

# Your Options

*keeping our partners well-informed*



WINTER 2005

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## DEAR WORKPLACE OPTIONS CLIENTS,

There has been a recent flurry of articles in the mainstream press about the importance and evolution of work-life services to corporate America. While each of the articles has sounded a somewhat different theme, they all shared something in common—surprise that our industry is still “alive and kicking.” On the face of it, perhaps their surprise is justified. Given the extreme rise in healthcare costs it’s only logical that other benefits, especially those used by a minority of the employee population, would be cut to stretch the benefit dollar. That might be the case for work-life services but for one very important factor—productivity.

Over the last decade, the productivity of the American worker has improved significantly—a lone bright spot in an otherwise dark and lackluster economy. Therefore, benefits that support and empower an employee to stay focused on work at work gain prominence and value. Experience shows, that even at average rates of utilization, work-life programs return a premium to the employer. A fact that leads to a logical conclusion—improve utilization and realize even greater productivity.

In this issue of Your Options, you will read about a number of initiatives Workplace Options is offering to give you the tools to encourage even higher utilization of the service and to promote its value to your clients. These include:

- 2005 Annual Promotion Kit
- Comprehensive Guide to for Implementing Work-Life Programs
- Executive Work-Life Institute
- Sales Talk: Monthly Webinar for EAP Account Managers and Sales Staff to learn the latest about WPO’s products and services.

We believe strongly in the value of the services we offer. It’s a wonderful challenge to find ways to expand their use even further.

Yours,

*Dean and Alan*



## IN SERVICE TO YOU

*The following are kudos received by WPO's Work-Life Consultants from EAPs and end users.*

"I used the live chat feature, which was a brand-new experience for me. I was amazed at how easy it was, how quickly they responded, and the amount of information they were able to provide me. I have always promoted this benefit with my associates. Now I can give testimony to how easy and helpful it is. I appreciate having a resource like this one that is quick and effortless to use. I was so impressed I felt compelled to provide this feedback!

"Thank you so much. You have been very helpful. I really appreciate your diligence in tracking down all the information I need to make an informed decision."

"I wanted to share with you how appreciative we were of Sharon's extra efforts in helping (EAP) respond to an urgent request by a potential customer. On Monday, we got an urgent request for a search for Boot Camps that offered high school diplomas for adolescents. Sharon searched and found that Boot Camps have dropped from favor, and that few offer diplomas. She extended her search to help find other resources and we were able to get this information to him on Tuesday evening with a letter explaining the Boot Camp issue and other helpful resources. The customer replied on Wednesday that the organization had decided to go with our EAP, and the prompt response to his request was certainly a part of that decision."

An EAP wrote to say that their client reported that "she was very overwhelmed and completely clueless about what to do and what anything meant. The information she received from elder care was above and beyond what she had expected. She said that you were "life savers, thank you, thank you, thank you!"

"I just wanted to thank you for pulling together all of this information! It was so helpful to me, and I just went on and on to others here about your service and quick turnaround. Then I realized I never even said thank you!"

"This will certainly help me and my family work out our day care situation. We are fortunate to have so many options in our area...but it is also a bit overwhelming. Your reviews helped narrow it down a lot. In fact, I have already called several of the centers you listed and plan to visit them soon."

## Case Examples

Have you ever wondered just what type of resources WPO's Daily Living consultants can locate? Here are some recent requests that we successfully fulfilled within 12 business hours. As you can see, Daily Living is much more than pet sitting and wellness!

- Court-ordered anger management classes for a client
- Certified Behavioral Analysts to work with a child diagnosed with Oppositional Behavior
- Housing for an impoverished couple currently living in their truck
- Pet insurance for a Yorkshire terrier
- Contractors to repair a leaking sunroom



## New Advantage Web

WPO's New Advantage website has been successfully rolled out for over 3,000 companies. Thus far, the comments have been overwhelmingly positive, and we look forward to hearing your reactions.

We're more committed than ever to providing our clients a continually richer online experience. Below are recent upgrades that we'd like to highlight:

**Monthly Webinars** (Advantage Complete) Our work-life website really comes alive through our various live events. Monthly webinars are among the most popular of these features. By the end of March, online registration will be available for all seminars. We will also begin archiving all of our webinars. If you miss our upcoming webinar, "Making Positive Choices for Healthy Aging" on February 22, 2005, you can always view it as a recorded event at your convenience. For a complete list of the webinars, open the promotional calendar on the 2005 Promotional CD.

**Articles and Resource Links** (Advantage Fundamentals and Complete) In January, we added over 125 new articles and resource links. Many of the new articles focus on parenting, relationships, stress; and choices and opportunities for seniors and their families. Additionally, to respond to requests for help finding veterinarians, we also added three "locators" to the website. Check them out under Daily Living/ Pet Care.



## WHAT'S NEW AT WPO

**2005 Promotional Packet**—In December, your EAP received the 2005 promotional packet to assist in implementing, promoting and upselling the work-life service to your new and existing customers. If you and your EAP co-workers have not already looked through the packet and the CD contents, we strongly encourage you to do so. This packet is designed to provide everything you need to promote, sell and market work-life services, and is guaranteed to save you valuable time. Please take the time to put that CD in your computer and join WPO's other clients who are thanking us for making their lives easier.

The 2005 Promotional Packet includes:

- 2005 Promotional Calendar
- 8.5" x 14" poster and e-mail scenario, for each of these 6 topics:
  1. General Work-Life
  2. Child Care/Parenting
  3. Elder Care
  4. Education
  5. Daily Living
  6. Wellness
- Promotion for New Client Roll-Out
  - End-user Brochure
  - Wallet Card
- Marketing and Sales Collateral
  - Product Sell Sheets
  - Business Case for Work-Life

All promotional documents are easily customizable with your EAP's contact information and phone number, and each poster is prepared for your organization's logo to be inserted.

### WPO LAUNCHES EXECUTIVE WORK-LIFE TRAINING INSTITUTE

WPO announces their NEW Executive Work-Life Training Institute for Human Resource Professionals, Senior Management, Benefits Directors, and Compensation Managers. Each quarter, the Executive Work-Life Training Institute will offer in-depth training on topics crucial to developing optimum work environments for business success. WPO launched the institute to help clients create and develop organizations that are competitive in today's global market.

"The Executive Training Institute is unique in that it will provide executives with the opportunity to learn innovative theoretical approaches along with practical applications. Executives will gain knowledge from one another and from experts on how to create work environments that allow maximum productivity and personal satisfaction," states Mary Ellen Gornick, WPO Senior Vice-President.

Upcoming Executive Work-Life Training Institute topics include the following:

- Effective Work-Life Leadership in a Competitive Global Market
- Resilient Organizations Start with Resilient Employees
- Redefining Workplace Flexibility
- Understanding Work-Life ROI

**Kick-Off Seminar**—"Leadership Excellence: Sustaining an Innovative and Performance-Focused Workforce" April 14, 2005 in Chicago. This one-day seminar is facilitated by Madan Birla, author of *Balanced Life &*

*Leadership Excellence: A Nurturing Relationship* and a new book to be released in June 2005, *FedEx Delivers: How the World's Leading Shipping Company Keeps Innovating and Outperforming the Competition*, published by John Wiley and Sons.

"Leadership Excellence: Sustaining an Innovative and Performance-Focused Workforce" is a highly interactive one-day seminar. Participants will learn and use a model that takes into account the elements involved in building and sustaining a performance-focused workforce. The four-step process will help participants develop customized solutions tailored to their unique business cultures. This creative process focuses on the internal and external root causes of imbalance in the workplace. The seminar also presents a choice of 50 practical ideas that maximize innovation and fine-tune leadership skills.

Madan Birla is a well-known author, speaker, and management consultant. He has helped many organizations unleash employees' creativity and commitment—the key to competitive edge in today's knowledge economy. He served as Managing Director of FedEx's Leadership Institute, facilitating Leadership & Life Balance courses for all levels of management around the world.

This one-day seminar will be held in Chicago on March 29, 8 a.m. to 4 p.m. The cost is \$325.00. For additional information and to reserve a space, please call Mary Ellen Gornick at 800-699-8011 x 2121.



*Now Available —*

*The Comprehensive Guide For  
Implementing Effective Work-Life Programs*

WPO announces the availability of our NEW 60-page Comprehensive Guide for Implementing Effective Work-Life Programs, developed by WPO Senior Advisor Mary Ellen Gornick. This user-friendly resource guide is designed exclusively for EAPs. The guide includes everything you need to know to design, develop, and execute proactive and constructive work-life programs. Included are the following topics:

- How to effectively present the business case for work-life programs.
- Impressive lists of suggestions to jumpstart your work-life initiatives.
- How to assess a workplace environment.
- Program promotion and utilization tips.
- Suggestions to avoid “speed bumps” and pitfalls.
- Detailed information on successful work-life programs:
  - Flexible work arrangements
  - Leave Policies
  - Dependent Care Programs
  - Financial Programs
  - Health and Wellness Programs
  - Education/Counseling Programs
  - Workplace Health and Safety
- Suggestions for small businesses.
- Tips to evaluate the effectiveness of work-life programs.
- List of sources to contact for further information on Work-Life

To receive your copy of the Comprehensive Guide for Implementing Effective Work-Life Programs, please contact Jackie Tiu at 800-699-8011 x2000.

## WPO'S ADVANTAGE TRAINING CENTER ANNOUNCES 10 NEW SEMINAR TOPICS FOR 2005

In January of 2004, WPO launched the Advantage Training Center. Since that time, we have helped numerous clients develop and deliver customized Work-Life and management training seminars to their client companies.

Our new 2005 Advantage Training Center Seminar Catalog features 75 on-site and web-based training seminars that focus on vital work-life and workplace management issues including child care, parenting, lifestyle, elder care, and management training. This includes 10 new and innovative training titles for 2005:

### **Parenting Topics:**

- Helping Your Child Achieve In School
- The Internet: Strategies to Keep Your Children Safe
- Preparing to Enter College: The Application Process
- Leaving the Nest: Easing the Transition from High School to College Life for the Whole Family

### **Lifestyle Topics:**

- Creating A More Resilient You!
- Get Organized: Strategies to Simplify Your Life

### **Elder Care Topics:**

- Aging in Place: Strategies to Keep Older Adults Independent
- Strategies to Assist Employed Caregivers

### **Topics for Managers:**

- Managing Multiple Generations
- Retention Strategies to Make Work, Work for Everyone

WPO's Advantage Training Center seminars are conducted by a network of highly regarded training experts and spearheaded by Mary Ellen Gornick, a nationally renowned work-life expert. Seminars contain a mixture of lecture, audience participation and audio/visual components. Seminars can be conducted face-to-face or as a webinar. The one- or two-hour sessions can be delivered during the lunch hour, at employee training, at management meetings, at new hire orientations or during any convenient time throughout the workday.

To receive a copy of the 2005 Advantage Training Center Seminar Catalog, call Jackie Tiu at 1-800-699-8011 x2000.



PLANNING GUIDE NOW AVAILABLE



## TAKE OUR DAUGHTERS AND SONS TO WORK

On April 28, 2005, millions of parents across the country will “Take Our Daughters and Sons to Work.” This day, organized and promoted by the Ms. Foundation for Women, is designed to focus on future workplace opportunities for our children. This year’s theme is “Sharing Power & Possibility.” The genesis of this program, born in the early 1990s, was to foster young girls’ self-esteem and help them remain strong and confident in their pre-teen and teenage years.

WPO encourages all companies to participate in this all-important event. To demonstrate our commitment we have developed a special “Take Our Daughters and Sons to Work Planning Guide.” Our goal in creating this guide is to help companies of all sizes and industries impact a child’s future by exposing them to the workplace of today. The planning guide provides companies with step-by-step actions for organizing an event on April 28, 2005—from getting approval, to organizing a committee, to planning activities for children. The guide also includes checklists, forms, and resources that cover all of the details you may need to hold this special event.

This guide is available in an electronic, easily customizable format. We encourage you to customize the planning guide and distribute it to your clients. To receive a copy of the “Take Our Daughters and Sons to Work Planning Guide,” call Mary Ellen Gornick at 800-699-8011 x 2121. Mary Ellen is also available to discuss ideas for implementing a Take Your Daughters and Sons To Work day.

### *Upcoming Events*

**Sales Talk:** For Account Managers and Sales Executives. Everything you need to know about WPO’s Products

Friday, March 4 at 2 p.m. EST. —Join us for a webinar featuring an overview of WPO’s Health and Wellness products plus business case rationale.

Friday April 1 at 2 p.m. EST. —Geriatric Care Assist

You can conveniently register by clicking on the link included in the text of the e-mail accompanying the newsletter.

**Online seminars:** available to all clients with the Advantage Complete website. Register online from your WPO website.

“Making Positive Choices for Healthy Aging” February 22, 1-2 p.m. EST

“Unleash your Fountain of Youth: Strategies to live a long and healthy life” March 22, 1-2 p.m. EST

**Take Our Daughters and Sons to Work Day:** April 28, 2005