

Building a Modern Family Benefits Program

Company Overview

This client, a 110-employee accounting and consulting firm, was struggling with retention among mid-career professionals and younger employees starting families. Exit interviews consistently cited a lack of family support, especially around parental leave, childcare flexibility, and eldercare resources. Leadership recognized that to compete for talent, their benefits had to evolve to reflect the realities of today's diverse workforce.

Key Challenges

During a recent benefit review meeting, we suggested that the company could look to perform a benefits refresh that supported employees at every life stage...without creating an unmanageable cost structure or inequities between staff with and without dependents.

MBA Solution Presented

Working with their human resource department, we designed a comprehensive family benefits platform. The program included fertility and adoption assistance, paid parental leave for both parents, flexible return-to-work options, and backup childcare partnerships. Recognizing the growing need for elder care, we also proposed adding access to caregiving coordinators, legal guidance for aging parents, and discounts on in-home care services.

Measurable Results

The company implemented all our suggestions, and the results after one year showed that the family-centric benefit additions are a strategic differentiator. By addressing fertility, parental leave, and eldercare holistically, and redefining "family" inclusively, they saw retention improve 18%, employee satisfaction rise from 64% to 93% and productivity rise substantially during tax season, historically their highest stress period. These changes not only strengthened loyalty and attracted multigenerational talent, but also fostered a workplace culture built on empathy and understanding.