility, parental leave, advancement, and childcare.
- **IBM** and **Johnson & Johnson** are the only companies to have earned on the list all 25 years.

# Celebrating 25 years of Working Mother Best Companies

## Female Representation:

- **Then:** Women represented nearly **one third** of all employees (and **26%** of managers) at the 30 Best Companies of 1986.
- **Now:** Women represent nearly **half** of all employees (and **40%** of managers) at the 2010 Working Mother 100 Best Companies.



# Celebrating 25 years of Working Mother Best Companies

## Flexible Work

- Then: In 1986, only **two** companies (Control Data and IBM) allowed employees to work from home.
- Now: **100%** of the 2010 Working Mother 100 Best Companies offer telecommuting.

# Celebrating 25 years of Working Mother Best Companies

## Female CEOs

- **Then:** In 1986, only **three** Working Mother Best Companies were led by a female CEO, while **two** had female presidents.
  - *By contrast, in 1986, **no** Fortune 100 company was led by a female CEO.*
- **Now:** In 2010, **11** Working Mother 100 Best Companies are led by women CEOs and **19** report female representation greater than **70%**.
  - *In 2010, only **seven** Fortune 100 companies are led by female CEOs.*

# Spending Trends on Key Benefits:

## Work-Life Benefits

- Spending on work-life benefits, as a proportion of the total U.S. payroll, held steady or increased at **96%** of winning companies last year, an increase over the previous year.
- Among companies that increased spending on work-life benefits this year, **82%\*** reported that the growth resulted in new or improved programs and benefits.

Spending	2008	2009	2010
Spending Increased or Remained the Same	96%	93%	97%
Spending Decreased	4%	7%	3%

*\*Figure is out of those companies that increased spending in the past year*

Source: 2010, 2009 Working Mother 100 Best Companies

# Spending Trends on Key Benefits:

## Childcare Benefits

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- Among companies that increased spending on childcare last year, **71%\*** reported that the growth resulted in new or improved programs and benefits.

Spending	2008	2009	2010
Spending Increased or Remained the Same	93%	97%	95%
Spending Decreased	7%	3%	5%

# Spending Trends on Key Benefits:

## Healthcare Benefits

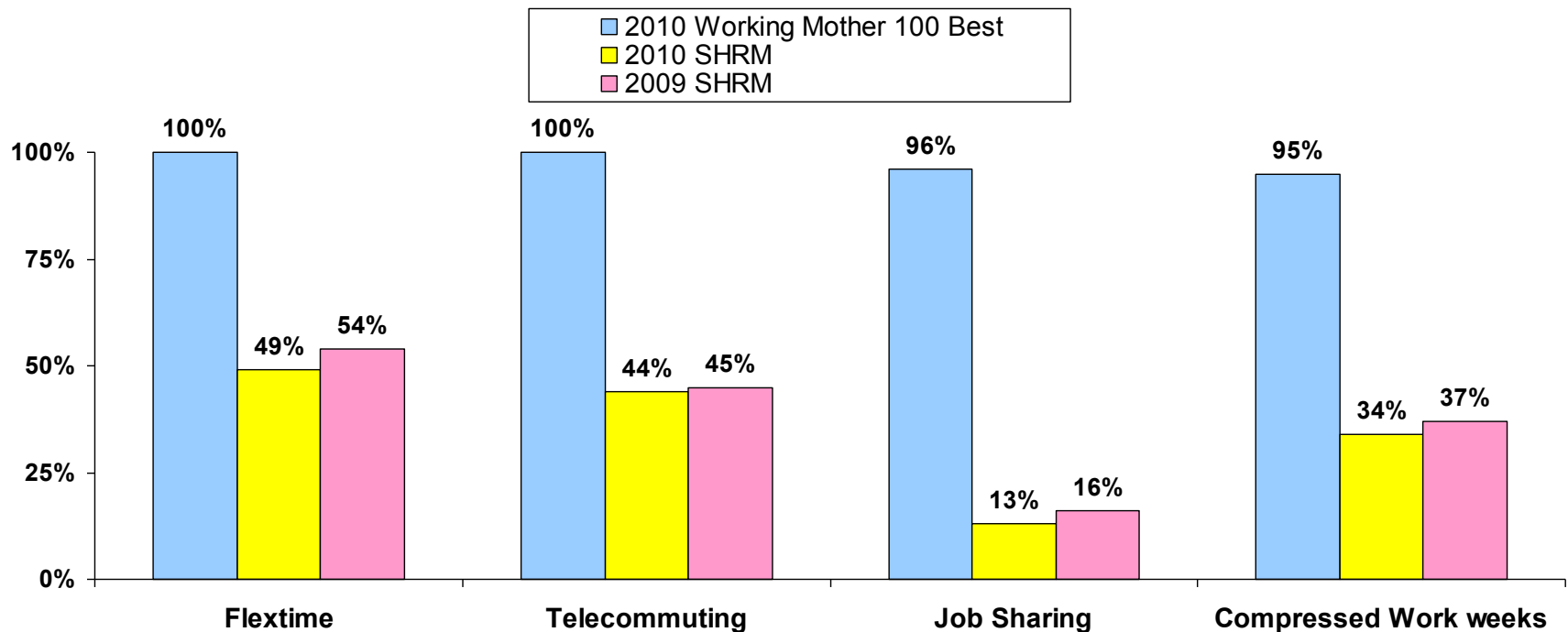
- Spending on healthcare benefits, as a proportion of the total U.S. payroll, remained the same or increased at **95%** of winning companies.
- Among companies that increased spending on healthcare this year, **46%\*** reported that the growth resulted in new or improved programs and benefits.

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# Best vs. Rest:

## Access to Flexible Work Arrangements

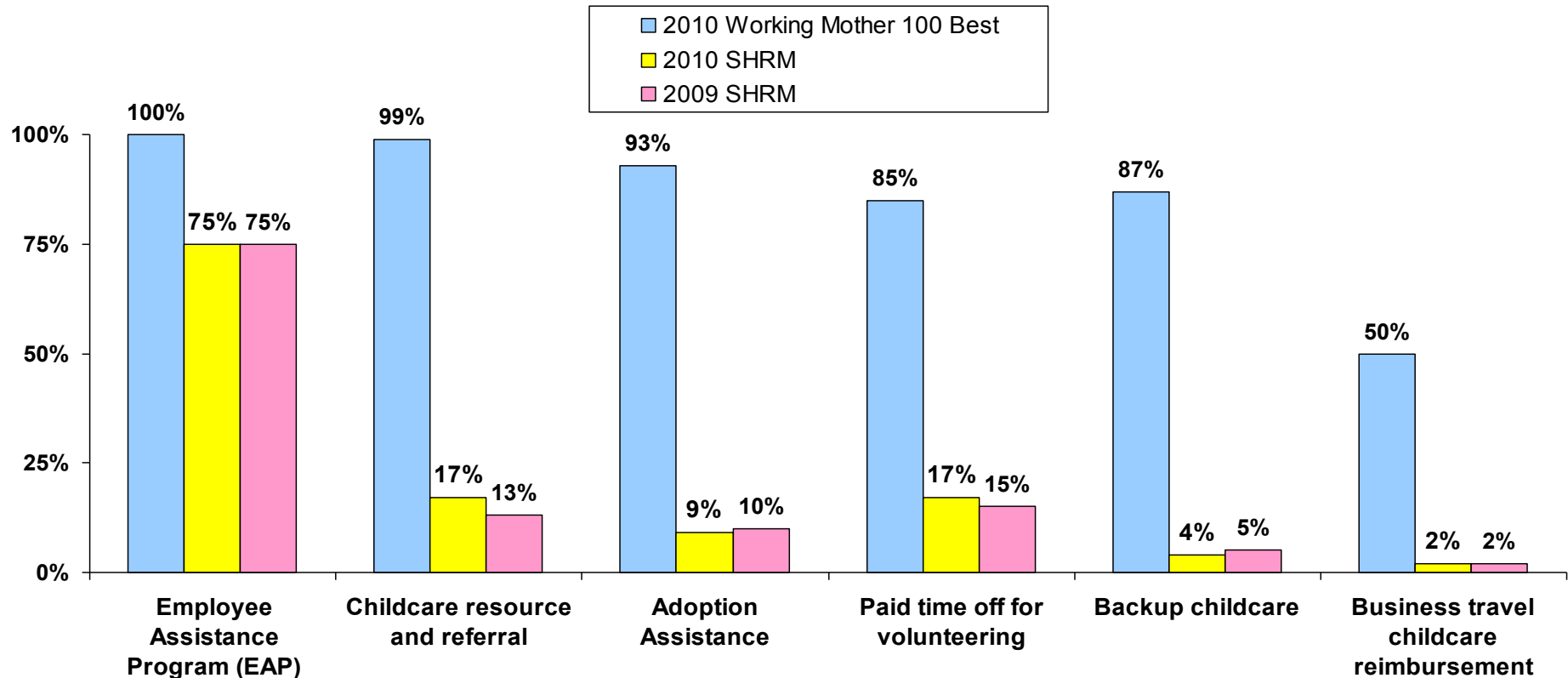
- Access to flexibility at the nation's employers declined across the board, while access at the Working Mother 100 Best Companies remains strong with **100%** of winning companies offering flextime and telecommuting.



# Best vs. Rest:

## Snapshot of Family-Friendly Benefits

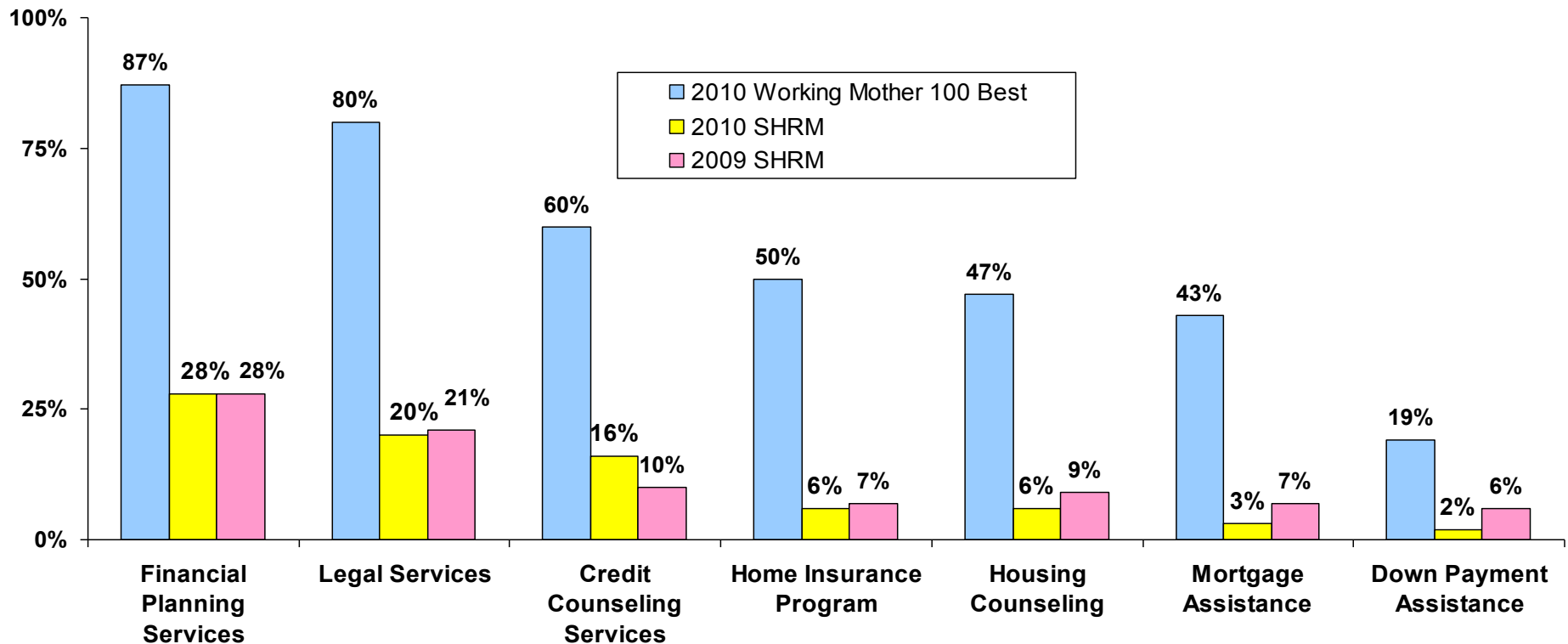
- **99%** of Working Mother 100 Best Companies offer childcare resource and referral services and **87%** offer backup childcare versus only 17% and 4%, respectively, of the nation's employers.



# Best vs. Rest:

## Economic Benefits

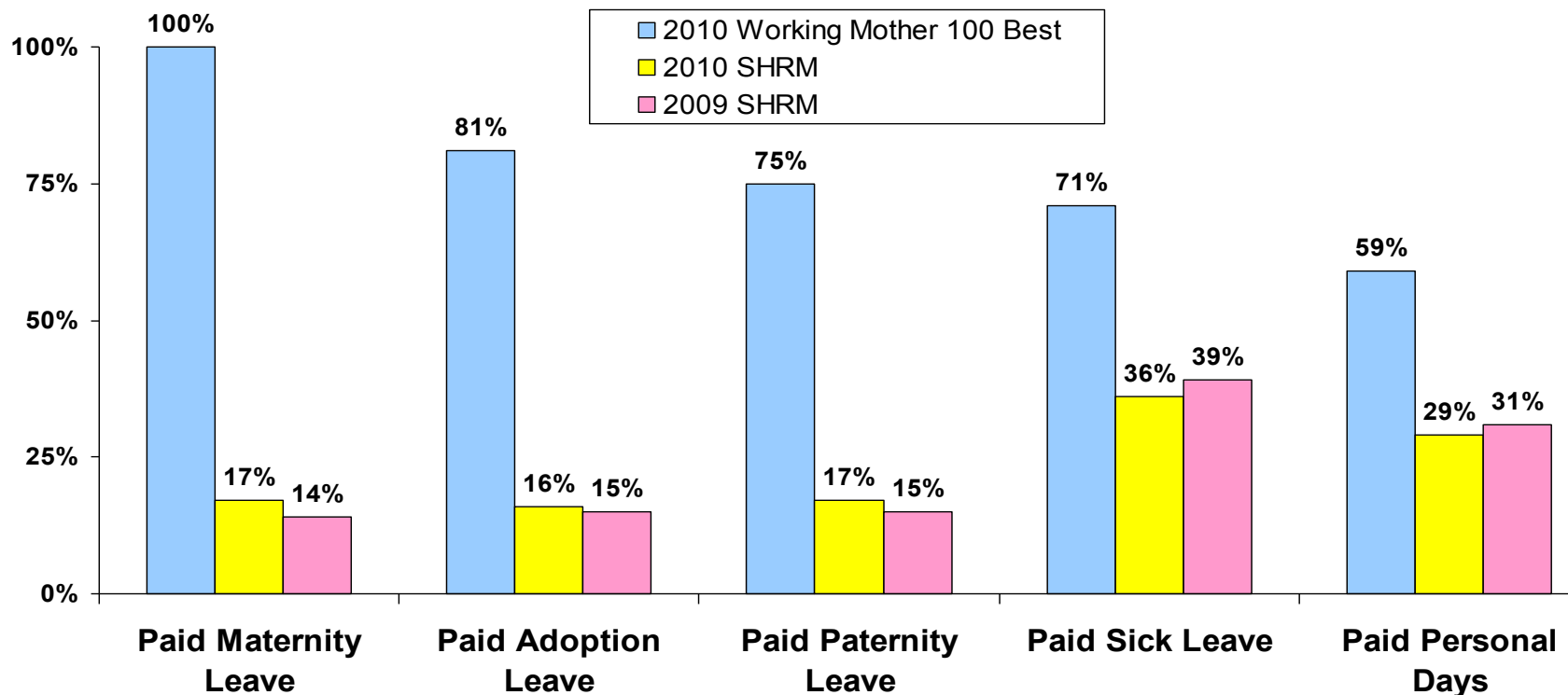
- **87%** of Working Mother 100 Best Companies offer employees financial planning services, while **60%** offer credit counseling. By contrast, only **28%** of the nation's employers offer financial planning and **16%** offer credit counseling.



# Best vs. Rest:

## Paid Time Off and Parental Leave

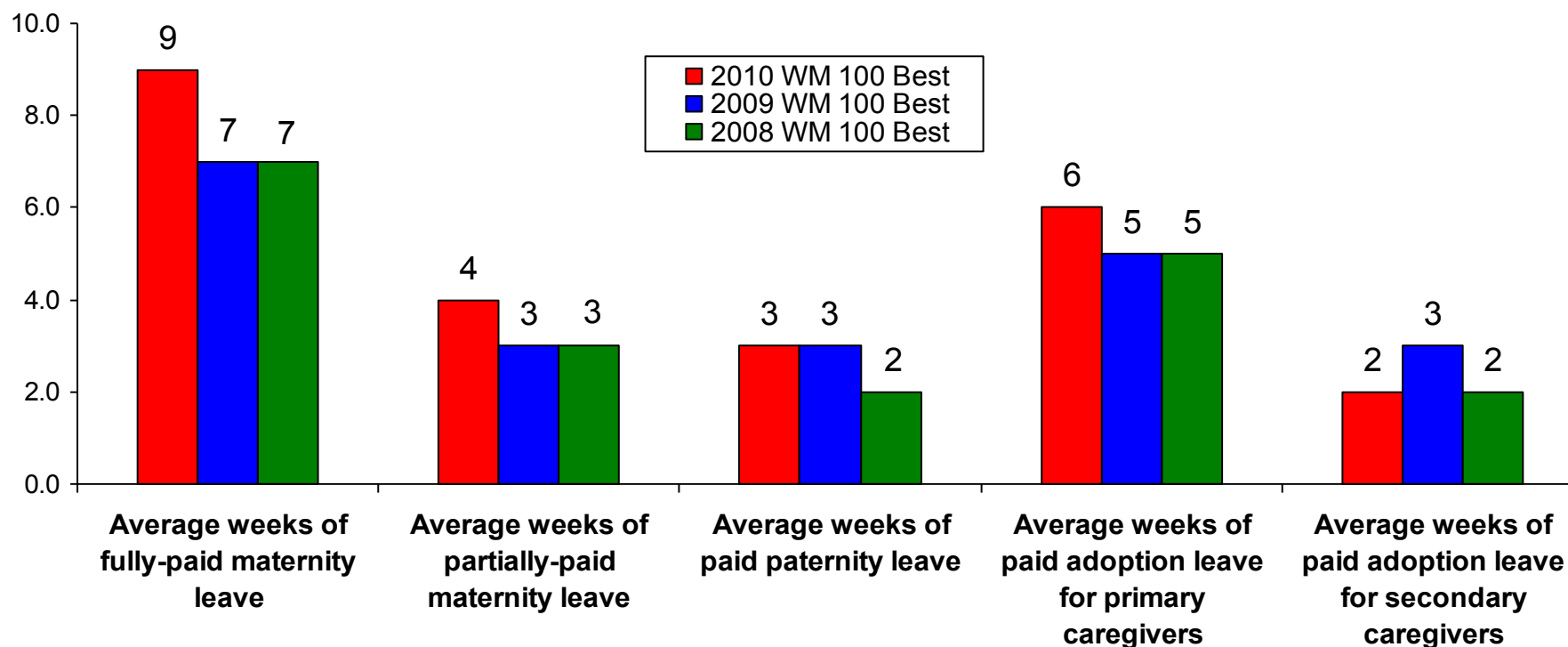
- 100% of the Working Mother 100 Best Companies offer paid maternity leave, 81% offer paid adoption leave, and 75% offer paid paternity leave versus only 17, 16% and 17%, respectively, of the nation's employers.



# 100 Best Year over Year:

## Paid Parental Leave

- On average, the 2010 Working Mother 100 Best Companies offered more weeks of fully-paid and partially-paid maternity leave and adoptive leave for primary caregivers versus a year ago.
- Paid paternity leave remained steady at 3 weeks, on average.

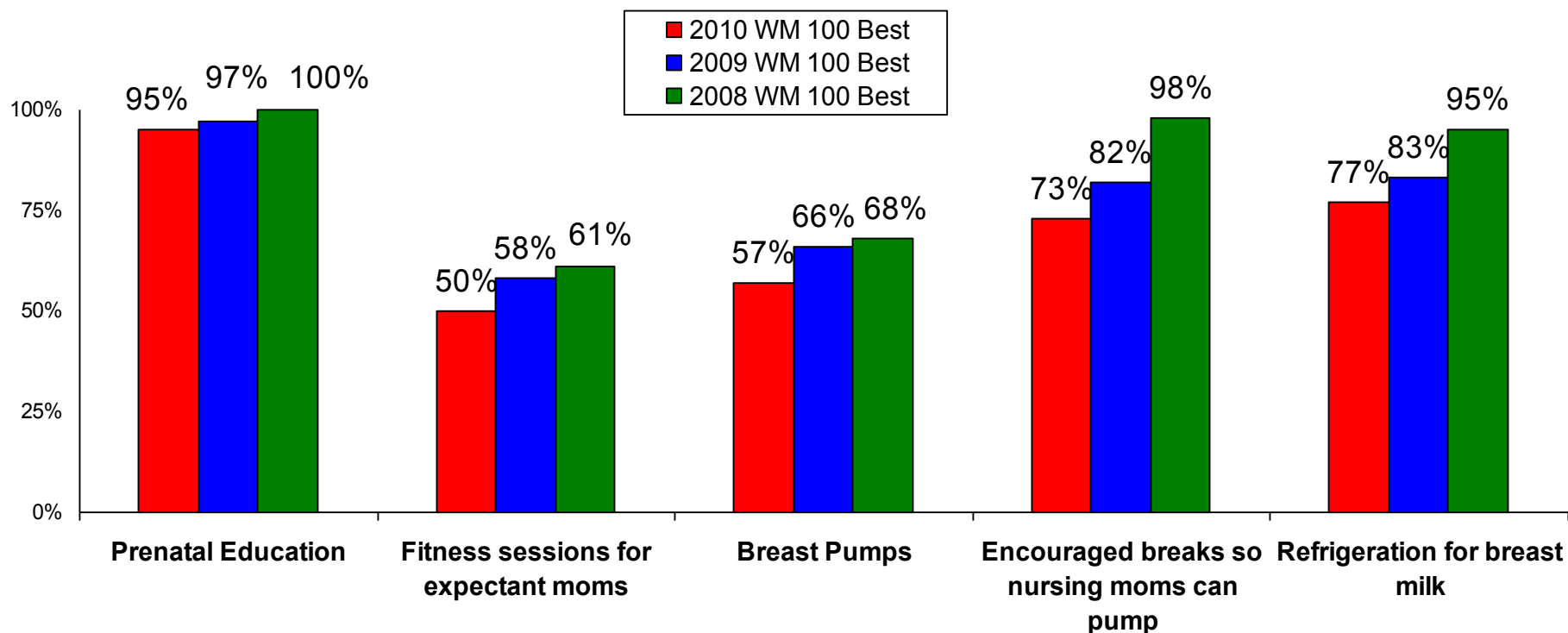


*Average weeks for paid maternity (both fully and partially) is based on an average from all employee groups*

# 100 Best Year over Year:

## Work-Life Programs

- Programs targeting moms-to-be and new moms continued to see declines. For example, **95%** of companies offered prenatal education last year and **73%** encouraged breaks so nursing moms can pump, down from **100%** and **98%**, respectively, two years ago.



# Advancement Programs:

## What Women Want / What Women Get



- The Working Mother 100 Best Companies offer an impressive array of programs designed to help retain and advance employees.

	% of Companies Offering	% of Women Participating*	% of Men Participating**
Management Training	100%	17%	21%
Executive Coaching	98%	1%	1%
Formal Mentoring	95%	18%	22%
Affinity Groups	93%	30%	14%
Succession Planning	93%	8%	10%
Career Counseling	84%	42%	48%
Sponsorship Program	38%	7%	8%

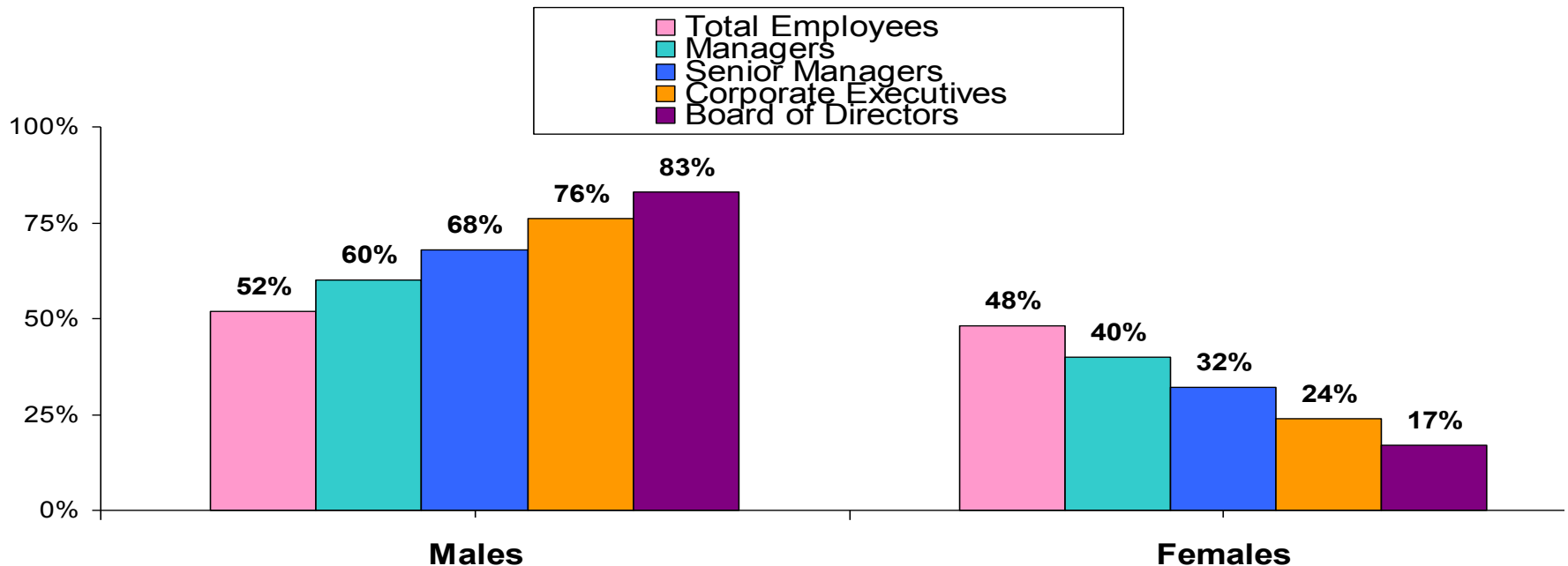
*And yet, by contrast, while **95%** of the Working Mother 100 Best Companies offer formal mentoring and **84%** offer career counseling, only 17% and 15%, respectively, of the nation's employers offer these programs to their workforce.*

# Representation:

## Gender's Impact

- Even though women represent almost **50%** of all employees at our 100 Best Companies, our data reveals that as women move up the corporate ladder, their representation *still* shrinks significantly.
- At the nation's employers, women comprised 46.7% percent of the total U.S. labor force and 15.2% of board seats at Fortune 500 Companies.

### Representation at the 2010 Working Mother 100 Best Companies



# Upcoming Schedule

	Survey Opens	Survey Closes
Best Companies for Multicultural Women	Currently Live	November 19
Diversity Best Practices Assessment & Benchmarking Tool	Currently Live	November 19
Best Law Firms for Women	November 5	January 21
2011 Working Mother 100 Best Companies	December 18	March 13
Diversity Best Practices Global Initiative	February 2011	April 2011
Diversity Best Practices Assessment & Benchmarking Tool: Wave 2	May 2011	July 2011
Best Companies for Hourly Workers	July 2011	October 2011
NAFE Top 50 Companies	August 2011	October 2011

# Benchmarking

- **Working Mother Benchmarking** offers the most comprehensive collection of knowledge on work-life practices available.
- **Working Mother Benchmarking** offers a detailed analysis of key benchmarking data from the Working Mother 100 Best Companies survey.
- **Working Mother Benchmarking** is an invaluable comparative research tool to help your company better understand top work-life practices.
- **Working Mother Benchmarking Custom Assessments** feature data specific to your industry, allowing you to focus on competitive rankings.
- **Working Mother Benchmarking Custom Assessments** are presented in a turnkey presentation that highlight your areas of interest.

*For more information, contact Kristen Willoughby at [kristen.willoughby@workingmother.com](mailto:kristen.willoughby@workingmother.com) or 212-219-7491.*

# Registration is now open for the 2011 Working Mother 100 Best Companies!

- Working Mother Media invites all organizations to register for 100 Best Companies at [www.wmmsurveys.com](http://www.wmmsurveys.com) if their company meets the following criteria:
  - Public or private for-profit company, including companies, corporations, and autonomous subsidiaries that offer their own benefits program and report to their own CEO.
  - Offer some paid maternity leave (including disability pay)
  - Offer some type of flex benefits
  - Have a minimum of 500 employees

