

A new special section has been added to
FORTUNE for the Sept. 29, 2003 issue:

Ad close:
Aug. 11, 2003
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Issue date:
Sept. 29, 2003

Work ↔ Life

Effectiveness

A Business Imperative

IT MAY NEVER HAVE BEEN MORE IMPORTANT FOR BUSINESSES to improve productivity, increase employee morale, and establish trust with employees, customers and clients. One proven way to dramatically impact the workplace and the work force is through broad-based work-life initiatives. Establishing a comprehensive work-life effectiveness initiative, as many leading companies have done, has been shown to make a big difference. By offering programs, policies and practices that meet diverse employee and business needs, helping employees manage their work and personal lives more effectively, and fundamentally changing the way work is done, companies can generate stronger returns. They can also serve customers and clients better, and ultimately achieve success. Companies that develop an integrated approach to work-life effectiveness find that these initiatives not only help the company and its employees, but the benefits extend outside the walls of the organization, often reaching into the community and beyond.

The FORTUNE special section on Work-Life Effectiveness is part of a new National Work-Life Initiative sponsored by the professional association, The Alliance for Work-Life Progress (AWLP), and chaired in its first year by The American Business Collaboration for Quality Dependent Care (ABC). The ABC Champion companies are: Abbott Laboratories, Allstate Insurance, Deloitte & Touche, Exxon Mobil, GE, IBM, Johnson & Johnson, PricewaterhouseCoopers and Texas Instruments. The National Initiative will focus attention on work-life as a critical business issue and encourage companies to participate through a Congressional Resolution and Presidential Proclamation naming September as Work-Life Month, a major launch event for the Initiative, and the FORTUNE special Work-Life section.

This special section will highlight the importance of work-life issues for organizations. Work-life helps companies in their recruitment and retention efforts, improves employee loyalty and boosts productivity. The section will include the latest results from research studies, ROI (return on Investment) research.

The section will define work-life and explore the history and impact of this 20-year movement on corporate America. It will include interviews with the CEOs and leaders of major companies, as well as interviews with representatives from major educational, government and labor organizations who will share their ideas, experiences and unique perspectives on work-life issues.

The Section will Focus on the Following

- What is work-life effectiveness and why is it a business issue?
- How important is work-life to current and prospective employees?
- What are best industry practices?
- What difference does work-life make to the bottom line?
- How is work-life best implemented in an organization?
- What are the major challenges to implementing work-life effectiveness?
- What are the major advantages of work-life effectiveness?
- What can we expect in terms of work-life effectiveness efforts in the future?

Who Should Advertise

The prospective list of advertisers will concentrate on the FORTUNE 100 Best Companies to Work For, and Working Mother magazine's 100 Best Companies for Working Mothers, as well as other financial services companies, pharmaceuticals, technology, energy, entertainment, law firms, work-life organizations and vendors.

Value-Added Distribution

- This section will be featured on the ABC and the AWLP web sites
- It will be promoted at the AWLP annual conference in February, 2003 (estimated attendance of 600), and reprints will be distributed at the 2004 AWLP annual conference
- Reprints will be distributed at various events of the National Work-Life Initiative

About the Writer

Karol Rose, a nationally known expert in the work-life field and author of four books including *Work-Life Effectiveness: Programs, Policies and Practices*, will write the section. Rose is a frequent presenter at national business and professional conferences. She is often interviewed by the media and has consulted on work-life issues with many FORTUNE 500 companies.

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