EQUAL OPPORTUNITIES

EXPERIENCE FROM IMPLEMENTING

WORK-LIFE BALANCE POLICIES IN A SMALL ENTERPRISE

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Company profile:

- Language school
- Study abroad
- Translations, interpreting, conference service

- founded in 1993
- ISO 9001:2000 certified
- EN 15038 certified provider of translation services
- 2004 – Label Award – European Language Award for innovative project in language training
- 2005 – awarded by Gender Studies the winning prize for the best small company applying equal opportunities policy for men and women in the Czech Republic
Revenues 2011:  
- CZK 64,000,000 (rounded)  
- EUR 2,560,000  

Staff:  
- 39 employees  
  - 34 office staff  
    (out of which 5 women on maternity/parental leave)  
  - 5 other employees (teachers)  

Ration men : women: 5 : 34
HR policy:
- necessity to react to the situation arisen in the company
- support parents on maternity/parental leave and employees taking care of small children

Objectives:
- maintain the team of qualified employees – loyal, stable and motivated
- develop pleasant work environment with positive interpersonal relations
- develop an image of a respectable employer/employer in demand

Economic objectives:
- maintain company trained employees, reduce costs related to recruitment and training of new employees
- achieve better economic results through the efficient work with HR potential
Tools:

- maximize use of small company advantages (transparency, needs analysis, personal contact/individual approach, flexibility)
- maximize use of existing HR activities/costs (broader engagement, efficiency)

Work-life balance application tools:

- flexible working hours
- part-time work (4-6 hours a day)
- home office
- unpaid/extra leave
- 4 year parental leave (in specific cases)
Tools engaging parents on maternity/parental leave into work and/or into the company life:

- on-going communication with parents on maternity/parental leave
- invitation to company social events (parties, outdoor weekend)
- invitation to company special events (annual meetings, conferences, workshops etc.)
- training (use of internal trainings)
- home office
- evening work in the company
- in-company babysitting (short-term purposes, mostly for teachers)
Positive results of our HR policy:

- loyal employees, good terms
- reduced turnover of employees – lower HR costs
- good company/employer reputation
- engagement of parents on maternity/parental leave into work – up-to-date on company development/matters
- further training of women on maternity/parental leave – qualification upgrade, learn new methods, procedures applied in the company
Negative aspects of our HR policy:

• more demanding coordination of work for managers
• necessity of intense communication between members of the team, clear specification of procedures and goals
• personnel changes in the team while employees on maternity leave may result in unwillingness from colleagues to accept people coming back to the team
• providing flexibility in combination with the labor law in effect brings inflexibility in shifting with labor force
Broader context:
Implementation of our activities into our products and into our projects:

Language courses with babysitting services
Lifelong learning ESF project with the focus on women

*Development of Center for Further Education Focusing on Programs, Courses and New Forms of Training with Focus on Women of all Age Groups including Blended and E-learning Courses*

*Project partner - Municipality Office of Prague 16*
Conclusion:

- applied HR policy has proved to be successful when implemented on a reasonable scale reflecting the needs of individual work teams

- work on further development of current HR policy based on needs analysis of company employees and company goals

Thank you for your attention

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