



WHY MARRIAGE MATTERS TO YOUR COMPANY

You can't expect people to do well in their business if they've got problems at home.

S. Truett Cathy, Founder of Chick-fil-A

It takes two.

For many years corporate America has functioned as if the “professional” and “personal” lives of their employees have little impact on each other. However, based on recent research we know now that they have a major impact on each other:

FACT: Between **40%-50%** of marriages end in divorce.

FACT: Arkansas has the **second highest** divorce rate in the United States.

FACT: Northwest Arkansas has one of the **highest divorce rates in the state.**

FACT: Divorce and unwed child-bearing costs Arkansas taxpayers over **\$471 million** per year.

FACT: In the year following a divorce a worker loses **168 hours** of time on the job. This equates to being gone **21 workdays** or over four weeks. Employees thus lose **8%** of their productivity after a divorce.

FACT: The Harvard Business Review estimates that presenteeism costs American businesses at least **\$150 billion** annually in direct and indirect costs.

FACT: Domestic violence costs corporate America over **8 million** work days of lost productivity.

FACT: Work loss associated with family stress, marital problems and parenting issues translates into a loss of approximately **\$6 billion** per year for corporate America.¹

As you can see, marriage and relationship wellness is corporate America's business. Divorce and failing relationships impact how an employee performs at work and costs employers money:

- Increased **absenteeism** and **presenteeism**
- Decreased **health, creativity** and **productivity**
- Increased **anxiety** and **stress**
- Increased **EAP, medical** usage and **health insurance** costs
- **Affairs** in the workplace
- Four times more likely to **abuse alcohol**
- **More** likely to resort to **physical abuse & violence** to resolve tensions at home¹¹

Current research and thinking from the worlds of economic and social sciences highlight two major conclusions:

*Unhappy married employees **decrease** profitability*

*Happily married employees **increase** profitability*

Conversely, employees in successful relationships increase profits for their employers:

- Greater **commitment** to employers
- **Lower** rates of absenteeism and presenteeism
- More **dependable, motivated** and **stable**
- Increased **creativity** and **productivity**
- **Reduced health insurance costs**
- **Increased retention**
- **Relationship skills transfer** from home to the office

Research shows that when companies invest in the physical and stress reduction of their workers, ROI can range between \$1.50 and \$6.85 for every dollar spent on these types of programs. Thus, it is in every company's best financial interest to invest in the promotion of relational wellness.

What you can do for **YOUR** company:

- Think **physical** and **relational** wellness. Introduce relationship effectiveness training courses and marriage enrichment programs to employees as part of their overall wellness programs, as a supplement to more common types of incentives, such as health club memberships, team-building challenges, company outings, and employee appreciation days.
- Offer **Healthy Relationships Education** to increase overall relational wellness.
- Offer **Marriage Enrichment** for employees who want to strengthen their marriage relationship.
- Offer **Premarital Education** for those who choose to get married.
- Offer **Relational Coaching** through your existing EAP structure.
- Provide access to **Professional Services** for intervention.
- **Incentivize Employees** to participate in relational wellness programs/services (i.e. extra time off, offer free programs/services, pay for childcare to attend a conference, give relational wellness credits towards bonuses, etc.)
- Make your employees and peers aware of the variety of services offered by **NWA Healthy Marriages**, through our website www.nwamarriages.com.

¹For a comprehensive list of the research and references, please visit www.nwamarriages.com/resources/businesses/why-marriage-matters-to-your-company



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www.nwamarriages.com