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### COLE ENGINEERING BECOMES BUSINESS CHAMPION FOR WORKPLACE FLEXIBILITY TO HELP WORKING FAMILIES AND IMPROVE COMPETITIVENESS

**Orlando**, January 5, 2010 – Cole Engineering Services, Inc. has announced that it will join Corporate Voices for Working Families in a national campaign to engage the business community in creating a broader awareness of the positive business and employee benefits of workplace flexibility. The campaign was launched at the **White House** at the first-ever **Forum on Workplace Flexibility** in March. It will encourage businesses to become “Business Champions” for flexibility by signing a Statement of Support for Expanding Workplace Flexibility. Cole Engineering Services, Inc. has become a “Business Champion” of workplace flexibility and has expressed its support for this campaign.

**Valerie Jarrett**, senior advisor and assistant to the President for intergovernmental affairs and public engagement and chair of the White House Council on Women and Girls, said at the Forum, **“We are pleased that Corporate Voices for Working Families has come up with a challenge for the business community. It’s a challenge in which businesses will encourage their peers to adopt as many of the smart practices that provide workplace flexibility. This will help us pave the way to the creative workplaces of the future.”**

As a Business Champion of workplace flexibility, Cole Engineering Services, Inc. joins a cohort of leading best-practice corporate champions that recognize that workplace flexibility improves business profitability, the lives of working families, and America’s economic competitiveness.

The increasing number of people who are simultaneously working and going to school, caring for children and the elderly, or working two jobs, have created the need for a fundamental shift in workplace culture enabling people to meet the needs of both their employers and their families. Flexible workplace policies make this possible. From compressed work-weeks and job-sharing to telecommuting and working from satellite locations, flexibility policies enable workers to better balance work and life. In so doing, they lead to increased employee commitment and engagement, reduced stress, and consequently, increased business productivity and profitability.

As a Business Champion, Cole Engineering Services, Inc. recognizes that flexibility policies are valuable talent management and recruiting tools that help meet the business bottom line. Business Champions commit to actively communicate the business imperative for workplace flexibility within their own organizations and to their peers and colleagues.

**“Businesses that are thinking about the future and want to be globally competitive are embracing workplace flexibility as a core leadership tool that enables people to meet work and personal responsibilities. All the business champions in the campaign believe that flexibility benefits workers at every level—from hourly to professional staff,”** said Donna Klein, executive chair and founder of Corporate Voices for Working Families.



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“Cole Engineering Services, Inc. is proud to be a part of the national workplace flexibility campaign,” said **Bryan Cole**. “Many visionary companies around the country have demonstrated the ability of flexibility policies to improve performance and business outcomes, and we believe that this challenge can have a significant positive impact on the lives of working families and business competitiveness in America.”

When they sign the Statement of Support for Expanding Workplace Flexibility, businesses will commit to the following principles: to actively communicate the business imperative for workplace flexibility; to expand flexibility within their own organizations as a tool to advance business results; to support managers in strengthening skills for managing flexibility; and to build workplaces in which flexibility is broadly and equitably implemented and available to employees at every level.

For more information and for weekly updates on the Workplace Flexibility Campaign, please visit: [www.corporatevoices.org/our-work/flexcampaign](http://www.corporatevoices.org/our-work/flexcampaign).

#### **About Corporate Voices for Working Families**

Corporate Voices for Working Families is the leading national business membership organization representing the private sector on public and corporate policy issues involving working families. A nonprofit, nonpartisan organization, we improve the lives of working families by developing and advancing innovative policies that reflect collaboration among the private sector, government and other stakeholders. To create bipartisan support for issues affecting working families, we facilitate research in areas spotlighting the intersecting interests of business, community and families: workforce readiness, family economic stability, flexibility in the workplace, and work and family balance.

Collectively our 50 partner companies, with annual net revenues of more than \$1 trillion, employ more than 4 million individuals throughout all 50 states.

Our website: [www.corporatevoices.org](http://www.corporatevoices.org)

Our blog: [www.corporatevoices.wordpress.com](http://www.corporatevoices.wordpress.com)