

How do you create well being for everyone in a competitive world?

We would argue the answer comes from keeping track of all of the different pieces of the puzzle at the same time ...

- Supporting both men and women to be successful at work while also sharing in the joys and challenges of "care work."



- Creating progressive policies that makes these options available for both hourly wage and professional workers.

- Having leaders truly value a flexible approach to work and life - or better yet - model it in their own careers.

When we look for solutions that incorporate all the pieces of the puzzle amazing things can happen.

We can see this in progressive workplaces ...

Read on to see how an increasing number of leaders have learned how to create work cultures where everyone thrives.

We can see this with a growing number of families ...

Read on to learn about a multi-year study that proves how increasing men's involvement at home not only decreases parenting stress, it also improves the outcomes of children for families from all different backgrounds.

Want to learn more? Join us next Thursday when **Carolyn and Philip Cowan**, two of the authors of the study, share what they've learned from their Supporting Father Involvement program.

Patrick Patterson will also be joining us. He's making a difference around these issues through the president's clearinghouse on fatherhood www.fatherhood.gov.

Progressive changes at work, progressive approaches at home, progressive public policy - that's what we're fighting for!

Here's to a happy, healthy and successful New Year for ALL!
/Jessica and the ThirdPath team

Let's Support Families to be Part of the Change Process

Want proof that increasing men's involvement in the care of children is good for their children, relationships and families? Read on.

The Supporting Father Involvement Research Study, was co-developed with researchers from Yale University (Kyle Pruett), Smith College (Marsha Kline Pruett) and UC Berkeley (Carolyn Pape Cowan and Phillip Cowan).

The purpose of the study was to promote the importance of the father's role in their children's lives; strengthen the relationship between the parents *and* with their children; and to enhance children's development.

Over a series of 16 weeks, participants met in groups - some with just men, some with both parents (married and not married).

During the 2 hour meetings parents were encouraged to discuss: how they were feeling about themselves, what they hoped to change, parenting strategies and ideas, couple communication, three generational family patterns (eg. family rituals to be repeated or avoided in their current family), and identifying supports for dealing with life stresses.

What the researchers learned is that just as challenges within a couple "can nudge developing children and families into more dysfunctional or destructive patterns early in family formation, an intervention can help steer families with young children onto a healthier pathway of development that lasts over time."

Gains for the couples group** (married and not married) included:

- * Significantly increased father involvement
- * Couple satisfaction maintained over time (when typically it declines)
- * Lower parenting stress
- * No increases in their children's problem behavior (when the control group described this increasing over the same period of time)

** The couples group had even stronger gains than the father-only groups.

The intervention has also been proven equally effective for:

- * Lower-income and higher-income participants
- * Mexican American, African American and Anglo participants
- * Married and cohabiting couples
- * More and less depressed parents
- * Partners more and less happy with their relationship as a couple

The evidence is in - everyone gains when we support fathers to be more involved in the lives of their children. Join us next Thursday, 1/15/15 at 12:30pm ET to learn more.

Progressive Leaders Set the Stage

We've been working with a growing number of leaders who are doing things differently - creating workplaces that support flexibility for all. To learn more, check out the ["meet the pioneers"](#) section of our website.

We also love to highlight stories that demonstrate how these "best practices" work well for professional and hourly wage workers.

Here's an excerpt from an [article](#) that does just that. It highlights the former CEO of Costco who set the stage for building a successful business that supports everyone to thrive - including hourly wage workers.

"Mr. Sinegal rejects Wall Street's assumption that to succeed in discount retailing, companies must pay poorly and skimp on benefits, or must ratchet up prices to meet Wall Street's profit demands. Good wages and benefits are why Costco has extremely low rates of turnover and theft by employees, he said.

"Mr. Sinegal, whose father was a coal miner and steelworker, gave a simple explanation: **'On Wall Street, they're in the business of making money between now and next Thursday,' he said. 'I don't say that with any bitterness, but we can't take that view. We want to build a company that will still be here 50 and 60 years from now.'**

"Jim Sinegal is also taking a different approach personally ... Despite Costco's impressive record, Mr. Sinegal's salary is just (see below for current salary information). That puts him at less than 10 percent of many other chief executives, though Costco ranks 29th in revenue among all American companies.

"'I've been very well rewarded,' said Mr. Sinegal, who is worth more than \$150 million thanks to his Costco stock holdings. 'I just think that if you're going to try to run an organization that's very cost-conscious, then you can't have those disparities.

Having an individual who is making 100 or 200 or 300 times more than the average person working on the floor is wrong."

Average cashier salary - Walmart \$8.53. Costco \$15.60

Position on minimum wage - Walmart: Supported raising the federal minimum wage in 2006, but has remained mum in the recent debate. [\[NBC News\]](#)
Costco: Supports raising the federal minimum wage to over \$10-an-hour. Current CEO Craig Jelinek wrote a letter urging Congress to do so. [\[The Huffington Post\]](#).

CEO compensation (2012) - Walmart \$19.3 million (\$1.3 million salary, \$4.4 million bonus, \$13.6 million in stock grants) [\[Businessweek\]](#). Costco \$4.9 million (\$650,000 salary, \$200,000 bonus, around \$4 million in stock options) [\[Businessweek\]](#).

[Click here](#) to read more of these comparisons.

Bottom line - the progressive leaders we've been working with - just like the CEO of Costco - have learned how to create businesses where everyone wins. This spring, many of them will be joining us for our Pioneering Leaders Summit. [Email us](#) if you'd like to learn more.