

# NEWS FLASH **The Hidden Brain Drain** TASK FORCE

center for  
**work-life**  
policy

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## New “Deep Dive” Research Project

Our second “Deep Dive” research project is underway! In keeping with the Task Force’s mission to explore the topic of “Women and Minorities as Unrealized Assets,” **General Electric, The New York Times Company, Time Warner** and **Unilever** have come on board as co-sponsors of *Engagement and Inclusion: Discovering and Leveraging Diversity in the Executive Suite*.

This project will expand on the discussion that we began in our September meeting. Specifically it will examine the role of minority professionals over the last 20 years, as they have developed distinct strengths as community spokespersons, leaders, mentors, activists, healers, and bankers of last resort. These life roles have remarkable impact on neighborhoods, families, and minority professionals.

However, they often go overlooked. This “below the radar” activity makes it hard for

employers to determine how to celebrate or leverage these life roles, and it impedes the development of practice and policies that help support and retain minority professionals.

It’s time to address a full range of life challenges, instead of focusing narrowly on the needs of nuclear family and small children. Our “deep dive” will explore how private sectors can become more inclusive, as well as investigate the scope and shape of extracurricular roles played by professionals of color. The project will also craft a menu of private sector policies – tailored for different sectors and occupations – that will give recognition and support to an array of life roles and may help at lightening the load.

The project will culminate in July 2005. We look forward to this work being featured in a *Harvard Business Review* article and report.

## Collaboration with the Harvard Business Review

As we reported in a recent email, we are pleased to announce that our relationship with the *Harvard Business Review* has begun to take on form and substance. The collaboration will include an HBR article and a co-published report of our “Off-Ramps and On-Ramps” research project. The *Harvard Business Review*, the research partners, and the Center for Work-Life Policy will also sponsor a press event to encourage mainstream and business media to report on our research findings. For future “deep dives” we will continue to explore joint efforts with the HBR.

Work on the “Off-Ramps and On-Ramps” article and report is well underway and the sponsors, **Ernst & Young, Goldman Sachs** and **Lehman Brothers** are planning the launch event. We expect that the release will take place in early March.

We feel confident that this deepened relationship with the HBR will ensure broad interest in the work of the Task Force. Tom Stewart, editor in chief of the *Harvard Business Review*, said of the collaboration that HBR hopes to contribute “an unparalleled ability to follow the life-cycle of this work in a multi-media way.”

## Recent Task Force Press

In the past month, Sylvia Ann Hewlett has been featured twice in the mainstream press. Both the *Today Show* and the *CBS Evening News* interviewed Sylvia, and included her comments on the topic of women returning to the workforce after an absence. Some of the Task Force members were also covered in the stories.

**Ernst & Young** and **Pfizer** were featured in the *Today Show* piece as companies who have begun to address the needs of working women.

## Best Practices

*We invite Task Force members to submit materials for the Task Force Best Practice library.*

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