CAREGIVERS ARE A COMPETITIVE ADVANTAGE

- 73% of U.S. employees are caregivers
- 18 caregiving-developed skills align with employers' most in-demand capabilities
- AI is increasing the value of uniquely human skills like empathy, adaptability, and problem-solving

Caregivers are among the most capable and resilient professionals in today's workforce. The skills developed through caregiving are the same skills organizations need to lead teams, navigate change, and drive results.

WHAT IS CAREGIVING?

Caregiving happens every day:

- Stopping to help a neighbor whose car won't start
- Shoveling snow for a new family
- Assisting a friend through a difficult time
- Coordinating medical appointments or daily care
- Caring for an elderly relative
- Looking after a sick or injured pet



These acts may feel ordinary, but they build extraordinary skills. These are things we do daily that bring us joy and satisfaction. But caregiving is a talent advantage – providing skills like adaptability, problem-solving, communication, empathy and attention to detail which are the 3 most valued skills across all organizations.





MAKE YOUR INVISIBLE WORK VISIBLE

Learn how caregiving develops the leadership and workplace skills organizations need most, and how to leverage them for your career advancement. Join us for this unique and inspiring conversation.

✓ NAME YOUR VALUE

Caregiving and life experience can strengthen adaptability, problem-solving, communication, empathy and attention to detail.

✓ OWN YOUR STORY

Make invisible work visible. Connect the skills you use every day to leadership, team performance and business results.

✓ ASK FOR WHAT WORKS

Seek flexibility, sponsorship, development and clear paths to advancement without apologizing for the rest of your life.

"Wanting a career that fits the rest of your life does not mean wanting less from your career."

KEEP LEADING. KEEP GROWING. DEFINE SUCCESS ON YOUR TERMS.