



### What is Paid Family Leave?

Paid family leave provides workers with time off of work for family expansion and caregiving needs (child-birth, surrogacy or adoption). Paid family leave policies should be designed to be gender and caregiver agnostic, to cover surrogacy and adoption, and may provide additional time off for recovery of birth-giving workers.

**DID YOU KNOW?** As of January 2024, only 27% of private sector employees receive paid family leave, which leaves nearly three in four workers without access to this benefit.

### Attract Top Talent

Workers, especially younger workers—both men and women—consider benefits like paid family leave when considering new professional opportunities.

- 77% of workers take into consideration how much paid family time off is allowed when deciding where to work.
- Offering paid family leave can improve a company's diversity. Kohlberg Kravis Roberts & Co. (KKR) saw a 4% increase in female employees after implementing paid family leave.

### Workforce Retention

Paid family leave has been shown to improve retention. Higher retention has a positive impact on financial performance.

- Women are 93% more likely to return to work after taking paid family leave compared with women who do not have access to paid family leave.
- After increasing its paid maternity leave by 6 weeks, Google found that turnover for women returning after childbirth declined by 50%.

### Improved Productivity

- A recent McKinsey study found that 100% of respondents who had taken paid family leave felt more motivated to stay with their employer and reported being more productive at work.
- 82% of companies that implemented paid family leave reported that their employees had a boost in morale
- 63% of employers that implemented paid family leave policies reported an increase in productivity from their employees.

### Net Positive Impact on Financial Performance

- Companies with a paid family and medical leave policy reported 2.5% higher profits than firms that do not.
- On average, it costs 33% of a worker's annual salary to hire and train a replacement employee. Lowering turnover has a materially positive impact on human capital expenses.
- Offering paid family leave can boost a company's brand, especially when the company is an early mover in a particular industry, or if the company is offering a new or more expansive policy. Companies like [Bobbie](#) and others that have been public about their leave benefits through TheSkimm's [#ShowUsYourLeave](#) have seen clear benefit.



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6. <https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/a-fresh-look-at-paternity-leave-why-the-benefits-extend-beyond-the-personal#/>
7. [Ibid](#)
8. <https://rhiaventures.org/wp-content/uploads/2022/08/Hidden-Value-The-Business-Case-for-Reproductive-Health-2022.pdf>
9. <http://media-publications.bcg.com/BCG-Why-Paid-Family-Leave-Is-Good-Business-Feb-2017-Revised.pdf>