



August 2010 Newsletter

## The New American Dad- trends in Dads taking Part-Time work

Happy August! In this month's Parenting Magazine there was an article that really struck a cord with me and I wanted to share it with you. The article is titled "The New American Dad". Recently I was in a conversation with a professional (a gentleman) who very nicely said "I thought that Part-Time Pros only worked with Women". I initially laughed but then later realized that this was due to poor communication and perhaps a little too feminine marketing campaign- all my own fault!. Since the conversation, Part-Time Pros is working to remove this mis-conception by sharing stories of successful placements that resound with our male employees. And, also by sharing the astounding statistics about how men are placing more value on flexibility in the workplace.

In Parenting magazine is sited that "25% of preschool age children have a dad as their primary caregiver". This was shocking to me- 1 in 4 men are the primary care givers!! The reason being is that the American Dad still gets a lot of his identity and self-esteem from his job. However; he is much more determined to be engaged in the lives of his children. In talking to my husband and business partner I asked him what he thought about this. He said "my dad was never around, he always worked. I don't want to be that kind of dad. I want to work and be a provider but I also want to be active in our girl's lives." I think many men feel the same way Brett does which is why we are seeing more and more men come to us seeking a more flexible work/life balance. We have a candidate, Eric, who came to us in early 2009. He is an IT professional who had been affected by the economy. He ultimately thought he needed full-time employment but was interested in contract work until something came along. He also started a consulting business when he found himself unemployed and started helping friends and small business owners with their technical support needs. We had a part-time opportunity with a utility company – they were in need of a part-time Technical professional to assist with setting up servers, ensuring data was secure, doing PC support, and whatever else the CTO needed assistance with. He worked about 20 hours a week and this gave him peace of mind that at least he had that income and it gave him some breathing room to expand his consulting business.

Fast Forward to August 2010- Eric is employed as an independent contractor for the utility company we placed him with and can set his own hours. Eric stated "I've had two job offers in the last 30 days, but turned both of them down. While I don't make as much money as I would working in a corporate environment, I really enjoy moving from customer to customer, and in having a flexible schedule. I doubt I could ever convince an employer to give me that kind of freedom, even if the market were so oversaturated with potential candidates."

Of course, there are plenty of men who continue to keep more traditional schedules and put in lots of hours at the office. As a society, we just need to be supportive of both. So I will close this month's newsletter with a cheers to all the men out there – whether they work 100 hours a week or

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20. You have to find what works best for you-- but know at Part-Time Pros you are welcome and encouraged to apply. We applaud your honesty and courage to shake up the traditional mindset of your role in families and in society. I also want to close by saying “I love you” to my husband who has worked incredibly hard to make my dream of Part-Time Pros a reality.