



The workplace think tank.

iwin Joins National Workplace Flexibility Campaign

Lexington, Kentucky, November 22, 2010 – **University of Kentucky Institute for Workplace Innovation (iwin)** has announced that it will join Corporate Voices for Working Families in a national campaign to engage the business community and create a broader awareness of the positive business and employee benefits of workplace flexibility. The campaign was launched at the **White House** at the first-ever **Forum on Workplace Flexibility** in March 2010, and it will encourage businesses to become “Business Champions” for flexibility by signing a Statement of Support for Expanding Workplace Flexibility and expressing support for flexibility principles in their own organizations and in the wider business community. Dr. Jennifer Swanberg, executive director of iwin, was one of twenty researchers who participated in the White House Forum in March.



“iwin is proud to be a part of the national workplace flexibility challenge as an Outreach Partner,” said Dr. Swanberg. “Many visionary companies around the country have demonstrated how flexibility policies improve performance and business outcomes, and we believe that this challenge can have a significant positive impact on the lives of working families and business competitiveness in America. We believe that the companies in Kentucky can meet this challenge to become champions of flexibility and iwin will be reaching out to them to join us in this campaign.”

The increasing numbers of people working while going to school, caring for children or the elderly, or working two jobs to make ends meet have created the need for a fundamental shift in workplace culture so that people can meet the needs of both their employers and their families. Flexible workplace policies make this possible. From compressed workweeks and job-sharing to telecommuting and working from satellite locations, flexibility policies enable workers to better balance work and life. In so doing, they lead to increased employee commitment and engagement, and ultimately, business productivity and profitability.

“Businesses that are thinking about the future and want to be globally competitive are embracing workplace flexibility as a core leadership tool that enables people to meet work and personal responsibilities. All the business champions in the campaign believe that flexibility benefits workers at every level—from hourly to professional staff,” said Donna Klein, executive chair and founder of Corporate Voices for Working Families.

When organizations sign the Statement of Support for Expanding Workplace Flexibility, they will commit to the following principles: to actively communicate the business imperative for workplace flexibility; to expand flexibility within their own organizations as a tool to advance business results; to support managers in strengthening skills for managing flexibility; and to build workplaces in which flexibility is broadly and equitably implemented and available to employees at every level.

For more information, to join the campaign and for weekly updates on the Workplace Flexibility Campaign, please visit: www.corporatevoices.org/our-work/flexcampaign.

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