

WHO SHOULD BE AT THE TABLE?



WHY C-SUITE BUY-IN MATTERS

C-suite buy-in is critical to the success of family-friendly policies. When top leadership speaks to the importance of a family-friendly workplace, it demonstrates organizational commitment, aligns company resources with implementation goals, and reinforces that supporting families is not just a benefit, but a cutting-edge business strategy.



CEO (Executive Lead)

Leadership at the top is essential to ensuring sustainable solutions.



CFO (Finances)

Guides the organization toward the most sustainable childcare investments and bottom-line impact.



COO (Operations)

Assesses the impact across the organization to determine the best approach.



Human Resources

Engages working parents and communicates those needs to all other senior leadership.



Marketing

Leads strategy to bolster brand, community, and market positioning

When Early Childhood Works, We All Work!

learn more at www.pulseroadmap.org