

GLOBAL DAD SURVEY 2020



**SUIT TIE
STROLLER**



Lockdown completely changed the way I approach being a parent... Being present with my kids is the #1 priority now and, to be honest, that will never change going forward as I have seen the benefits of being present everyday with the interactions my kids have with me.

- Adam, dad of two



Intent of this survey

This survey was designed for dads, to understand how the COVID-19 lockdowns impacted fathers.

The survey specifically focused on:

- relationships with their children
- involvement in caring and domestic duties
- employment and ability to work flexibly
- mental health
- aspirations for the 'new norm' ahead.

The findings in this survey reflect dads' own experiences during the COVID-19 lockdown period. It does not seek to compare the perceptions of partners / spouses, or draw gender-based comparisons e.g. whether COVID-19 impacted the proportion that each gender contributes to domestic duties. Where comparisons or insights are drawn e.g. 'dads became more involved in caring duties', these reflect fathers' perceived change in their involvement during COVID-19 lockdowns compared with their involvement prior to the lockdown period.

By highlighting the diversity of what modern day fatherhood looks like, Suit Tie Stroller hopes to empower dads, their partners and their families to rewrite social norms and outdated gender-based expectations. We hope that this research also provides organisations with insights into how to better support working parents and pursue gender equality for both men and women by embracing workplace policies, practices and cultural norms that are truly gender-neutral.

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WE HEARD FROM A RANGE OF DADS

At Suit Tie Stroller, we know every dad and family is different. We believe dads (with their partners) should be trusted to decide what is best for their family and empowered to make these decisions accordingly. This survey was designed to give dads a voice without being judged. Where the results show trends, we hope dads find it encouraging to see they are not alone. Where dads find their experience is different to others, we hope these findings prompt them to consider if this is by choice and, if it isn't, to feel empowered to change. Ultimately, we hope all dads feel encouraged and supported to be the dad that they want to be.

A sample from the 321 dads who took the survey*

Dad 1

30-39 with 2 kids, has a partner / spouse who is the primary carer and works in a managerial role. "It has been great to be around to see my kids grow, learn and develop. It makes me feel anxious thinking about not seeing my kids anymore when I return to normal work-life".

Note: 97% of dads surveyed lived with a partner / spouse and 51% were aged from 30-39 years old.

Dad 2

Has 1 kid living with him full time, doesn't live with a partner and works in an executive leadership role. "Aspects of isolation that I want to incorporate into my new normal are working remotely, spending less time commuting, leading a more simple life and reducing the amount of extracurricular activities in my/our lives".

Note: 92% of dads surveyed live with their kids full time.

*The dads listed above have been de-identified from the Suit Tie Stroller survey. See Survey Methodology for more information about the survey design.

Dad 3

50+ years old, 3 kids, has previously taken primary carer's leave. Senior leadership role at work and is considering "changing employment / roles to spend more time with my family".

Note: 36% of dads surveyed have taken parental leave to be the primary carer and 22% have 3 or more kids.

Dad 4

21-30 years old with 1 kid, works in a managerial role and is the primary earner for his household.

Note: 22% of dads surveyed have been a dad for less than 3 years and 79% are the primary earners for their household.



It has been great to be around to see my kids grow, learn and develop. It makes me feel anxious thinking about not seeing my kids anymore when I return to normal work-life



Dad 5

30-39 years old, 4 kids who live with dad on a part-time/shared arrangement, not currently employed. "[I'd like] the same level of caring responsibility as I had prior to COVID-19".

Note: 4% of dads surveyed have kids living with them on a part-time / shared arrangement and 7% were not employed at the time the survey was taken.

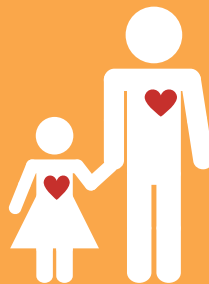
KEY INSIGHTS FROM THE SURVEY

Theme 1: Dads became more involved

Dads have become more actively involved in the home during the COVID-19 lockdown period. Now, 1 in 2 dads want to maintain increased involvement in caring responsibilities in the 'new norm'.



9 out of 10 dads
spent the lockdown period
living with their kids



85% of dads
living with their kids experienced a
positive impact on their bond with
their kids



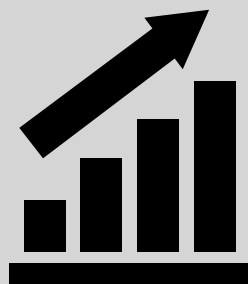
69% of dads
living with their kids were more
involved in caring / parenting duties

Theme 2: Flexible working enabled better balance

Flexible working positively impacted working dads' abilities to manage the balance between their work and family life



89% of employed dads
adopted some form of flexible
working during COVID-19



72% of dads working flexibly
were at least, if not more productive
than working from the office



85% of dads working flexibly
found removing their daily
commute time was the biggest
enabler to their productivity

KEY INSIGHTS FROM THE SURVEY

Theme 3: Maintaining mental health was challenging

Dads found caring for their mental health and wellbeing during the COVID-19 restrictions a challenge



54% of dads

found it more difficult finding time to look after their mental health during COVID-19 restrictions



55% of dads

scheduled regular activities specifically to care for their mental health and wellbeing

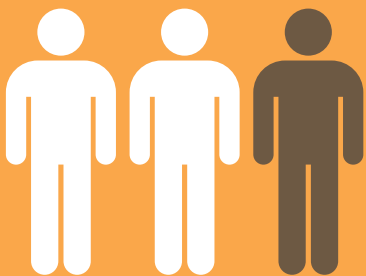


More than 1 in 3 dads (36%)

want more time to look after their mental health and wellbeing in the 'new norm'

Theme 4: Dads want more time with their kids

Many dads discovered aspects of life in COVID-19 restrictions that they would like to continue and are willing to make significant life decisions to make it happen



2 out of 3 dads

want to spend more time with their kids in the 'new normal'



84% of dads

'would' or 'might' consider making significant life decisions in order to implement their ideal new norm



3% of dads

Want life to return to the way things were before COVID-19

1. DADS' INVOLVEMENT IN THE HOME

Dads said they became more actively involved in the home during the COVID-19 lockdown period than they were before. Now, 1 in 2 dads want to continue being more involved in caring responsibilities in the 'new norm'.

Dads living with their kids through isolation

89% of dads surveyed spent the COVID-19 isolation period living with their kids. For dads also living with a partner / spouse, the increased time at home made them more aware of their partner's contribution around the home, which in turn, led to many dads saying they also contributed more during the lockdown period than they had prior to COVID-19. 47% of dads who lived with their partner / spouse during lockdown also said that they became more aware of the differences in their parenting style in comparison to their partner.

Spending more time in the home had a significant flow on effect on dads' involvement in caring duties. 89% of dads said that the average time they usually spent actively caring for their children increased during COVID-19 lockdowns. 68% of dads also said they became involved in a wider range of tasks to care for their children than they had been prior to the lockdown period.

This increased time with their children, and for many dads, their increased level of involvement, had a profound impact on their relationship with their kids and their own reflections of their role as a dad. As a result of the lockdown period:

- 85% experienced a positive impact on their bond with their kids
- 81% felt motivated to keep proactively building their bond with their kids
- 71% had reflected on the type of dad they wanted to be
- 65% felt motivated to change how they care for their kids moving forward

Dads' increased time at home led to increased involvement in the home

58% of dads became more aware of their partner / spouse's contribution to domestic duties



61% also became more involved in domestic duties

62% of dads became more aware of their partner / spouse's contribution to caring / parenting duties



69% also became more involved in caring / parenting duties

69% of dads became more aware of their partner / spouse's contribution to managing the mental load*



68% also became more involved in managing the family's mental load

*Mental load refers to the total sum of responsibilities that you take on to manage the remembering of things in your household.

Dads living separately to their children during isolation

For dads who did not isolate with their children (e.g. did not have primary custody during the COVID-19 lockdowns):

- 63% actually spent more time with their kids during this period than prior to isolation
- For 9% of dads, this time with their kids significantly decreased during isolation

This caused a greater polarisation when it came to the impact of the isolation period on the relationship with their children. 74% still indicated that the lockdown period had led to a positive impact on their bond with their kids. However 9% of dads indicated that the bond with their kids had significantly decreased.

The isolation experience also led to:

- 80% feeling more determined to keep being proactive in building their relationship with their kids after restrictions are lifted
- 74% reflecting on the type of dad they wanted to be
- 83% becoming aware of the changes they want to make in how they build their relationship with their kids

The experience of all dads through isolation

Through this experience dads have started to reevaluate what they want their "new norm" to look like:

- 67% want to spend more time with their kids in the 'new norm'
- 49% also indicated that their ideal level of involvement in caring responsibilities for their child in the new norm was somewhat or significantly more than what it had been prior to COVID-19
- 43% felt anxious about balancing their work and family life

What aspect of balancing your work and family life post COVID-19 restrictions is giving you the most anxiety?

"Not being home when my children wake and not being home for family dinner." - Dad of four



A DAD'S PERSPECTIVE: JACOB

Dad of two

How would you describe the impact of being at home during lockdown?

"Lockdown was a brilliant focus for me being a dad. Other requirements and relationships were not available. It was an excellent excuse to simply stay home and play with my two boys. I think it really brought us closer together. My wife and I have always discussed the need for at least one of us to work part-time in order to develop a strong attachment with our kids -- in the first three years of life especially -- but even my part-time work and life would tend to crowd out the time I needed with my boys. Lockdown simplified my life as a dad."

How has the COVID-19 period impacted your mental health?

"The spread of COVID was quite anxiety-inducing, seeing the uncertainty and panic spread across the world. After the initial excitement and rest, the lockdown became quite hard for me and the boys around the third week. The pent-up energies and lack of wider social interaction seemed to drive them a bit nuts, and my energy and emotional levels were very low. The usual break of daycare was unavailable to us, and I found being stuck, alone and largely inside, extremely draining and demanding. My wife was an essential worker, and for those first few weeks she was working full-time from her office, so care for our boys was solely on me. I had a little trouble feeling comfortable going out of my home in the first few weeks following."



A DAD'S PERSPECTIVE: JACOB

Dad of two

How has being in lockdown at home influenced the type of job you are looking for in the future?

"I think COVID has changed public perception on the importance of flexibility, as it has shown the capacity and benefits for working remotely. Flexibility with hours and workspaces will be key for me in considering my next role or my next career as I consider retraining afterwards. I am finding that good work is crucial to my fulfilment as a person, but that this work needs to fit around my family. I am now more open to working from home."



Flexibility with hours and workspaces will be key for me in considering my next role or my next career as I consider retraining afterwards.



Has lockdown changed how you approach parenting with your wife/partner?

"Lockdown did not change our parenting approach per se, but it did grow our trust in each other. It was a pressure-cooker for parenthood, and helped to shake out our priorities as a couple. For instance, play and attention are crucial; a wide bubbling social life is not. We always believed this, but lockdown pushed us into living it out in a deeper way. My wife and I made an effort to be extra kind to each other, and to make sacrifices to give each other time alone to rest."

Has lockdown changed you as a person / as a dad?

"Being present with my kids is my priority, and I have seen the benefits of being present everyday with the interactions my kids have with me. Lockdown has proven the importance of this presence, and has made it more socially and economically acceptable. The material sacrifice is worth the long-term relational and health gains. I'm hoping that these convictions will stand in wider society and in my own life, long after COVID, but perhaps only the latter is reasonable. I'm glad to have had this time to find what work is essential."

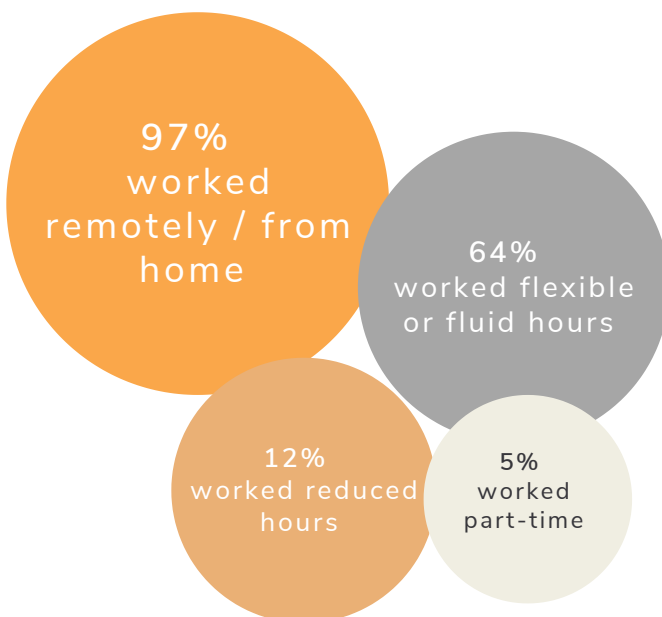
2. DADS WORKING FLEXIBLY

Flexible working positively impacted working dads' abilities to manage the balance between their work and family life.

The COVID-19 restrictions had a range of impacts on dads. 7% of dads were unemployed at the time of completing the survey, including dads who recently lost their employment as a direct result of COVID-19. Others (3%) were employed, but furloughed at the time of completing the survey, leaving 91% in active employment. On average, 41% of working dads worked more hours per week during COVID-19, while 21% worked fewer hours than normal during the same period.

89% of working dads also adopted various form(s) of flexible working during the period when COVID-19 restrictions were in place.

Dads who worked flexibly during COVID-19



Through COVID-19 restrictions, many dads adopted different forms of flexible working. Most found that they were at least as productive, if not more so working flexibly and want to continue flexible working arrangements in the new norm.

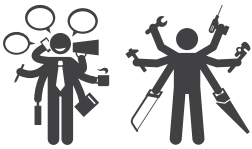
72% of dads who adopted forms of flexible work reported that they were at least as productive, if not more so when working flexibly than they were prior to the COVID-19 lockdowns. Dads stated that one enabler of their productivity was being able to multi-task between work and home activities. This could be due to several reasons:

Productivity during COVID-19 restrictions

Enablers



No time lost commuting or getting ready for work - 85%



Multitasking between work and home activities - 54%



Reduced interactions with colleagues - 34%



Less noise / distractions - 28%



The mental impact of working in the comfort of one's own home - 28%

Detractors



Caring for kids while trying to work - 60%



Household distractions - 59%



An increase in the number of meetings - 51%



Inability to meet with people face-to-face - 45%



Lack of fit-for-purpose work space at home - 22%

Note: These are not necessarily downsides of flexible work, but reflect potential non-ideal work arrangements in place during COVID-19 due to the rapid shift to flexible arrangements and significant constraints faced by many, such as lack of childcare.



For Employers:

Productivity factors that could be addressed by employers:

- Ineffective home-office space - **22%**
- Capability of teams / managers to effectively adapt and work remotely - **18%**
- Home internet speed - **14%**
- Continuing requirements to complete tasks that aren't relevant when working from home - **7%**
- Lack of sufficient technology - **3%**

A DAD'S PERSPECTIVE: ADAM

Dad of two

How would you describe the impact of being at home during lockdown?

"Being at home with my two children during lockdown not only made me appreciate the dedication my wife has given to my children while I was working full-time, but also made me realise how much I was not present with my children. I now want to be more involved than ever! Being part of their lives through this challenging time has been incredibly special and something I would never take back."

How has the COVID-19 period impacted your mental health?

"Being recently laid off from my job, there was a lot of uncertainty to do with my future and in particular my career. There have been many ups and downs throughout this time. On one hand it has been an incredible time to restart/refresh and focus on the things that matter (my family), however, on the other hand, it has been incredibly stressful thinking all the time about what my next passion project/job will be."



A DAD'S PERSPECTIVE: ADAM

Dad of two

How has being in lockdown at home influenced the type of job you are looking for in the future?

"COVID has massively changed my perception on what is important for my next role. Flexibility with hours and workspaces is critical now to make sure I can be home with the family to help out, as well as being focused on the job at hand. I definitely now need to have in my next role an understanding that you can be as productive at home as sitting at a desk in an office. In every role I have, I bring my whole self to work. I am not a different person at work than I am at home. I want to continue being that person and not let external influences change that. In my role, it is important to be in the office, as I am very focused on creating an incredible workplace culture. However, with more and more people going to be wanting to replace their workspace in the office to being at home, I have to now consider how I can be as open and transparent with fellow colleagues remotely as possible."



There is now, more than ever, an understanding on what is involved in the day-to-day tasks as well as why it is so important to be present.



Has lockdown changed how you approach parenting with your wife/partner?

"Lockdown completely changed the way I approach being a parent with my wife. There is now, more than ever, an understanding on what is involved in the day-to-day tasks as well as why it is so important to be present. We have always been in it together. However, lockdown has pushed me to not only think about my children in times of need, but also be a supportive husband to my wife, no matter what the situation might be."

Has lockdown changed you as a person / as a dad?

"My priorities have completely changed. While before I would never really consider working at home a necessity, now I do. I am not going to compromise the focused time I have with my kids to respond to a message or an email, when before I would have in a heartbeat. Being present with my kids is the #1 priority now and to be honest, that will never change going forward as I have seen the benefits of being present everyday with the interactions my kids have with me."

3. MENTAL HEALTH & WELLBEING

Dads found caring for their mental health and wellbeing during the COVID-19 restrictions a challenge.

Mental health impact has been a major concern for governments around the world as forced lockdowns were introduced to combat the COVID-19 pandemic.

This survey explored the impact of the lockdown period on the mental health of dads, as well as whether they felt anxious about balancing their work and family life when COVID-19 restrictions are lifted.

Many dads (41%) talked to someone about their mental health or wellbeing during the lockdown period. The most common person dads spoke to was their partner (36%). Dads also spoke to:

- a friend - 26%
- a colleague - 21%
- a family member - 13%
- a medical professional - 11%
- other (e.g. minister, career coach, discussion groups, social media community) - 2%

Around 1 in 2 dads (54%) found it more difficult finding time to look after their mental health during COVID-19 restrictions than prior to the lockdown period.



Similarly, only 55% of dads scheduled regular activities for the specific purpose of caring for their mental health and wellbeing. The most common activity engaged in by dads was exercise, with 45% scheduling some form of exercise on a weekly basis.

So while many dads struggled to find time to look after their mental health and wellbeing during the COVID-19 lockdowns, the experience also influenced more than 1 in 3 dads (36%) to desire more time to look after their mental health and wellbeing in the future.

There was some anxiety for dads around balancing work and family life post COVID-19 restrictions.

The main aspects causing dads anxiety included:

- How to balance family, work, their own wellbeing
- Finances and employment / unemployment
- How workplaces will support new ways of working
- Progressing in their career if they don't work as they did pre COVID-19
- Being able to support their partners the way they want
- Missing their children
- The pace of life increasing
- Health and safety - for themselves and their families
- Reduced support because of COVID-19 for children with special needs
- The uncertainty of what is next

Top 10 activities dad engaged in to look after their mental health and wellbeing



Exercise - 45%



Outdoor domestic duties (e.g. gardening) - 17%



Video/phone conferencing friends and family - 14%



Listening to music, podcasts or audiobooks - 12%



Working on a project around the home (e.g. DIY) - 9%



Cooking - 9%



Engaging in a hobby - 8%



Reading - 8%



Drinking alcohol - 6%



Activities with my partner (without kids) - 6%

Things that are giving dads anxiety about balancing work and family life in the 'new norm'

"Fear that promotions and career advancement will gravitate to people who are in the office more frequently."

(30-39 year old, 1 kid, been a dad for 1-2 years)

"It has been great to be around to see my kids grow, learn and develop. It makes me feel anxious thinking about not seeing my kids anymore when I return to normal worklife."

(30-39 year old, 2 kids, been a dad for 3-5 years)

"Commuting, 4 hours per day and needing to physically be at customer sites."

(21-30 year old, 1 kid, <1 year old)

"I will miss my kids so much. I have loved spending so much time with them."

(40-49 year old, 2 kids, been a dad for 3-5 years)

"[I have a] special needs adult child. My wife's work has permanently changed and is unstable."

(50+ year old, 4 kids, been a dad for 10+ years)

"Restrictions may lift, but safety is still a concern for at risk families. We care for an elderly family member in addition to a child and are concerned Day Care may not be a good option and at home care may be too expensive."

(40-49 year old, 1 kid, been a dad for <1 year)



"Having the opportunity to be with my family when important milestones happen (i.e. birthdays, first steps, first words, starting daycare, etc)."

(30-39 year old, 2 kids, been a dad for 3-5 years)

"Reaction of older male leadership."

(30-39 year old, 2 kids, been a dad for 3-5 years)

"Having spent virtually the last ten years somewhat successfully juggling the two seemingly opposing professions, COVID has decidedly caused a drastic reassessment of the balance between my career and family life. The uncertainty is the most debilitating."

(30-39 year old, 2 kids, been a dad for 3-5 years)

"If travel restrictions are lifted I will be required to travel unless corporate culture changes."

(50+ year old, 3 kids, been a dad for 10+ years)

"I don't know how I can have enough time for it all. I feel I will end up doing everything (work, family, personal) badly because I'm trying to fit everything in when there isn't enough time."

(30-39 year old, 1 kid, been a dad for 1-2 years)

"Having to probably work more hours to keep the business afloat / running well, whilst still being able to be a good partner and dad at home."

(30-39 year old, 3 kids, been a dad for 5-10 years)

A DAD'S PERSPECTIVE: ROSHAN

Dad of three

How would you describe the impact of being at home during lockdown?

"I have learnt so much more about my children! I'm a lot more in tune with the individual needs of each of our kids, and I've seen each of them step up in this time in different ways, taking responsibility, and showing a more "I can do that" approach. I've definitely developed a much better appreciation for kids' approach to their own education. It has also been awesome to see my wife a lot more during the day. We take lunch breaks together, quick walk here and there to break up the day. We also feel way more on top of things in the house, which means it doesn't impact time with the kids when they're back from school and on weekends."

How has the COVID-19 period impacted your mental health?

"A resounding benefit to my mental health, this is mainly due to that additional discretionary time. I do burpees between meetings, a little more exercise before work as I no longer have a commute, or having to get my suit ready or iron my shirt. We also feel financially better off as well, for which I feel really grateful. A huge positive is being more connected to my local community around our area and the kids' school. And I get all of the above whilst still remaining engaged at work!"



A DAD'S PERSPECTIVE: ROSHAN

Dad of three

How has being in lockdown at home influenced the type of job you are looking for in the future?

"I'm thankful to be able to work in tech -- a profession that isn't impacted when things are locked down -- so I would likely stay in this field. When looking for future roles, I would not even consider working for a company that doesn't have flexible working -- clearly it has direct benefit to society and our communities. Why would a company not want happier and more productive staff? The ripple effects on society are very clear. It's a win win win."

“

I find that a lot of dads don't actually know how to engage at home. It's actually easier to 'bring home the bacon' by slogging away with long hours at work.

”

Has lockdown changed how you approach parenting with your wife/partner?

"I've learnt actually that we're not the same in our approach. And that's OK! I have started to notice, and to appreciate her style of parenting, understanding what works in various circumstances. I just appreciate her a lot more as a result, and she's a happier parent."

Has lockdown changed you as a person / as a dad?

"Absolutely!! It has changed me as a person, enabled me to be the person I wanted to be. I struggled with this in the past as I couldn't fit it into the old system. I find that a lot of dads don't actually know how to engage at home. It's actually easier to 'bring home the bacon' by slogging away with long hours at work. It has been a learning curve for lots of us. The other considerable change for me is that we as a family spend a lot more quiet time, and allow time to be bored as a family, with nothing to do is one of the most precious things. It's where absolute magic happens, allows us to connect at a deeper level. It's pure joy, and it's free of charge. It's enabled me to be who I wanted to be all along. We have really simplified life. It's been great financially and we're really going to keep that trend going."

4. DADS' IDEAL 'NEW NORM'

Many dads discovered aspects of life in COVID-19 restrictions that they would like to continue as part of their ideal new norm.

This lockdown period has had a transformational effect on many dads. Only 3% of dads surveyed want their lives to return to the way things were before. For 97% of dads there were aspects of the lockdown that have permanently changed expectations and desires.

Home life:

- 67% want to spend more time with their kids
- 45% want to spend more time with their partner / spouse
- 28% want to be more involved in helping their kids with their education

Work life:

- 65% of dads want to continue working remotely / from home
- 55% want to spend less time commuting
- 50% want to continue adopting flexible / fluid hours
- 14% want to reduce the number of hours they work

Mental health:

Many dads expressed a desire to continue devoting time to activities they engaged in during lockdown to look after their mental health, including exercise (46%).

Other aspects that dads wanted to implement relating to mental health also included:

- Leading a simpler life - 43%
- Cooking more frequently - 22%
- Reducing extracurricular activities - 18%

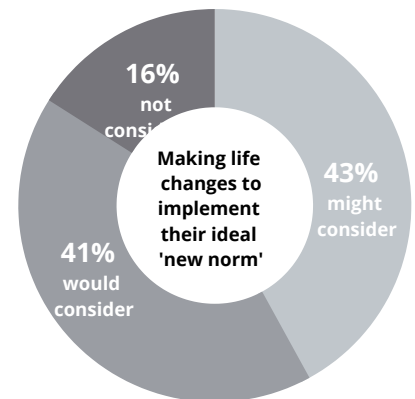


3%

of dads want their lives to return to the way things were before COVID-19

COVID-19 caused extreme disruption to our lives but also allowed for a redistribution of where time was spent. This has left many dads interested in shaping a new reality when restrictions lift.

The things dads valued from the lockdown period appear to resonate at an intrinsic level. This is indicated by 84% of dads saying that they either 'would' or 'might' consider making life changes to implement their ideal new norm.



There are three main areas where dads are considering making changes:



1. Changes to their employment conditions

A total of 60% of dads are considering making one or more changes to their employment conditions:

- Adopting flexible work arrangements on a more permanent basis - 55%
- Reducing/avoiding travel for work - 32%
- Reducing working hours - 17%
- Working part-time - 6%



2. Changing employer

Almost 1 in 3 (30%) dads are considering changing their role or employer after COVID-19 restrictions are lifted:

- Finding new employment/changing roles to work more flexibly - 17%
- Changing employment/roles to spend more time with family - 16%
- Changing employment to reduce commute time - 7%
- Changing employment/roles for another reason - 12%



3. Relocating their place of residence

A total of 16% of dads indicated that they were considering relocating:

- Relocating out of high population density areas e.g. cities - 11%
- Relocating to reduce their commute time - 7%

CONSIDERATIONS & OPPORTUNITIES

For dads

The lockdown experience turned the world upside down in an unprecedented way, altering our very way of life. Managing through the pandemic meant changing the way we manage our lives and make decisions based on needs rather than norms. This impacted how we prioritised and distributed paid and unpaid work within the home.

As the world resets, systems, patterns and norms are all being scrutinised. How can you take advantage of this unique opportunity to shape the life you want for you and your family in the new normal? While the world is in a state of change - there is no better time to act than now!

A framework for change

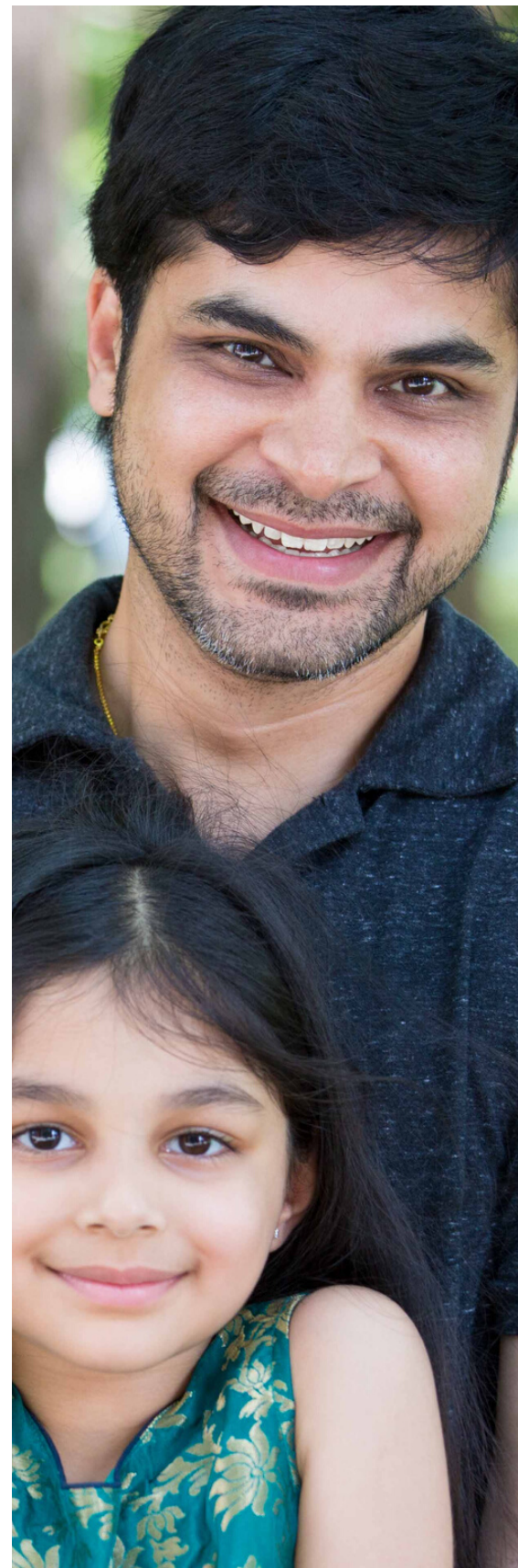
Reflect on your current family set up and how it functions. Consider:

- Why caring responsibilities are allocated this way
- How income is generated for your family (e.g. whether this is based on gender, current income, earning potential, best fit of skills / personality, social norms etc.)
- How and why domestic tasks are allocated
- How and why the mental load is managed

Reconsider the above to determine what your ideal family set looks like.

Family considerations

- Talk with your family (including children) about what they all valued from the lockdown experience and what everyone's ideal new norm looks like.
- Prioritise your family's ideals and the changes required to implement them.
- Document your new goals and intentions. Display them somewhere visible to all to maintain accountability for your vision and track your progress.



Work considerations

Does your ideal new norm involve changes to your current (or pre COVID-19) work arrangements? If so:

- Understand the different types of flexible working arrangements available to work out what will best suit you, the work you do and your organisation
- Explain to your managers and teams how important flexibility, connectedness with family and mental wellbeing has become to you during this period
- Be able to articulate what you need, why you need it and the business impact
- Learn about workplaces that are leading the way in flexible working and supporting parents of all genders. Understand examples of what "good" looks like.
- Plan how you will approach your workplace. For tips on how to have the conversation, refer to <https://www.suittiestroller.com/having-the-conversation>
- Support the education of employers where possible so they see the benefits of being open to new ways of working. Don't forget organisations want to keep high performing employees and ensure they are engaged.

Yourself

- Know you are not alone in your challenges and desires to spend time with your children
- Connect with and support other dads by opening up conversations with other dads
- Recognise that the changes you want to make will go against some people's conscious and unconscious views of what it means to be a "man", to be "successful" and to be committed to a "career"
- Many people have experienced mental health challenges as a result of the isolation period. Consider seeking the support of a trained professional to help you think through your next steps and care for of your mental health.

Visit <https://www.suittiestroller.com/considerations-for-dads> for more information on this topic.



CONSIDERATIONS & OPPORTUNITIES

For employers

Your people

- Ensure you take the opportunity to hear from your people on how they found the experience during COVID-19 and understand what they currently value.
- Recognise employees may have concerns expressing the challenges of balancing work and family life with management in fear it may negatively impact them.
- Create safe spaces and forums for employees to connect with other parents to share experiences, changing expectations, challenges and ideas to help support change and new approaches.
- Expect a rise in requests for permanent formal and informal flexible working arrangements, including from dads.
- Be aware that many employees (including dads) may be considering other employment options post COVID-19.

Your approach to gender equality in the workplace

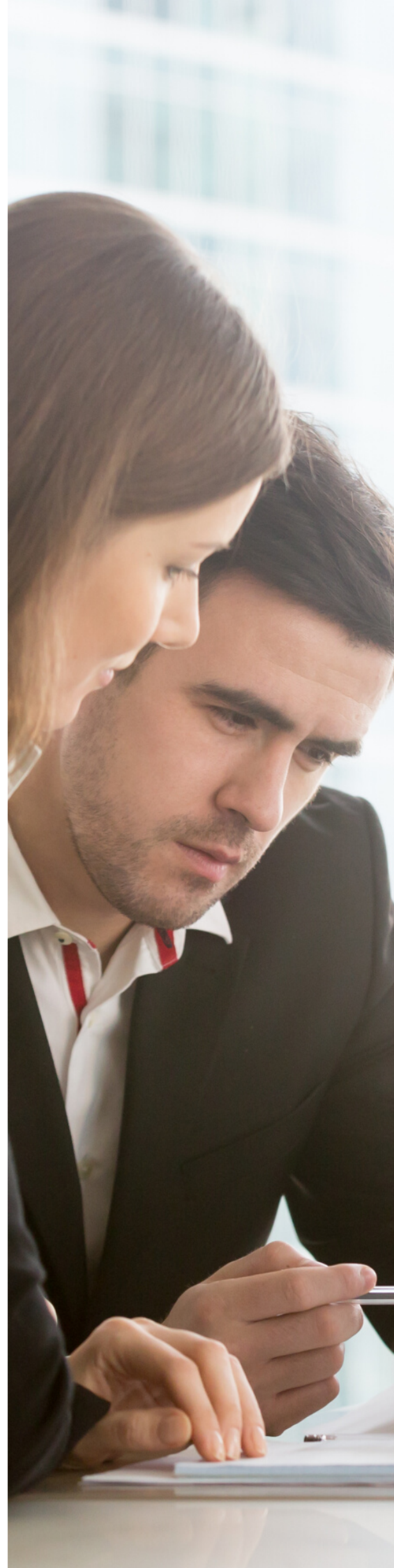
- Consider whether all genders feel comfortable raising requests for support to balance care responsibilities and / or access to flexible work.
- Consider how flexible work is communicated in management meetings and with all employees.
- Consider how flexible work is modelled by leadership.



Navigating the 'new norm'

- See this period as an opportunity to create a workplace and workforce more suited to the future of work and challenges ahead.
- Educate your organisation on what flexible work and supporting people with caring responsibilities actually means. Take action by first assessing the enablers and detractors to productivity for your flexible workforce to understand what decisions you can make to enable increased productivity, such as:
 - Implementing appropriate training and mentoring for your staff / managers e.g. managing high performing remote teams
 - Interrogating your tools, technology and processes and update as required to optimise remote, collaborative working
 - Conducting OH&S assessments of employees' home workspaces
 - Assessing whether previous workplace practices have become redundant with changed ways of working
 - Designing new, fit-for-purpose ways to maintain engagement and connection
 - Considering whether you can provide alternatives for slow home internet speeds
 - Seeking advice for helping employees navigate taxation laws
- If your organisation has or will significantly remodel how you operated prior to COVID-19, make sure you:
 - Review and re-set relevant policies to meet the needs of a post-lockdown world
 - Review organisational / employee performance frameworks and measures (KPIs)
 - Review workforce capability and skill requirements
- Be bold in piloting, learning and embedding \ new ways of working. Now is the time to try!

Visit <https://www.suittiestroller.com/considerations-for-employers> for more information on this topic.



SURVEY METHODOLOGY

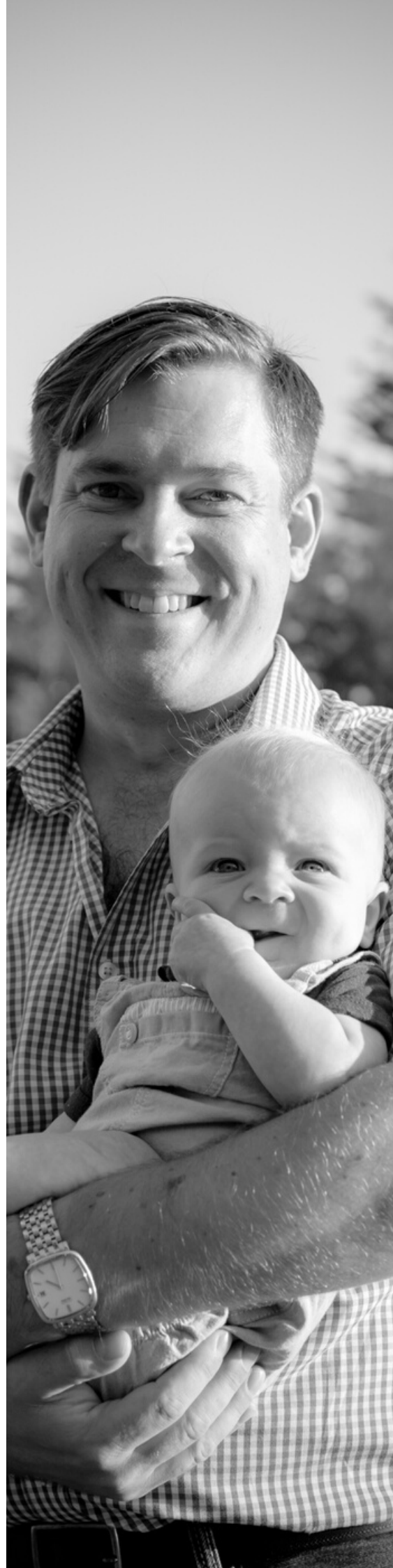
This research was conducted via an online survey sent through personal, corporate and social media networks connected to Suit Tie Stroller. Dads who completed the survey were asked to forward the survey onto other dads in their network to reach as many dads as possible.

The survey consisted primarily of multiple choice questions on a range of topics about father's experience during the lockdown period. The questions addressed 5 main topics:

1. **In the home:** assessing the impact of isolating with a partner / spouse and children on the distribution of domestic labour within the home
2. **Relationship with children:** assessing the impact of the isolation period on fathers, on their relationship with their children and their reflections on their role as a dad
3. **Employment and flexible working:** analysing the impact of isolation on fathers' employment, ability to work flexibly and subsequent productivity
4. **Mental health:** understanding the impact of the isolation period on the mental health of fathers
5. **Returning to normal:** identifying lessons learned from isolation, ideals that fathers want to carry into the 'new norm' and the life choices fathers are willing to make in order to implement their ideal new norm

The survey was conducted over a four week period. Given the global nature of social media, responses quickly spread across 4 continents and 25 countries, as dads continued to share across their global networks encouraging others to have their say.

The survey was addressed to dads only, so the results purely reflect fathers' perceptions of the lockdown experience. Questions were positioned objectively with the presumption that there were no right or wrong answers to a dads personal experience.



ABOUT SUIT TIE STROLLER

When Blake became a father he quickly realised how inherently biased society is against dads playing an active caring role. This led him to found Suit Tie Stroller, a social initiative empowering working dads to be actively involved parents as well as advocating for policies that better support modern families and workplaces.

THE AUTHORS



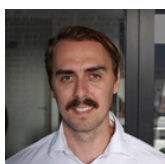
Blake Woodward is the founder of Suit Tie Stroller and a father of two. He has over 12 years experience working as a management consultant for Big 4 consultancy firms, advising governments and corporates on organisational change, workforce planning, people strategy, organisational culture and employee engagement.



Roseanna Leddy is a business executive who has a background leading corporate strategy, sales teams and diversity and inclusion work. Today she spends most of her time working with male CEOs to step up beside women to create a gender equal world.



Sumathi Murthy is a mum to two boys, a collaboration consultant and photographer. She is passionate about supporting dads as she believes by doing this we help mums, families and our communities.



Paul Liddell is a father of two who designs his way through the day creating apps and visual design. He is the design guy for all things Suit Tie Stroller. Paul has enjoyed two periods of parental leave and is passionate about promoting the benefits of his experience to new dads.

CONTACT US

If you would like to get in touch with Suit Tie Stroller, please email us at suittiestroller@gmail.com or visit the website at www.suittiestroller.com



SUIT TIE STROLLER